



# **Exploratory Guide & Insights**

## **GPTW Data Visualisation Project**



# Persona 1: MQBS BA Graduate Stephanie

## SEARCHING FOR GRADUATE OPPORTUNITIES IN BUSINESS ANALYTICS

Persona	<b>MQBS Business Analytics Graduate Stephanie</b>
Role	Recent MQBS Graduate looking for a graduate position, particularly for organisations that offer graduate programs for business analytics.
Context of their work/role	Majored in Business Analytics Graduated in July 2024 Is a domestic graduate – Born in Australia
Key activities/ decision-making needs and interests	<ul style="list-style-type: none"><li>• Completed a business analytics internship at a major bank</li><li>• After graduation joined the Australian Computer Society (ACS) and MQBS Women in Data &amp; Analytics</li><li>• Is highly career-driven and ambitious</li><li>• Seeks organisations that provide employees with training/development programs for further career advancement</li><li>• Open to interstate work opportunities</li><li>• Interested in workplaces that actively promote a culture of diversity and inclusion</li></ul>
DV Questions	<ol style="list-style-type: none"><li>1) Which industries offer the most opportunities for business analytics graduates, and where are these mostly located in?</li><li>2) Do internal company training/development programs have any impacts on employee career advancement within organisations?</li><li>3) How do companies included in the 2024 Best Workplaces list compare to excluded organisations in regards to programs that promote gender equity and diversity?</li></ol>

# Persona 1: MQBS BA Graduate Stephanie

## GPTW COMPANIES OFFERING BUSINESS ANALYTICS GRADUATE PROGRAMS - SNAPSHOT

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### Business Analytics (BA) Graduate Opportunities

- **57** out of 588 GPTW-certified businesses offered graduate programs for business analytics. **42.1%** were Information Technology, **15.8%** were Professional Services, **8.8%** were in Advertising and Marketing Industry.
- Majority of these graduate programmes were offered in the **NSW** and **VIC** regions (48 and 36 locations respectively).

### Employee Training/Development Programs

- Out of the **57** companies offering BA graduate programs, **29** of these organisations (or **50.9%**) provided paid training and development programs for their employees
- Companies that offered these programs had higher career opportunity scores than those that didn't with average scores of **3.8** and **3.4** respectively (Glassdoor).

### 2024 Best Workplaces

- There are **14** out of **57** certified companies remain on the **2024** list of Best Workplaces, **78.57%** of those offer female support initiatives, while only **21.43%** of companies in the list do not have comparable programs.
- Conversely, of the **43** organisations excluded from the Best Workplaces list, only **48.84%** provide support programs, but a majority, **51.16%**, do not implement such efforts.

# Persona 2: International Job Seeker

## EXPLORING CAREERS ABROAD

Persona	<b>International Job Seeker Harry</b>
Role	Senior Sales Executive in the Financial Services Industry.
Context of their work/role	Initially started their career in Vietnam before moving to America. 4 years of relevant career experience. Interested in exploring a career in Australia for progression/lifestyle/global experience reasons. Aware of GPTW's effectiveness in identifying good companies in their country of origin.
Key activities/ decision-making needs and interests	<ul style="list-style-type: none"><li>• Exploring interesting companies that provide job satisfaction within Australia's 6 states.</li><li>• Looking for pathways for Company Sponsored Visas.</li><li>• Flexible in job scope and title.</li><li>• Open to exploring other industries.</li></ul>
DV Questions	<ol style="list-style-type: none"><li>1) Which state offers the most opportunities for "Professional" occupations?</li><li>2) Which GPTW certified companies are open to employing international workers and are they approved to sponsor visas?</li><li>3) Which of these GPTW certified companies aligns best with the persona's current company culture?</li></ol>

# Persona 2: International Job Seeker

## WIDER CONTEXT

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### International Skilled Migration Trends

- Between 2019-20 and 2020-21, jobs held by migrants in Australia rose from **5.3 million** to **5.5 million** (up **4.5%**), with **60%** held by permanent migrants and 39% by temporary visa holders. Jobs for permanent skilled migrants increased significantly (up **9.3%**). This growth trend is expected to continue.
- As of 30 June 2023, net overseas migration added **518,000** people, the highest on record. Meanwhile, job vacancies dropped to **329,900** (down **17.6%**), tightening the job market.
- Skilled workers are becoming more selective, creating opportunities for companies to attract talent that aligns with their culture, leveraging GPTW's international reputation.



# Persona 2: International Job Seeker

## CAREER OPPORTUNITIES FOR MIGRATING PROFESSIONALS - SNAPSHOT

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### **Country-wide Vacancies for Professionals**

- 9.2 thousand vacancies for Business, Finance, Human Resource Professionals across Australia.
- NSW has the most vacancies at 16.5 thousand, followed by QLD (11.6 thousand) and VIC (12.3 thousand).

### **Visa Sponsor Approved GPTW Organisations**

- 116 out of 588 GPTW Certified Businesses are approved for Employer Sponsored Visas.
- 34% of Sponsors are InfoTech, 12% Professional Service, 11% Healthcare.
- Most sponsors have locations in city centres of NSW, VIC and QLD, with the rest distributed around regional Australia.

### **Matching Working Cultures**

- Australia: Employees value culture the most (33.48%).
- United States: Similar preference for culture (28.17%).
- Singapore: Employees prioritize work-life balance (27.55%).
- Construction: Highest actual working hours (36.72 hours), though still below Australia's standard 38-hour work week for other industries.

# Persona 3: GPTW Business Dev

## GPTW AUSTRALIA - BUSINESS DEVELOPMENT ANALYST

Persona	<b>GPTW Australia Business Development Officer</b>
Role	Responsible for identifying growth opportunities, building partnerships, and expanding the customer base for Great Places to Work (GPTW).
Context of their work/role	<ul style="list-style-type: none"> <li>• Develops relationships with companies seeking certification and consultancy, aligning with the mission to create great workplaces.</li> <li>• Boosts GPTW's market presence and brand recognition across regions and industries for sustainable business success..</li> <li>• Coordinates with marketing, sales, and consultancy teams to ensure strategic alignment and consistent value delivery for a positive employee experience..</li> </ul>
Key activities/ decision-making needs and interests	<ul style="list-style-type: none"> <li>• Develops strategies to promote GPTW's certifications, consultancy services, and research insights.</li> <li>• Analyses market trends to customize offerings for specific industries and regions.</li> <li>• Establishes partnerships to increase GPTW's visibility and industry influence. Identifies and engages decision-makers in target organizations.</li> <li>• Monitors competitor activities and refines business strategies accordingly.</li> </ul>
DV Questions	<ol style="list-style-type: none"> <li>1) How do Australia's macro employment trends present opportunities for expanding GPTW's portfolio?</li> <li>2) Which workforce challenges in this industry underscore the need for GPTW's expertise in enhancing workplace culture?</li> <li>3) What strategy can GPTW implement to effectively target this industry and promote positive workplace environments?</li> </ol>

# Persona 3: GPTW Business Dev

## HEALTH CARE & SOCIAL ASSISTANCE INDUSTRY – OPPORTUNITY SNAPSHOT

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### Industry Size & Growth Potential

- Healthcare is Australia's **largest and fastest-growing industry** (4% workforce growth from 2023 to 2024).
- **15.6% of Australia's workforce** has their main job in Health Care & Social Assistance sector
- It is projected to grow by **15.8%** over the next five years, maintaining its status as the top employer in the country.

### Challenges in Workforce Sustainability

- Major workforce shortage forecasted (**82% shortage**).
- Working culture issues identified by healthcare professionals, with nurses—the largest profession in this sector—highlighting significant areas for improvement in working condition.

### GPTW's Strategic Fit and Growth Potential

- No existing footprint in the Hospital sector & Childcare Services (two of the largest sub-sectors in Health Care).
- Opportunity for GPTW to become a key partner in addressing workforce retention and cultural challenges, with a focus on the hospital sector.



# Recommendations

## BASED ON OUR INSIGHTS

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### **International Job Seeker Harry**

- Integrate cross-country metrics for comparing Australian workplaces with overseas standards.
- Facilitate mutual skill exchange and cultural alignment.
- Automate job vacancy data for regular talent attraction reports.

### **BA Graduate Stephanie**

- Introduce metrics for workplace culture and gender equity in leadership.
- Use predictive analytics to identify companies excelling in training and inclusivity.
- Develop benchmarking tools for companies to compare progress within the industry.

### **GPTW Business Development Officer**

- Analyse work conditions by region, profession, and organisation size within healthcare.
- Tailor solutions to address unique needs of healthcare clients.

# Data Quality & Ethical Considerations

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**Data Harvesting & Validation:** Data from GPTW's website and reports (certified companies, Trust Index scores) were harvested, along with external open-source data from government publications, research studies, Glassdoor employee reviews, Healthcare workforce surveys, and individual company websites.

**Validation:** Conducted validation of GPTW companies' details.

**Quality Enhancement:** Collected and transformed relevant external data for enhanced visualisation (Persona 1, 2, 3). Manually categorised entities within the healthcare and social assistance sectors into relevant subsectors (Persona 3).

## **Ethical Considerations:**

- No data were inflated or minimised, and visual distortions are avoided to ensure accurate depictions.
- A small subset of reviews (n=10) per company was extracted from Glassdoor, some bias may be present in semantic culture analysis (Persona 2).

# Data Sources

## LIST OF ALL THE DATA SOURCES IN THIS PROJECT

Data	Note
GPTW Australia Certified Companies List & Best Workplaces in Australia 2021-2024	Collected from GPTW reports and website
Individual Company Data	Collected from companies' websites, Glassdoor, LinkedIn, ABN to validate the details for all GPTW Australia Certified Companies
Company Graduate Program Data	Collected from graduate directory websites – Prosple and GradConnect
Internal Employee Training/Development Program Data	Collected from individual company websites, LinkedIn
Female Employee Support Initiatives Data	Collected from individual company websites, LinkedIn
Company Diversity and Inclusion Score Data	Collected from Glassdoor
Company Career Opportunity Score Data	Collected from Glassdoor

# Data Sources

## LIST OF ALL THE DATA SOURCES IN THIS PROJECT

Data	Note
List of Accredited Sponsors	<a href="https://www.homeaffairs.gov.au/foi/files/2024/fa-240100298-document-released.PDF">https://www.homeaffairs.gov.au/foi/files/2024/fa-240100298-document-released.PDF</a>
ABS Overseas Migration Report 2022-2023	<a href="https://www.abs.gov.au/statistics/people/population/overseas-migration/latest-release#data-downloads">https://www.abs.gov.au/statistics/people/population/overseas-migration/latest-release#data-downloads</a>
ABS Job Vacancies Report September 2024	<a href="https://www.abs.gov.au/statistics/labour/jobs/job-vacancies-australia/latest-release">https://www.abs.gov.au/statistics/labour/jobs/job-vacancies-australia/latest-release</a>
ABS Jobs in Australia Report 2020-2021	<a href="https://www.abs.gov.au/statistics/labour/jobs/jobs-australia/latest-release#employed-migrants">https://www.abs.gov.au/statistics/labour/jobs/jobs-australia/latest-release#employed-migrants</a>
ABS Labour Force Report 2024 Table 11 - 12	<a href="https://www.abs.gov.au/statistics/labour/employment-and-unemployment/labour-force-australia-detailed/latest-release">https://www.abs.gov.au/statistics/labour/employment-and-unemployment/labour-force-australia-detailed/latest-release</a>
Jobs and Skills Australia Internet Vacancy Index	<a href="https://www.jobsandskills.gov.au/data/internet-vacancy-index#downloads">https://www.jobsandskills.gov.au/data/internet-vacancy-index#downloads</a>

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Data	Note
Healthcare & Social Assistance Occupation and Industry Profile	<a href="#">Health Care and Social Assistance   Jobs and Skills Australia</a>
National Health Workforce Dataset	<a href="#">Data Tool - National Health Workforce Dataset</a>
Employment Outlook Industry and Occupation Trends to November 2026	<a href="#">Employment Outlook Industry and Occupation Trends.pdf</a>
National Nursing Workforce Strategy Research Report	<a href="#">national-nursing-workforce-strategy-volume-1-research-report.pdf</a>
2023 Skills Priority List Key Findings Report	<a href="#">2023 SPL Key Findings Report 0.pdf</a>
Safe Work Australia Interactive Data	<a href="#">Health care and social assistance   dataswa</a>

# Thank you!

HOPE YOU FOUND THIS INSIGHTFUL!

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Thank you for time!



Hope you found this insightful 😊



If you'd like to take this conversation further  
– please consider connecting with us!