2023 LinkedIn Market Insights

Australia

Welcome to Australia

Australia offers a robust, sophisticated, and competitive marketplace that welcomes foreign businesses looking to expand their global footprint. Its strong economy, ranking 14th globally, is a solid foundation for businesses across a wide array of sectorsand is renowned for its robust mining, agriculture, and services sectors.

The country has a highly skilled and diverse workforce, along with a world-class education system that fosters innovation and creativity. Businesses can also tap into the country's robust research and development infrastructure, which is globally recognised for producing high-quality, innovative outputs.

The Australian government actively encourages foreign investment, ensuring a stable and transparent regulatory environment. There is a low corruption rate, and strong protection for intellectual property rights. A sophisticated infrastructure and logistics network facilitates seamless trade and transportation.

Australia presents a wealth of opportunities for businesses looking to expand globally. Its dynamic business environment, coupled with its strategic location and strong ties with Asia, make it a valuable gateway for accessing the broader Asia-Pacific market.

When expanding to Australia, professional networking platforms like LinkedIn can be utilised to maximise connections and gain insights. As a B2B platform with 930M+ members, LinkedIn enables individuals users to reach a unique professional audience. And when we zoom out, our unparalleled data set reveals unique insights relevant to any business looking to establish a presence in the Australian talent market.

We hope this playbook provides a useful sample of information and a taste of how LinkedIn can help you on your business journey in Australia.

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Australia at a glance

Australia stands as the world's 14th largest economy, with a consistent GDP growth that underlines its economic resilience. The workforce is diverse, highly skilled, and educated, drawing from a populace that boasts one of the highest levels of education attainment globally. This makes Australia an attractive destination for international investment.

Despite global disruptions due to the Covid-19 pandemic, its economy demonstrated remarkable resilience compared to other economies, largely due to its successful public health response and substantial fiscal stimulus.

Unemployment rates have been on a downward trajectory since the pandemic peak. showing the robustness of the Australian job market in the wake of global economic turmoil. Unique to Australia is its geographic advantage, serving as a gateway to the rapidly growing Asia-Pacific region, a factor that further solidifies its appeal to multinational enterprises.

GDP

$1.55

USD Trillion (2022)

Growth 16.54%

Foreign Direct Investment

$24.79

USD Billion (2022)

Growth 61.9%

Population

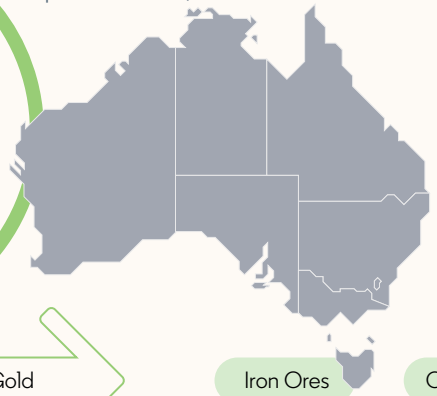
16.71

Million, ages 15-64

Growth 0.12%

Imports/exports value

Top 5 Countries, totals %



China	25%
US	12%
Japan	7%
Thailand	5%
Germany	5%
Other	46%

Imports

$245.05

Billion USD

Exports

$211.97

Billion USD

39%	China
15%	Japan
6%	Korea Rep.
4%	UK
4%	US
32%	Other

Top Imports

Petroleum Oils | Automobiles | Transmission Apparatus | Gold

Top Exports

Iron Ores | Coal & Gold | Frozen Meat | Copper Ores

Data for 2023, unless otherwise mentioned | Source: Macroeconomic indicators at WorldBank, WITS & WEO Database

Country population

Australia, though geographically vast has a relatively small population, wielding substantial global influence due to its robust economy, natural resources, and distinct cultural contributions. Its urban centres, from Sydney to Perth, are utilising data-driven technologies to enhance sustainability, efficiency and quality of life. Successfully integrating modernity with the country's unique geographical challenges.

Total Population

26.31
Million

Development

86.6%
Live in urban areas

Internet users

25.31
Million

96.2%
vs. population
+3.4% annual change

Mobile connections

32.71
Million

124.3%
vs. population
+0.5% annual change

Social media users

21.3
Million

81%
vs. population
+4.6% annual change

Digital Adoption & Growth

With changing work patterns and consumer behaviours, Australian businesses across a broad spectrum of sectors have rapidly digitalised their operations. This transformation has enabled a flexible, home-based workforce and made online shopping even more integral to everyday life. Contactless payments have become standard in many scenarios, both in physical stores and online, marking a shift in the conventional transaction methods.

Data for Feb 2023 | Source: Hootsuite Digital 2023 Report

Making sense of opportunity in Australia

Comprehending the distinct aspects that make Australia a unique market can serve as a significant advantage for potential investors.

While Sydney and Melbourne are renowned as financial and cultural hubs, it's crucial to remember that a considerable proportion of the Australian population resides outside these major cities, with vibrant economies in regions like Queensland and Western Australia.

The nation has a growing reputation as a tech hub, particularly in areas like FinTech, where it ranks in the top 10 globally.

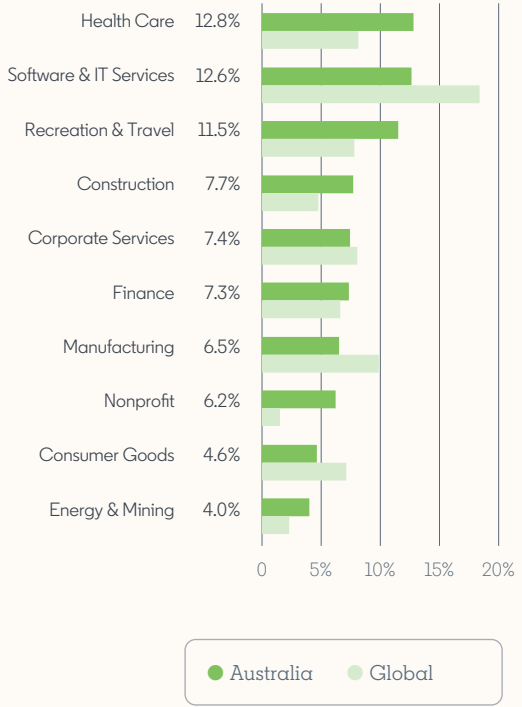
The mining sector continues to play a crucial role in the Australian economy, with start-up growth in this area being significant.

Startup landscape

Health Care has provided the majority of the start-ups in recent years, followed by Software & IT Services
Australia has a higher percentage of startups in the Nonprofit industry compared to the global average

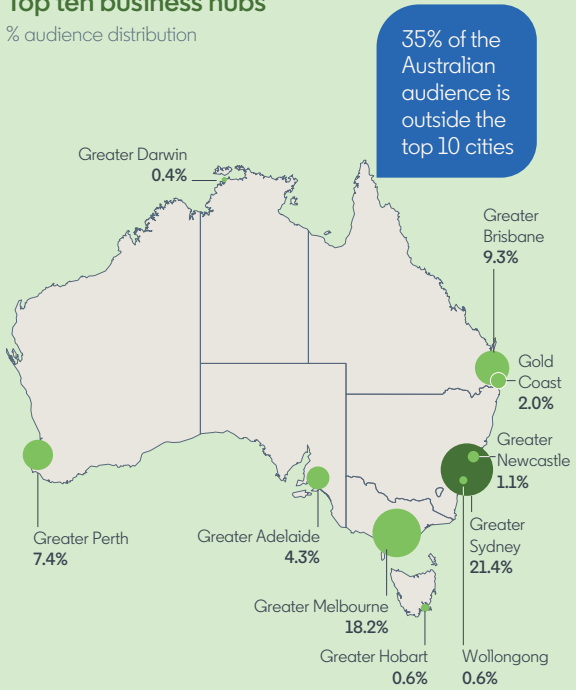
Growth by sector

% of business startups



Top ten business hubs

% audience distribution



Business hubs

This distribution on LinkedIn resonates with the actual major professional hubs in the market

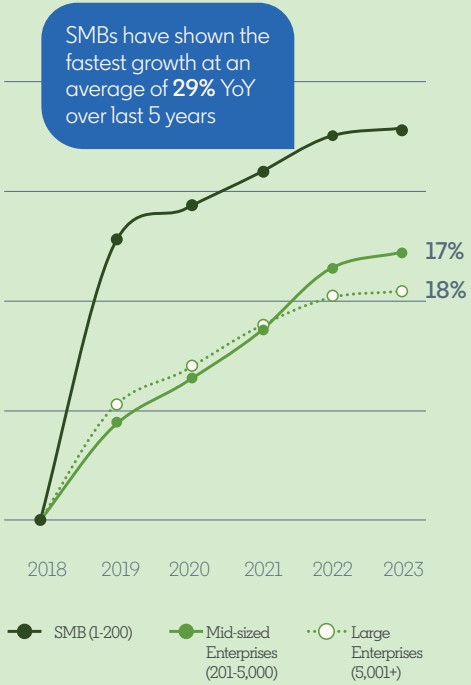
source: LinkedIn Internal Data Feb 2023 | Target Audience: LinkedIn Members in Australia | Startups are defined as companies with 10+ current employees where the first start date of an employee was in L7Y

Company growth is positive

2.8X growth in companies globally on LinkedIn across all company sizes over last 5 years SMBs have shown the fastest growth at an average of 29% YoY over last 5 years

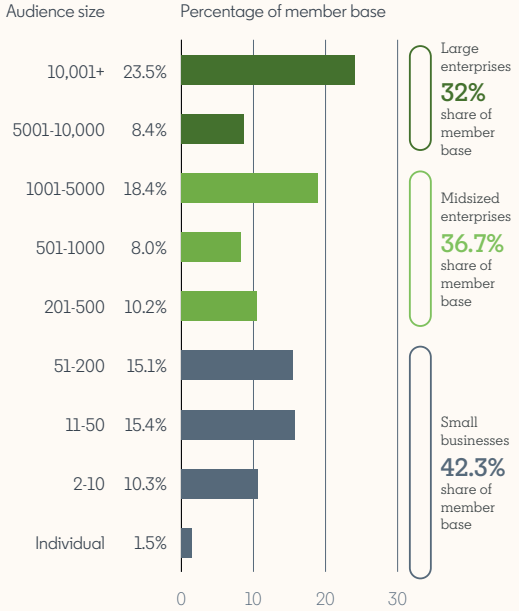
Companies' Growth on LinkedIn

Data is specific to the companies that have joined LinkedIn



SMBs skew the AU audience on LinkedIn

Audience distribution by Company Size



A fair share: audience size similar across all businesses

47% companies are SMB's, and they have about 42% of member base compared to 2% of Large Enterprises which employs 32% of population
Marketers should customise their strategy & content for the unique needs of each
size

source: LinkedIn Internal Data Feb 2023; LinkedIn Internal Data 2018-2023 | Target Audience: LinkedIn Members in Australia region | SMB: Size 1-200; Mid-size Enterprises: Size 201-5000; Large Enterprises: 5001+ | Total may be higher than 100% owing to concurrent profiles

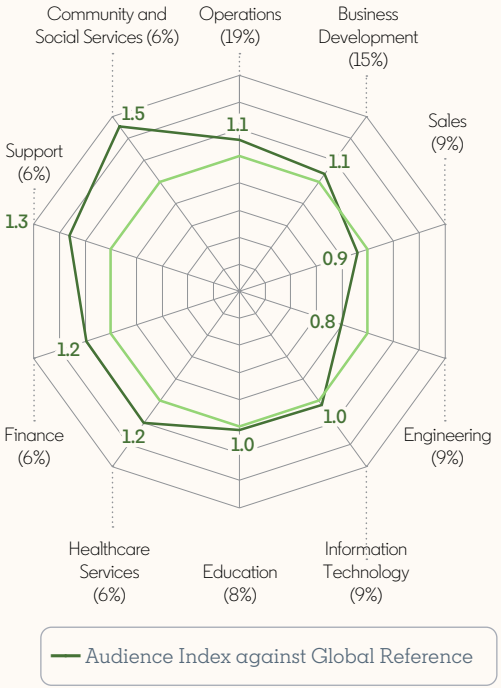
33% of the Australian audience are in Operations & Business Development

The Australian audience over-indexes towards Community and Social Services & Support compared to overall world

Focusing on use cases relevant for these functions can help with engagement

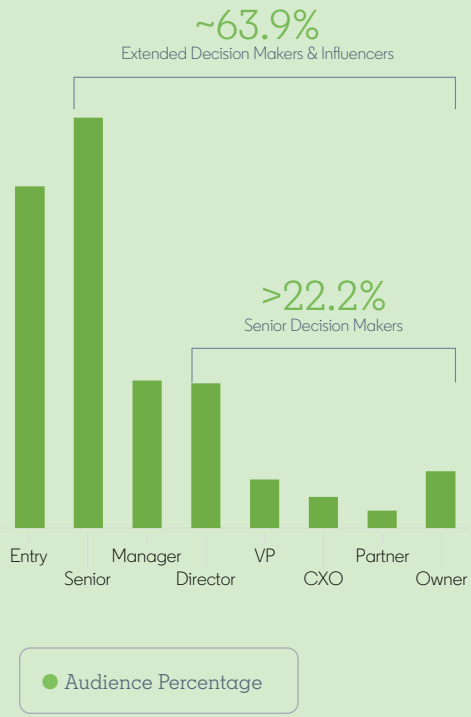
Audience distribution: job functions

The percentage shares represent the percentage of the audience in that industry. The multiplier is how many times greater that audience is in Australia than other countries.



Decision-makers

Audience distribution : Seniority



Decision-makers are now distributed

Marketers now should widen their reach instead of just focusing on Manager+
While targeting Sr. Decision-Makers, who are generally time starved, it's important to have relevant content which is engaging and easy to consume

source: LinkedIn Internal Data Feb 2023 | Target Audience: LinkedIn Members in Australia region | Baseline Audience: LinkedIn Members Globally except in Australia region

Content that resonates with your audience can help boost engagement

Compared to the global audience, members in Australia over-index on topics like Volatility and Markets, Financial Planning & Colleges and Universities

Top member interests

- Business and Management
- Finance and Economy
- Business Administration
- Technology
- Politics and Law
- Marketing and Advertising
- Society and Culture
- Science and Environment
- Careers and Employment
- Human Resources

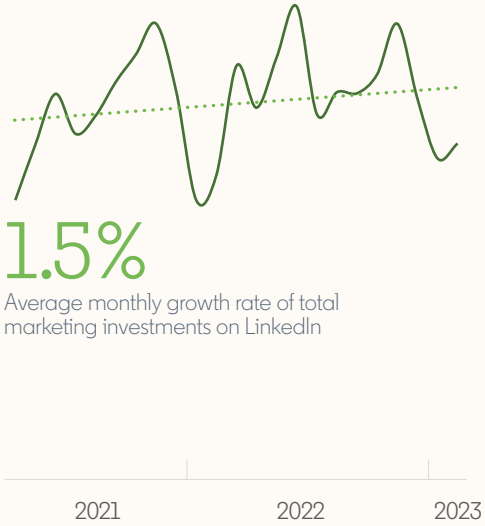
Over-indexing topics read

- OneNote
- Microsoft Office
- Health Care
- Windows
- Local Search
- Marketing
- Workplace Health
- Business & Management
- Government
- Medical Sciences

source: LinkedIn Internal Data Feb 2023

Total Ad Spend (USD) by Marketers on AU

Indexed against base month = April 2021



1.5%

Average monthly growth rate of total marketing investments on LinkedIn

Growing audience attractiveness is increasing marketing investments

Marketers should build their budgets keeping in mind the target Share of Voice in light of ever-increasing investments from possible competition

Source: LinkedIn Internal Data Apr 2021-Feb 2023 | Target Audience: LinkedIn Members in Australia region

Understanding the overall talent landscape

LinkedIn data reveals the months when most people in Australia change jobs, providing employers with strategic insights to seize opportunities with available talent.

A substantial share of the Australian audience on LinkedIn is employed in sectors such as professional services, healthcare, and construction. The country has shown a growing demand for skills in areas such as information technology and renewable energy, reflecting its evolving economic landscape.

LinkedIn's data also sheds light on the crucial interactions between candidates and employers during the hiring process in Australia. These insights underline the importance of multiple touchpoints with potential employees, affirming that building relationships is key to attracting top-tier talent.

Who

Occupations on the rise present the changing landscape of jobs market in Australia

Fastest growing occupations (YoY Growth)

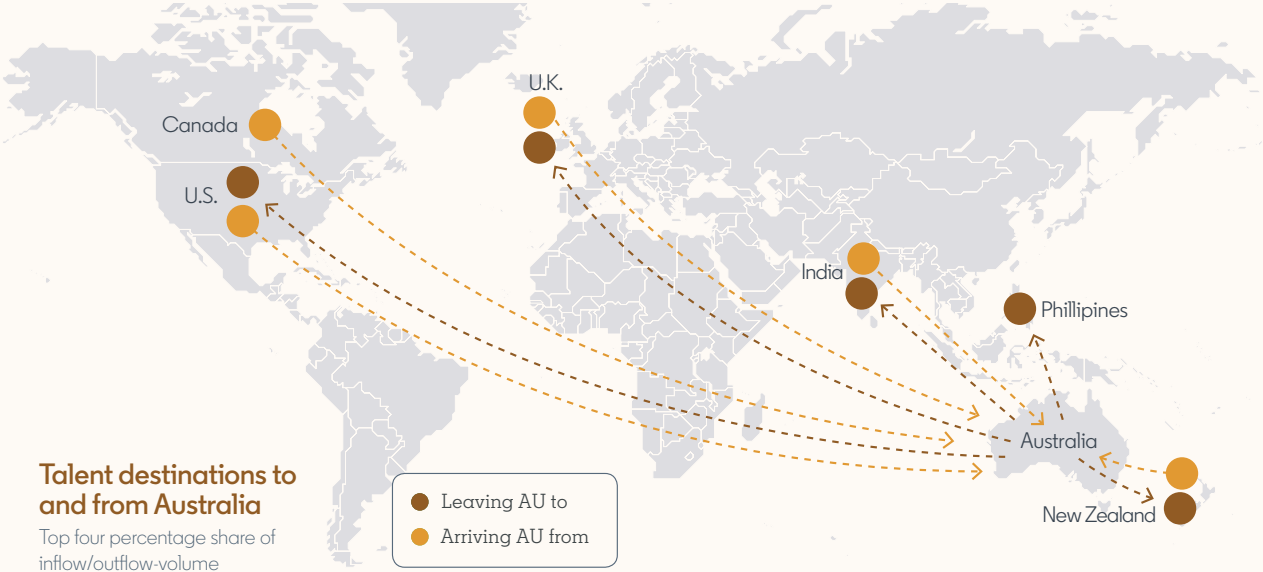
- Chief People Officer
- Recruitment Advisor
- Partnerships Coordinator
- Talent Acquistion Partner
- Cyber Security Analyst
- Talent Acquisition Specialist
- Sustainability Manager
- Investment Banking Analyst
- Workforce Manager
- Sustainability Consultant

Most In-demand occupations (YoY Growth)

- DevOps Consultant
- Android Developer
- DevOps Engineer
- Salesforce Developer
- Big Data Developer
- iOS Developer
- Data Engineer
- Javascript Developer
- DevOps Manager
- Mobile Engineer

Where

LinkedIn's talent data shows the (All) industry in Australia as a market is gaining talent from certain locations, while professionals from the (All) industry in are also relocating globally.



Talent destinations to and from Australia

Top four percentage share of inflow/outflow-volume

When

More people change jobs in January and September than any other months.
Start your hiring early on to take advantage of these seasonality trends

1.7x

as many people changed jobs in January compared with July

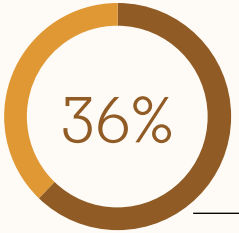
source: LinkedIn Internal Data Feb 2023 | Target Audience: LinkedIn Members in Australia region | Job titles roll up to occupations with similar job titles belonging to same occupation | %YoY Change calculated from Feb 2022-Feb 2023

Audience distribution by Industry

Volume of talent by sector (percent)

Industries driving employment

Top industries grew more than 8% over the last 12 months on LinkedIn



The largest share of the Australian audience is employed by sectors of Professional Services and Manufacturing.

Source: LinkedIn Internal Data Feb 2023

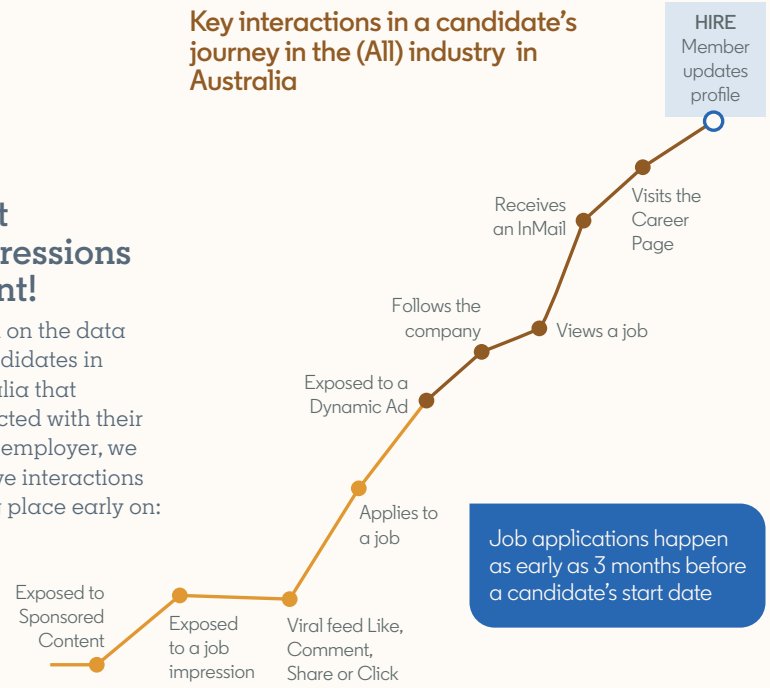
Top Skills by Volume

Volume of talent by sector (millions)

Skills on the rise

Manufacturing Operations space has the highest volume of talent in AU, followed by Management Consulting & Project Management

Key interactions in a candidate's journey in the (All) industry in Australia

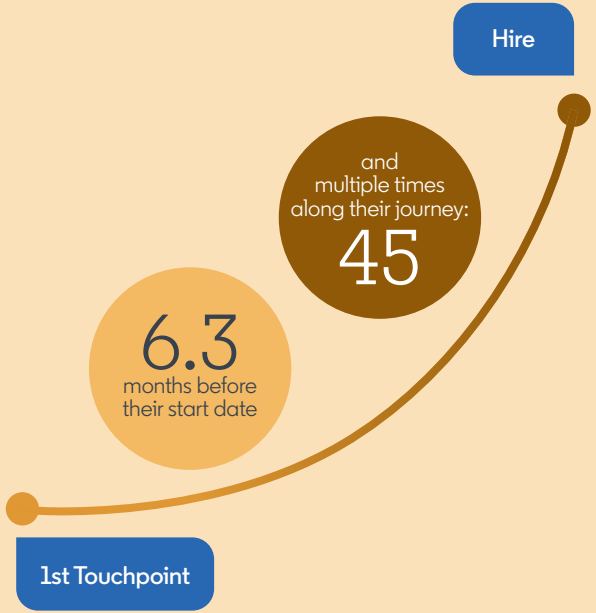


Job applications happen as early as 3 months before a candidate's start date

First impressions count!

Based on the data of candidates in Australia that interacted with their future employer, we observe interactions taking place early on:

Based on influenced hire data from last 30 days from 2023-02
All measures are medians and based on hire start dates defaulted to the first of the month.
Visual shows a sample of key touchpoints based on median days before hire for the influenced hires that interacted with that product up to 11 months before their start date.
Interactions can include job and media impressions/clicks, follows, career page visits, InMails received or engagement with your updates.

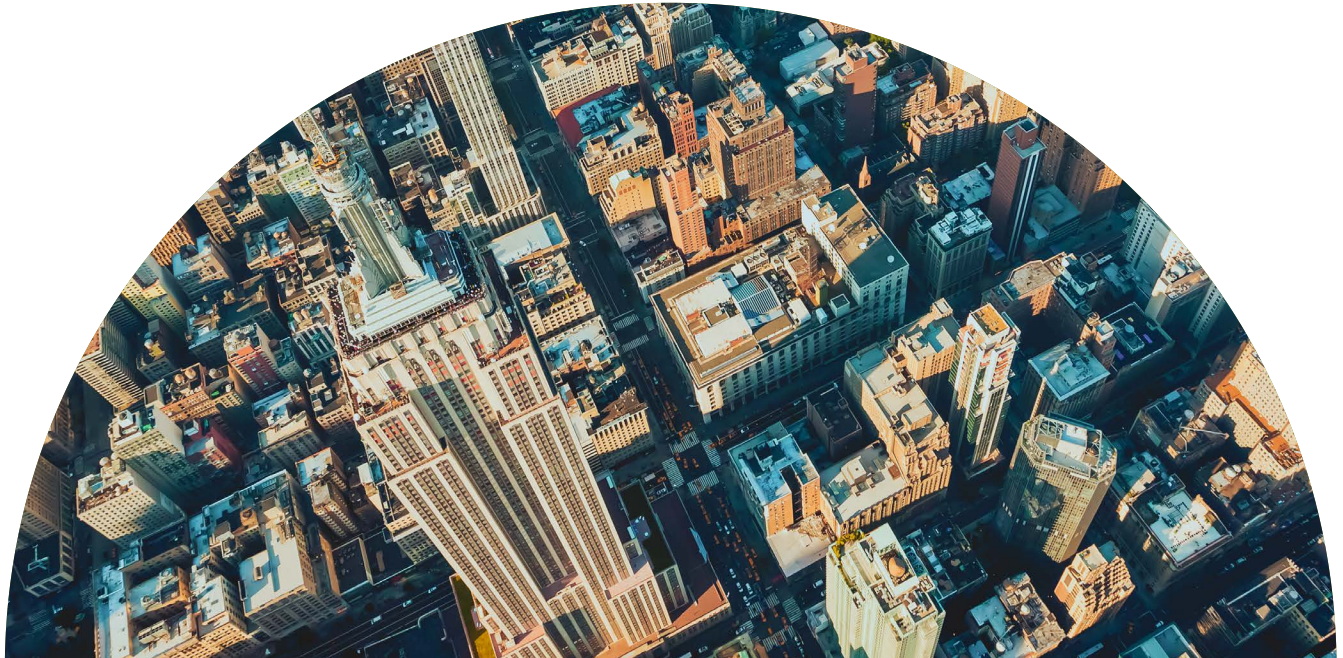


Career decisions don't happen overnight

Talent in the (All) industry in Australia engages with their future employer on LinkedIn:

Stats as of March 27, 2023
Based on median time between first touchpoint and hire for the talent pool's influenced hires whose start date was between Mar 2021 - Feb 2022
Number of interactions is the median per influenced hire; interactions can include job and media impressions/clicks, follows, career page visits, receiving an InMail, or engaging with your company updates.

Leveraging LinkedIn as a strategic partner



LinkedIn's Economic Graph

A digital representation of the global economy

13M
Members

61M
Companies

129K
Schools

39K
Skills

Boasting the world's largest professional audience, LinkedIn is now well-established as the leading way to forge and foster long-term B2B relationships.

LinkedIn provides unprecedented access to decision makers, executives and C-level executives and the LinkedIn audience has double the buying power of the average web audience.

Our latest data shows audiences exposed to brand and acquisition messages on LinkedIn are six times more likely to convert than through other channels.

Meanwhile, companies with an engaged LinkedIn Page see 61 per cent higher conversion, and 12 per cent lower cost per conversion.

LinkedIn's unparalleled dataset also fuels its Economic Graph, which shows how over 13 million LinkedIn members in

Australia relate to each other, employers, institutions, and the world.

Argentina
Australia
Belgium
Brazil
Canada
Chile
Colombia
Costa Rica
Cote d'Ivoire
Denmark
Ecuador
El Salvador
Finland
France
Germany
India
Israel
Italy
Japan
Mexico

If you'd like to know more about market specific insights, please reach out to your LinkedIn Representative.

Morocco
Netherlands
Norway
Panama
Paraguay
Peru
Portugal
Puerto Rico
Qatar
Saudi Arabia
South Africa
South East Asia
South Korea
Spain
Sweden
Turkey
United Arab Emirates
United Kingdom
United States
Uruguay
and more...