Linked in

Talent in the Australian Public Sector

Securing the skilled professionals
to transform the nation

Housekeeping notes

- ❑ Everyone on the line is muted

- ❑ Please type questions into the chat box addressed to All Panelists

- ❑ Dedicated Q&A at the end

- ❑ The presentation and recording will be sent via email after the webcast

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Meet your presenters

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Agenda

- LinkedIn – world's largest professional network

- The Economic Graph

- The talent for the digital transformation

- Where to find the right talent

- How to attract the right people

- Looking into the future – where to find the right graduates

We empower our members to

Stay connected

Stay informed

Advance their career

Digital Transformation for the Public Sector

- Australian governments are actively working to reinvent the public sector for the digital age.

- The challenge of achieving this mirrors the pressure the private sector has faced over the past 15 years as digital disruption has reinvented – and continues to reinvent – one industry sector after another.

- LinkedIn Public Sector report looks at how the Public Sector can compete for talent in key areas to navigate this challenge.

- To illustrate trends and key points we are focusing on particular roles that are important for the digital transformation:

IT & Cyber Security Specialists, User Interface and Experience (UI/EX) Designers, and Data Scientists

Finding the best talent

Where Australia's professionals live

Top regions on LinkedIn
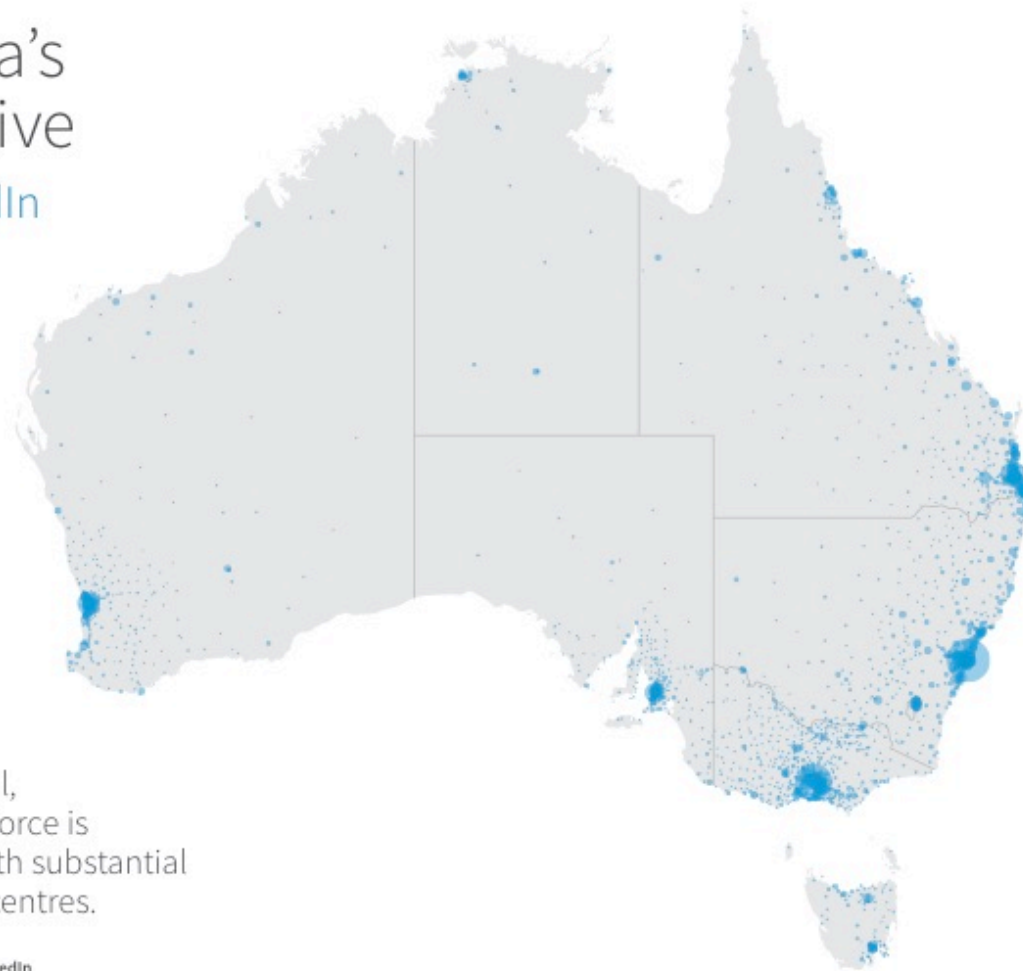
Like the population in general, Australia's professional workforce is spread around the nation, with substantial concentrations in the major centres.

Figure 1: Where professionals live – top regions on LinkedIn

Note: Bubble size indicates number of members per region.
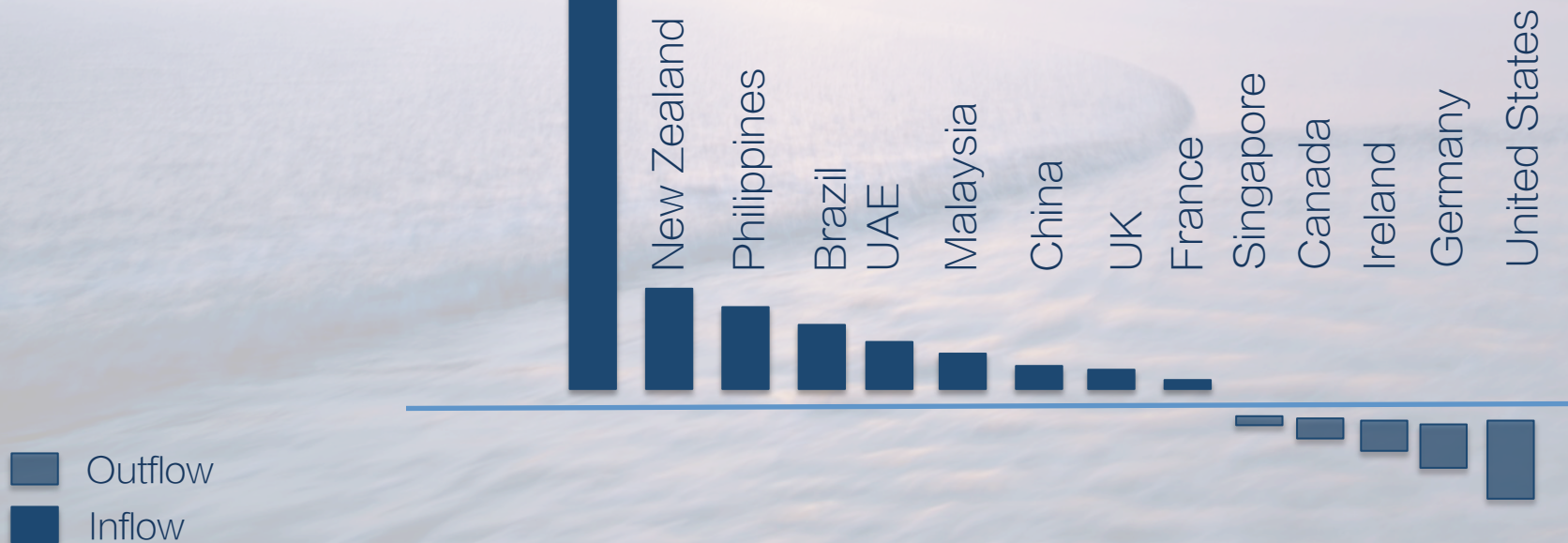
Source: LinkedIn data as at April 2016

Professionals are moving to the cities
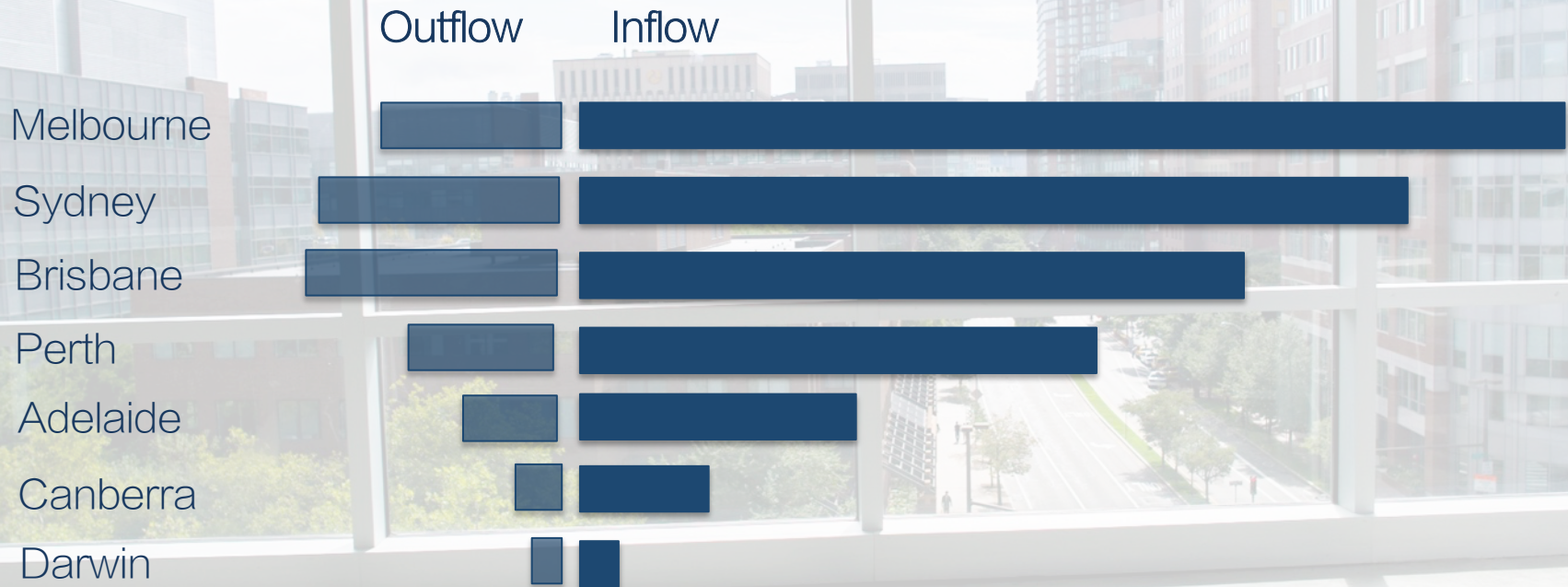
Talent Flows to and from Australia

Net talent flows between Australia and other countries in the IT industry, last 12 months

Outflow

Inflow

Talent is moving to the Private Sector

1.8x more members were hired into the private sector from the public sector than were hired into the public sector from the private sector in the last 12 months.

Figure 4: Talent flows between sectors ▶

Public sector to private sector hires

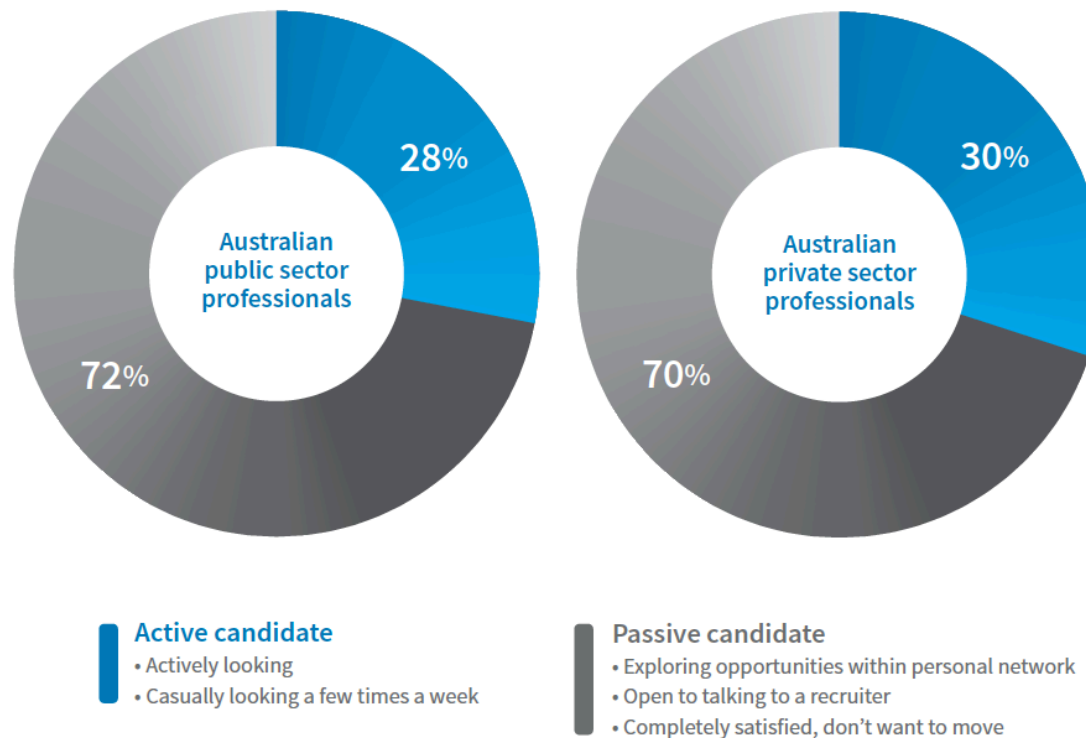Australian members hired in the last 12 months

Private sector to public sector hires

Note: This diagram reflects changes in members' profiles, specifically when they change employers.

Source: LinkedIn member profile updates between April 2015 and March 2016

Focus on the passive talent

Figure 10: Most Australian professionals aren't actively looking for a new job

28% Australian public sector professionals **72%**

30% Australian private sector professionals **70%**

Active candidate
- Actively looking
- Casually looking a few times a week

Passive candidate
- Exploring opportunities within personal network
- Open to talking to a recruiter
- Completely satisfied, don't want to move

Note: Candidates are classified as active or passive based on their answer to the question "How would you classify your current job search status?"

Source: LinkedIn Q3 2015 Talent Drivers survey

Attracting talent – Understanding demand

Much needed professionals for the digital transformation are in high demand by both, the Public Sector and the Private Sector.

Figure 5: Digital professionals are in high demand compared to other types of professionals
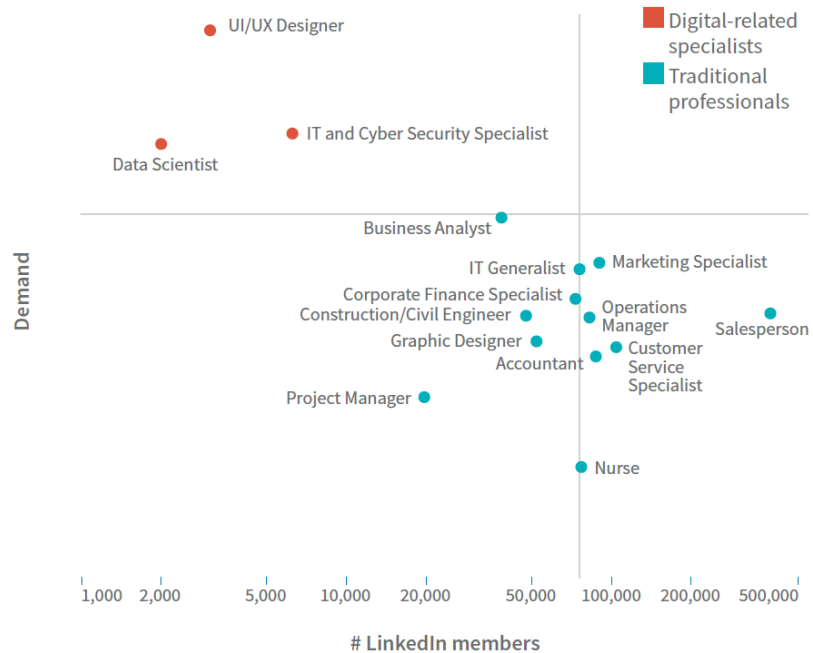
Note: Demand is determined by Recruiter Activity on LinkedIn – i.e. a higher demand index means that professionals in that occupation are receiving relatively more contact from recruiters than their peers in other occupations on the matrix. Supply is determined by the number of members in that occupation on LinkedIn.

Source: LinkedIn data as at April 2016

Expanding the talent pool

Look at professionals that have the needed skills, but currently have different job functions to expand the talent pool you're hiring from.
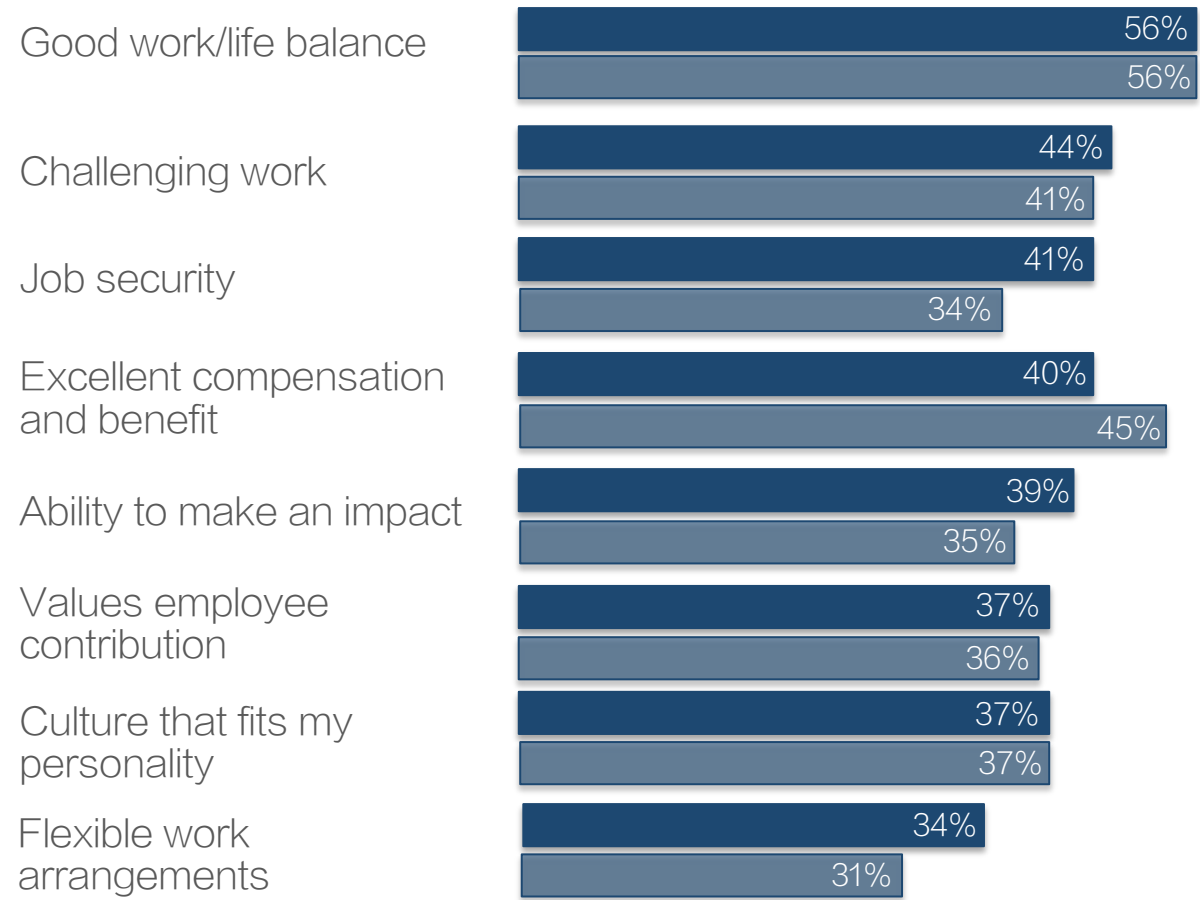
Figure 9: Alternative talent pools to those of high-demand professionals

High-demand professionals	Most in-demand skill	Occupations with most professionals with this skill
UI/UX Designers	Mobile development	Software Developers
IT and Cyber Security Specialists	Mac, Linux and Unix Systems	Information Technology System Administrator/ Engineer
Data Scientists	Cloud and distributed computing	Software Developers

Note: Demand is determined by Recruiter Activity on LinkedIn – i.e. a higher in demand skills means that professionals with that skill are receiving relatively more contact from recruiters than their peers without that skill.

Source: LinkedIn data as at April 2016

Understand what professionals want

Good work/life balance
- 56%
- 56%

Challenging work
- 44%
- 41%

Job security
- 41%
- 34%

Excellent compensation and benefit
- 40%
- 45%

Ability to make an impact
- 39%
- 35%

Values employee contribution
- 37%
- 36%

Culture that fits my personality
- 37%
- 37%

Flexible work arrangements
- 34%
- 31%

Public sector professionals
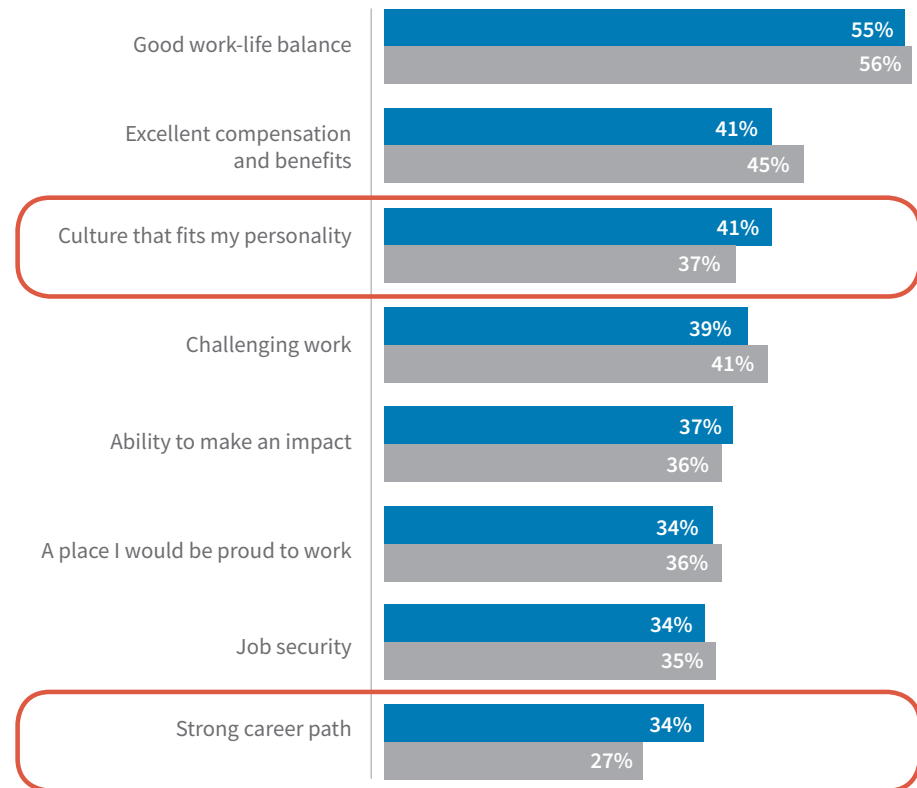Private sector professionals

Looking into the future

Attract graduates

According to the Australian Public Service Commission, graduates are more likely to rate long-term career progression as an issue when considering a public sector role and are less likely to rate the geographic location of the job as important. They are also more likely to rate the security and stability of the job as important, as well as their professional development.[3]

Figure 14: Graduates want strong career paths

	Recent Australian graduates	Australian professionals
Good work-life balance	55%	56%
Excellent compensation and benefits	41%	45%
Culture that fits my personality	41%	37%
Challenging work	39%	41%
Ability to make an impact	37%	36%
A place I would be proud to work	34%	36%
Job security	34%	35%
Strong career path	34%	27%

- Recent Australian graduates
- Australian professionals

Finding graduates with the right skills

LinkedIn data shows that UNSW, RMIT, UTS, Monash and Sydney Uni are among the top places to look for technology graduates.

Figure 15: Where and what IT and Cyber Security Specialists, UI/UX Designers and Data Scientists are studying

Top 5 institutions		Top 5 fields of study	
IT and Cyber Security Specialists		**IT and Cyber Security Specialists**	
1	UNSW Australia	1	Computer Science
2	RMIT University	2	Information Science and Technology
3	Monash University	3	Electronics
4	University of Technology Sydney	4	Business Management and Administration
5	Charles Sturt University	5	Electrical Engineering
UI/UX Designers		**UI/UX Designers**	
1	General Assembly	1	Illustration and Graphic Design
2	Swinburne University of Technology	2	Media
3	RMIT University	3	Information Science and Technology
4	University of Technology Sydney	4	Computer Science
5	University of Sydney	5	Marketing
Data Scientists		**Data Scientists**	
1	UNSW Australia	1	Computer Science
2	University of Sydney	2	Information Science and Technology
3	University of Melbourne	3	Mathematics
4	Monash University	4	Physics
5	The University of Queensland	5	Biology

Key Takeaways

Seek the right skills
- Identify the skills your organisation needs to transform for the digital age so it can continue to meet or exceed citizens' expectations.

Engage passive talent
- Locate the professionals with these desired skills, especially within the private sector and among passive talent.

Sell your strengths
- Understand what your target employees value in a job and emphasise the areas your organisation is well placed to offer.

Educate future talent
- The public sector can offer many of the things graduates value, so make sure they know it.

Q&A

Send us your questions via the chat box or the Q&A box, which you can find to the right or at the top of your screen.

Thank you for joining us!

You will receive an email with a recording and the slides from today's session. We will also include a link to the full Public Sector report.

Connect with us on LinkedIn!

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