

# Graduate Outlook

2014

## Employers' Perspectives on Graduate Recruitment in Australia

## Acknowledgements

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## Introduction

Welcome to *Graduate Outlook 2014*, Graduate Careers Australia's annual report on graduate recruitment practices and trends in Australia. Now in its tenth year, the Graduate Outlook Survey (GOS) examines the current perspectives of graduate recruiters to present a focused and meaningful overview of the graduate labour market. The GOS is undertaken to obtain an indication of the outlook for graduate recruitment; an objective which takes on additional relevance due to the continued deterioration in the short-term employment prospects of new graduates as evidenced in recent employment figures in GCA's *2014 GradStats*<sup>1</sup>.

This year's report continues the examination of graduate intake numbers, as well as recruiters' perceptions of the calibre of their candidates and their retention strategies. Current graduate recruitment practices are examined in detail, including promotional techniques, recruitment through additional channels such as undergraduate programs and employee referrals, and the recruitment of international graduates. Some of these areas have been investigated every year since the inception of this series, allowing for the examination of graduate recruitment trends over the last ten years.

The 2014 GOS also explores new territories of interest including recruitment from particular institutions, graduate training procedures, as well as the role of the graduate's social media profile and its influence in the recruitment decision-making process.

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<sup>1</sup>Results from *2014 GradStats* are available via  
[www.graduatecareers.com.au/research/researchreports/gradstats](http://www.graduatecareers.com.au/research/researchreports/gradstats)

## Graduate Recruitment Trends

This chapter explores how various aspects of graduate recruitment have changed over time and covers some new areas, as well as areas that have been covered for the 10 years of the survey. This latter group presents a unique data set that encompasses both the Australian minerals-lead economic boom of the mid 2000s and the Global Financial Crisis of 2008-09, along with the impact of both.

### Graduate Recruitment 2008-14

Figure 1 presents a distribution of the number of graduates recruited by participating employers as part of their graduate intakes for the years ranging from 2008 to 2014. In examining total graduate intake figures between 2013 and 2014, the proportion of employers:

- not recruiting any graduates has decreased by 6.3 percentage points (from 19.3 per cent in 2013, to 13.0 per cent in 2014);
- recruiting between one and 20 graduates has remained largely stable (from 57.8 per cent in 2013, to 55.5 per cent in 2014); and
- recruiting more than 20 graduates has increased by 8.5 percentage points (from 23.0 per cent in 2013, to 31.5 per cent in 2014).

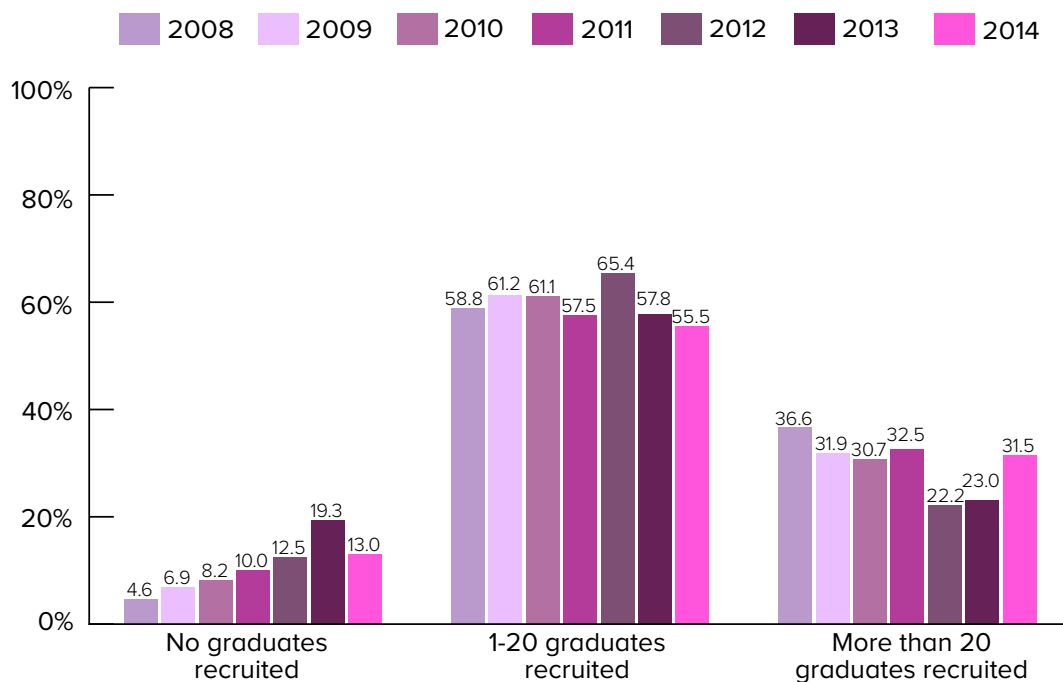


Figure 1: Graduate intake for 2008 - 2014 (%)<sup>2</sup>

<sup>2</sup> Figures might not add exactly to 100.0 due to rounding.

When examining total graduate intake figures within broad industry groupings in 2014:

- the highest proportion of participating employers that did not recruit any graduates as part of their 2014 intake was observed in the Manufacturing industry (20.0 per cent);
- the highest proportion of employers that employed between one and 20 graduates for their 2014 intake was observed in Construction/Mining/Engineering (87.0 per cent); and
- the industry with the highest proportion of employers that recruited more than 20 graduates was Government/Defence/Health (41.5 per cent), followed closely by Accounting/Finance (40.4 per cent).

Figure 2 presents graduate intake figures in 2014, examined by industries.

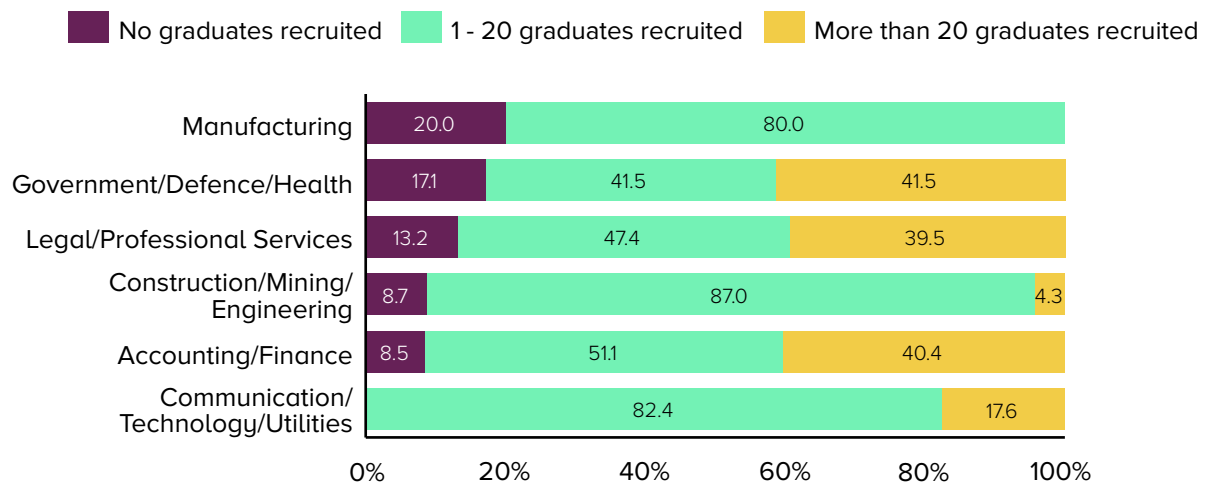
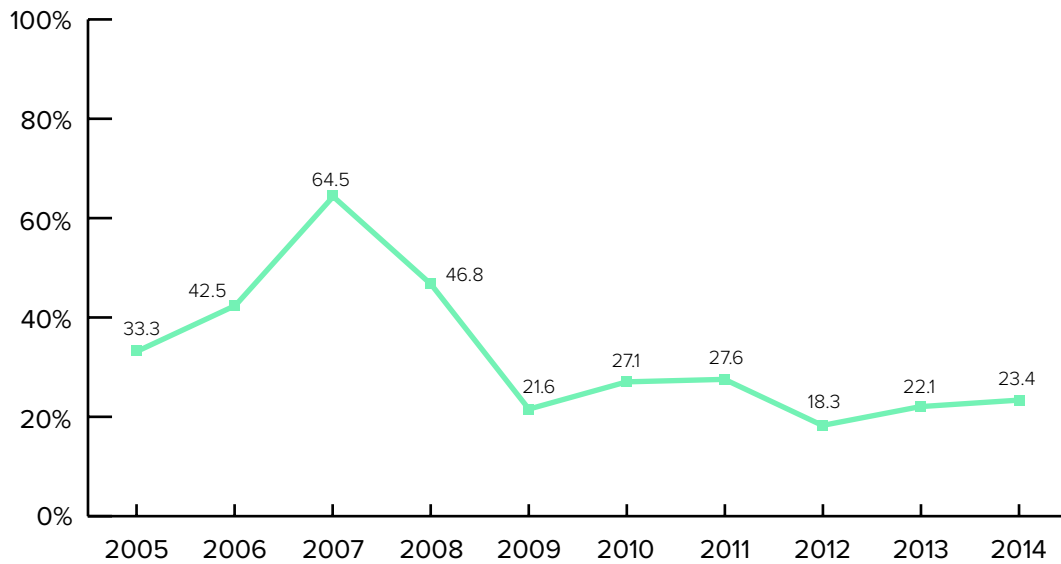


Figure 2: Graduate intake for 2014, by industry (%)<sup>3</sup>

<sup>3</sup>Figures might not add exactly to 100.0 due to rounding.

In 2014, almost one-quarter of participating graduate employers (23.4 per cent) indicated that they would have employed a larger number of graduates if more appropriate graduates had been available (see Figure 3). The 23.4 per cent figure represents a marginal increase from 2013.



**Figure 3: Proportion of employers who would have recruited more graduates if a higher number of appropriate candidates had been available, 2005-14 (%)**

### Graduate Skills Shortages

Figure 4 shows that 41.0 per cent of graduate employers had difficulty sourcing/recruiting graduates from particular discipline areas in 2014. This is higher than the equivalent figure of 32.6 per cent in 2013, and 34.3 per cent in 2012 and presents the first upward trend in these figures since 2011.



**Figure 4: Proportion of employers who had difficulty sourcing graduates, 2005 - 2014 (%)**

Employers who indicated that they had difficulties sourcing graduates were then asked to nominate which discipline area(s) they had difficulties sourcing graduates from. Figure 5 lists the top three discipline areas which were in demand in 2014.

- Of all participating employers that indicated they had difficulty sourcing enough graduates, 53.5 per cent indicated that they had trouble sourcing Computer Science graduates in 2014.
- Accountants and Electronic/Computer engineers were also relatively difficult to source in 2014, with 27.9 per cent and 14.0 per cent of employers respectively indicating that they had difficulty sourcing graduates from these discipline areas.

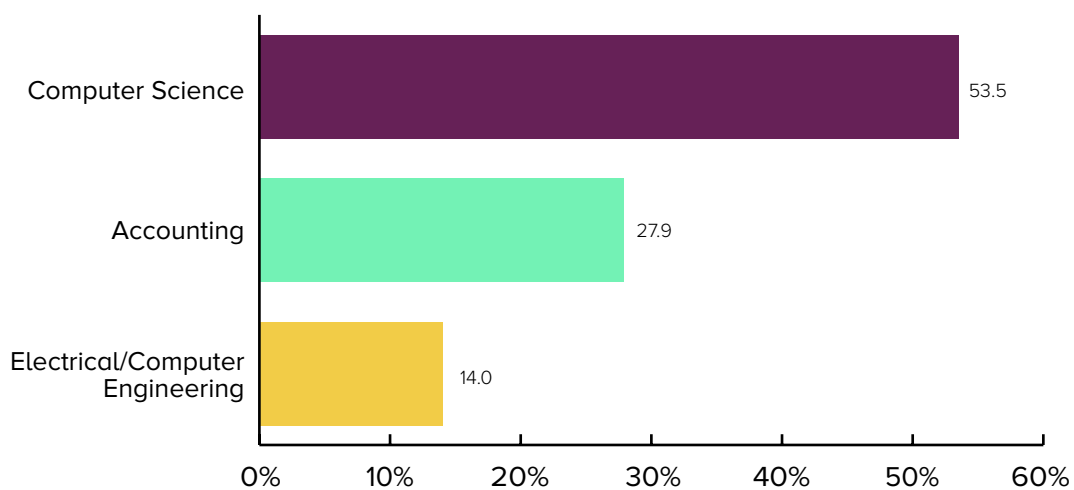


Figure 5: Proportion of employers who had difficulty sourcing graduates, by discipline area, 2014 (%)<sup>4</sup>

### Recruitment of International Graduates

Figure 6 presents a ten-year time series showing the percentage of employers who indicated they had recruited international graduates.

- In 2014, only 13.3 per cent of employers indicated that they recruited international graduates. This is the lowest figure recorded since survey inception.
- High points are seen in 2008 (35.3 per cent) and 2011 (30.8 per cent).

<sup>4</sup>Please note that because employers could nominate more than one discipline area, the percentages in this figure will not add up to 100 per cent.





Figure 6: Proportion of employers who recruited international graduates, 2005-14 (%)

### Why Organisations Choose Not to Recruit International Graduates

When asked why the recruitment of international graduates was not a component of their 2014 graduate recruitment campaigns, participating employers were invited to select from a list of categories, the responses to which are outlined in Table 1.

- Table 1 shows that more than half of employers who did not recruit international graduates indicated that the main reason was that employees must be citizens or permanent residents of Australia (53.0 per cent).
- The next most common reason was that there were enough suitable local candidates (22.2 per cent).

Table 1: Why employers did not recruit international graduates, 2014 (%)

Reasons why employer did not recruit international graduates	2014
Candidates must be Australian citizens or permanent residents	53.0%
We had enough suitable local candidates	22.2%
Other	11.1%
No applications were received from international students	6.8%
We found visa/cost requirements of recruiting international candidates prohibitive	6.0%
We had concerns about the retention of international candidates	0.9%

## 2014 Recruitment Numbers

Employers were asked to indicate the total number of applications received, applications processed and graduates recruited within their organisation in 2014. The **median** numbers of applications received, applications processed and graduates recruited are presented in Figure 7. On average in 2014, for every 200 applications received, employers processed 100 applications and hired nine graduate applicants (4.5 per cent conversion rate).

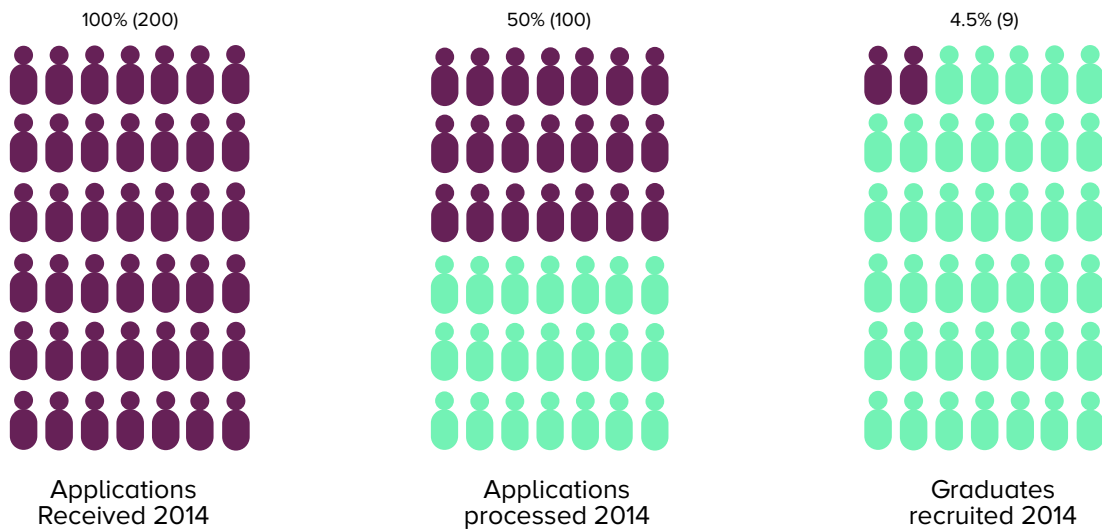


Figure 7: Proportion of applications received, processed and graduates recruited per employer, 2014 (% (n))

## Graduate Recruitment Practices

This chapter examines the graduate recruitment practices of participating employers including how they promoted their graduate programs, the different criteria used to evaluate prospective candidates and an overall assessment of various aspects of their 2014 graduate recruitment campaigns.

### *Promotion of Graduate Programs*

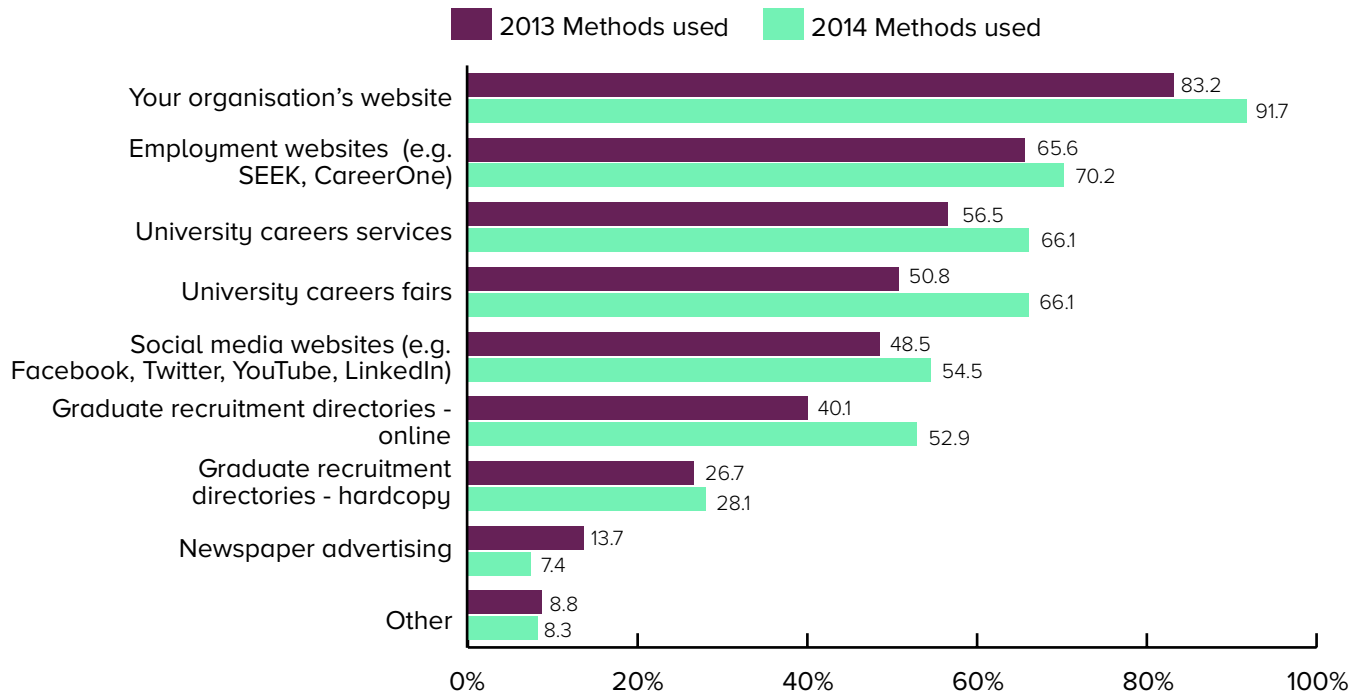
When asked about the various methods used to promote their 2014 graduate programs (refer to Figure 8):

- The vast majority of employers indicated that they utilised their organisation's website (91.7 per cent). This figure represents an 8.5 percentage point increase compared with 2013 (83.2 per cent).
- Employment websites (e.g. Seek, CareerOne) was the second most common promotion method used (70.2 per cent) followed by university careers services and university careers fairs (both 66.1 per cent).
- Interestingly, more than half of employers indicated they used social media websites to promote their 2014 graduate program (54.5 per cent). This figure represents an increase of 6.0 percentage points compared with 2013 (48.5 per cent).
- The use of newspaper advertising saw a decline of 6.3 percentage points between 2013 and 2014.

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<sup>5</sup> Results from the 2013 *Graduate Destination Survey* are available via [www.graduatecareers.com.au/Research/ResearchReports/GraduateDestinations](http://www.graduatecareers.com.au/Research/ResearchReports/GraduateDestinations)

These results suggest that employers are placing a greater emphasis on online and targeted promotion methods as preferred avenues for attracting prospective graduate employees. According to the 2013 Graduate Destination Survey<sup>6</sup> of the bachelor degree graduates who had actively sought employment in the year prior to graduating, the majority (75.3 per cent) indicated they sought employment via an ‘advertisement on the internet’. This supports the earlier finding that many employers are turning towards online promotion methods to hire their graduates.

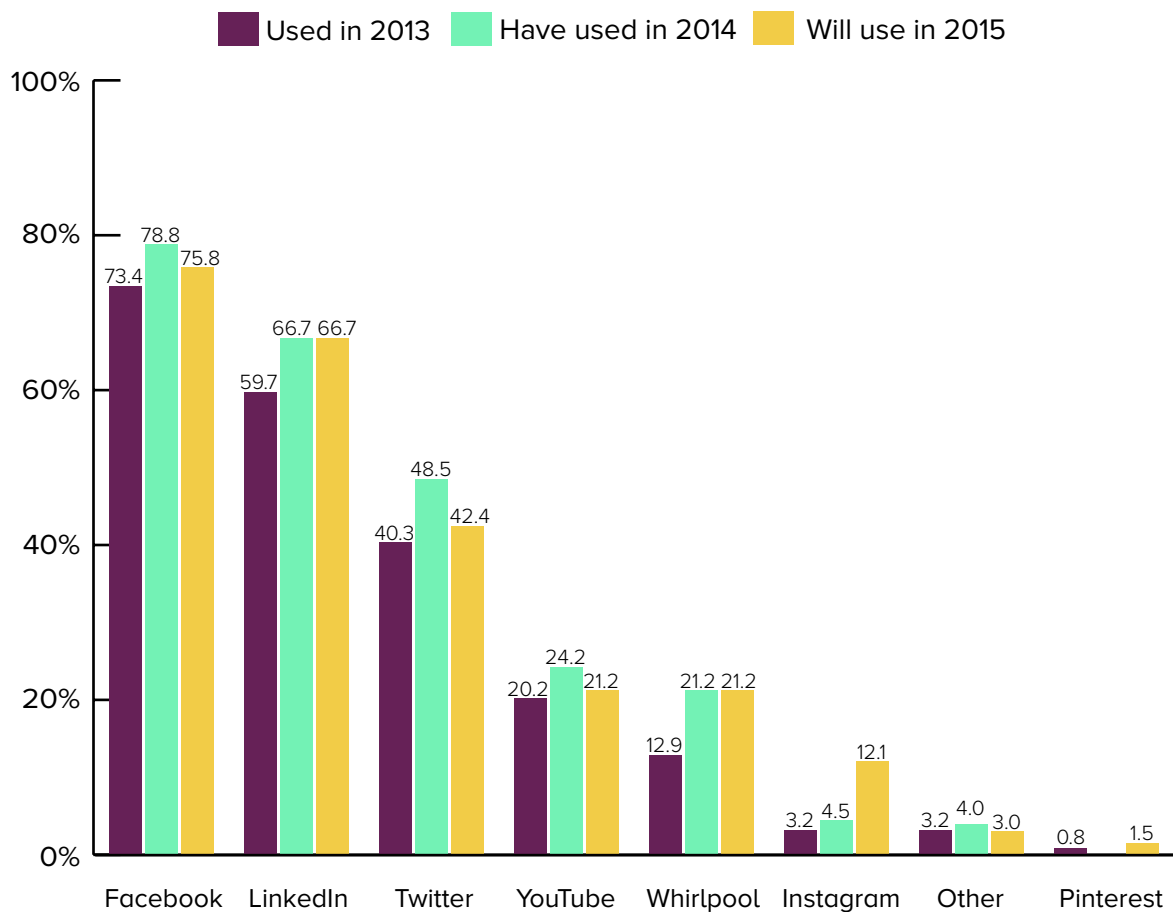


**Figure 8: Methods used to promote graduate program, 2013 and 2014 (%)**

Employers were also asked to indicate the social media websites they had used to promote their graduate recruitment programs in 2014, as well as the social media websites they anticipated they would use in 2015 (see Figure 9).

In terms of actual usage, Facebook, LinkedIn and Twitter were the three most utilised social media websites for promoting graduate recruitment programs in 2014. Employers indicated an increase in the usage of all three of these websites between 2013 and 2014, with the most notable increase belonging to Twitter.

When comparing actual usage in 2014 to anticipated usage for 2015, a notably larger proportion of employers expect to use Instagram to promote their graduate programs in 2015, whereas a lower proportion of employers expect to use Facebook, Twitter and YouTube.

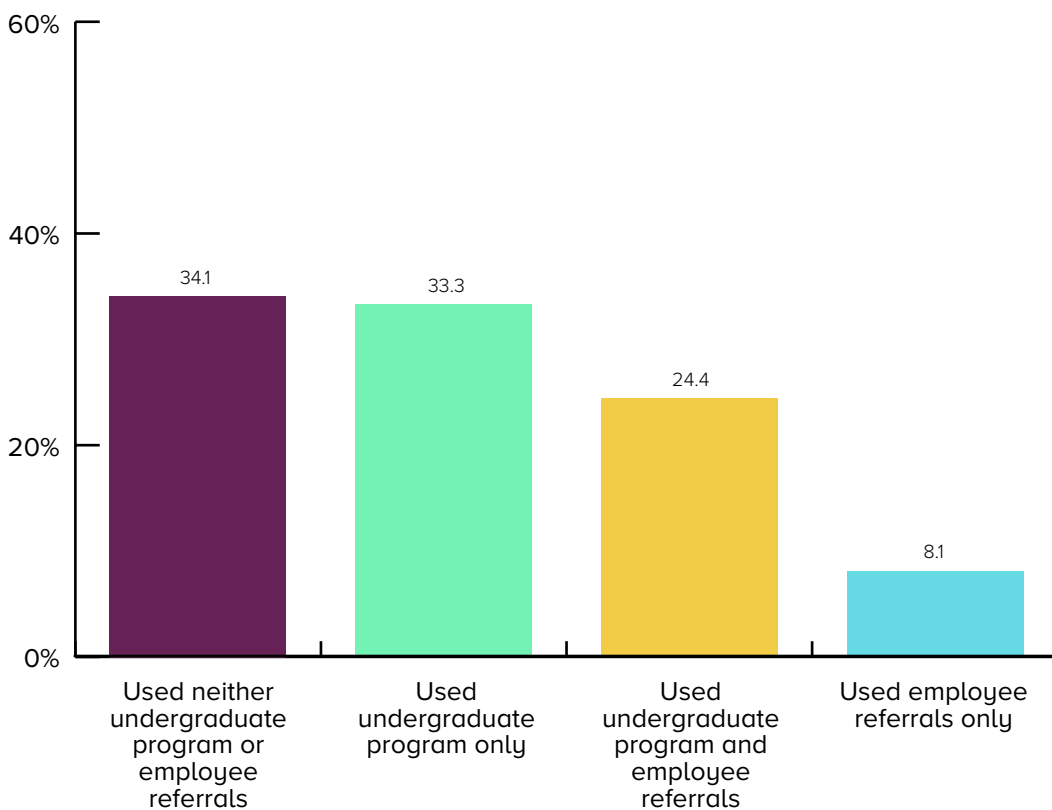


**Figure 9: Actual and expected usage of social media sites to promote graduate programs, 2013 - 2015 (%)**

## Undergraduate and Employee Referral Programs

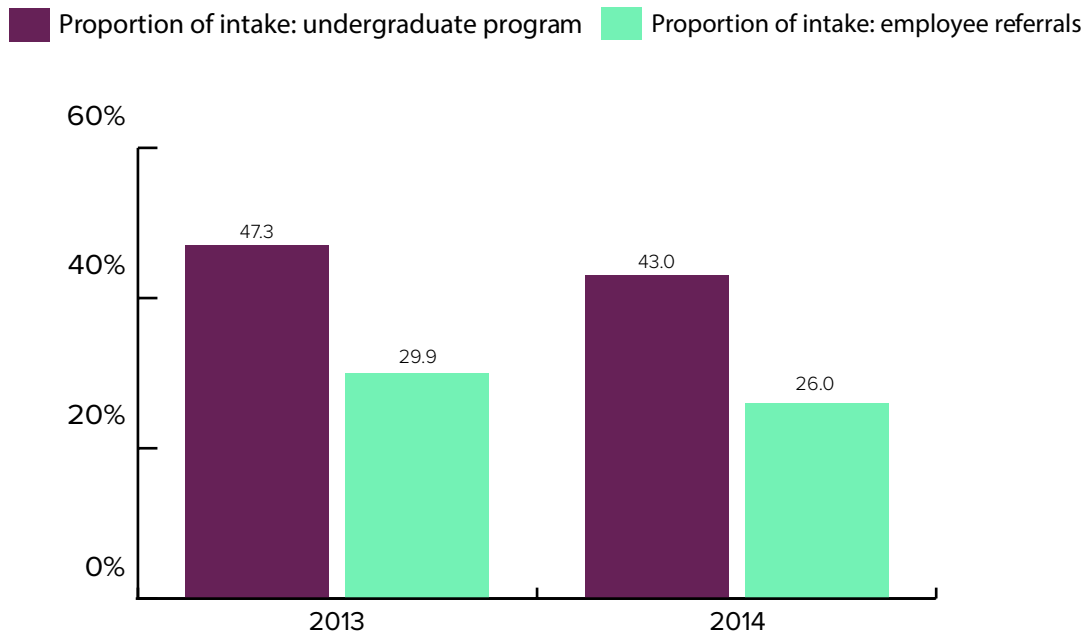
Undergraduate programs (including work experience placements, internships, vacation work, etc.) are a valuable way for recruiters to foster and develop graduate talent, and can be used by employers as a tool to assess candidates prior to the commencement of their formal graduate recruitment campaign. Employee referral programs involve employees recommending family members, friends or other new graduates who may be qualified for a role within the organisation. The proportions of participating employers who recruited graduates in 2014 through undergraduate and employee referral programs are presented in Figure 10.

- Just over a third (34.1 per cent) per cent of employers indicated that they used neither undergraduate programs nor employee referrals (see Figure 10).
- Similarly, one-third of employers indicated that they used only undergraduate programs (33.3 per cent) to recruit their graduates, and around one-quarter of employers used both an undergraduate program and an employee referral program (24.4 per cent) during their recruitment process.
- Overall, 57.5 per cent of employers used undergraduate programs and 32.5 per cent used employee referrals.
- Only 8.1 per cent of employers indicated that they used employee referrals only.



**Figure 10: Proportion of graduate employers who recruited graduates using undergraduate or employee referral programs, 2014 (%)**

When examining the **average proportion** of a recruiter's total graduate intake that was recruited through undergraduate or employee referral programs, an interesting picture emerges (see Figure 11).



**Figure 11: Average proportion of total graduate intake constituted by undergraduate and employee referral programs, 2013 and 2014 (%)**

When comparing 2013 and 2014 results, we see an overall decrease in the proportion of total graduate intakes via the use of undergraduate and employee referral programs.

## Graduate recruitment and institutions

In 2014, employers were asked whether they preferred to recruit graduates from particular higher education institutions. The results are presented in Figure 12.

- Interestingly, almost one in three employers indicated that they do indeed prefer to recruit graduates from particular higher education institutions.

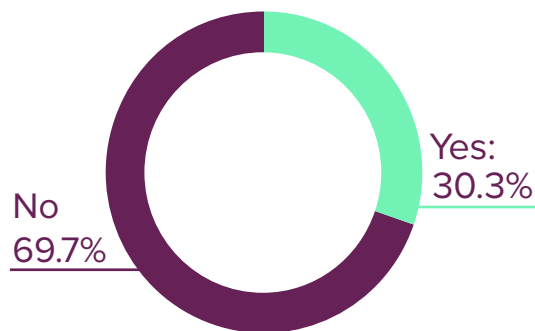
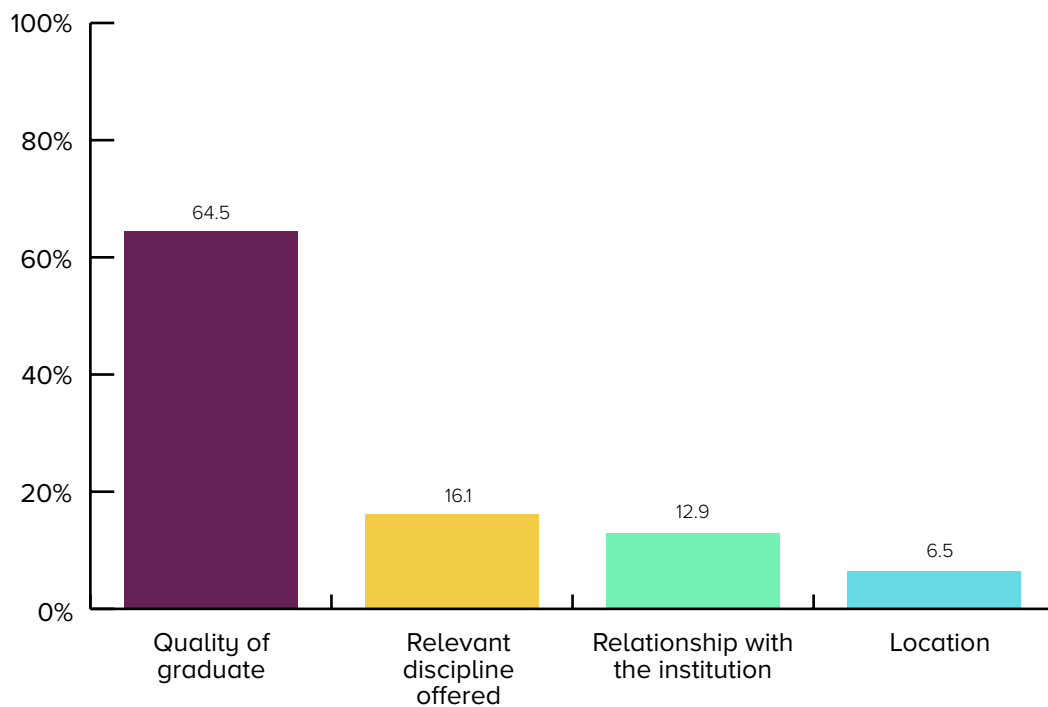


Figure 12: Preference to recruit graduates from particular higher education institutions, 2014 (%)



The employers who indicated that they did prefer to recruit graduates only from particular institutions were then asked to indicate why they preferred particular institutions over others (see Figure 13).



**Figure 13: Reasons why recruiters prefer to recruit graduates from particular higher education institutions, 2014 (%)**

- The majority of these employers (64.5 per cent) indicated that they preferred to recruit graduates from a particular institution because of the high quality of their graduates.
- Of the remaining employers, 16.1 per cent indicated they preferred a particular institution because that institution offered a relevant discipline they needed, 12.9 per cent indicated that their reason was due to their having a relationship with the institution, and 6.5 per cent indicated the location of the institution was their main reason.

## Graduate Attributes

This section of *Graduate Outlook 2014* contains important information designed to assist employers and graduates in planning their recruitment strategies. Key areas investigated within this section include selection criteria utilised when assessing potential graduate employees, as well as the role of the graduates' social media profiles and their influence in the recruitment decision-making process.

### Key Selection Criteria

Participating employers were asked to nominate which three selection criteria they most used when recruiting graduates. These findings are presented in Table 2, ranked from most to least nominated in 2014.

- In 2014, 'communication skills' was the most important selection criterion, ranked as such by 48.6 per cent of graduate employers.
- 'Academic results' and 'teamwork skills' were ranked second and third (24.3 per cent and 22.4 per cent, respectively).
- Around one-fifth of employers ranked 'aptitude' as a key selection criterion, followed by 'interpersonal skills', 'leadership skills' and 'work experience' as being their most important selection criteria in 2014. For a list of the remaining key criteria, refer to Table 2.

**Table 2: Most important selection criteria when recruiting graduates, 2014<sup>7</sup> (%)**

Selection Criteria	2014	Selection Criteria	2014
Communication skills	48.6%	Relevant qualifications	14.0%
Academic results	24.3%	Willingness to learn	12.1%
Teamwork skills	22.4%	Problem solving skills	11.2%
Aptitude	21.5%	Passion	10.3%
Interpersonal skills	20.6%	Customer service	8.4%
Leadership skills	19.6%	Analytical skills	6.5%
Work experience	19.6%	Technical skills	6.5%
Cultural fit	18.7%	Integrity	3.7%
Motivational fit	17.8%	Organised	3.7%
Adaptable	14.0%	Extra-curricular activities	3.7%

<sup>6</sup>Please note that because employers could nominate more than one selection criterion, the percentages in this table do not add up to 100 per cent.

### Least Desirable Graduate Characteristics

Participating employers were also asked to indicate the characteristics they would least like to see in their 2014 candidate pool. These nineteen characteristics are presented in Table 3, ranked from most to least nominated.

- The largest proportion of graduate employers identified 'poor communication skills' to be the least desirable characteristic in a graduate candidate.
- 'Poor motivational fit' was ranked second in terms of the least desirable characteristic, and 'arrogance' was ranked third.

**Table 3: Least desirable characteristics when recruiting graduates, 2014<sup>8</sup> (%)**

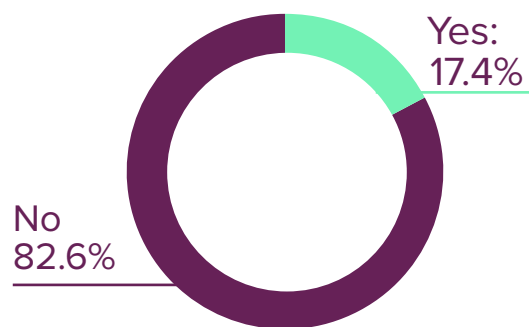
<b>Least Desirable Characteristics</b>	<b>2014</b>
Poor communication skills	41.1%
Poor motivational fit	37.4%
Arrogant	28.0%
Poor teamwork skills	23.4%
Lack of passion	21.5%
Poor leadership skills	13.1%
Poor academic results	12.1%
Poor interpersonal skills	10.3%
Poor cultural fit	9.3%
Poor work experience	6.5%
Unwillingness to learn	5.6%
Poor aptitude	4.7%
Inflexible	3.7%
Irrelevant qualifications	2.8%
Disorganised	2.8%
Lack of extra-curricular activities	2.8%
Poor analytical skills	1.9%
Poor technical skills	0.9%
Poor customer service skills	0.9%

<sup>7</sup>Please note that because employers could nominate more than one characteristic, the percentages in this table do not add up to 100 per cent.

## Graduates' Social Media Profiles and their Influence

The role a graduate's social media profile plays in the recruitment process has become increasingly prevalent in recent years. Employers were asked whether they looked at candidates' social media profiles as part of their recruitment campaigns, and how this influenced their final recruitment decision, if at all. The results are outlined in Figures 14, 15 and 16.

Interestingly, only 17.4 per cent of graduate employers indicated that they looked at a candidate's social media profile in 2014 (see Figure 14).



**Figure 14: Proportion of employers who viewed candidates' social media profiles, 2014 (%)**

When we examine this information by industry and social media platform, we see that employers belonging to the Legal/Professional Services sector were most likely to view candidates' social media profiles (26.1 per cent), and that Facebook and LinkedIn were the two most popular platforms viewed by employers. These results can be viewed in more detail in Supplementary Figures 1 and 2 in Appendix B.

Additionally, employers who indicated that they viewed those profiles were asked to indicate whether viewing candidates' social media profiles had any influence on their final recruitment decision. The results are outlined in Figure 15.

- Of the employers who indicated that they viewed candidates' social media profiles, 57.9 per cent indicated that the influence was either 'very little' or 'not at all' (42.1 per cent and 15.8 per cent, respectively).
- On the other hand, 26.3 per cent of employers indicated viewing candidates' social media profiles had 'somewhat' of an influence on their final recruitment decision, and 15.8 per cent indicated that it influenced their final recruitment decision to 'a great extent'.

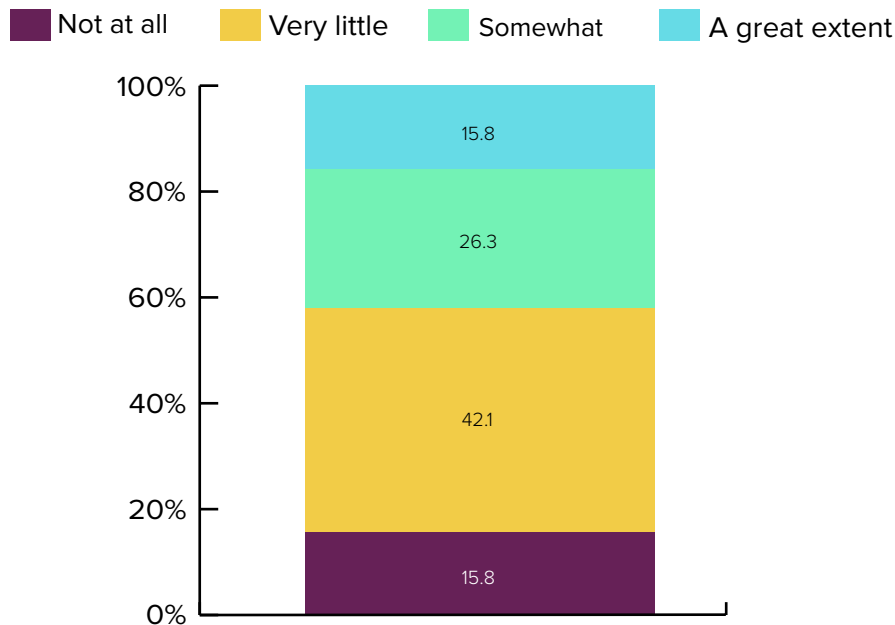


Figure 15: The influence of social media on employers' final recruitment decisions, 2014 (%)

### Rating of 2014 Graduate Recruitment Campaign

Graduate Outlook 2014 invited graduate employers to rate four key aspects of their 2014 graduate recruitment campaign on a five-point quality scale<sup>9</sup> and then provide an overall rating of their 2014 graduate recruitment campaign (see Table 4).

- The proportion of employers whose ratings were good or very good in terms of the number of applications received was 79.1 per cent.
- Less than two-thirds of recruiters (63.1 per cent) felt that the standard of applications they received was *good or very good*.
- In terms of the standard of candidates accepting a position and the standard of applicants seen during the selection process 89.2 per cent and 76.4 per cent of employers respectively rated their campaign as *good or very good*.
- Overall, the vast majority of participating employers rated their graduate recruitment campaign in 2014 as being *good or very good* (80.0 per cent).

Table 4: Employer ratings of their own graduate recruitment campaign, 2014 (%)

Aspect of graduate recruitment campaign	Good or very good
Number of applications received	79.1%
Standard of applications received	63.1%
Standard of candidates seen during selection process	76.4%
Standard of candidates accepting a position	89.2%
Overall rating of graduate recruitment campaign	80.0%

<sup>9</sup> In 2014, a five-point scale was used with ratings of very poor, poor, fair, good, very good.

## Applicant Characteristics

Participating employers were also asked to rate the applicants in their 2014 graduate candidate pool on nine key employability attributes using the same five-point quality scale.

Employer ratings of these employability attributes are presented in Table 5, where they are listed in descending order of the percentage of employers who indicated that their graduate applicant characteristics as either *good* or *very good*.

- Overall, the largest proportion of employers considered graduates' 'professionalism' to be either *good* or *very good* (87.6 per cent). 'Academic results' were ranked second overall (85.4 per cent) and 'communication skills – verbal' third.
- Some of the lowest ranked graduate applicant characteristics included 'communication skills – written' and 'knowledge of your organisation' (73.8 per cent and 69.8 per cent, respectively).

**Table 5: Rating of graduate applicant characteristics, 2014 (%)**

<b>Graduate applicant characteristics</b>	<b>Good or very good</b>
Professionalism	87.6%
Academic Results	85.4%
Communication skills - verbal	84.8%
Ability to work in a team	83.5%
Presentation skills	82.7%
Level of participation in extra-curricular activities	81.6%
Prior work experience	76.0%
Communication skills - written	73.8%
Knowledge of your organisation	69.8%

## 2013 Graduate Intake

This chapter of *Graduate Outlook 2014* examines participating employers' ratings of the graduates in their **2013 intake** (i.e. those recruited in the previous year) in regards to nine key employability skills. This section also explores the area of graduate training, including whether employers offered training to their 2013 graduate cohort, and if so, how many days of training were offered to new graduates within their first year of employment.

### Graduate Employability Skills

Participating employers were asked to rate the graduates in their 2013 intake in regard to nine key employability skills using the same five-point quality scale outlined earlier in this report (see Table 6).

- The graduate employability skills of 'learning', 'teamwork' and 'technology' were most likely to be rated as good or very good by employers when considering their 2013 graduate cohort.
- The bottom three rated skills were 'initiative and enterprise', 'planning and organising' and 'self-management'; however each were still ranked as good or very good by more than 60 per cent of employers.

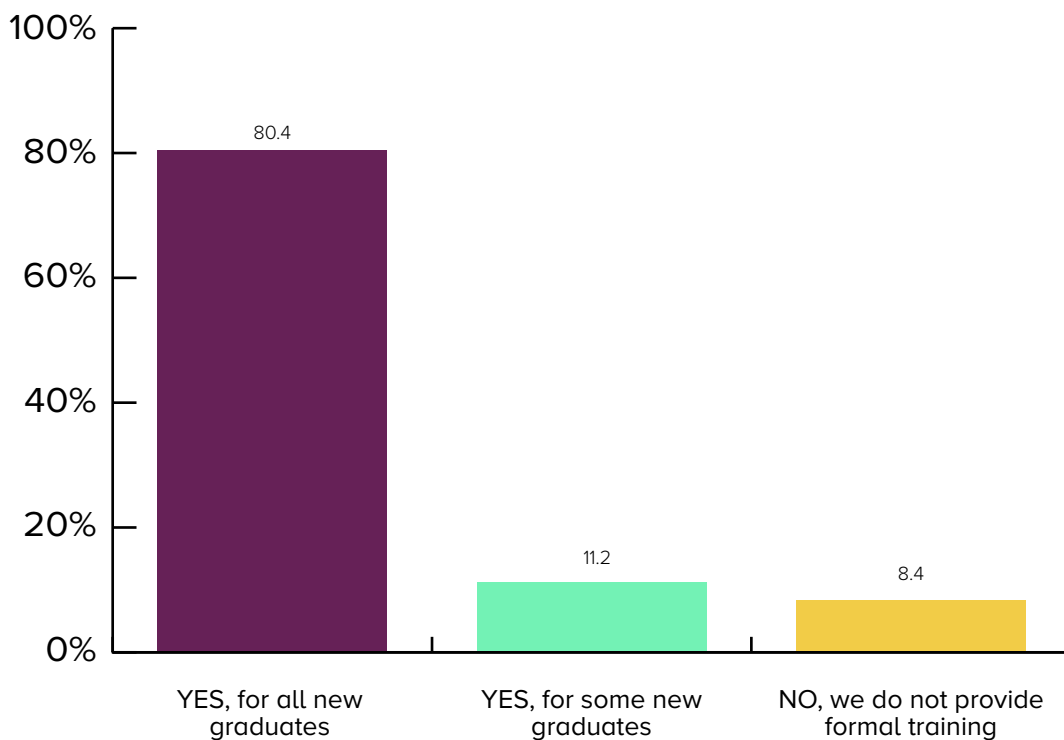
**Table 6: Rating of employability skills of 2013 graduate intake (%)**

<b>Graduate employability skills</b>	<b>Good or very good</b>
Learning	90.5%
Teamwork	88.5%
Technology	86.7%
Technical skills resulting from their course	83.9%
Communication	82.7%
Problem solving	75.3%
Initiative and enterprise	67.8%
Planning and organising	62.0%
Self-management	60.4%

## Graduate Training

Employers were asked a number of questions about their 2013 graduate training programs. This included whether they offered any training beyond “on the job” to their new graduate employees in their first year with the organisation (see Figure 16).

- Eight out of ten employers indicated that they offered formal training for all new graduates (80.4 per cent), 11.2 per cent said that they only offered training for some new graduates and 8.4 per cent said that they do not provide formal training for new graduates.



**Figure 16: Graduate training offered to 2013 graduate intake (%)**

When asked how many days were dedicated to the formal training of graduates in their first year, employers indicated that they dedicated 15 days on average.



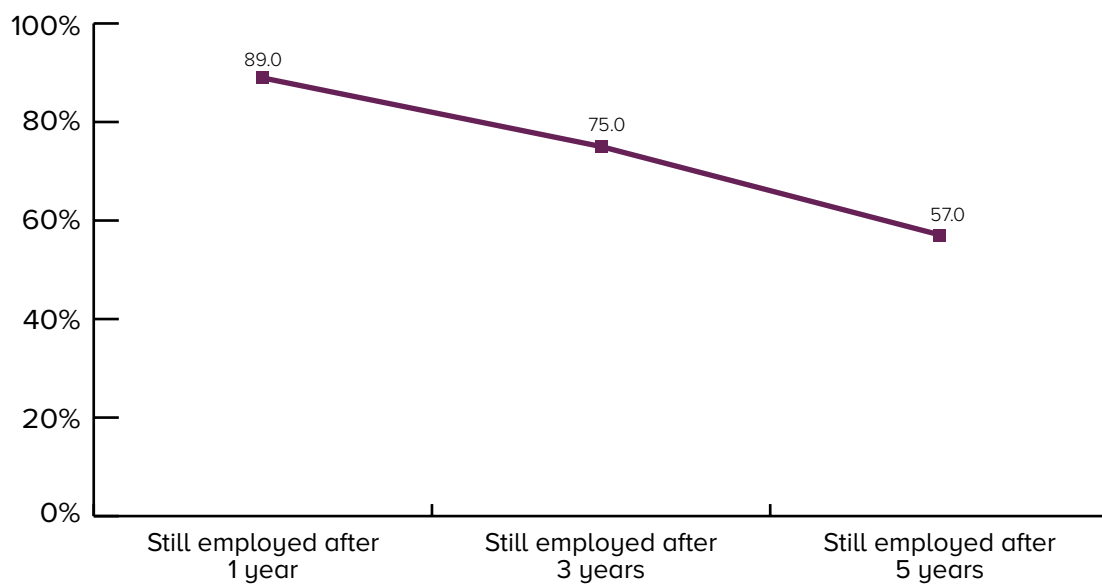
## Graduate Retention

Since the inception of the Graduate Outlook Survey in 2005, the retention of graduate employees has been highlighted by participating employers as a major issue both presently and in the future.

### *Graduate Retention and Attrition*

In order to better understand graduate attrition rates, employers were asked to indicate the proportion of their graduate cohort (i.e., the group of graduates starting with their organisation in a given year) that was still employed with their organisation at the end of one year, three years and five years. The average proportion of graduates from that cohort still employed with the organisation at each of these milestones is presented in Figure 17.

- On average, 11.0 per cent of graduate employees will not still be working for the same employer at the end of their first year with their organisation, with this figure more than doubling after three years (25.0 per cent).
- By the end of the fifth year, 43.0 per cent of the starting graduate cohort for each employer will have moved on to other employment.

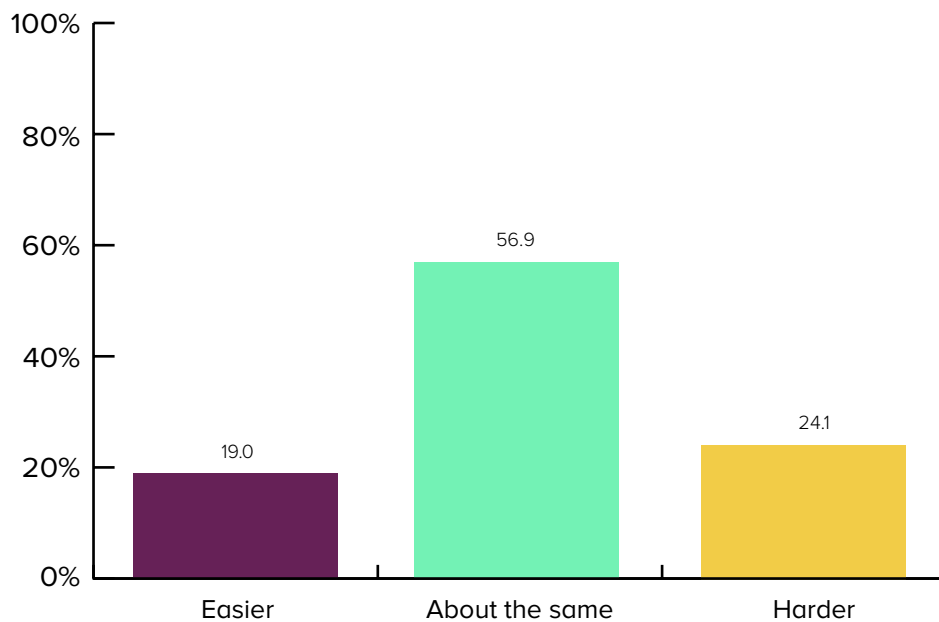


**Figure 17: Average proportion of graduate cohort still employed with the organisation at the end of one, three and five years after their commencement, 2014 (%)**

When we examine this information by industry, we see that at the end of the fifth year the lowest attrition rate was observed for employers in the Government/Defence/Health industries, which had an average of 43.0 per cent of their respective graduate cohorts still employed. Results for the remaining industries can be viewed in more detail in Supplementary Figure 3 in Appendix B.

Employers were also asked to provide an overall indication of whether graduate retention was becoming easier or harder to achieve within the organisation, compared with recent years (see Figure 18).

- Over half of employers (56.9 per cent) indicated that graduate retention was about the same in 2014 compared with recent years.
- Almost one-quarter of employers indicated that retention was harder to achieve (24.1 per cent), while 19.0 per cent of employers indicated that retention was easier to achieve within their organisation, compared with recent years.



**Figure 19: Employers' outlook of graduate retention in 2014 compared with recent years (%)**

## Further Reading

- GCA, 2005. *Graduate Outlook 2005*. Melbourne: Graduate Careers Australia.
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## Appendix A: The Survey Method

Graduate employers from across Australia who were either contained in GCA's employer database or in the databases of participating higher education institutions, were contacted to participate in the GOS. Employers were contacted via email, and invited to participate in the online survey. In 2014, eleven higher education institutions across Australia<sup>10</sup> assisted GCA in promoting the 2014 GOS to the graduate employers in their respective databases.

From August to October of 2014, a total of 241 graduate employers completed the 2014 GOS, of which 234 responses were determined to be usable. These responses were assessed as usable if the respondent had completed all questions in the first two sections of the survey instrument: *About Your Organisation and Your Graduate Intake*<sup>11</sup>.

When examining organisation type, almost two-thirds of participating employers were from the private sector (64.1 per cent), 29.1 per cent were from the public/government sector and 6.8 per cent were from the not-for-profit sector (see Figure A).

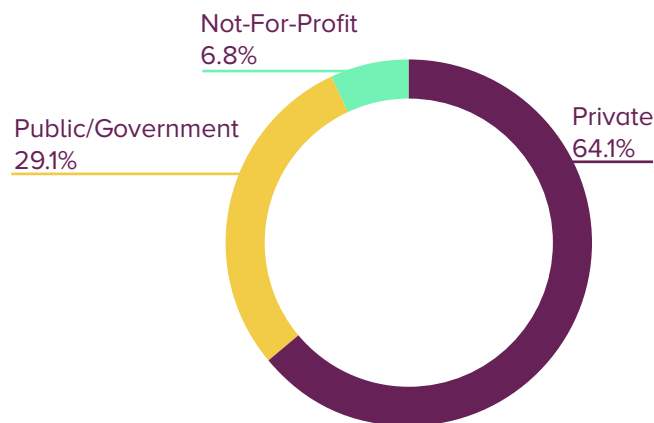


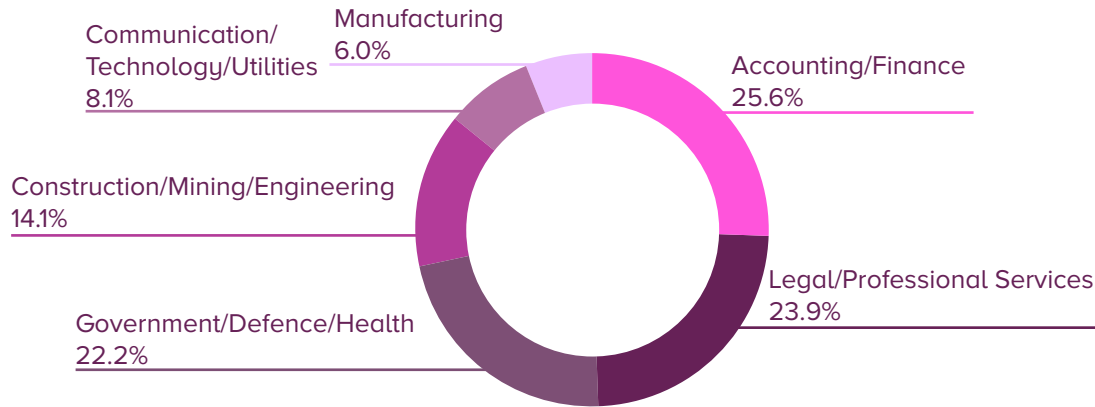
Figure A: Organisation Type of participating employers, 2014 (%)

<sup>9</sup> The assisting institutions are located in Australian Capital Territory, South Australia, Western Australia, New South Wales, Queensland and Victoria.

<sup>10</sup> The first two sections of the instrument include questions on organisational profile, industry type, region of employment, organisation size, and graduate recruitment intake indicators (see *2014 Graduate Outlook Survey Instrument*:

[www.graduatereers.com.au/wp-content/uploads/2015/05/2014\\_Graduate\\_Outlook\\_Survey.pdf](http://www.graduatereers.com.au/wp-content/uploads/2015/05/2014_Graduate_Outlook_Survey.pdf)

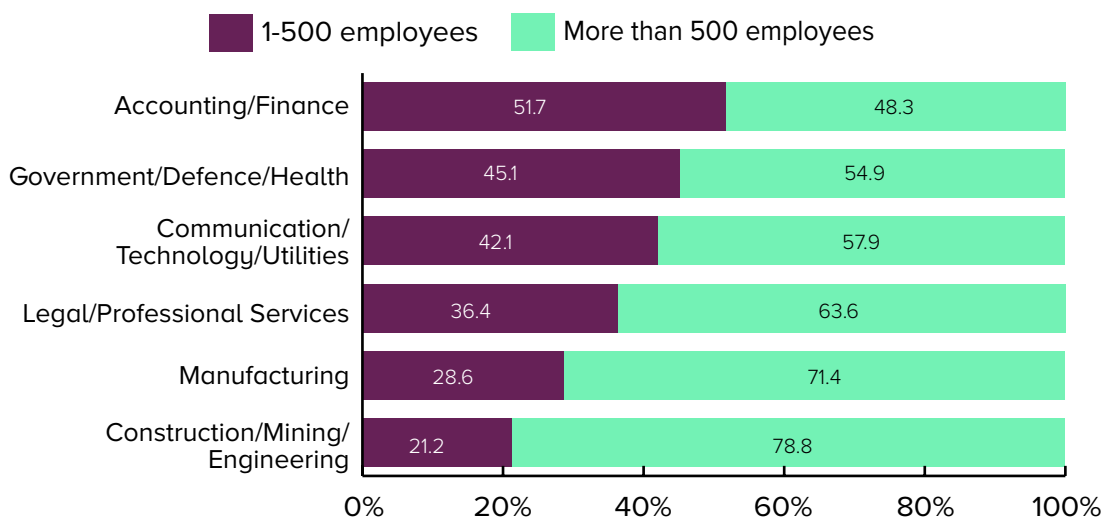
The 2014 GOS industry representation<sup>12</sup> largely replicated previous iterations of the survey. As such, this facilitated comparison between the 2013 and 2014 figures within this report. The broad industry groupings of participating employers in 2014 are presented in Figure B.



**Figure B: Industry of participating organisations, 2014 (%)**

Overall, 40.1 per cent of participating employers were from organisations with 500 or fewer employees, with the remaining 59.9 per cent of employers from organisations with more than 500 employees. As presented in Figure C, organisational size differed considerably based on industry type.

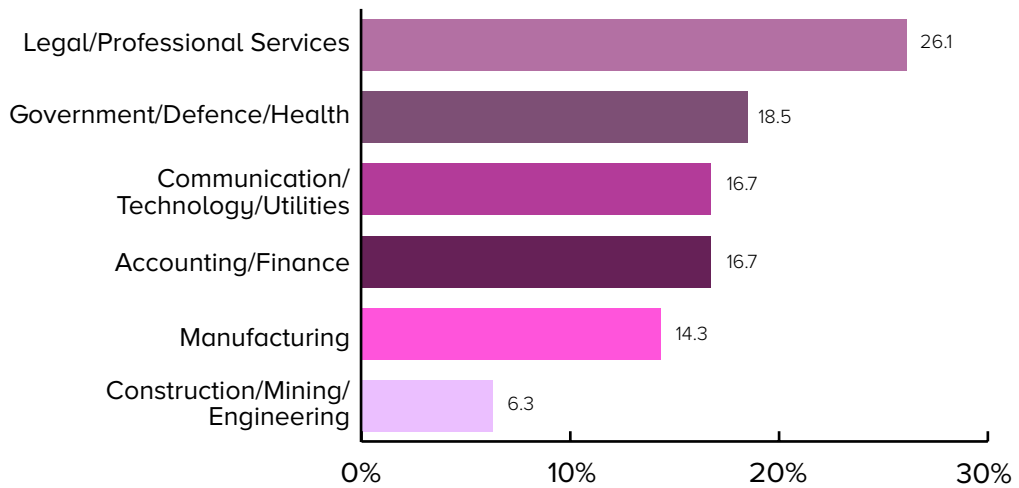
- Of those respondents from the Accounting/Financial services industries, 51.7 per cent represented organisations with 500 or fewer employees, and 48.3 per cent were from organisations with more than 500 employees.
- On the other hand, of those respondents from the Construction/Mining/Engineering industries, only 21.2 per cent represented an organisation with 500 or fewer employees, whereas 78.8 per cent represented an organisation with more than 500 employees.



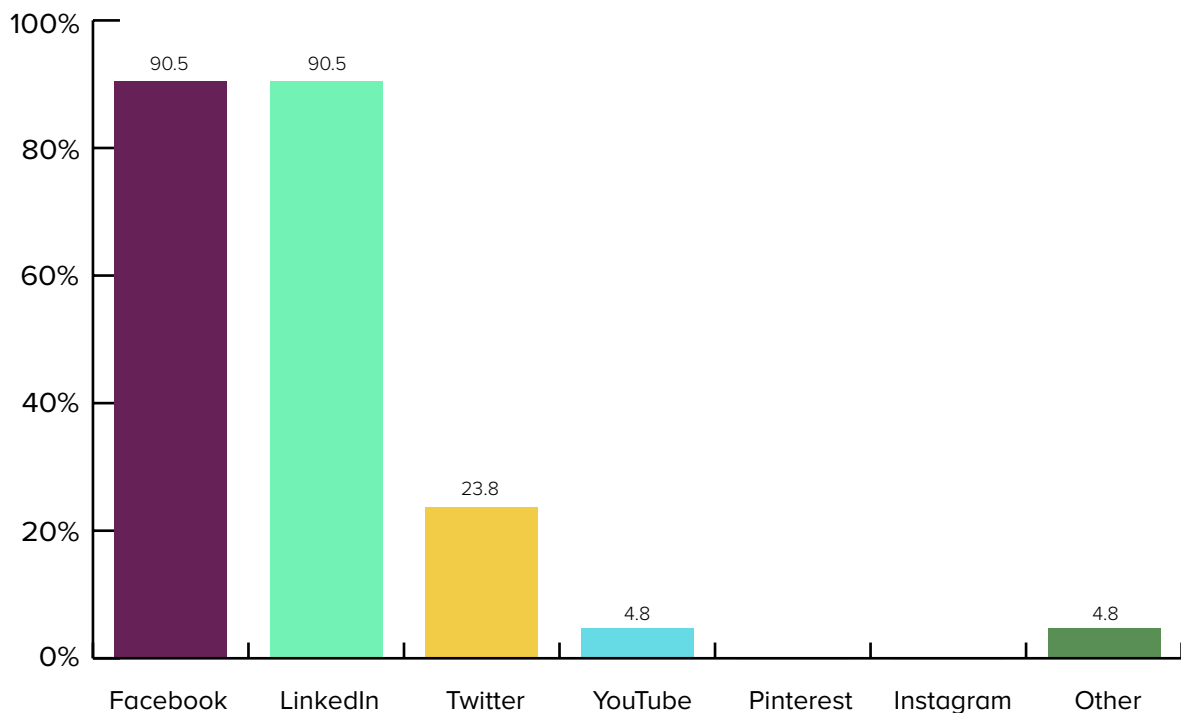
**Figure C: Employer Industry by organisation size, 2014 (%)**

<sup>11</sup> Refer to Appendix C for a comprehensive explanation of these broad industry groupings. These have been retained primarily for comparability with previous editions of *Graduate Outlook*.

## Appendix B: Supplementary Figures and Tables

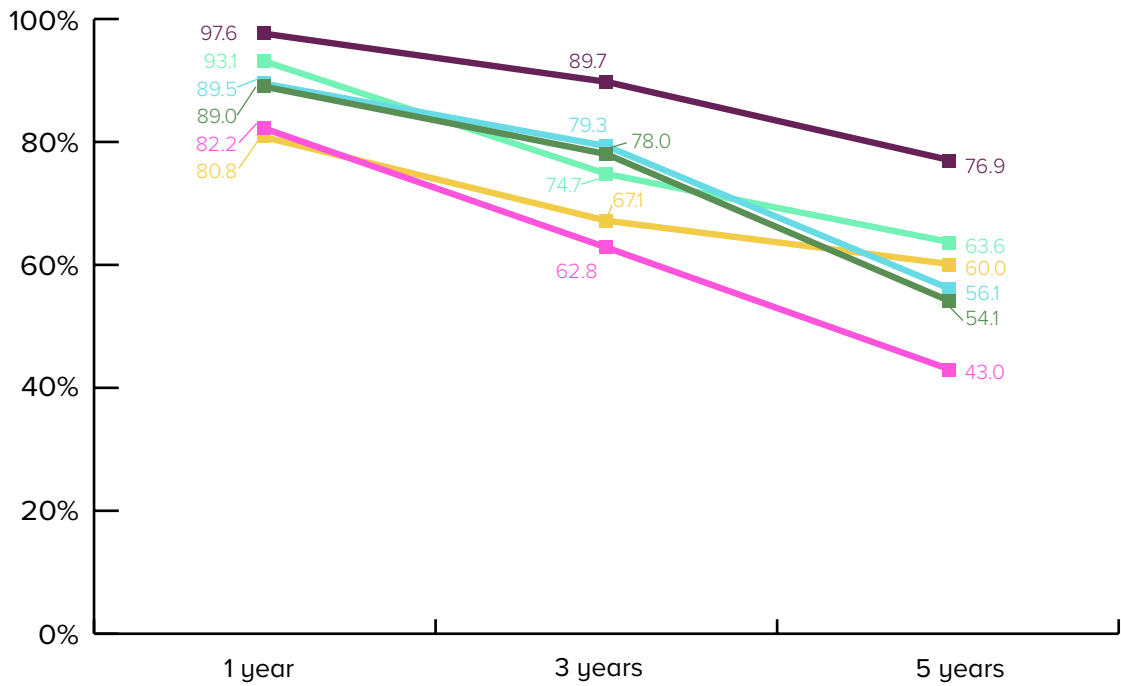


Supplementary Figure 1: Proportion of employers who viewed candidates' social media profiles, by industry, 2014 (%)



Supplementary Figure 2: Types of social media platforms of candidates viewed by employers, 2014 (%)

■ Government/Defence/Health  
 ■ Construction/Mining/Engineering  
 ■ Accounting/Finance  
■ Legal/Professional Services  
 ■ Manufacturing  
 ■ Communication/Technology/Utilities



**Supplementary Figure 3: Average proportion of graduate cohort still employed with the organisation at the end of one, three and five years after their commencement, by industry, 2014 (%)**

## Appendix C: Broad Industry Groupings

The following table presents a classification scheme for broad industry groupings nominated by participating employers in Question 2 of the *2014 Graduate Outlook Survey*<sup>13</sup>. This classification scheme was developed to ensure continuity between current and previous iterations of the GOS in regard to the classification of industries into broad industry groupings.

Industry	G/D/H	C/M/E	A/F	L/PS	M	C/T/U
Accounting			✓			
Agriculture					✓	
Automotive					✓	
Banking/Finance			✓			
Computer software development						✓
Consumer electronics						✓
Defence	✓					
Education	✓					
Engineering/Construction		✓				
Environmental science				✓		
Financial services			✓			
Game development						✓
Government	✓					
Healthcare	✓					
Hospitality				✓		
Information Technology						✓
Infrastructure asset management				✓		
Legal/Professional Services				✓		
Manufacturing					✓	
Media						✓
Mining/Oil & Gas Exploration		✓				
Not for profit	✓					
Organisational research				✓		
Public relations				✓		
Research and development				✓		
Recruitment				✓		
Retail				✓		
Sales/Marketing/Logistics				✓		
Sport and recreation				✓		
Technology						✓
Tourism				✓		
Utilities						✓

G/D/H = Government/Defence/Health, C/M/E = Construction/Mining/Engineering, A/F = Accounting/Finance, L/PS = Legal/Professional Services, M = Manufacturing, C/T/U = Communication/Technology/Utilities

<sup>12</sup> See *2014 Graduate Outlook Survey Instrument*:  
[www.graduatecareers.com.au/wp-content/uploads/2015/05/2014\\_Graduate\\_Outlook\\_Survey.pdf](http://www.graduatecareers.com.au/wp-content/uploads/2015/05/2014_Graduate_Outlook_Survey.pdf)



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