

→ gradnewzealand

TOP 100

GRADUATE EMPLOYERS

GradNewZealand has developed a new methodology to determine the Top 100 Graduate Employers in 2021, which gives equal weight to both popularity and program quality.

GradNewZealand has published New Zealand's official list of [Top 100 Graduate Employers](#) for six consecutive years.

Previously we surveyed students online and on-campus to determine who the most in demand graduate employers in New Zealand are.

While this method is helpful in reporting who New Zealand's most popular employers are, this year we refined our approach to reflect both popularity and quality.

Through this, the 2021 Top 100 Graduate Employers ranking can discover exactly who New Zealand's best graduate employers are!

Our new methodology

WE'VE COME UP WITH A NEW METHODOLOGY TO BETTER HELP STUDENTS DISCOVER TOP GRADUATE EMPLOYERS

Last 6 years

100%
student
popularity

This year

50%
student
popularity

50%
program
quality

Generating nominations

First, we generated a list of nominees who could make it into the top 100 list by collecting employers that met any of the following criteria:

- Received votes from students in the 2020 Top 100 count
- Posted a graduate job or internship on any Prosple graduate site during 2020
- Had more than 5 searches on GradNewZealand.nz
- Were listed as an employer on another graduate employment site
- To be eligible for nomination, employers also needed to have recruited or planned to recruit graduates in at least one of the last two years.



Received votes
in the 2020
Top 100 survey

OR



Posted a graduate job
or internship on any
Prosple site in 2020

OR



Had more than 5
free text searches on
GradNewZealand

OR



Were listed as an
employer on another
graduate employment site

AND

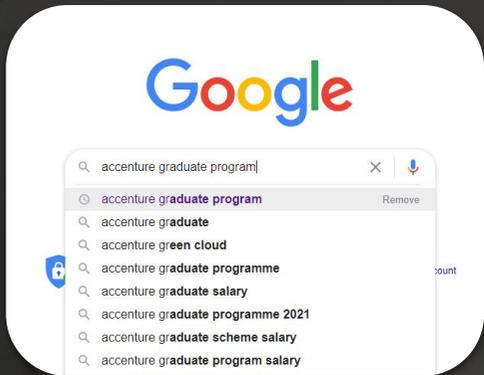
Recruited or planned to recruit graduates in at least
one the last two years.

Popularity score

POPULARITY WAS MEASURED USING THREE SOURCES

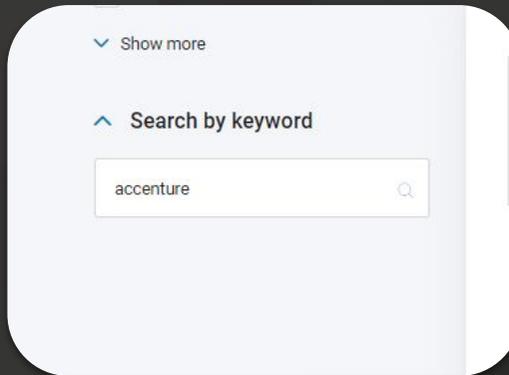
For each source, all nominated employees received a score out of 10. The highest 2 scores counted towards their total popularity score.

Metrics 1 and 2 do not require nominees to be featured on GradNewZealand. Therefore, employers who do not work with GradNewZealand or Prospole could still be featured.



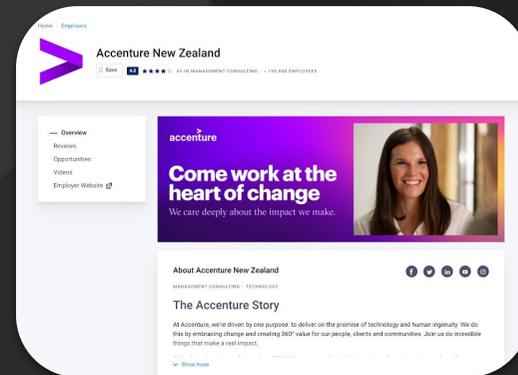
graduate program, internship, or clerkship searches on Google

8.5



Free text searches on GradNewZealand

9.5



Pageviews on GradNewZealand

4.5

9.0

Only the best two scores count

GradNewZealand organisation name searches

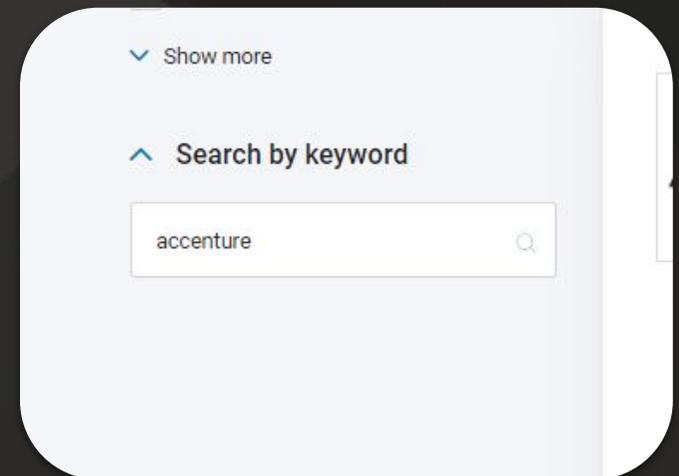
We also looked at how many times employers were searched for using the “Search by keyword” tool on the GradNewZealand Employer Listing Page.

There were approximately 6,000 keyword searches completed during the 2020 calendar year. Any searches made more than five times were mapped to the organisation they relate to.

For instance:

- “ato” -> New Zealand Taxation Office (ATO)
- “Goldman” -> Goldman Sachs New Zealand
- “foreign affairs” -> New Zealand Department of Foreign Affairs and Trade (DFAT)

The total number of GradNewZealand employer name searches were summed for all 800 nominees. Nominees were then given a score from 0 to 10 based on how popular they were compared to other nominees for this metric.



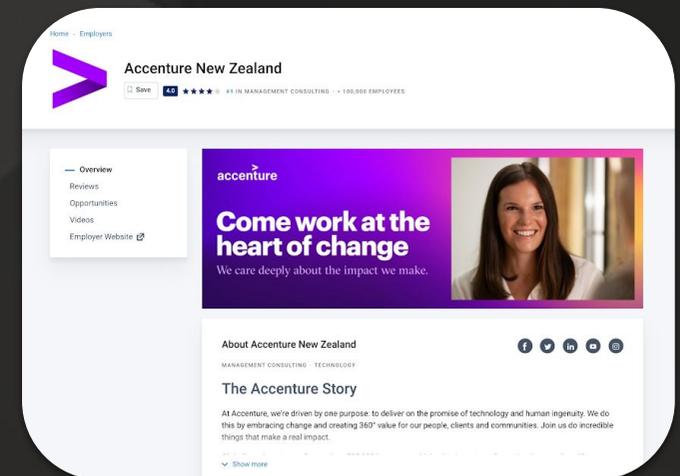
Free text searches on GradNewZealand

GradNewZealand page views

We then looked at how many pageviews each nominee had in total on GradNewZealand. This included any page within the employer hub, such as an employers: overview, opportunities, day in the life stories and etcetera.

Whilst only relevant for employers on GradNewZealand, this data provides an authentic look at user preferences, making it useful in distinguishing between employers who scored equally well in the first two metrics.

The total number of GradNewZealand pageviews were summed for all relevant nominees. Nominees were then given a score from 0 to 10 based on how popular they were compared to other nominees for this metric.



Pageviews on
GradNewZealand

Quality score

WE LOOKED AT GRADUATE REVIEWS TO GAUGE QUALITY

Has graduate reviews on GradNewZealand?

If the employer has graduate reviews on GradNewZealand, then those scores were used.

This is because GradNewZealand is the only organisation conducting reviews specifically for students in graduate level roles.

If the employer did not have reviews on GradNewZealand, we took **the best two** average review scores listed on Seek, Glassdoor, and Indeed, using New Zealand reviews only.

A minimum sample size of 5 was required for the reviews score to be included.

All nominees were given a score from 0 to 10 based on how well they were compared to other nominees for this metric.

In the few instances where the nature of an organisation did not allow public reviews, their score was based on popularity alone.

Complete list of the Top 100 Graduate Employers

[Click here](#)