



## 2011 Graduate Outlook Survey

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### About Your Organisation

All questions marked with \* are required to be completed as a minimum.

**1) What industry sector does your organisation primarily belong to? \***

- Accounting
- Banking/Finance
- Defence
- Engineering/Construction
- Government
- Healthcare
- Information Technology
- Legal/Professional Services
- Manufacturing
- Mining/Oil & Gas Exploration
- Sales/Marketing/Logistics
- Other (please specify)

**2) How would you best describe your organisation? \***

- Public/Government
- Private
- Not for profit

**3) In which country is your role primarily based? \***

- Australia
- New Zealand
- Other (please specify)

**4) Where does your organisation operate? \***

- Internationally

- Nationally
- Regionally (i.e. only within a particular state/territory/region)

**5) What are your organisation's approximate total staff numbers in 2011?**

- 1–19 employees
- 20–99 employees
- 100–500 employees
- More than 500 employees
- Don't know

**6) Approximately how many graduates (i.e. those who have recently completed their degree qualifications) did you recruit or do you expect to recruit in the following years? IMPORTANT: Please enter a number in every box. If the answer is 'none', please enter 0.**

2010: \_\_\_\_\_

2011: \_\_\_\_\_

2012: \_\_\_\_\_

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## Your Graduate Recruitment Practices

**If you did not recruit any graduates in 2011, please skip to question 22.**

**7) Which of the following methods did you use to promote your 2011 graduate program to prospective graduate employees? (Select all that apply)**

- Your organisation's website
- Employment websites (e.g. CareerOne, SEEK)
- Social media websites (e.g. Facebook, Twitter, YouTube, LinkedIn)
- University careers fairs
- University careers services
- Graduate recruitment handbooks - print and/or online
- Newspaper advertising
- Other (please specify)

How would you rate the effectiveness of the social media sites you have used to promote your graduate recruitment program in 2011? (If you have not used a particular media in your organisation, please select 'Not used')

	Not at all effective	Not very effective	Somewhat effective	Quite effective	Very effective	Not used
Facebook	( )	( )	( )	( )	( )	( )
Twitter	( )	( )	( )	( )	( )	( )
YouTube	( )	( )	( )	( )	( )	( )
LinkedIn	( )	( )	( )	( )	( )	( )
Other (please specify in the text box below)	( )	( )	( )	( )	( )	( )

How would you rate the effectiveness of the graduate recruitment handbooks (online or hardcopy) you have used to promote your graduate recruitment program in 2011? (If you have not used a particular media in your organisation, please select 'Not used')

	Not at all effective	Not very effective	Somewhat effective	Quite effective	Very effective	Not used
Online - gradconnection.com.au	( )	( )	( )	( )	( )	( )
Online - graduateopportunities.com	( )	( )	( )	( )	( )	( )
Online - unigrad.com.au	( )	( )	( )	( )	( )	( )
Hardcopy - Graduate Opportunities	( )	( )	( )	( )	( )	( )
Hardcopy - Unigrad	( )	( )	( )	( )	( )	( )
Other (please specify in the text box below)	( )	( )	( )	( )	( )	( )

Did you recruit any students into graduate positions in 2011 directly from some kind of undergraduate program? (e.g. vacation work/internship/industry based learning)

- Yes  No

If YES, approximately what proportion of your total graduate intake did they represent?

%

Did you recruit any students into graduate positions in 2011 based on employee referrals?

- Yes  No

If YES, approximately what proportion of your total graduate intake did they represent?

%

**Did you recruit any international students into graduate positions in 2011? (i.e. those whose permanent residence status is pending or those with a visa/sponsored work permit arrangement)**

Yes

No

If YES, approximately what proportion of your total graduate intake did they represent?

%

If NO, why was this?


**Did you recruit any mature age students (that is, 25 years or older) into graduate positions in 2011?**

Yes

No

If YES, approximately what proportion of your total graduate intake did they represent?

%

If NO, why was this?


**Did you recruit postgraduate students into graduate positions in 2011?**

Yes

No

If YES, approximately what proportion of your total graduate intake did they represent?

%

If NO, why was this?


**12) In addition to relevant qualifications, what three key selection criteria do you use when recruiting graduates? (select three only)**

- Interpersonal & communication skills (written and oral)
- Calibre of academic results
- Work experience
- Leadership skills
- Passion / Knowledge of industry / Drive / Commitment / Attitude
- Teamwork skills
- Critical reasoning & analytical skills / Problem solving / Lateral thinking / Technical skills
- Emotional intelligence (including self-awareness, strength of character, confidence, motivation)
- Activities - includes both intra and extra curricular
- Cultural alignment / Values fit
- Other (please specify)

**13) Which of the following are the three least desirable characteristics you want to see in your pool of graduate employee candidates? (select three only)**

- Lack of interpersonal & communication skills (written, oral, listening), lack of leadership skills
- Lack of drive, motivation, enthusiasm and initiative
- Arrogance / Selfishness / Aggression / Dominating
- Poor teamwork skills
- Poor or inappropriate academic qualifications or results
- Inflexibility / Inability to accept direction, challenges or change
- Poor attitude / Lack of work ethic / Approach to work
- Lack of emotional intelligence, self-awareness or self-confidence
- Lack of commitment / High absenteeism / Lack of loyalty
- Other (please specify)

**14) Aside from personal details and referees, what do you consider as the three most important aspects of a graduate's curriculum vitae/résumé? (select three only)**

- Statement detailing their career goals/objectives
- Academic qualifications
- Academic results
- Employment history

- [ ] Details of voluntary employment and student placements
- [ ] Professional development activities undertaken (e.g. training, workshops, conferences)
- [ ] Summary of their key skills and personal attributes
- [ ] Relevant associations and professional memberships
- [ ] Notable achievements
- [ ] Hobbies/interests
- [ ] Other (please specify)

**15) In total, how much will your organisation spend on graduate recruitment in 2011? IMPORTANT: Estimate if necessary. Include things such as advertising, other promotional expenses, salary expenses for those involved in graduate recruitment, etc.**

\$: \_\_\_\_\_

**16) Overall, how would you describe the following aspects of your graduate recruitment campaign in 2011? (i.e. the recruitment campaign conducted this year for your 2012 graduate intake)**

	Very poor	Below average	Average	Above average	Excellent
Number of applications received	( )	( )	( )	( )	( )
Standard of applications received	( )	( )	( )	( )	( )
Standard of candidates seen during selection process	( )	( )	( )	( )	( )
Standard of candidates accepting a position	( )	( )	( )	( )	( )
Overall rating of your 2011 graduate recruitment campaign	( )	( )	( )	( )	( )

**17) Please indicate the extent to which you agree or disagree with each of the following statements concerning the reasons your organisation employs new graduates.**

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Because of their up-to-date knowledge	( )	( )	( )	( )	( )
Because of their willingness to learn	( )	( )	( )	( )	( )
So they can be developed as future leaders of the organisation	( )	( )	( )	( )	( )
Because of their enthusiasm	( )	( )	( )	( )	( )

To create a pipeline of future talent for the organisation	( )	( )	( )	( )	( )
Because they command lower wages than more experienced workers	( )	( )	( )	( )	( )
Because they can be 'moulded from the ground up' to fit the organisation's needs	( )	( )	( )	( )	( )
They bring fresh perspectives to the organisation	( )	( )	( )	( )	( )
To address the issue of an aging company workforce	( )	( )	( )	( )	( )
Because there is a current shortage of experienced workers within our industry sector	( )	( )	( )	( )	( )

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## Your 2011 Graduate Cohort

18) How would you rate the applicants in your 2011 candidate pool in regards to the following?

	Very poor	Below average	Average	Above average	Excellent	Does not apply
Knowledge of your organisation	( )	( )	( )	( )	( )	( )
Professionalism	( )	( )	( )	( )	( )	( )
Presentation skills	( )	( )	( )	( )	( )	( )
Communication skills	( )	( )	( )	( )	( )	( )
Academic results	( )	( )	( )	( )	( )	( )
Level of extra-curricular activities	( )	( )	( )	( )	( )	( )
Prior work experience	( )	( )	( )	( )	( )	( )
Ability to work in a team	( )	( )	( )	( )	( )	( )

19) Considering the graduates that started with your organisation in 2011 (if applicable), how would you rate their employability skills when they started with your organisation?

	Very poor	Below average	Average	Above average	Excellent
Communication	( )	( )	( )	( )	( )
Teamwork	( )	( )	( )	( )	( )
Problem-solving	( )	( )	( )	( )	( )
Self-management	( )	( )	( )	( )	( )
Planning and organising	( )	( )	( )	( )	( )
Technology	( )	( )	( )	( )	( )
Learning	( )	( )	( )	( )	( )
Initiative and enterprise	( )	( )	( )	( )	( )
Technical skills resulting from their course	( )	( )	( )	( )	( )

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## Graduate Recruitment Challenges

20) Would you have recruited more graduates in 2011 if a greater number of appropriate candidates were available?

( ) Yes

( ) No

21) Did you have trouble sourcing/ recruiting candidates from any particular discipline area in 2011?

( ) Yes

( ) No

What discipline area(s) did you have trouble sourcing graduates from, and how did you combat this problem?

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## Graduate Recruitment Challenges

22) In your opinion, how important are each of the following graduate recruitment issues to your organisation currently?

	Not at all important	Not very important	Somewhat important	Quite important	Very important
Building awareness of your	( )	( )	( )	( )	( )



organisational brand on campus, including student organisations, administrators and faculty.					
Managing the perception of your organisation held by students, graduates and university staff.	( )	( )	( )	( )	( )
Identifying talent early through 'pipeline' programs such as internships.	( )	( )	( )	( )	( )
Measuring the effectiveness of your graduate recruitment program.	( )	( )	( )	( )	( )
Integrating graduate recruitment and retention into your HR strategy.	( )	( )	( )	( )	( )
Demonstrating and validating the value of graduate recruitment to your organisation.	( )	( )	( )	( )	( )
Balancing high-tech and personal methods in recruiting and hiring graduates.	( )	( )	( )	( )	( )
Recruitment of the 'right' graduates in a competitive market.	( )	( )	( )	( )	( )
Retention of graduate employees.	( )	( )	( )	( )	( )
Skills shortages in key discipline areas.	( )	( )	( )	( )	( )
Other (please specify in the text box below)	( )	( )	( )	( )	( )

**23) In your opinion, how important are each of the following graduate recruitment issues to your organisation in the future?**

	<b>Not at all important</b>	<b>Not very important</b>	<b>Somewhat important</b>	<b>Quite important</b>	<b>Very important</b>
Building awareness of your organisational brand on campus, including student organisations, administrators and faculty.	( )	( )	( )	( )	( )
Managing the perception of your organisation held by students, graduates and university staff.	( )	( )	( )	( )	( )
Identifying talent early through 'pipeline' programs such as internships.	( )	( )	( )	( )	( )
Measuring the effectiveness of your graduate recruitment program.	( )	( )	( )	( )	( )
Integrating graduate recruitment and retention into your HR strategy.	( )	( )	( )	( )	( )
Demonstrating and validating the value of graduate recruitment to your organisation.	( )	( )	( )	( )	( )
Balancing high-tech and personal methods in recruiting and hiring graduates.	( )	( )	( )	( )	( )
Recruitment of the 'right' graduates in a competitive market.	( )	( )	( )	( )	( )
Retention of graduate employees.	( )	( )	( )	( )	( )
Skills shortages in key discipline areas.	( )	( )	( )	( )	( )
Other (please specify in the text box below)	( )	( )	( )	( )	( )

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## Graduate Retention

**24) Retention has been identified as a major issue in graduate employment. Based on your experiences with graduate employment in your organisation, how important do you believe each of the following factors is in a graduate's decision to change employers?**

	Not at all important	Not very important	Somewhat important	Quite important	Very important
Organisational culture	( )	( )	( )	( )	( )
Relationship with direct manager/supervisor	( )	( )	( )	( )	( )
Desire for greater professional development	( )	( )	( )	( )	( )
Desire for better salary and/or benefits	( )	( )	( )	( )	( )
Desire to travel	( )	( )	( )	( )	( )
Seeking greater opportunities for advancement	( )	( )	( )	( )	( )
Seeking a greater breadth of work experience	( )	( )	( )	( )	( )
Seeking experience in a different sector	( )	( )	( )	( )	( )
Lack of loyalty and commitment	( )	( )	( )	( )	( )
More flexible work/life balance	( )	( )	( )	( )	( )
Other (please specify in the text box below)	( )	( )	( )	( )	( )

**25) Based on your experience from your particular organisation, how effective are each of the following strategies in terms of retaining graduate employees? (If you have not used a particular strategy in your organisation, please select 'Not used')**

	Not at all effective	Not very effective	Somewhat effective	Quite effective	Very effective	Not used
Specific graduate induction program	( )	( )	( )	( )	( )	( )
Buddy system	( )	( )	( )	( )	( )	( )
Graduate-focused social, sporting or networking activities	( )	( )	( )	( )	( )	( )
Regular performance appraisals	( )	( )	( )	( )	( )	( )
Mentoring scheme	( )	( )	( )	( )	( )	( )
Performance-based remuneration	( )	( )	( )	( )	( )	( )
Specific area for graduates on website/organisational intranet	( )	( )	( )	( )	( )	( )
Internal training and development activities	( )	( )	( )	( )	( )	( )
Support for external training and development activities (e.g. financial support, time off)	( )	( )	( )	( )	( )	( )
Leadership development program for identified 'stars'	( )	( )	( )	( )	( )	( )

Other (please specify in the text box below)	( )	( )	( )	( )	( )	( )
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**26) Approximately what proportion (%) of you graduate cohort (i.e. the group of graduates starting with your organisation in a given year) is still employed with your organisation at the end of:**

1 year?: \_\_\_\_\_

3 years?: \_\_\_\_\_

5 years?: \_\_\_\_\_

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## Your Details

**27) OPTIONAL – Provide your contact details to go into the draw for a \$200 Coles/Myer voucher and to receive a FREE COPY of the *Graduate Outlook 2011* report. Completing this section will also allow us to remove you from our follow-up list.**

Name:: \_\_\_\_\_

Title:: \_\_\_\_\_

Organisation:: \_\_\_\_\_

Mailing address:: \_\_\_\_\_

Suburb:: \_\_\_\_\_

State:: \_\_\_\_\_

Postcode:: \_\_\_\_\_

Telephone:: \_\_\_\_\_

Email address:: \_\_\_\_\_

**Thank You!**

**Thank you for participating in the 2011 Graduate Outlook Survey.**

**Summary results will be presented in our various print and online newsletters. Copies of the *Graduate Outlook 2011* report will be forwarded directly to participants who provide contact details.**