2016 Australia Talent Trends

Data on How Candidates Want to be Recruited

The data you need to get candidates to say "yes"

Recruiters — good news. Almost everyone, an overwhelming 87% of professionals in Australia, wants to hear from you.

But even in today's information age, candidates don't have enough information. In fact, their biggest challenge is not knowing enough about your company or jobs.

In our annual Talent Trends survey, we get to the bottom of how candidates want to be recruited and how you can grab their attention.

Read on for the exciting results. Happy recruiting.

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2 What candidates want to know

3 Where to find candidates

Executive summary

1

Almost everyone is open to your job opportunities.

A massive 87% of professionals in Australia are interested in hearing about new job opportunities.

2

But people don't know much about your company or jobs.

Candidates say their biggest obstacle when changing jobs is not knowing enough about a company.

3

Once you have the right message, you need to share it in the right ways.

Your employees make the best recruiters. The number one way people in Australia land a new job is through an employee referral.

About LinkedIn's Annual Talent Trends Report

Who we surveyed

724

Professionals in Australia

268

People in Australia who changed jobs between February and March 2016

What we asked

? How open they were to a new job

? What they wanted to know about your company and jobs

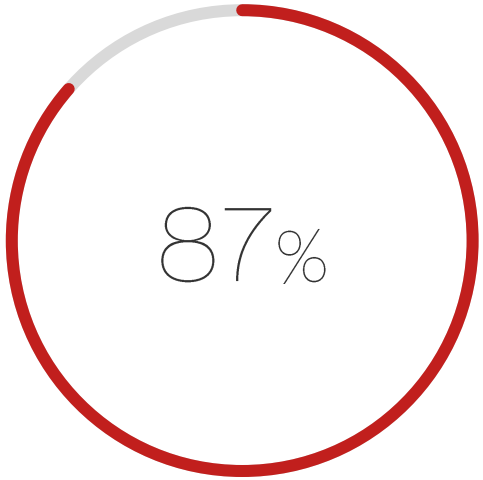
? What resources they used to change jobs

1

Almost everyone wants to hear from you

Nearly everyone is open to your opportunities

Whether or not someone is an active or passive candidate, they want to know about your jobs.

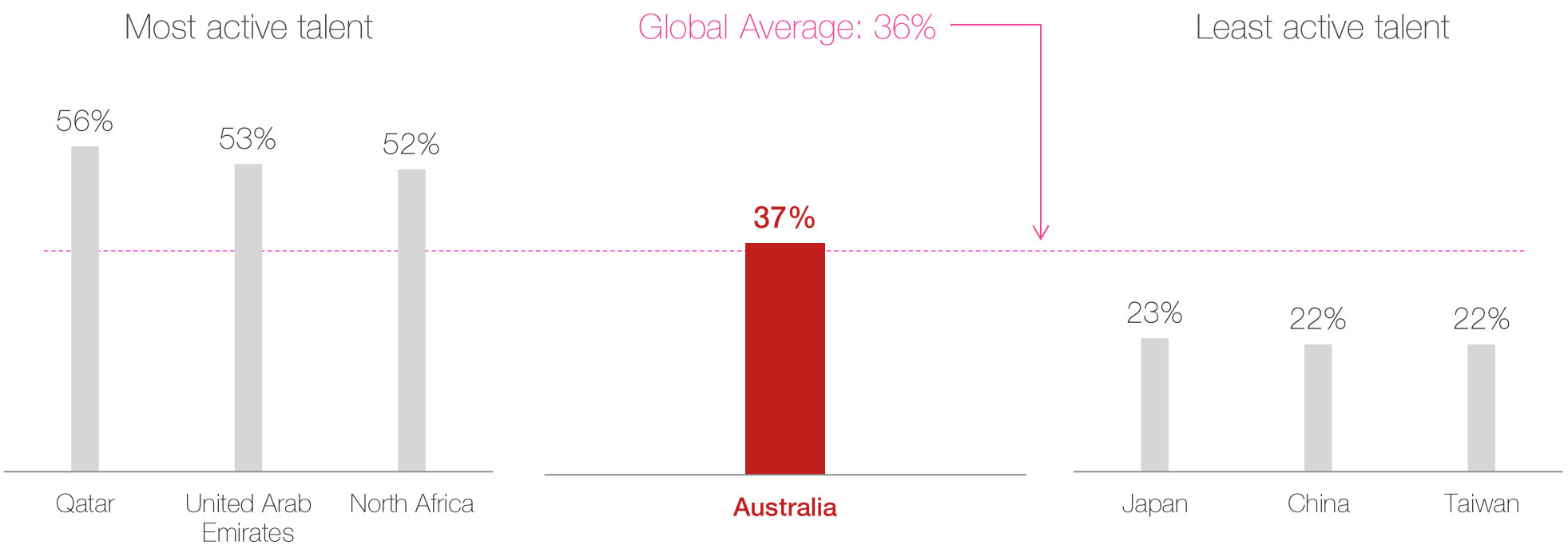


of professionals in Australia say they are interested in hearing about new job opportunities

> *I'm really happy in my current role, however it's nice to see that other companies recognise my skills and industry experience from time to time when companies reach out to me on LinkedIn.*

Nara Oakley
HR Team Leader at Myer

Australia has average levels of active talent



2

What candidates want to know

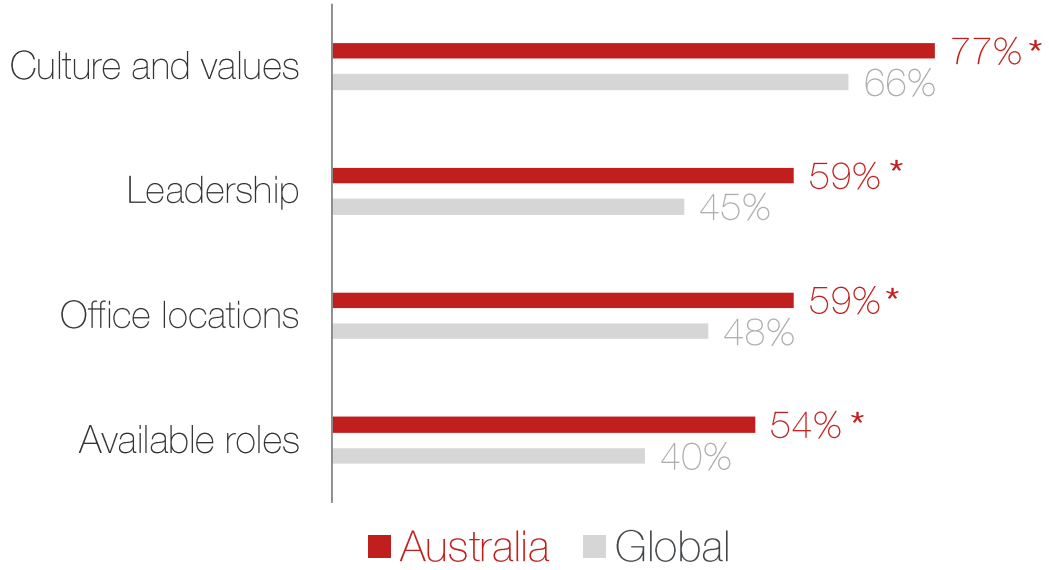
The biggest roadblocks to candidates' changing jobs are

Compared to their global counterparts, professionals in Australia face more obstacles when changing jobs.

Make sure you've published plenty of employer branding content about what it's really like to work at your company. Write your job descriptions so they clearly say what the work will be, the goals, and the potential career path. Give timely feedback to every applicant. And learn how to assess both passive and active candidates based on their fit and qualifications.

**Statistically different from global professionals at the 90% confidence level.

What candidates want to know most about your company



Professionals in Australia crave much more information about a company they are interested in, compared to global professionals.

Highlight your company's culture, senior leaders' perspectives, office locations, and open jobs across your employer branding content. Don't forget to share that information in multiple places, so the candidates you want see it.

> *It can be difficult when looking for a new job to know if the company will be the right culture fit for me. Will they offer the best work / life balance?*

James Neill
Corporate Operations Enrolments,
Guardian Early Learning Group

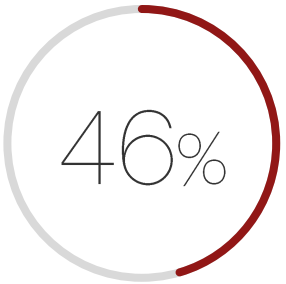
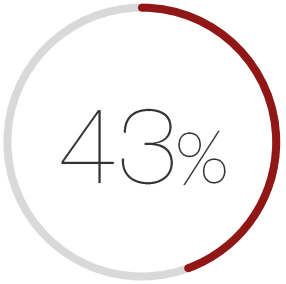
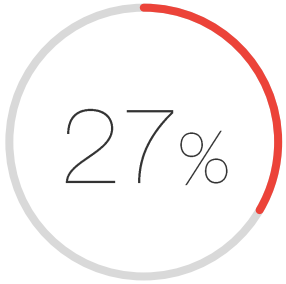
*Statistically different from global professionals at the 95% confidence level.

Direct advice from candidates on what to share about your company

Give an honest perspective	"Describe the real culture at the company - not some sugar coated fairy story."
Share employee views	"Provide connections at the company to have an informational interview about the culture there."
Explain what makes you different	"Share what makes the company different from its competitors and why a potential candidate should apply for the position."
Talk about the company vision and strategy	"A recruiter needs to have knowledge of the company, its values, vision, where it stands in the marketplace, culture of the company, whether it promotes within, and why the last person left the role they are recruiting for."
Give specifics about the location	"People need to know what suburb the job is in and whether parking is a problem or whether public transport is a viable option. It's the little things that make a difference."

Professionals want more than a job, they want career growth

The most common reasons why people leave their job:

	Lack of career advancement opportunities	Unhappy with senior leadership	Unsatisfied with the work environment or culture
Australia	 46%	38%*	36%*
Global	 43%	29%	 27%

*Statistically different from global professionals at the 95% confidence level.

What candidates want to know about a new job

Career trajectory

"Provide information on career prospects within the organisation, to help develop long term plan."

Expectations and workload

"Be honest about the position, the location, the hours, the staff perspective. When a position is advertised part time, it's important to say what hours are expected."

Day in the life

"Provide a scenario such as a day in the life..., Give me an understand of the nuts and bolts involved in the job."

Employee perspectives

"Put me in touch with a selection of employees I can have a coffee with to discuss their position and views of the company."

3

Where to find candidates

After hearing about the job, they don't apply right away. Instead they:

After hearing about a new job, candidates in Australia are more likely to research a company's website and update their resume, compared to global professionals.

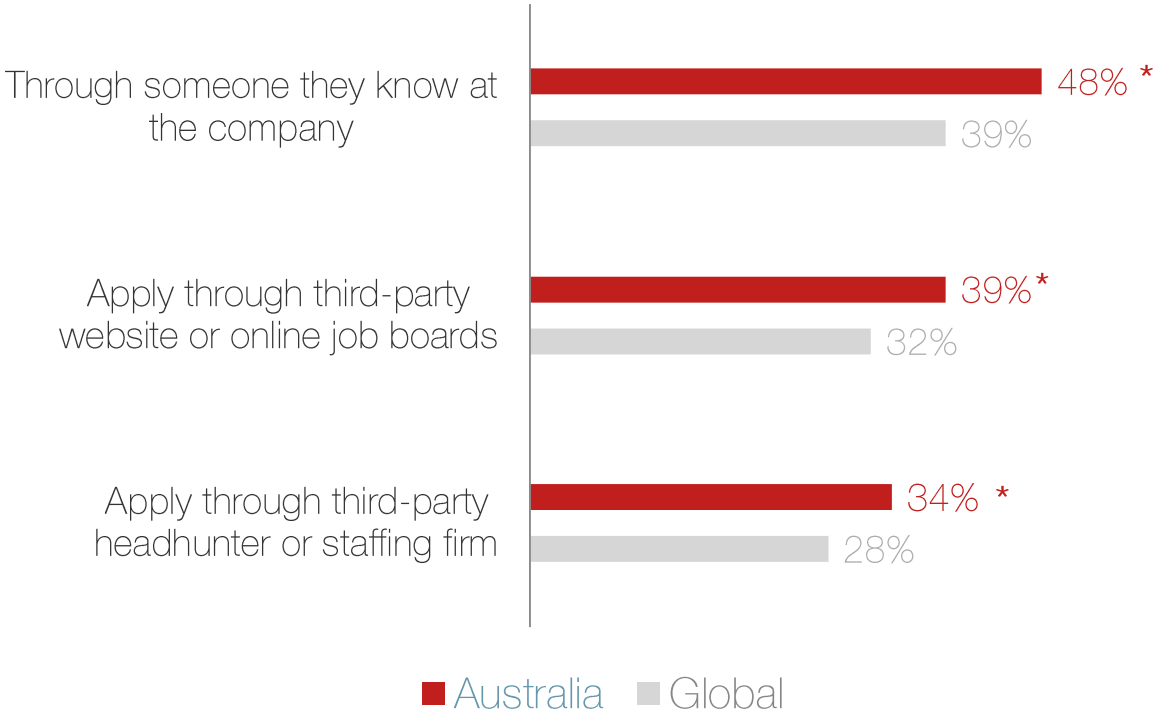
Make sure your company website and online content describe how your company culture, products, and services are different and better.

> *I use my personal and professional networks as well as LinkedIn to learn about opportunities. Career development and work life fit needs to work for me to take the next step in perusing an opportunity.*

Charlene Watt
Careers Business Partner, Cotton On

**Statistically different from global professionals at the 95% confidence level.

The top ways people land a new job



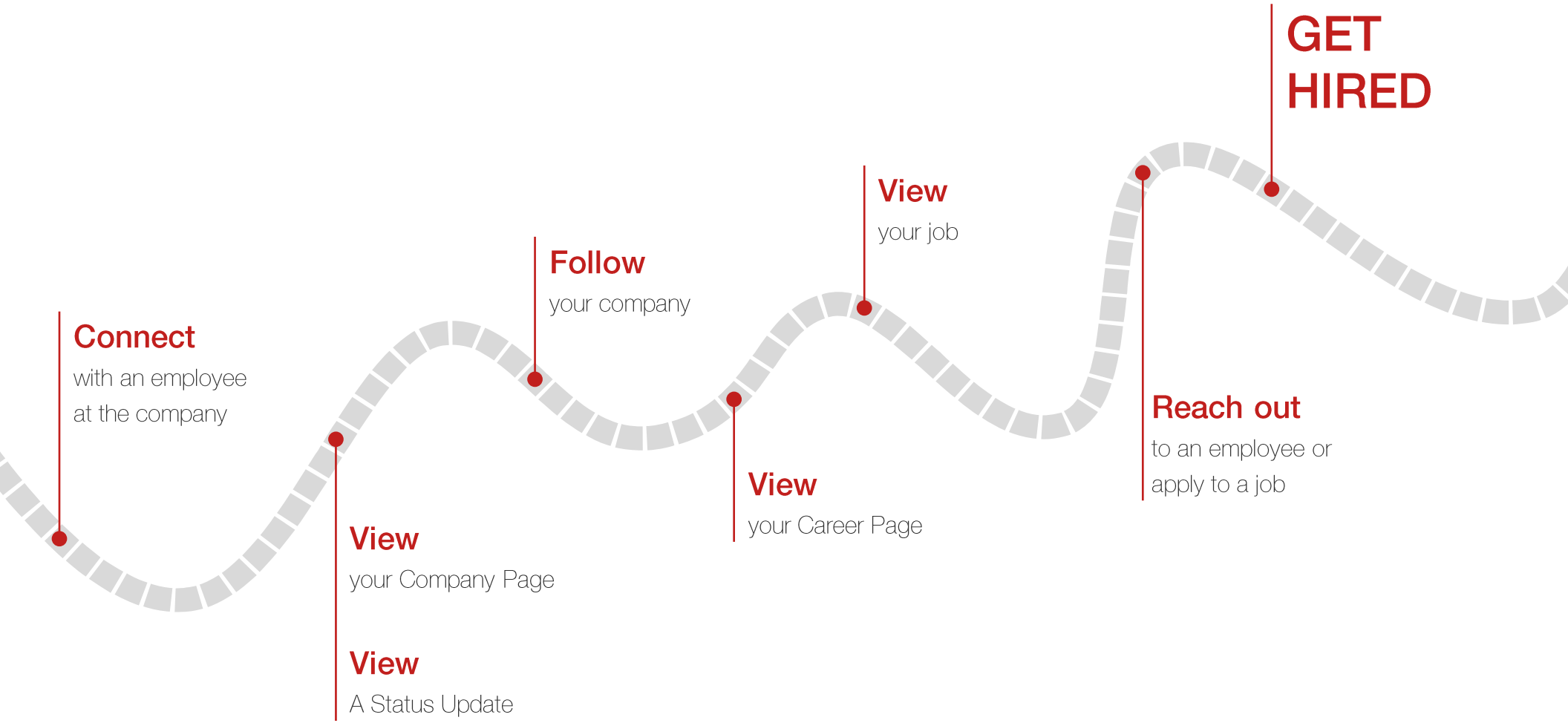
Compared to their global counterparts, professionals in Australia are far more likely to land their new job through an employee referral.

Help your employees refer people they know and be brand ambassadors for your company.

*Statistically different from global professionals at the 95% confidence level.

Here's how the candidate journey plays out on LinkedIn

We looked at the behaviors of millions of LinkedIn members, and discovered that the most common path from candidate to hired looks like this:



3 ways to apply these trends to your recruiting strategy

Help candidates discover you well before they apply

The number one roadblock candidates in Australia face when changing jobs is not knowing what it's like to work at a company. Therefore, invest in these common channels that candidates use to discover and apply to jobs.

Empower your employees to recruit

Remember, the number one way candidates in Australia land a new job is through an employee referral. Make employees aware of your open roles and how your employees referral program works. Equip your employees to be brand ambassadors for your company.

Get specific about your company's culture

77% of professionals in Australia say that culture and values are the most important thing they want to know about a company. Refresh your job descriptions so they include a thorough description your company's culture. Train your recruiters to share the full picture of what a career at the company could look like, not just the one job they are trying to fill.

Learn how talent around the world is changing

Now that you've read your regional Talent Trends report, learn what's changing about job seeking around the world. Download the global talent trends report for the latest insights on how candidates want to be recruited.

Get global report

Methodology

The results of this analysis represent the world seen through the lens of LinkedIn data. As such, it is influenced by how members choose to use the site, which can vary based on professional, social, and regional culture.

We surveyed 724 LinkedIn members in Australia between January and March of 2016. The majority were employed full-time or part-time when they took the survey. We offered the survey in multiple languages without incentives and did not weight the data. The confidence level for this survey is 90% to 95% and is higher for subgroups.

We also surveyed 268 LinkedIn members in Australia who changed companies between February and March of 2016, as self-reported on their LinkedIn profiles and confirmed in the survey. We offered the survey in English only without incentives and did not weight the data. The confidence level for this survey is 90% to 95% and is higher for subgroups.

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