

→ gradaustralia

**TOP100**

**GRADUATE EMPLOYERS**

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

GradAustralia has published Australia'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 Australia are.

While this method is helpful in reporting who Australia'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 Australia'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 GradAustralia.com.au
- 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.

Through this we generated a list of 800 Australian graduate employer nominations.



Received votes in the 2018 or 2019 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 GradAustralia

OR



Were listed as an employer on another graduate employment site

AND

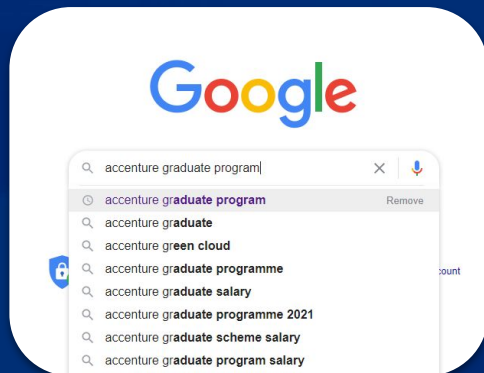
Recruited or planned to recruit graduates in at least one the last two years.

# Popularity score

## POPULARITY WAS MEASURED USING THREE SOURCES

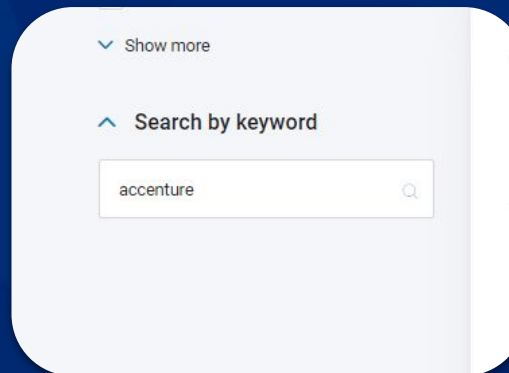
For each source, all nominated employees received a score out of 10. The highest 2 scores counted towards their total popularity score.

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



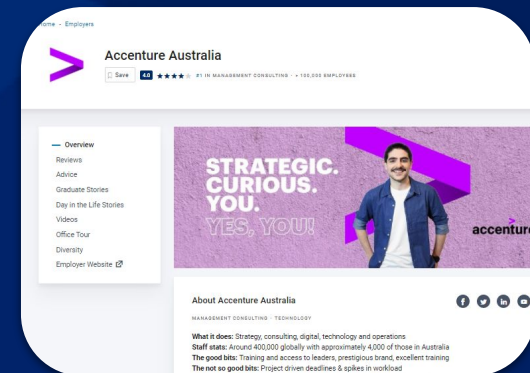
*graduate program, internship, or clerkship* searches on Google

8.5



Free text searches on GradAustralia

9.5



Pageviews on GradAustralia

4.5

9.0

Only the best two scores count

# GradAustralia organisation name searches

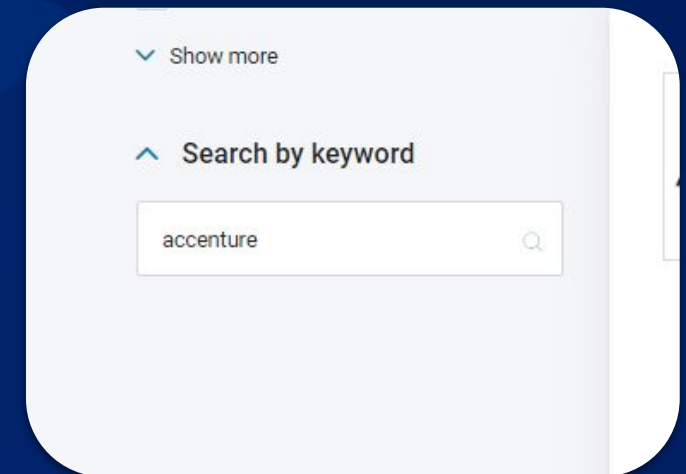
We also looked at how many times employers were searched for using the “Search by keyword” tool on the GradAustralia Employer Listing Page.

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

The total number of GradAustralia 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.



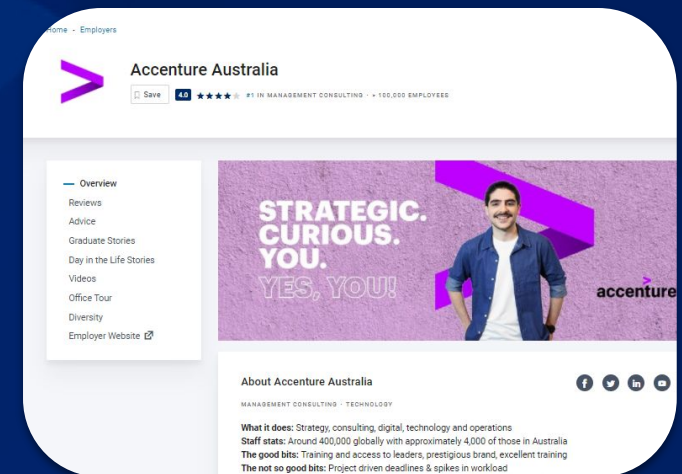
Free text searches on GradAustralia

# GradAustralia page views

We then looked at how many pageviews each nominee had in total on GradAustralia. 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 GradAustralia, 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 GradAustralia 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 GradAustralia

# Quality score

WE LOOKED AT GRADUATE REVIEWS TO GAUGE QUALITY

Has graduate reviews on GradAustralia?

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

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

If the employer did not have reviews on GradAustralia, we took **the best two** average review scores listed on Seek, Glassdoor, and Indeed, using Australian 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](#)