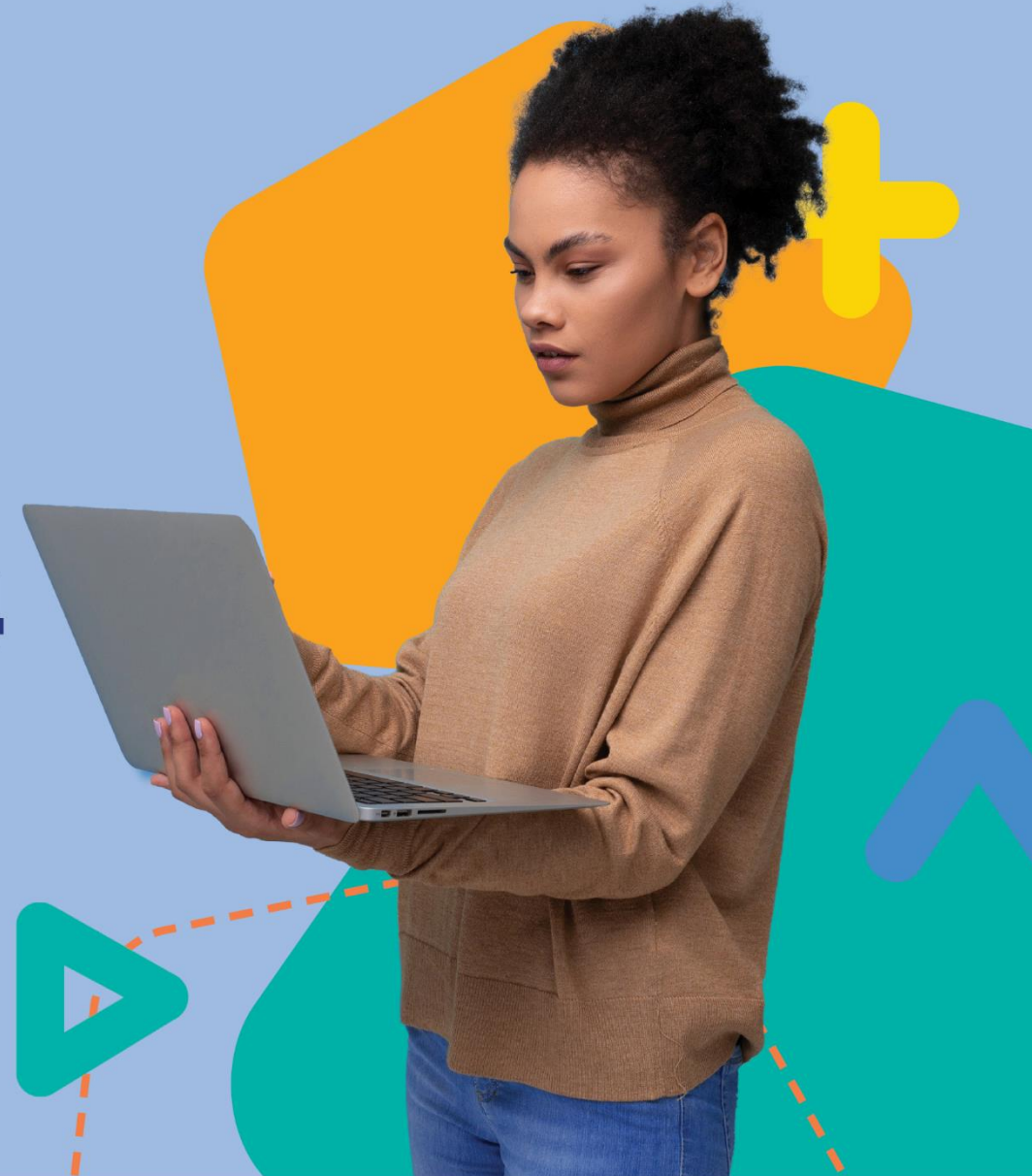


# 2023 in Perspective: Insights, Challenges, and a Glimpse into 2024

PRESENTED BY TALENT SOLUTIONS NEW ZEALAND,  
BRIGHTWORKS AUSTRALIA AND PROSPLE ANZ.



# Your presenting team



**Seren Wilson**

TALENT SOLUTIONS  
Co-founder & Director



**Lou Zoanetti**

BRIGHTWORKS  
Founder & Director



**Grant Robson**

PROSPLE  
Head of Employer  
Partnerships

# Prizes!



# brightworks

Your strategic partner in early careers



# Brightworks: Program solutions for early careers



## Strategy

We build effective, scalable and innovative talent pipelines with clear objectives, capability outcomes and success measures.



## Program design

We design program experiences that build desired capabilities in your early career talent, and deliver future business skills.



## Attraction

We attract the best talent by building equity in your early careers brand and EVP, and data-driven marketing and insights.



## Recruitment

We hire the right talent through fair, and robust assessments, fit-for-purpose recruitment, and capability and success profiling.



## Keep warm

We retain acquired talent, reduce renege rates and develop critical skills in your early careers talent before they commence.



## Development

We set your grads up for success with tailored induction and capability-building development programs that build capability from day one.



## Evaluation

We use data and metrics to measure the success of programs capturing ROI to ensure continuous improvement and talent retention.



## Coaching

We are specialists who help build early careers expertise in your team, and coaching to managers to help them effectively lead Gen Z talent.



Our mission is to help every student get the best possible start to their career



PROSPLE SITES

Australia & New Zealand



200+ partner sites



International career sites





**talent**  
SOLUTIONS

**“We live on planet graduate!”**

**New Zealand’s only  
research-led early talent  
consultancy.**



[talentsolutions.co.nz](https://talentsolutions.co.nz)



**talent**  
SOLUTIONS



ATTRACTION

SELECTION

RESEARCH

DEVELOPMENT

TECHNOLOGY



# What we'll cover



01. Key stats 2023
02. 8 headlines
03. 2024?
04. Prizes

# Students are searching and applying for more jobs

Application rate per student has increased

Which means...

# 24%

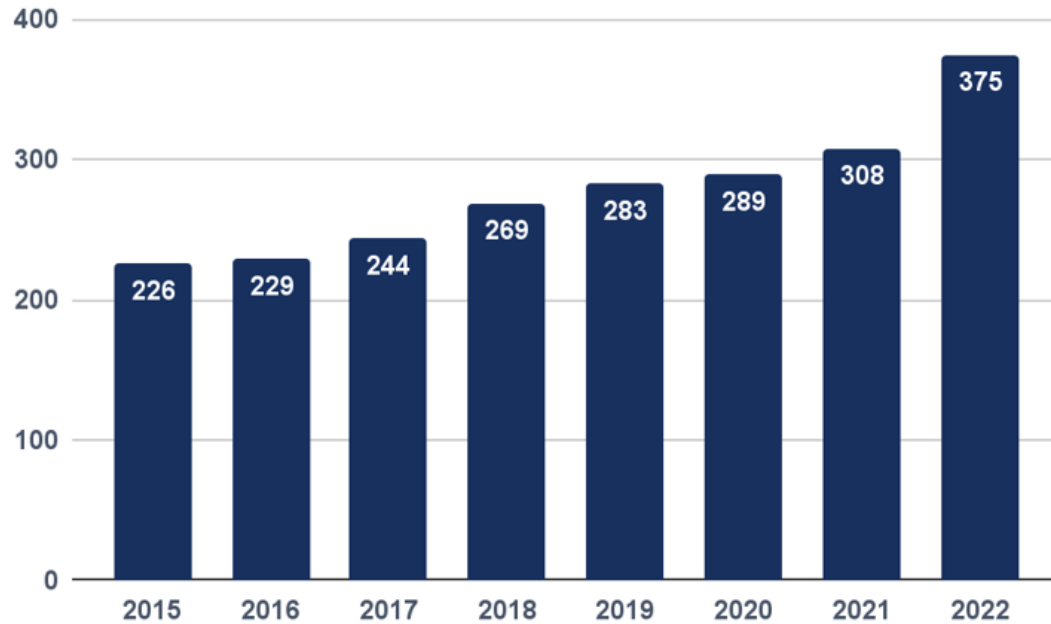
increase in the number of job applications per student



# There are more graduate employers...

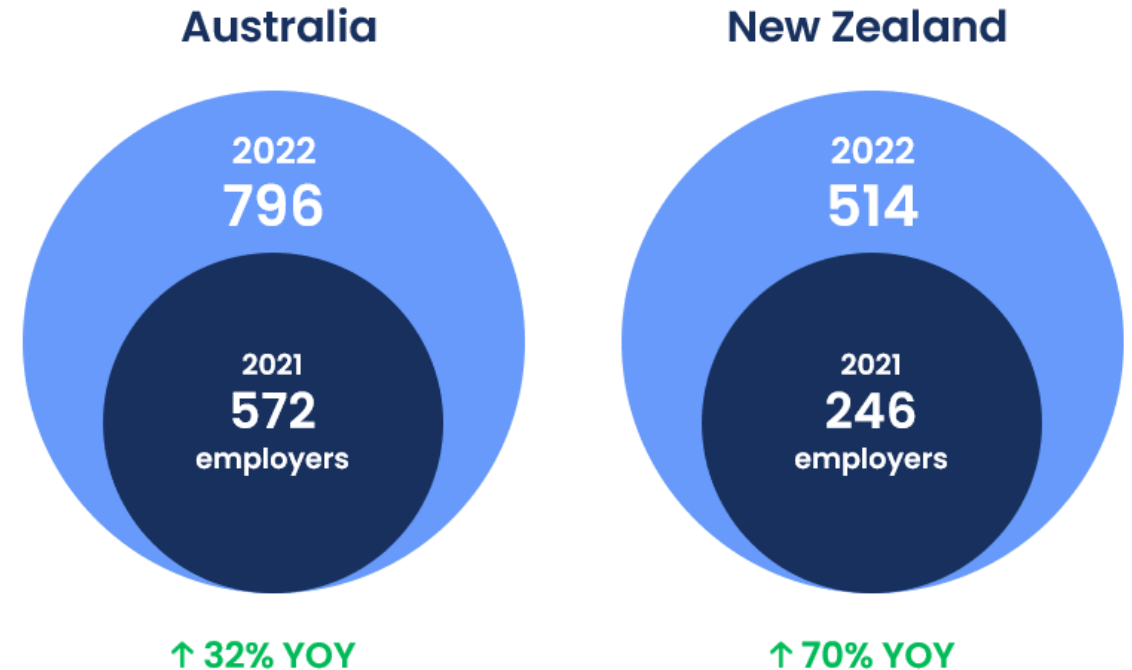
DEMAND FOR UNIVERSITY GRADUATES IS HIGH

## Number of AAGE members



Source: <https://aage.com.au/full-members> and archives

## Number of Top 100 nominated employers

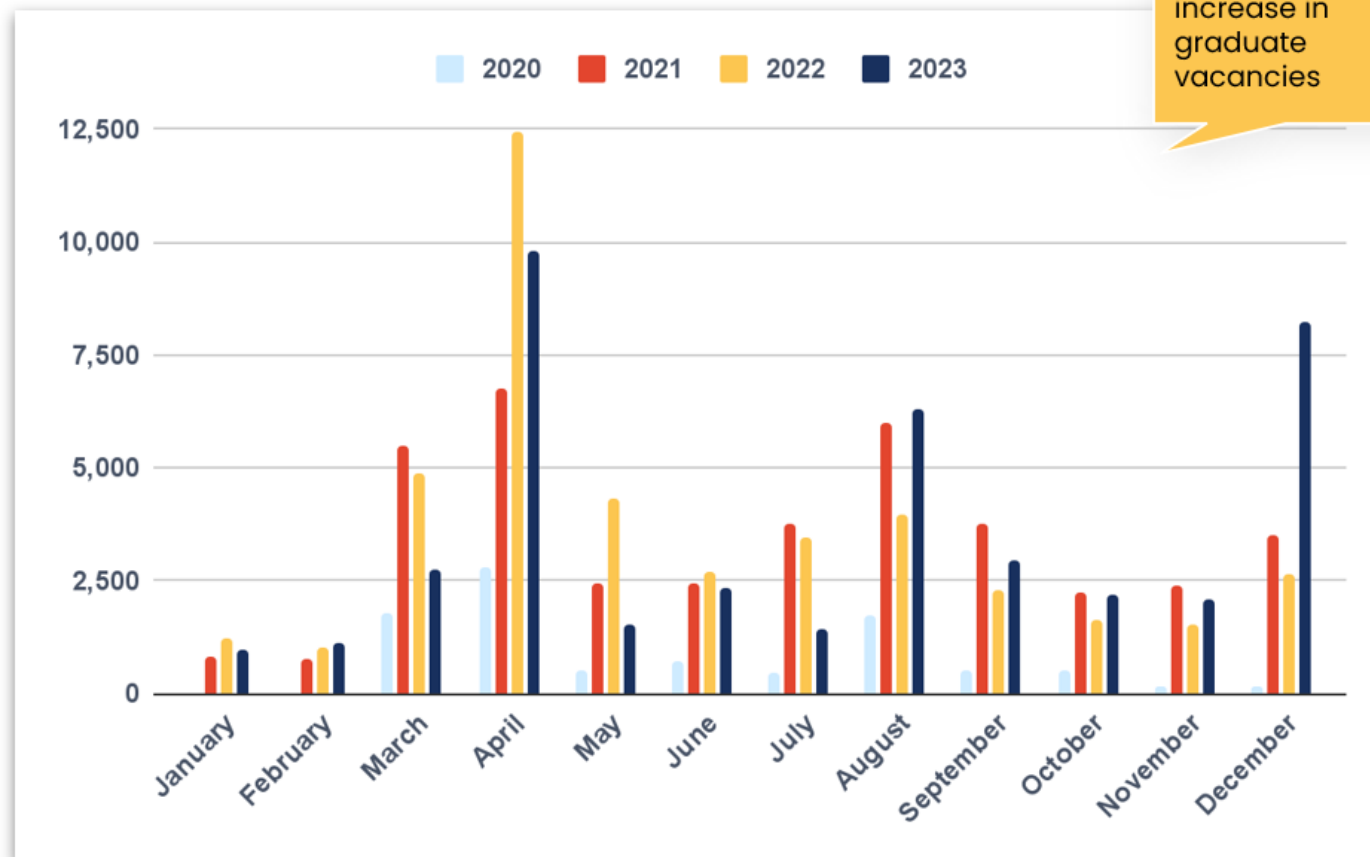


Source: Prosple Top 100 data

# Employers are recruiting more graduates

DEMAND FOR UNIVERSITY GRADUATES IS HIGH

### Graduate vacancies by closing month

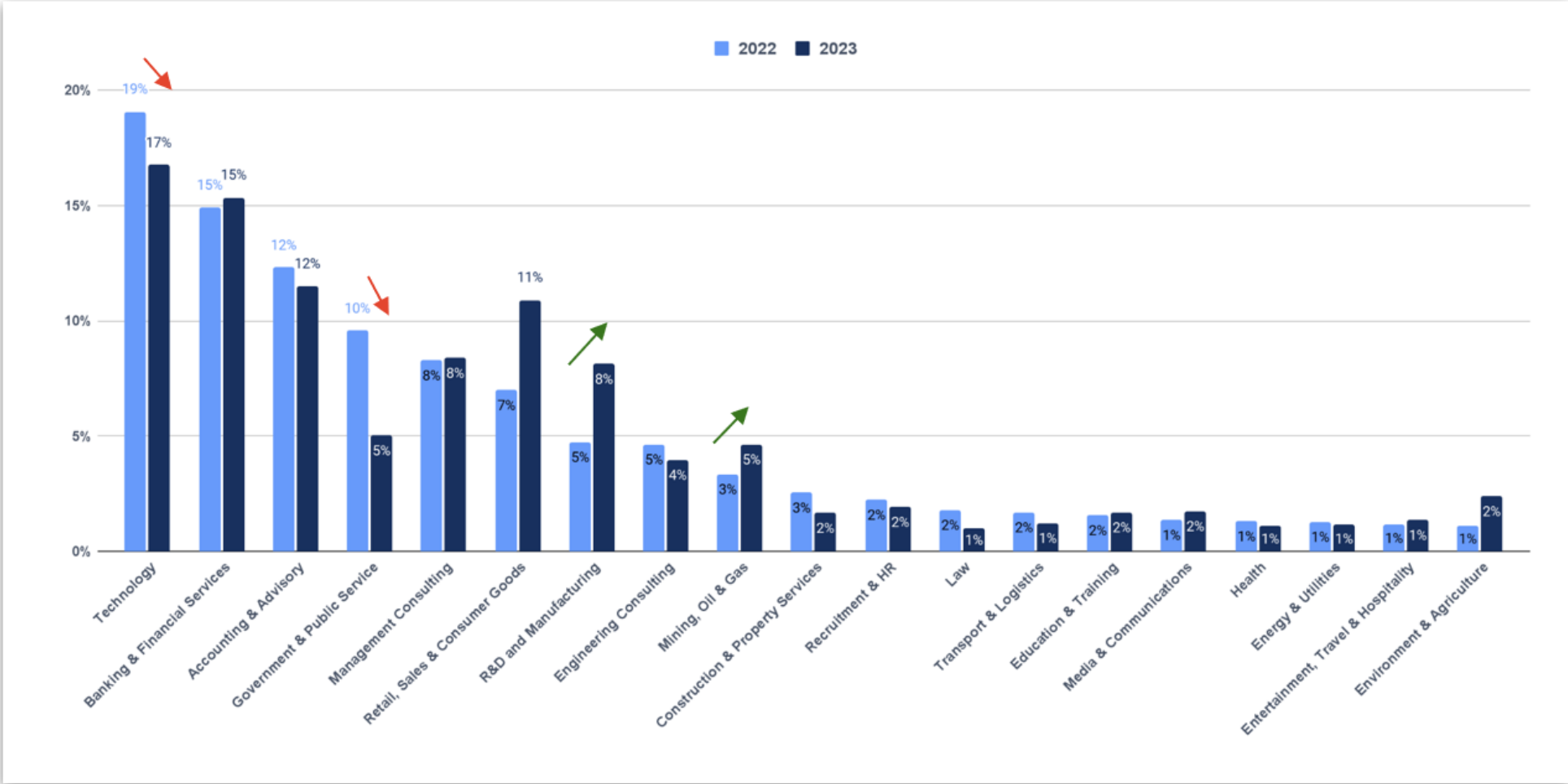


Since 2020 there's been a 77% increase in graduate vacancies

# Australia

# Applications by industry sector

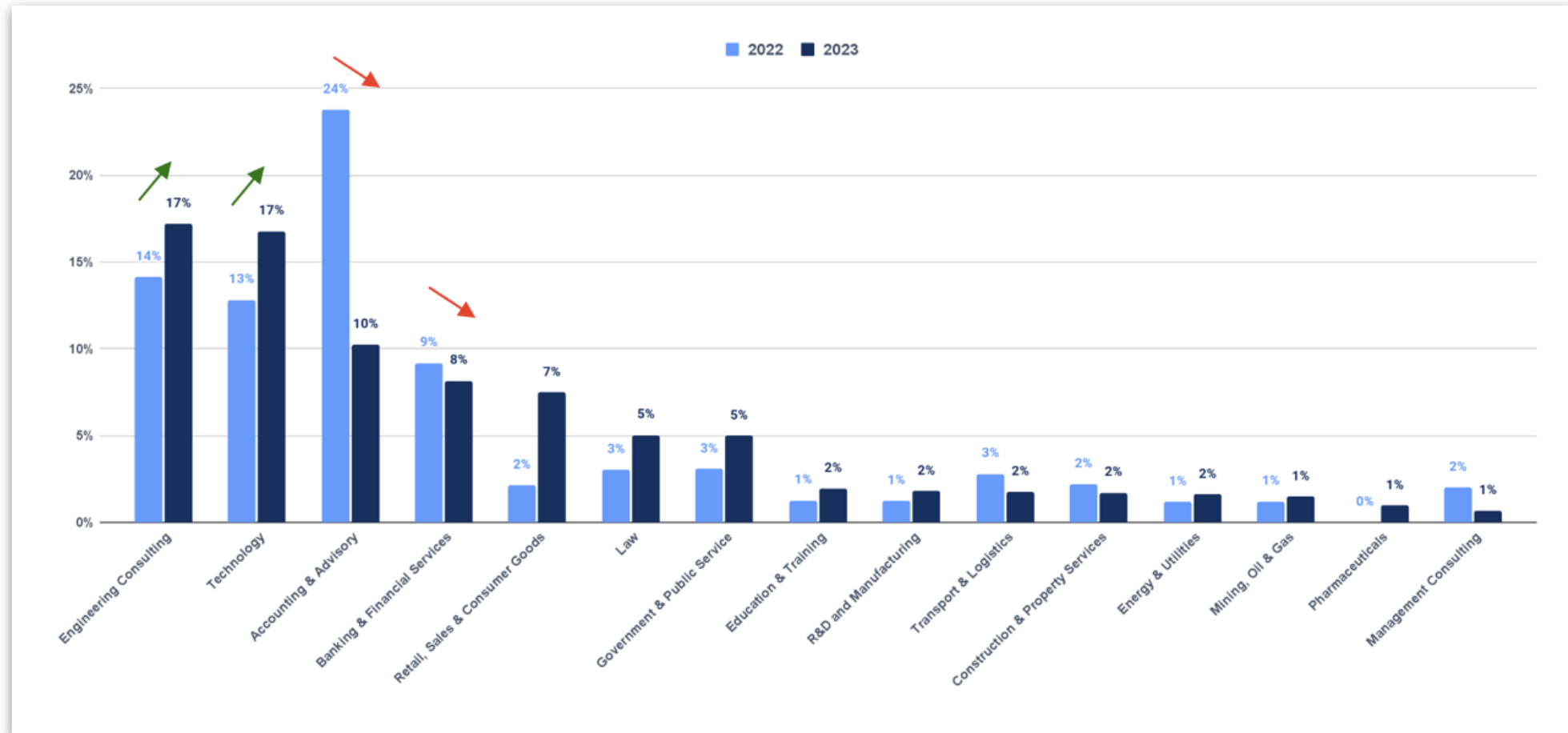
MINING AND R&D AND MANUFACTURING UP; TECHNOLOGY AND GOVERNMENT IS DOWN



# New Zealand

# Applications by industry sector

ACCOUNTING AND BANKING ARE DOWN; TECHNOLOGY, GOVERNMENT, AND LAW ARE UP





# Other market trends

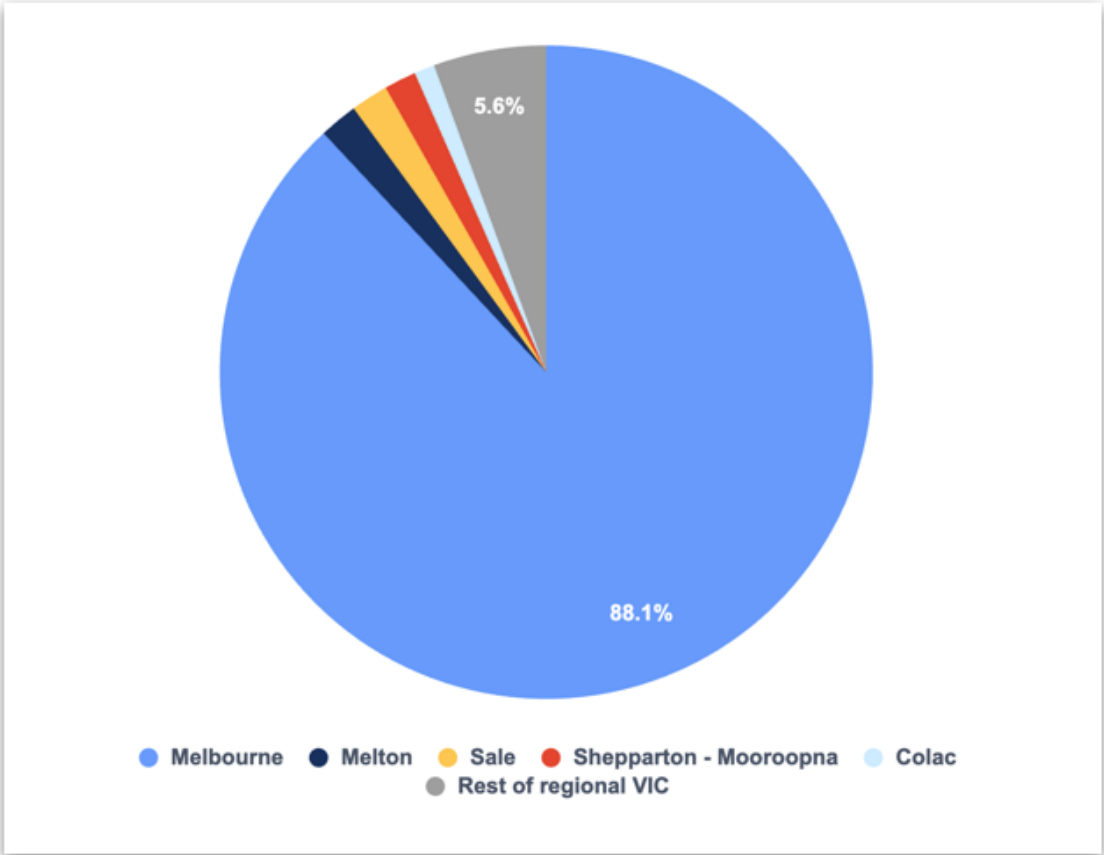
# Where students want to work

- In New Zealand – Auckland more popular, Wellington less popular
- The majority of students in Auckland, Wellington, Christchurch, Otago and Waikato want to stay
- Hawkes Bay, Bay of Plenty, Manawatu – motivated to move.
- Regions continue to be a challenge in Australia too

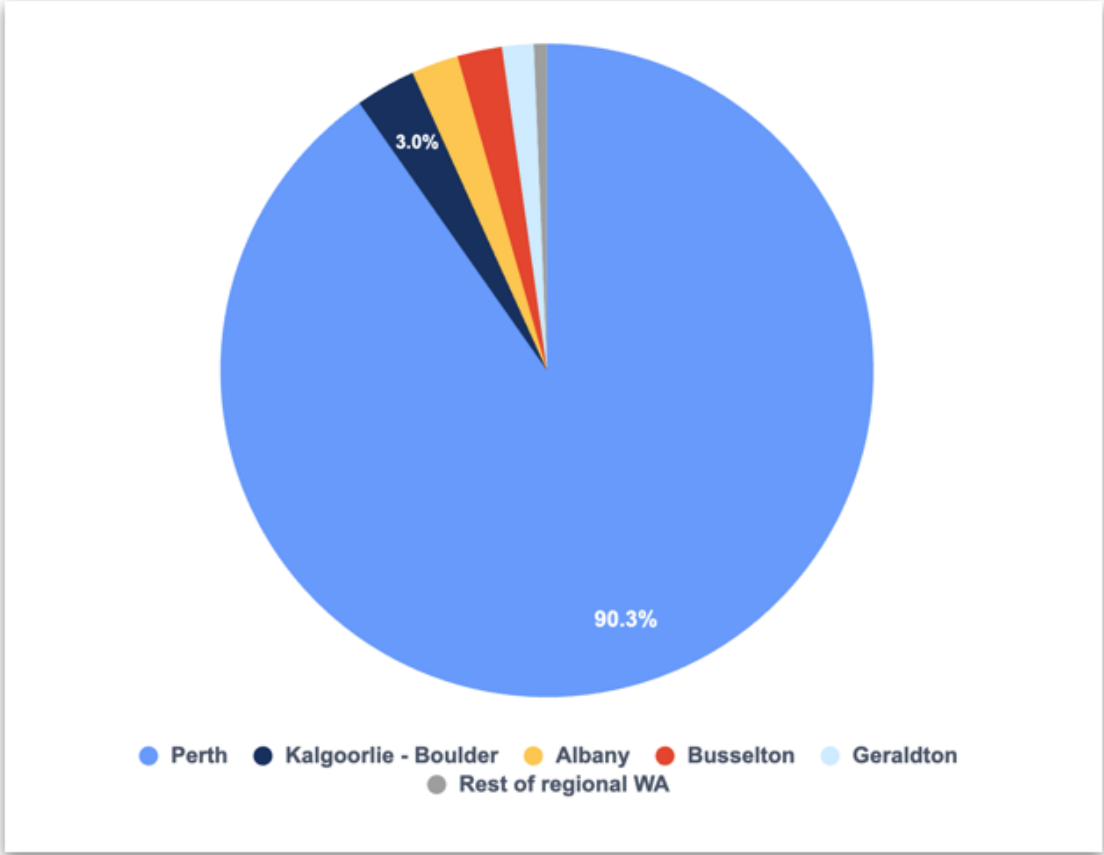
# Search trends by region

REGIONAL AREAS ARE HARD TO FILL

## Victoria

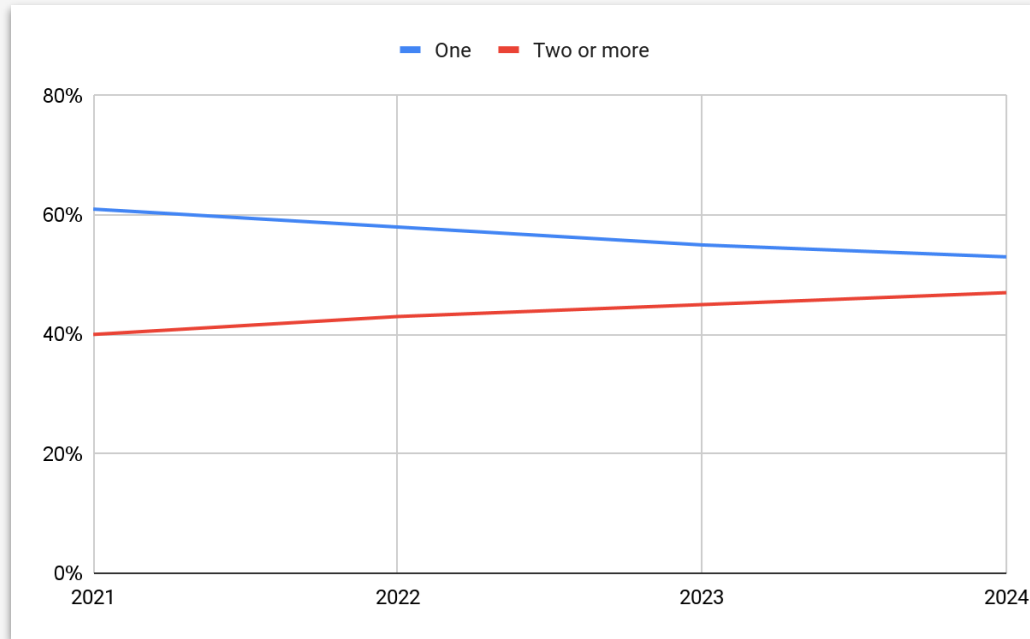


## Western Australia



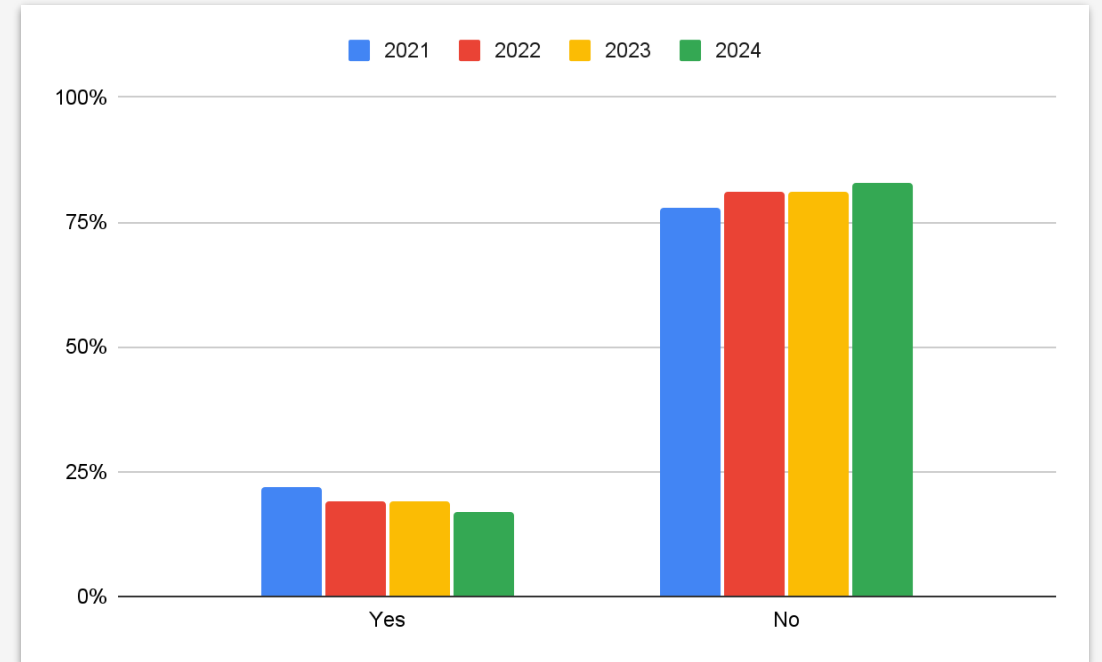
# Candidates have more options than previous years...

How many graduate job offers did you receive?



Source: AAGE Candidate Survey Data (2020-2024)

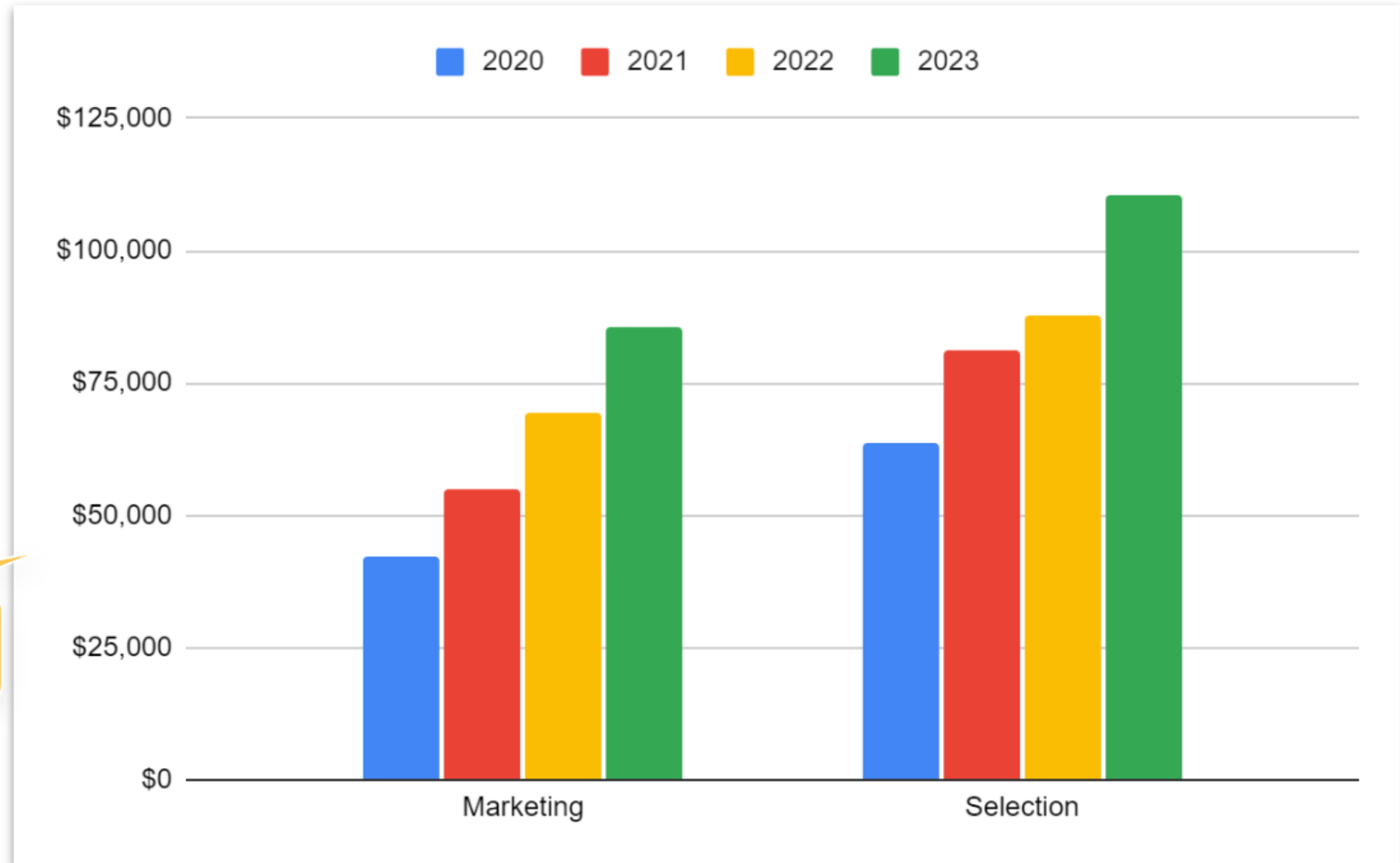
Did you accept any job offers and continue to make new applications for jobs with other employers?



Source: AAGE Candidate Survey Data (2021-2024)

# Average spend for marketing & selection

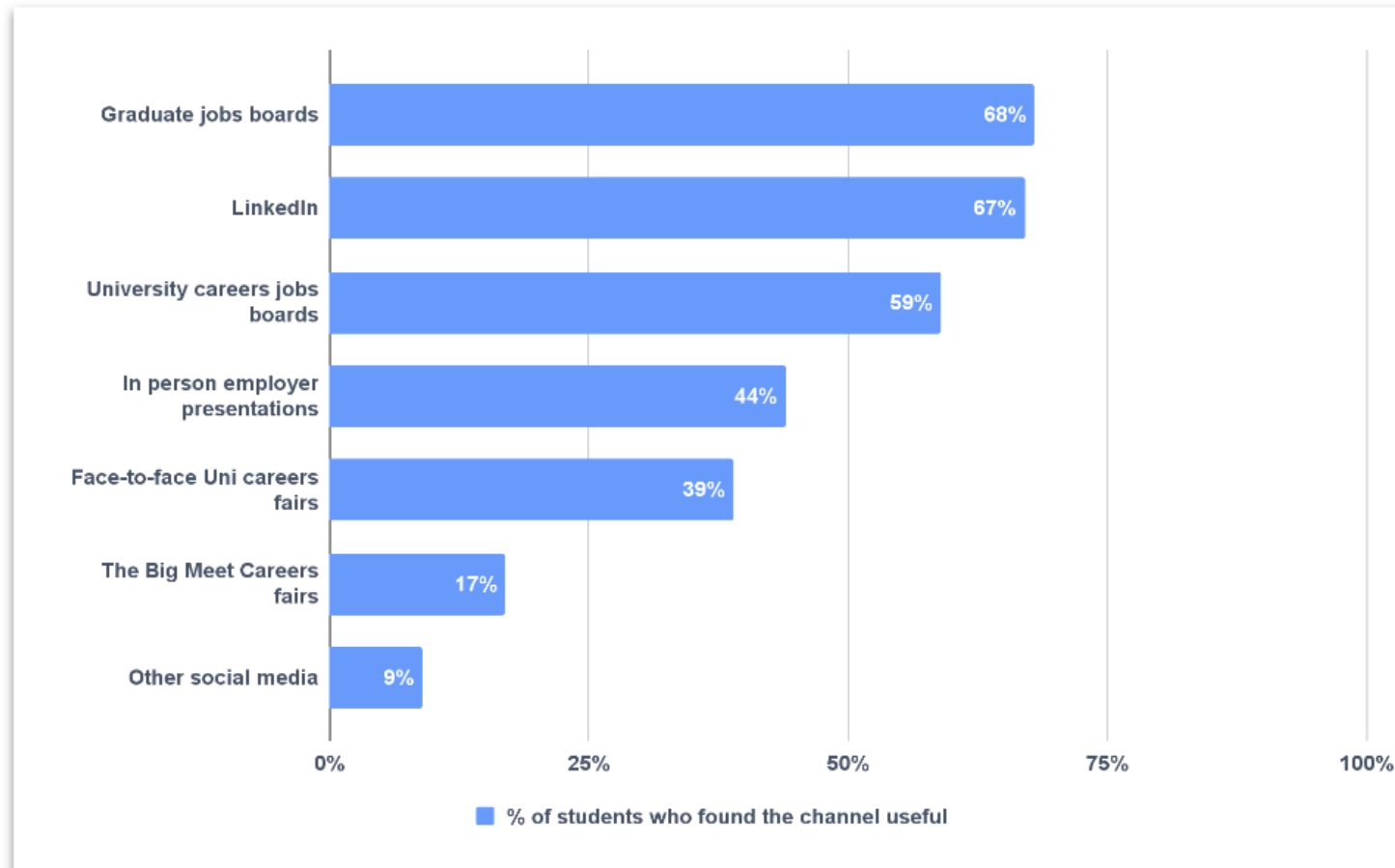
Source: AAGE Employer Survey Data (2020-2023)



Marketing budgets have increased 103% in the past 4 years

# How are students searching for jobs?

JOB BOARDS ARE STILL THE MOST EFFECTIVE TOOL TO HELP ATTRACT APPLICATIONS



Source: 2022 AAGE Candidate Survey

1

Made of money Mary can do **everything!**

- Career fairs
- Job boards
- Student societies
- Social media



# Calculate your return on investment

MEASURING THE SUCCESS OF YOUR CAMPAIGN IS ESSENTIAL



- Where are applications coming from?
- What's working? What's not?
- Measure everything, and invest in the channels that are working best!

**Bonus blog:**

<https://prospire.com/blog/benchmarking-your-graduate-recruitment-campaign>





# Pressure on graduate salaries

## NZ graduate salaries\*

- Overall average: NZD\$60-\$65k
- NZD\$55-\$62k Audit
- NZD\$60-67k Engineering
- NZD\$60-\$110k IT, Software Engineering

\*NZAGE salary survey 2023

## Australian graduate salaries\*

- Overall: AUD\$62,626(NT)-\$68,738 (VIC)
- AUD\$68-69k (Construction, Govt, Law, Mgmt Consulting)
- AUD\$80-82k (Mining, Banking)
- AUD\$110 (IT)\*\*

\*Prosple data \*\*Aussiecorporate

# Pressure on graduate salaries

- NZAGE survey – 41% of employers cited salary pressure as a challenge

## NZAGE Graduate survey 2023

- Reputation of employer
- Long-term career prospects
- Training and Development
- Company Culture
- Content of work
- (Compensation #9)

## AAGE Candidate survey 2023

- Career progression
- Work-life balance
- Company culture
- Training and Development
- Content of work
- (Compensation #7)

## Generations in the workforce

**“Every generation imagines itself to be more intelligent than the one that went before it, and wiser than the one that comes after it.”**

**George Orwell**

# The generations: An overview (McCrindle)

GENERATION	<b>Builders</b> Age: 76+ Born: <1946 	<b>Baby Boomers</b> Age: 57-75 Born: 1946-1964 	<b>Gen X</b> Age: 42-56 Born: 1965-1979 	<b>Gen Y Millennials</b> Age: 27-41 Born: 1980-1994 	<b>Gen Z</b> Age: 12-26 Born: 1995-2009 	<b>Gen Alpha</b> Age <12 Born 2010-2024 
Social markers	World War II	Moon landing	Stock market crash	September 11	GFC	COVID-19
Leadership style	Controlling	Directing	Co-ordinating	Guiding	Empowering	Inspiring
Ideal leader	Commander	Thinker	Doer	Supporter	Collaborator	Co-creator
Learning style	Formal	Structured	Participative	Interactive	Multi-modal	Virtual



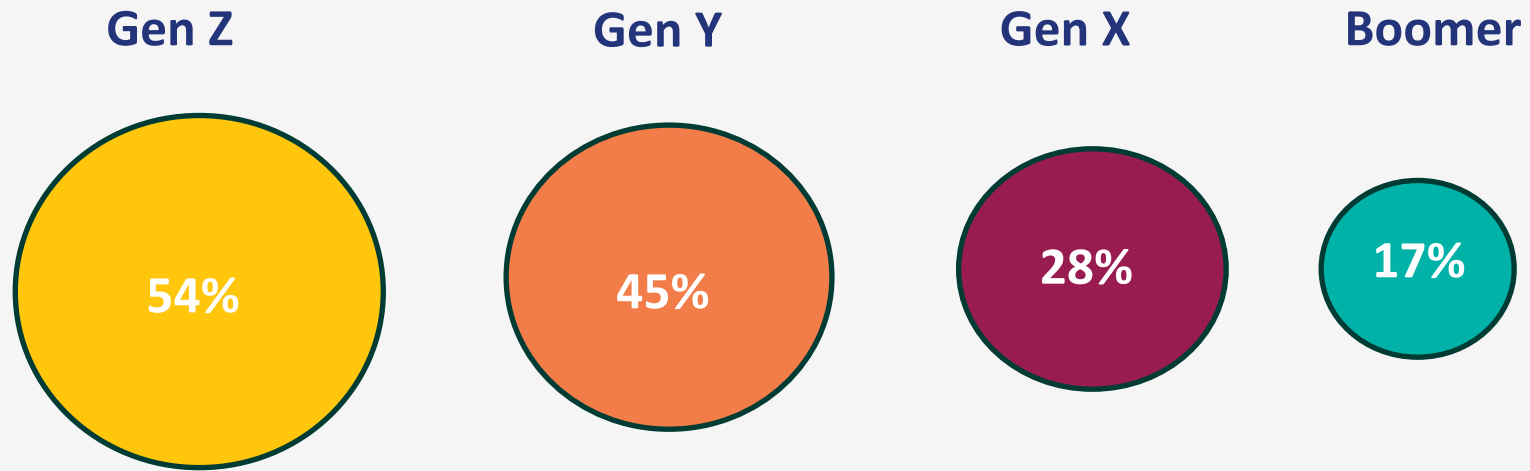
“Managing Gen Z is like working with people from a different country”

[Fortune.com/2022/how to managegenzworkingculture](https://fortune.com/2022/how-to-managegenzworkingculture)

# Generations in the workforce

- Never before have we had 5 generations working together in organisations at the same time
- Key differences
- The need for generational training
- Supporting managers to manage Gen Z

# Generations in the workforce - Praise



\*McCrindle Australia

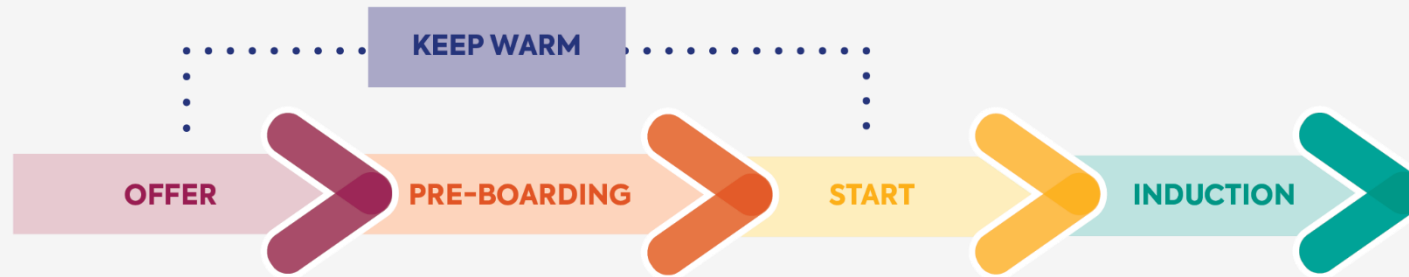
# Engagement strategy

- Keep warm 2.0

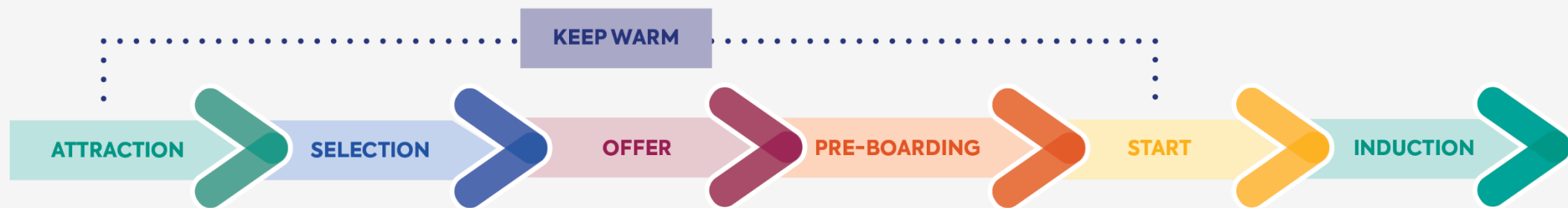


# Keep Warm 1.0 to 2.0

From this



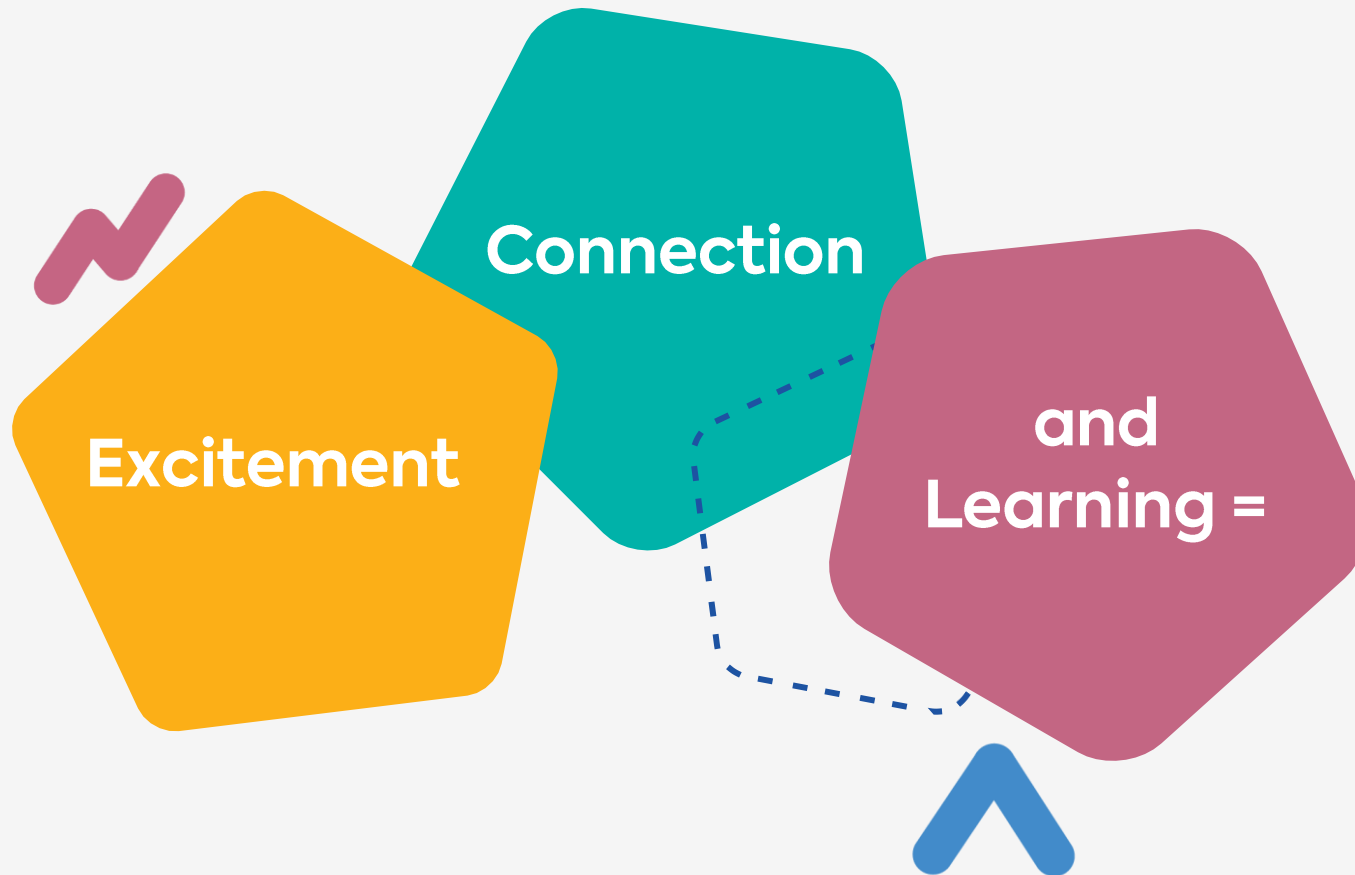
To this



# Not just for offered candidates



# Engagement Strategy



- “I’m super clear on what to expect in my first week”
- “I can’t wait to start”
- “I feel like I know so many of the team already”
- “So many great benefits on offer”
- “This seems like a great place to work”
- “My cohort seems awesome”
- “I’ve made the right choice”
- “I’ve already learnt so much about my role already”



# Internships

- Over 65% of students intend to undertake an internship.
- If they aren't an intern with you – they are an intern with someone else.
- Here's your opportunity to build brand, take talent out of circulation early and assess fit over 10 weeks.
- Can't manage in-person? Try virtual

**NZAGE Graduate survey 2023:  
89% of graduates had relevant work  
experience, either with their current  
employer or another employer.**



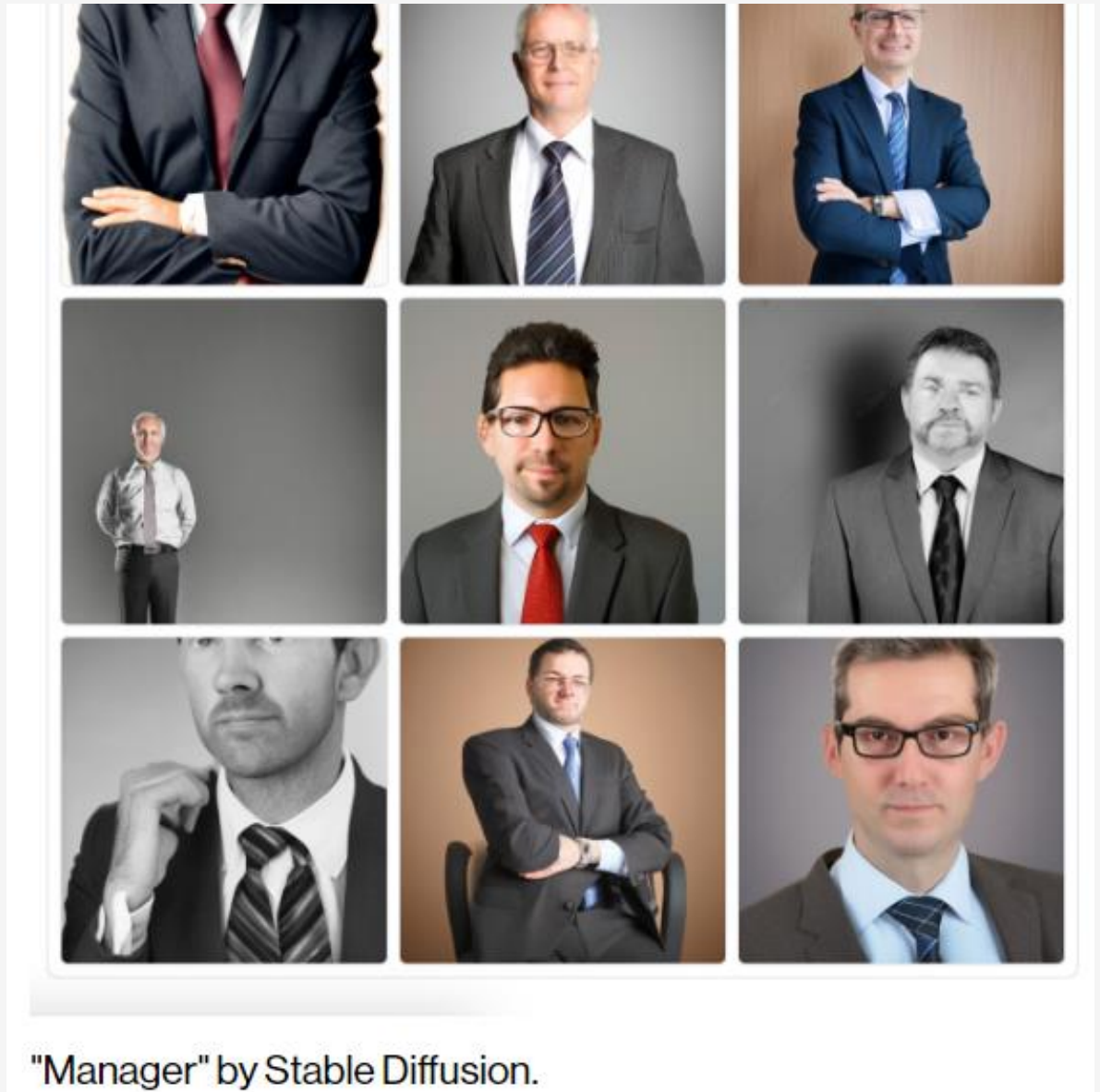
**Get your internship  
programme working  
as a feeder into  
your graduate  
programme.**



# AI in Selection

- From cover letters to application answers
- <https://www.talentsolutions.co.nz/talent-talk-blog/graduate-selection-in-a-generative-ai-world>
- <https://www.talentsolutions.co.nz/talent-talk-blog/the-implications-of-chatgpt-for-the-graduate-industry>
- Concern remains around bias in AI tools

# AI in Selection



\*<https://www.bloomberg.com/graphics/2023-generative-ai-bias/>

# AI in Selection

- Upskill



# Diversity inclusion and Belonging

- Inclusion needs to come before diversity
- Neurodiversity





# Hybrid working: the impact on graduate talent

- Half-way house
- Intern feedback – we need Managers present
- Present to be promoted



\*McCrindle Australia

# Work readiness

- Resilience
- Communication
- Initiative



2024.

# 2024

- Competition for talent
- School leaver and apprenticeship programmes
- Alternative channels to University
- Career changers



# 2024

- Increased focus on engagement
- More employers on social media
- Personalised/customised learning pathways
- Virtual assessment centres
- More engagement with AI tools across the work that we do



# Prizes!

What is one thing on your early talent to-do list for 2024?



# Reach out for a chat



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