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## 2004 In Review – Cindy Tilbrook



Cindy Tilbrook  
Executive Director, GCCA

A Chinese philosopher once said: "May you live in interesting times". As I reflect on the 2004 year, I think of how appropriate this statement is in terms of the achievements of the GCCA over the last twelve months and the opportunities available to the organisation in 2005. In summary:

The GCCA embarked on an intensive period of strategic review, culminating in a full-day planning session for Board Directors in late July. This process has re-affirmed our commitment to our

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## New Postgraduate Employment Strong

A new report released this year by the Graduate Careers Council of Australia (GCCA), the *Postgraduate Destination Survey 2003*, suggests that almost 90 per cent of new postgraduates find full-time employment within about four months of completing their qualifications.

The report is based on data gathered in the annual *Graduate Destination Survey* (GDS), which is conducted in co-operation with all Australian universities. The GDS tracks the activities of new university graduates who completed their qualifications in the previous calendar year. Information from over 107,000 new graduates was gathered four months after they completed their qualifications.

### Employment

This report shows that of new postgraduates available for full-time employment, 88.4 per cent had found a position at the time of the GDS (table 5 in the report). An additional 6.4 per cent were working on a part-time basis while seeking full-time employment and 5.3 per cent were not working while seeking a full-time position.

Of all GDS respondents, those with a graduate certificate had the best employment figures, with 93.0 per cent in full-time employment (table 5 in the report).

Over six in ten postgraduates in full-time employment (65.4 per cent) were employed at a professional level, with 10.0 per cent working as managers and 13.4 per cent working at para-professional level (table 16 in the report).

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## The "New Look" GCCA in 2005!



**Colette Keech**  
joins the GCCA  
as our *Executive  
Assistant/  
Survey Support  
Officer*.



**Dugald  
McNaughtan**  
assumes the role  
of *Publications &  
Communications  
Manager*.



**Di Rachinger**  
joins us as our  
new *Business  
Development/  
Relationships  
Manager*.



**Bruce Guthrie**  
assumes the role  
of *Research/  
Surveys  
Manager*.

*Executive Director Cindy Tilbrook and a yet-to-be-appointed Senior Research/Surveys Officer will round out the team in 2005.*

## 2004 In Review – Cindy Tilbrook (cont.)

stakeholders and our two key business areas: the provision of career resources to students and the higher education sector, and the conduct of and reporting on the *Graduate Destination Survey*.

A number of staffing changes occurred during the year as contracts concluded or staff members moved to other positions. This allowed the Board, in liaison with an external consultant, to evaluate the existing organisational structure and revamp it to accord more closely with the new strategic priorities. Bruce Guthrie, Dugald McNaughtan and I are now joined by Di Rachinger and Colette Keech to form the nucleus of the new GCCA team, with the addition of a new Senior Research/Surveys Officer in early 2005.

### CEQuery Launched

March saw the very successful launch and introduction of the *CEQuery* software product, which evaluates the qualitative comments contained in the *Course Experience Questionnaire*. This software product is being distributed to the higher education sector through funding provided by the Department of Education, Science and Training (DEST), and the GCCA has the responsibility for all training and support for the software. A number of workshops have been conducted throughout Australia over the last nine months, with very positive feedback from those institutions who have started using this exciting new product.

### GDS Methodology Reviewed

The period of April to August this year saw the conduct of the “2004 Graduate Destination Survey Methodology Review”. Through a process of internal review and a series of questionnaires and forums conducted with survey managers and other interested sector personnel across the country, the entire survey process was assessed and analysed. The findings of this review will provide key information for our ongoing planning for survey operations.

### gradlink Website and OGDS Updated

Two major infrastructure projects were concluded during the year – a further upgrade to the *gradlink* website (incorporating online forums, a shop and other features), and extra functionality added to the Online Graduate Destination Survey (oGDS).

### Graduate Careers Network

A new initiative, the *Graduate Careers Network*,

was launched during 2004, with functions held in Melbourne, Brisbane, Adelaide and Hobart. These networking functions bring together representatives from university career services with graduate employers in a relaxed, informal environment. Based on feedback received, these events will certainly continue (and hopefully expand) during 2005.

### NACE and CACEE Conferences

I was fortunate enough to attend the NACE (USA) and CACEE (Canada) conferences in June this year. Not only was I interested to learn of the similarity of issues faced by our counterparts in other countries, but also impressed by the fact that both Australian career services and graduate recruiters are meeting global standards in their operations. I was proud to be able to talk about some of the great achievements our organisations are making in furthering career opportunities for our new graduates.

At the GCCA we have made numerous presentations throughout the year, and continued our involvement with a number of external bodies – HEWSO (the Higher Education Workplace Skills Olympiad), CICA (the Careers Industry Council of Australia), and NAGCAS (National Association of Graduate Careers Advisory Services) to name just a few.

### New Brand and Image in 2005

To top it all off, we will be consolidating our new strategic direction and staffing with the introduction of a new corporate brand and image – merging the various existing GCCA brands (Graduate Careers Council of Australia, GCCA, gradlink, etc) under a common brand – *Graduate Careers Australia*. This new branding and image will be introduced progressively during 2005 – so look out for our “new look”!

It’s astounding to think that we undertake and achieve these new projects on top of our ongoing provision of traditional services and products – all with a staff of no more than six people! So, from the team at the GCCA, we wish each and every one of you a very safe and joyous festive season. We are moving into 2005 with enthusiasm and commitment, and look forward to our continued relationship with you all.

*Cindy Tilbrook,  
Executive Director, GCCA*

## Environmental Careers on TV – EnviroPLUCK



*l-r: Catherine Oke and Charley May, EJA*

*The following is an on-the-set report from enviroPLUCK co-producer Cathy Oke, who worked on this ground-breaking environmental careers series in Australia throughout 2004...*

Many of you may have heard of a unique television series called *enviroPLUCK* which aired this year on community television Channel 31 in Melbourne and Adelaide, via RMITV's PLUCK segment. This "first of a kind" TV show featured eight half-hour shows providing info for those wanting an environmental career, and was considered a resounding success – not only for those of us involved in its production, but also by the audience. The team which brought you the television show are now about to release a DVD...so those who weren't able to watch can benefit from the insights offered by the shows hosts and guests.

As a co-producer of the series I was privileged to work with an amazing group of dedicated volunteers from the Environmental Jobs Network and RMITV, all of whom contributed two or three nights of their life each week for over three months to make the series happen. A lot of work went into organising a schedule of stories that accurately reflected the wide range of environmental careers. This included finding the talent to be interviewed, writing scripts, rehearsing and organising interviews, filming stories on location, and filming nights fueled by mini chocolate bars and microwaved falafels (thanks to the catering team!).



*"Action!" on the EnviroPLUCK set*

Each episode featured two live studio interviews and two field stories – guests were asked a few generic questions and some common ones, to ensure consistent advice. These included "What is involved in your environmental job? What sort of person would be suited to the position? How did you get your job?" and "Do you have any advice for those looking for jobs in the environmental sector?" These questions provided the viewer with real life career pathways and advice. Each show also had a *Career Advice* segment and an *EnviroGadget* section, highlighting new and innovative environmentally friendly products.



*l-r: Rob Gell, Lex Lynch and Michael Oke*

The studio nights were great fun, and a lot of work went into making sure we could do it "live to tape" – ie. in one take to cut down on edit time. The studio intros, outros, interviews, career advice and gadget sections were all considered live...so hearing "Quiet on set, cameras rolling, and.. action!" gave us just one take to get it right! We discovered that although lacking professional training we were actually quite good at it! Particularly the main hosts – Alexi Lynch and Verity McLucas.

The hosts of the other live segments, Charley May and myself (Career Advice) and Duncan McGregor and Gayle Seddon (enviroGadget) I feel also put in a good showing. Other important elements contributed, including the set design (care of Wendy Stegman), the camera work of Andrew Thornhill, Leo Ribon and Tom Schindl, and make-up provided by Kellie Fernando Bird.

Throughout the show we covered important and interesting topics, such as volunteer work, studying and working overseas, environmental consulting and engineering, natural resource management, marine biology, environmental education, courses and universities. The show boasted guests from Australia's biggest environmental employers, and recognised leading environmental organisations.



## New Postgraduate Employment (cont.)

Overall, females (69.4 per cent) were more likely than males (59.7 per cent) to have been working at professional level as were those with a research higher degree (masters research or PhD – 79.9 per cent). Most of this disparity would be related to differences in prior qualifications, with females predominating in the teaching and health professions.

### Salaries

Postgraduates with a coursework masters degree had the highest annual median salaries at \$60,000 (table 24 in the report). They were followed by research masters and PhD graduates on \$55,000 and those with a graduate or postgraduate diploma or graduate certificate on \$50,000.

However, most postgraduates have had some level of previous employment experience and reported salary figures reflect this. Of those in their first full-time employment, coursework masters, research masters and PhD graduates earned \$50,000 while those with a graduate or postgraduate diploma or graduate certificate earned \$42,500.

The highest paid masters research or PhD graduates were working in the health sector (\$56,800 – table 23 in the report) while the highest paid coursework masters graduates (\$70,000) were employed in the private sector. Of those with a postgraduate diploma or graduate certificate, the highest paid were also working in the private sector (\$58,800).

Postgraduates at all levels who were employed as managers and administrators earned the highest salaries, with research masters and PhD graduates earning \$70,500 (table 24 in the report), coursework masters graduates earning \$80,000 and those with a postgraduate diploma or graduate certificate earning \$70,000.

The GCCA has also released a second new publication, the 2003 *Postgraduate Research Experience Questionnaire* report.

For further information, please contact either:

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## UK Labour Market – AGR Survey Report

The AGR Graduate Recruitment Survey 2004 was released earlier this year by the Association of Graduate Recruiters (AGR) in the United Kingdom, and heralded good news for UK graduates. The *Summer Review* report was released in mid-2004 to provide graduate employers with labour market information, and the principle finding in this report is that there has been an increase of around 15.5% in overall graduate vacancies.

### Employers Indicate Increased Intake

Mirroring the experience of the Australian graduate labour market, which continued to rally throughout the second half of the year, some 82% of graduate employers indicated that they would maintain or increase their graduate intake in 2005. The industries offering the largest number of vacancies in 2004 included accountancy, law, investment banking and engineering, another parallel with the Australian experience in 2004.

Starting salaries in the UK also saw an increase (albeit more modest) with the median graduate starting salary rising 3.4% compared to salary rates paid in 2003. Law, consulting, investment banking, mineral exploration and fast-moving consumer goods offered the highest starting salaries in the UK during this period.

### Recruiting Trends Identified

There were some other important trends in graduate recruitment identified which again reflect the Australian experience; these included a marked increase in employers recruiting year-round or in phases (rather than at one time of the year only), an increase in telephone pre-screening of candidates, higher retention rates recorded in the public sector, banking, IT, engineering and pharmaceutical industries, and a decrease in the number of applications per vacancy overall.

### Workplace Diversity

Diversity remains a concern for many employers although this has yet to translate widely into formal diversity targets; this situation will be interesting to monitor as the workforce becomes more global and the labour market swings towards being an “employee’s market”.

*Dugald McNaughtan*  
*ergo Editor*

*The Association of Graduate Recruiters (UK)*  
*website can be found at [www.agr.co.uk](http://www.agr.co.uk)*

# Higher Education Workplace Skills Olympiad (HEWSO) Spring Program Debuts in 2004

*Di Rachinger, regional project officer for the 2004 HEWSO Spring Program, talks about the event which concluded recently:*

The HEWSO (Higher Education Workplace Skills Olympiad) Summer program, run successfully over the last four years, has produced an offshoot! During the week of 27 September – 1 October 2004, the inaugural HEWSO Spring program ran with 12 universities, 32 teams and 194 students taking part.



*The Queensland University of Technology team*

HEWSO is a national project, initiated and conducted by the National Association of Graduate Careers Advisory Services (NAGCAS) and partly funded by the Department of Education, Science and Training (DEST). It provides experiential learning in a competition framework, and its benefits include career education and the development of employability skills and generic attributes. HEWSO also informs employers about the potential of students completing degrees in Australian universities.

HEWSO Summer, the original HEWSO program, runs for a month over January/February; however some university Careers Services felt that this format did not suit all participants, particularly regional campuses as many of their students return home over the summer. To remedy this, HEWSO Spring was established.

The twelve universities who participated in the inaugural Spring HEWSO were Flinders University from South Australia; Deakin, Monash, Victoria, RMIT, Swinburne and Ballarat Universities from Victoria; QUT, Queensland, Southern Queensland and James Cook universities from Queensland and Murdoch University from Western Australia. The host employers represented a huge cross-section of industries including City of Marion Council, Coles Myer, Dept of Premier and Cabinet, Masterfoods, Young Achievement Australia, Defence Force

Recruiting, the Australian Institute of Marine Science, Brisbane City Council, Arnotts, Telstra and Foodland Associated Ltd.

The problems set really stretched the students, due to the complexity of the issues involved and the short time frame they were confined to. Host employers provided a briefing, outlining both the problem and the organisation itself to ensure the teams understood the context. The students then had to prepare their response to the issue and formulate a 20 minute presentation and written report. At judging time, the teams presented their findings to the host employers, who then filled out a scoresheet for each team, based on the Employability Skills Framework. The teams' presentations were also videoed, and winners moved on to the national competition.



*The team from Flinders University at work*

The national judging involved a representative from each of three key stakeholders groups: NAGCAS (Martin Smith), The Business Council of Australia (Maria Tarrant) and the AAGE (Jill Carter). Judges watched the team videos, read the reports and filled out scoresheets (all independently) then convened by teleconference to compare notes. Eventually it was determined that the winner of "Best Report" was the Flinders University team; "Best Presentation" was won by the team from the Queensland University of Technology, and the University of Southern Queensland team came up with the "Most Creative Solution." Congratulations to those winners!

I would like to thank everyone who participated and made the inaugural HEWSO Spring such a success; your energy and enthusiasm assisted greatly. HEWSO Spring is to be evaluated, and it is hoped will once again take place in 2005. Meanwhile, enjoy HEWSO Summer!

**Di Rachinger**  
**Regional Project Officer, HEWSO**

## 2005 Careers Fair Dates for Australia and NZ

*The following is a list of careers fair dates for 2005, provided in date order within each Australian state and also New Zealand. These dates were correct at the time of printing; please check with the relevant institution to confirm the date and to get any other details you require.*

### Australian Capital Territory

- Combined ANU/University of Canberra Careers Fair – 17 March

### New South Wales

- University of New England, Virtual Careers Fair – 10 to 24 March, online
- (Institute of Chartered Accountants Australia – 16 March, Sydney)
- Newcastle University – 17 March
- Sydney University – 21 March
- University of New South Wales – 22 March
- University of Technology, Sydney – 23 March
- University of Wollongong – 24 March
- Macquarie University – 4 & 5 April
- University of Western Sydney – 6 April

### Queensland

- (Institute of Chartered Accountants Australia – 10 March, Brisbane)
- James Cook University – in week of 7-11 March
- Queensland University of Technology (Gardens Point) – 14 March
- Griffith University (Nathan) – 15 March
- University of Queensland (St Lucia) – 16 March
- University of Southern Queensland (Toowoomba Campus) – 17 March
- Griffith University (Gold Coast) – 18 March

### South Australia

- University of Adelaide – 31 March-1 April
- University of South Australia – 29-30 March
- Flinders University – tba

### Victoria / Tasmania

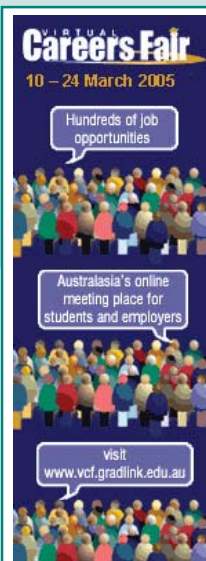
- RMIT University – 3 March
- Deakin University – 7 March
- The University of Melbourne – 8-9 March
- La Trobe University – 10 March
- University of Tasmania – 10 March
- University of Tasmania (Law Fair) – 11 March
- Victoria University – 15 March
- Monash University – 16 & 17 March
- Swinburne University – 18 March
- (Institute of Chartered Accountants Australia – 22 March, Melbourne)
- Ballarat University – 23 March

### Western Australia/Northern Territory – No careers fairs

### New Zealand

- Victoria University of Wellington – 27 April (Pacific Island Students)
- Victoria University of Wellington – 3 May (Accountancy)
- University of Auckland – 4 & 5 May
- Victoria University of Wellington – 5 May (IT)
- Victoria University of Wellington – 10 May (Maori Students)
- University of Canterbury – 10 May
- University of Waikato – 11 May
- Massey University (Turitea Campus) – 18 May
- Victoria University of Wellington – 19 May (General)

For more information about careers fairs including a link to the national *Virtual Careers Fair*, please visit the *gradlink* website at [www.gradlink.edu.au](http://www.gradlink.edu.au)



The *Virtual Careers Fair* is on again in 2005! Running from 10 to 24 March, this is the largest online Careers Fair to be staged in Australia, and is open to students of all universities.

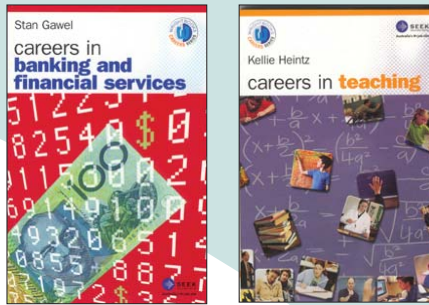
Log on to the VCF at [www.vcf.gradlink.edu.au](http://www.vcf.gradlink.edu.au) for a range of careers-related activities, including hosted forums, "Q&A" sessions, interview games, practice online testing, graduate employer profiles and more!

The Virtual Careers Fair is the biggest event of its type and was established in 2001, subsequently running each year. In 2004, the VCF had over 400,000 page views, 71 exhibitors, student visitors from 31 institutions, featured 52 hosted forums, and it remains an excellent way for graduate employers to reach out to a diverse student audience, irrespective of geography.

Exhibition opportunities for 2005 are open now – please contact Rhonda Leece at the University of New England on +61 (02) 6773 3408 or [rleec@metz.une.edu.au](mailto:rleec@metz.une.edu.au)



## Book Review: The Wrightbooks Careers Series



**Title:** *The Wrightbooks Careers Series*

**Authors:** Various

**ISBN:** 0 7314 0175 1 (Careers In Teaching);

0 7314 0109 3 (Careers in Banking and Financial Services)

**Publisher:** John Wiley & Son, Australia

The Wrightbooks Careers Series is a new range of careers titles which was introduced to the Australian market in 2004. Written by expert authors working in the relevant industry, there are currently editions for *Nursing, Journalism, Human Resources, Banking and Financial Services, Performing Arts, Marketing, Teaching and Fashion.*

The books are generally around 200 pages long, and cover a wide range of topics which serve to give a detailed overview of the particular industry. The readership for these titles could include secondary students and their parents who are involved in longer term career planning, tertiary students wanting an idea of what life will be like in their chosen industry as well as what their alternative options might be, and those who are considering a change of career further on in life.

The format of the books typically follows a pattern, first giving a “snapshot” of the industry and the requisite skills and training needed to enter it, then in later chapters progressing to other areas which are more specific to that particular industry. For example, the publication might cover broadly differing roles or fields within an overall industry, as well as detailing both specialist and entry-level career options. Employment outcomes and typical salaries are also covered.

Each of these titles also includes some more general, but industry-related job-seeking advice such as interview tips and advice from employers, as well as interviews with and profiles of people who are working in the field in a wide variety of roles. Finally each title provides a comprehensive

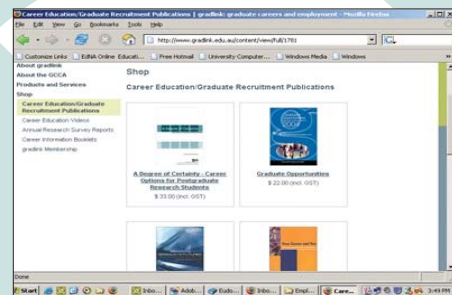
list of online and print resources for the interested reader to conduct further research, including websites and professional associations.

These books were apparently written to address a perceived shortage of credible print publications which provide a broad range of industry-based information for current and future job-seekers, and they certainly achieve this. The layout is clear and the text tightly-written and engaging, and while the style differs according to the author of each title, all certainly seem to cover a lot of ground. The use of inset text boxes to highlight the most important facets of various work roles, as well as the inclusion of glossaries explaining important terms and concepts used widely in the industry, I found particularly useful.

More information about the Wrightbooks Careers Series can be found at [www.johnwiley.com.au](http://www.johnwiley.com.au) or by contacting Carol Warwick on [cwarwick@johnwiley.com.au](mailto:cwarwick@johnwiley.com.au)

**Reviewed by Dugald McNaughtan,**  
*ergo Editor*

## gradlink Website – New Features Introduced!



As part of the ongoing development of the *gradlink* website, a number of new features have been added, including the popular Online Shop function – where you can purchase publications, AV materials and instigate/renew memberships.

Other new features include the online discussion forums for gradaute employers, careers practitioners and survey managers found in “Professional Resources”. Also new is the option for automatic subscription to *Graduate Employment News* and *Gradlink News* and *ergo*. To see the new features in action, go straight to **[www.gradlink.edu.au](http://www.gradlink.edu.au)** and start browsing!

## Environmental Careers on TV (cont.)

Guests included organisations and individuals from the Department of Sustainability and Environment Victoria, Environment Protection Authority Victoria, Sustainable Energy Authority Victoria, Toyota, City of Melbourne, GHD, RMIT University, Parks Victoria, Going Solar, Australian Conservation Foundation, Environment Victoria, Monash University, The Age, Earth Systems, Greening Australia, SARDI Aquatic Sciences, Earthwatch, Citywide, Whitehorse Council, Latrobe University, Vox Bandicoot, Melbourne Zoo, Environmental Jobs Network, ICLEI plus many more



*Mike Cramer of Earth Systems with Lex*

Now, everyone will have access to this valuable environmental education series with the release of the *enviroPLUCK DVD*, a repository of quality information which should be really useful for those contemplating an environmental career.

Well done to everyone involved and thanks to RMITV and Channel 31 for the support; it truly was a great team effort. The *enviroPLUCK DVD* will be distributed by the GCCA throughout Australia and New Zealand in 2005; contact the *gradlink* Helpdesk at [info@gradlink.edu.au](mailto:info@gradlink.edu.au) or on (03) 9349 4300 for details of cost and availability.

**Cathy Oke**  
*Environmental Jobs Network and  
enviroPLUCK Co-Producer*



## AAGE Conference – Melbourne 2004

The annual conference of the Australian Association of Graduate Recruiters (AAGE) was held in Melbourne recently, and over 120 attendees from around the country enjoyed two days of networking, speakers and international guests.

Highlights included a very motivating talk from the General Manager of Recruitment for Coles Myer, Guatam Dev, an address on Gen X and Y characteristics from Mark McCrindle, a “murder mystery”-themed conference dinner and an interactive case study session chaired by Cindy Tilbrook. The AAGE executive for 2005 was also announced, with Ben Reeves from KPMG assuming the role of President from outgoing President Katrina Harrington.

Here are some snaps from the conference; more info on AAGE events can be found at [www.aage.com.au](http://www.aage.com.au)



*Thanks to everyone for supporting the GCCA during the year – and to all our ergo contributors and readers. We look forward to an exciting year in 2005 and hope to see giant leaps forward in the graduate employment sector. Merry Christmas!*  
**Dugald McNaughtan, ergo Editor**