

LinkedIn is developing the world's first economic graph - a digital mapping of the global economy - to create economic opportunity for every member of the global workforce. Insights from the Economic Graph can help you grow your region's market, fill open jobs, and build the workforce.



1.8M
Member Profiles

530M+
LinkedIn Globally



178K
Companies Represented

18M



81K
Open Jobs*

10M



9.6K
Schools Represented

60K

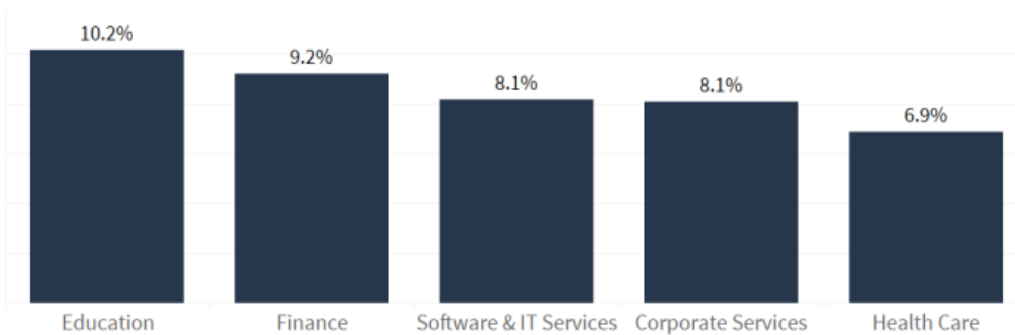


25K
Standardized Skills

50K

1. UNDERSTAND YOUR ECONOMY

Top 5 industries on LinkedIn by percent of total employment in the region



Companies in **Education** and **Finance** employ the most workers in your region on LinkedIn

Finance had the largest increase in net hires last year

Largest employers

Top employers by headcount



National Australia Bank



Telstra



ANZ



Monash University



University of Melbourne

Others: Department of Education & Training, Victoria, RMIT University, Deakin University, Australia Post, Monash Health

Growing employers

Companies with the highest number of net hires last year



National Australia Bank



ANZ



Telstra



Monash University



RMIT University

Others: nbn™ Australia, University of Melbourne, AGL Energy, Department of Health & Human Services, Victoria, Deakin University

2. FILL OPEN JOBS

Top In-Demand Jobs

Occupations with most job postings in the past 12 months



Top In-Demand Skills

Skills with highest hiring rates in the last year

Mass Market

- 1 Wireframing
- 2 React.js
- 3 Content Marketing
- 4 User Experience Design
- 5 Usability Testing

Niche Skills

- 1 Legal Research Skills
- 2 Card Sorting
- 3 Paper Prototyping
- 4 User Experience Testing
- 5 Paralegals

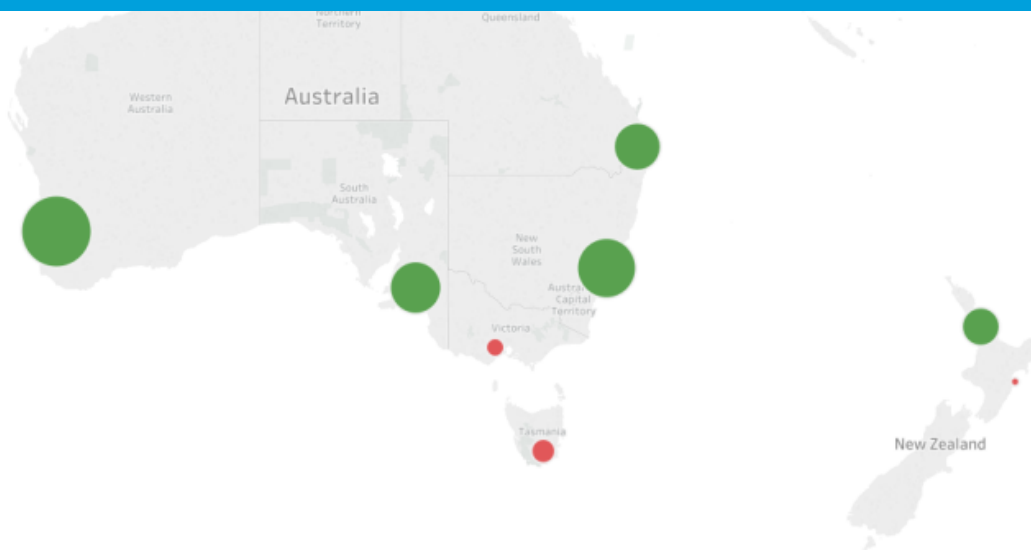
Medium Market

- 1 User Research
- 2 Axure RP
- 3 Marketing Automation
- 4 Cloud Security
- 5 Social Media Communications

3. ATTRACT AND RETAIN TALENT

Top places you are gaining workers from and losing workers to

● Net Gain ● Net Loss
 Bubble size represents magnitude of net gain or loss of workers



TALENT GAINS

Top Sources

- 1 Perth, Australia
- 2 Sydney, Australia
- 3 Adelaide, Australia
- 4 Brisbane, Australia
- 5 Auckland, New Zealand

Gained Skills

- 1 SQL
- 2 Management
- 3 Project Management
- 4 Customer Service
- 5 Requirements Analysis

TALENT LOSSES

Top Destinations

- 1 Tasmania, Australia
- 2 Geelong West, Australia
- 3 Queensland, Australia
- 4 New South Wales, Australia
- 5 Gisborne & Hawkes Bay, New Zealand

Lost Skills

- 1 Stakeholder Management
- 2 Brand Development
- 3 Business Transformation
- 4 Wellness
- 5 MYOB