

nzage

Key Insights

The NZAGE Employer, Graduate and Internship surveys present research respondent data on a range of current issues in the world of graduate employment to the graduate and intern market.

Less roles? More competition

Unsurprisingly, **competition for graduates remained strong in 2024**, with 56% of employers citing this as their #1 challenge:



- With 18% of graduates already off the market due to successful internship conversions, **46% of graduates received more than one offer** of employment in 2024 and 11% ended up reneging on an offer to accept another.



- **48% of interns applied for four or more internship opportunities** and 54% turned down at least one competing offer.

Reduced Budget? Focus on effective channels

Spend on attraction and selection decreased with only 32% of employers budgeting more than \$30,000 on these activities. But what is effective use of your budget?



- Employer websites and word of mouth continued to be the most effective channels to reach graduates, alongside LinkedIn and a presence at careers expos.

- While interns considered university services such as announcements and job boards to be effective, they were more likely to hear about opportunities via word of mouth, employer websites and careers expos



- LinkedIn was streets ahead of more traditional social media platforms in terms of reaching the target market with 88% of graduates and 90% of interns using this platform to engage with employers.

Why do graduates accept offers?



- Reputation of employer (74%)
- Company Culture (70%)
- Training & Development (69%)

But when choosing between two competing offers, remuneration jumped to the top of the list.

80% of employers are increasing their graduate salaries next year, with 78% offering between \$60k-\$70k

Why do graduates leave?



- Plans to travel overseas
- Remuneration
- Lack of interesting or challenging work

78% of graduates are planning to move overseas at some stage, 38% in next two years. And 88% of interns have similar plans, with 48% intending to make their move in the next two years.

Focus on diversity steps up



- **79% of employers are now actively promoting to Māori students and 72% to Pacific students**, primarily by highlighting Māori & Pacific People stories in their marketing and/or partnering on campus with Māori and Pacific People clubs & societies.
- **60% of employers were offering Māori and/or Pacific People specific internships** and 83% were offering cultural training across all or part of their organisation.
- More employers are now recognising the needs of **neurodiverse students**, with **28% actively recruiting from this group** and 48% making accommodations in their selection process.