

Employment trend data: where are the jobs?

Report to support: Australian Technology Network (ATN) Grants Scheme for Excellence in Learning and Teaching 2017

RMIT Careers & Employability: December 2017

EXPLORE

EXPERIENCE

ENGAGE

Create Your Future Career



Background

Australian Technology Network (ATN) Grants Scheme for Excellence in Learning and Teaching 2017
Project Leader: A/Prof Fiona Peterson, School of Media & Communication, RMIT University
Project Partners: RMIT University, Queensland University of Technology, University of Technology Sydney
Project Title: *Digital work practices: where are the jobs, what are they, and how prepared are graduates?*

Employment trend data will be analysed with RMIT Careers and Employability for sample areas of advertising, journalism, communication design, industrial design and engineering.

De-identified data will include Graduate Destination/Outcomes Survey and Australian Bureau of Statistics. A labour insights tool 'Burning Glass' (licensed to RMIT) will also be used.

RMIT Careers and Employability has permission to use 'Burning Glass' data for the research.

The following questions will be explored to indicate where jobs are and what they are, including digital capabilities and digital work practices:

- Are graduates securing jobs locally or are they mobile, and what are their roles?*
- Are there more graduates in Melbourne competing for the jobs available?*
- Are roles changing more rapidly in Melbourne than Sydney and Brisbane (or vice versa)?*

Data

1. RMIT graduate employment outcomes / demographics:

- *Obtained via responses to the following national graduate surveys (typically polled biannually, 4 months after graduation):*
 - *2015 - Australian Graduate Survey (AGS) & Graduate Outcome Survey (GOS)*
 - *2016 - GOS*
- *ABS data used where required to describe ANZSIC (industry) / ANZSOC (occupation) codes from survey responses*

Please note:

** The graduate survey instrument transitioned from the AGS to the GOS in mid 2015. Graduate surveys will now be facilitated via the GOS. A result of this transition there were a number of methodology changes which impacted the comparability of graduate data. Assumptions have been made in this preparation of this presentation.*

*** To isolate employment outcomes / demographics by national field of education (NFOE) (engineering etc), classifications were made based on RMIT program name, RMIT program descriptions and / or major area of study where applicable. As such, breakdowns provided by area will be indicative in nature and not a perfect subsection of the student population.*

2. RMIT actual graduate numbers:

- *SSG Business Systems Support Team (Student Administration Management System (SAMS))*

3. Labour market indicators / comparisons:

- *Labour Insights™ tool from Burning Glass*

Please note:

**** Labour Insights™ is not a perfect classifier of job ads and so the breakdowns herein should be taken as an indicative analysis only. To isolate journalism and advertising jobs, as the market is comparatively smaller, searches were run using combinations of key skills that an advertising or journalism degree would reasonably provide (e.g. show listings that ask for skills in journalism, digital journalism, print media etc.).*

Contents

The three main research questions were explored in the following manner:

1. “Are graduates securing jobs locally or are they mobile, and what are their roles?”

- 1.1. *RMIT graduates vs. RMIT survey respondents*
- 1.2. *Are RMIT graduates working? And where?*
- 1.3. *What roles are RMIT graduates working in?*

2. “Are there more graduates in Melbourne competing for the jobs available?”

- 2.1. *Supply vs. demand*

3. “Are roles changing more rapidly in Melbourne than Sydney and Brisbane (or vice versa)?”

- 3.1. *‘Top ten job titles’ 2015 vs. 2016*
- 3.2. *‘Top ten software skills’ 2015 vs. 2016 – for NFOE only*

4. Appendices

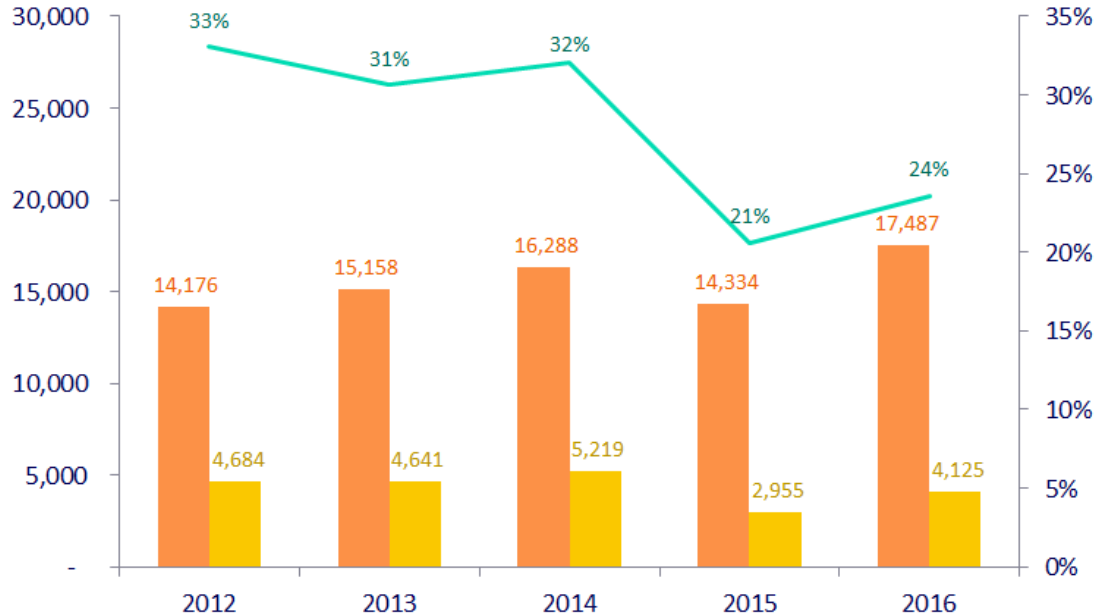
- 4.1. *‘Biggest movers’ 2015 vs. 2016 (job titles)*
- 4.2. *‘Biggest movers’ 2015 vs. 2016 (software skills) – for NFOE only*

1.1. RMIT graduates vs. RMIT survey respondents

Overall RMIT

RMIT HE Graduates AGS/GOS responses Sampling rate

Updated

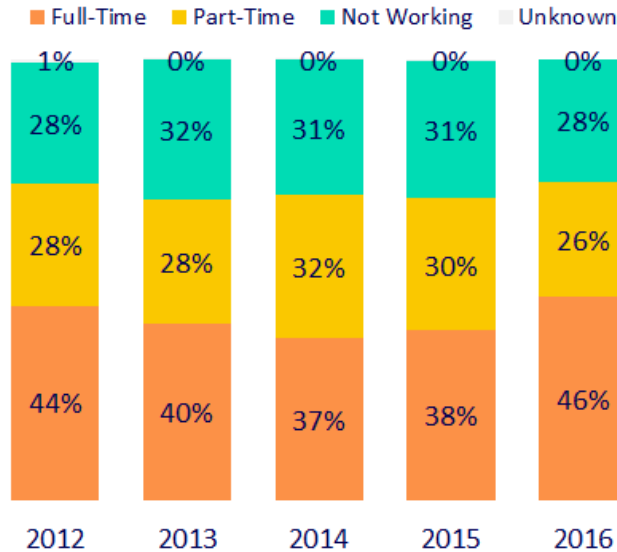


- **Number of RMIT graduates growing over time, however responses appear to be falling**
- New survey instrument (GOS) implemented in 2015
- Note: survey responses may not be representative of actual graduate population

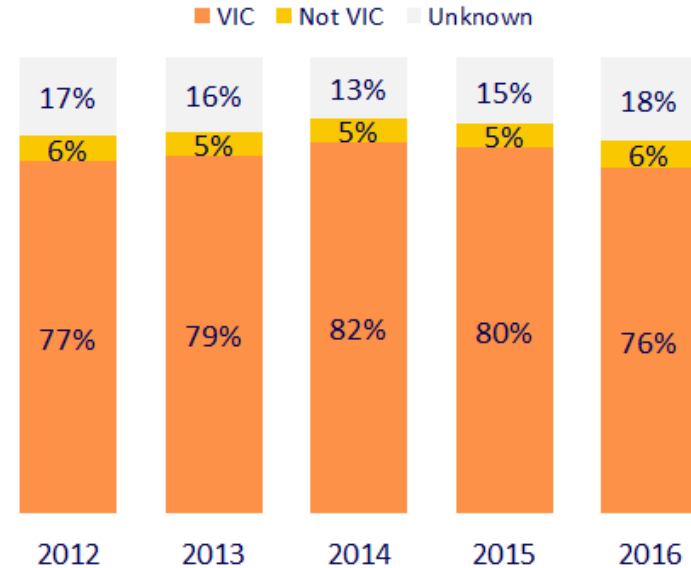
1.2. Are RMIT graduates working? And where?

Overall RMIT

Graduate employment outcomes



Graduates in work (full-time & part-time) by state



- **Of those that provided a location, around 5%-6% were not working in VIC across the period**
- Proportion of full-time employment grew in 2016, lowest % 'not working' since 2012
- New survey instrument (GOS) implemented in 2015 – different question phrasing and definition

1.3. What roles are RMIT graduates working in?

Overall RMIT

Top 25 most common jobs (from graduate survey responses)

2012		2014		2016	
Occupation	Count	Occupation	Count	Occupation	Count
primary teacher	50	secondary teacher	44	Sales Assistant (General)	264
secondary teacher	47	primary teacher	43	Marketing Specialist	56
accountant	35	lecturer	25	Accountant (General)	53
registered nurse	26	registered nurse	21	Waiter	53
lecturer	24	accountant	20	Architect	52
osteopath	18	consultant	19	Program or Project Administrator	50
general nurse	17	project manager	19	General Clerk	43
engineer	16	graduate engineer	18	Public Relations Professional	39
chiropractor	14	graduate architect	15	Sales and Marketing Manager	38
graphic designer	14	osteopath	14	Social worker	37
project manager	14	software engineer	13	Developer Programmer	37
graduate engineer	13	primary school teacher	11	University Lecturer	35
business analyst	12	project engineer	11	Graphic Designer	31
graduate	12	teacher	11	Early Childhood (Pre-primary School) Teacher	30
consultant	11	analyst	10	Primary School Teacher	30
graduate nurse	11	engineer	10	University Tutor	29
intern radiographer	11	director	9	CIVIL ENGINEER	29
project coordinator	11	graduate	9	mechanical engineer	27
project engineer	11	graphic designer	9	SOFTWARE ENGINEER	26
town planner	11	kindergarten teacher	9	Urban and Regional Planner	26
contract administrator	10	assistant valuer	8	Careers counsellor	25
kindergarten teacher	10	chiropractor	8	Registered Nurses nfd	24
radiographer	10	intern radiation therapist	8	Retail Supervisor	24
account executive	9	structural engineer	8	CHIROPRACTOR	24
analyst	9	business analyst	7	Medical laboratory scientist	23

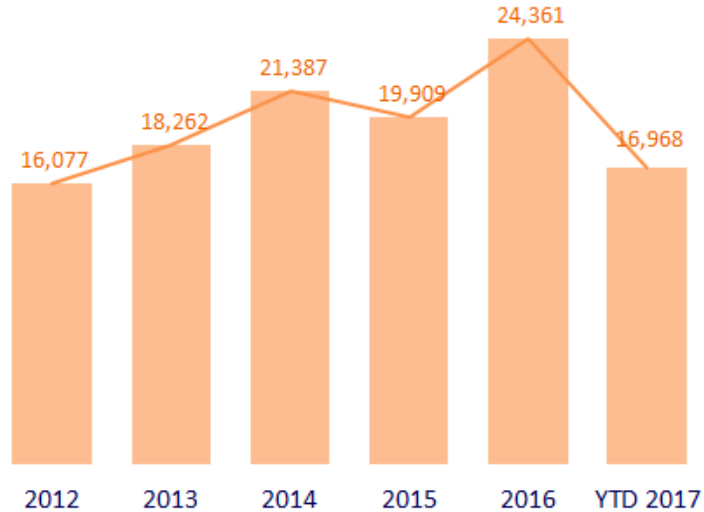
Please also note that these results reflect point-in-time data and are subject to change as improvements are made to the aggregation and reporting methodologies. Burning Glass does not recommend use of this data for time series reporting.

2.1. Supply vs. demand

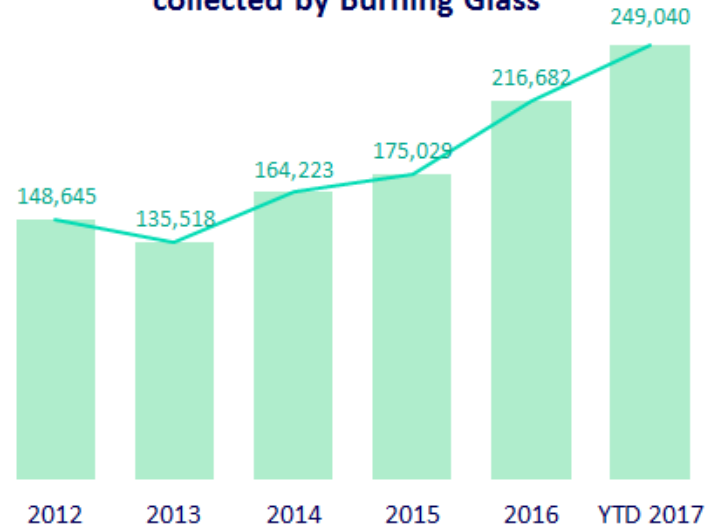
Overall RMIT

Updated

Number of RMIT Graduates (HE & VE)



Number of job ads in Melbourne, collected by Burning Glass



Please also note that these results reflect point-in-time data and are subject to change as improvements are made to the aggregation and reporting methodologies. Burning Glass does not recommend use of this data for time series reporting.

- **Broad trend appears MORE RMIT graduates competing for MORE jobs in Melbourne**
- More RMIT students graduating (predominately stay in VIC)
- Burning glass total ads for Melbourne (all jobs) shows recent trend upwards

3.1. 'Top ten job titles' 2016 vs. 2017

Burning Glass: All jobs

Updated

Melbourne

Top 10 - 2016

Title	Count
Sales Representative	7,101
Project Manager	5,415
Office / Administrative Assistant	5,298
Software Developer / Engineer	5,019
Customer Service Representative	4,448
Store Manager	3,464
Accountant	3,249
Account Manager	3,022
Registered Nurse	2,392
Solicitor	2,312

Top 10 – 2017 YTD

Title	Count
Sales Representative	8,449
Project Manager	6,270
Office / Administrative Assistant	5,947
Software Developer / Engineer	5,600
Customer Service Representative	5,190
Store Manager	3,420
Solicitor	3,346
Accountant	3,280
Account Manager	3,069
Registered Nurse	2,980

Sydney

Top 10 - 2016

Title	Count
Sales Representatives	15,625
Project Coordinator	4,837
Retail Manager	3,611
Receptionist	3,172
Finance Manager	3,080
Client Services Clerk	3,043
Financial Analyst	2,959
Qualified Accountant	2,752
Systems Analyst	2,612
Ict Project Manager	2,569

Top 10 – 2017 YTD

Title	Count
Sales Representatives	17,503
Project Coordinator	6,070
Retail Manager	4,622
Receptionist	3,929
Qualified Accountant	3,898
Developer Programmer	3,623
Client Services Clerk	3,613
Construction Foreman/Manager	3,314
Financial Analyst	3,236
Systems Analyst	3,216

Brisbane

Top 10 - 2016

Title	Count
Sales Representatives	3,389
Retail Manager	1,589
Qualified Accountant	1,352
Administration Officer	1,020
Project Coordinator	1,018
Receptionist	896
Retail Sales	834
Sales Assistant	820
Enrolled Nurse	808
Systems Analyst	807

Top 10 – 2017 YTD

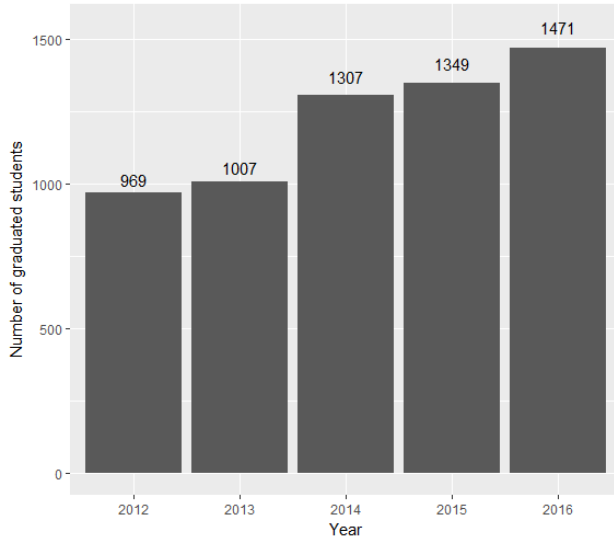
Title	Count
Sales Representatives	3,134
Retail Manager	1,389
Project Coordinator	1,222
Qualified Accountant	1,136
Registered Nurse	1,051
Administration Officer	992
Construction Foreman/Manager	916
Enrolled Nurse	911
Property Manager	872
Systems Analyst	771

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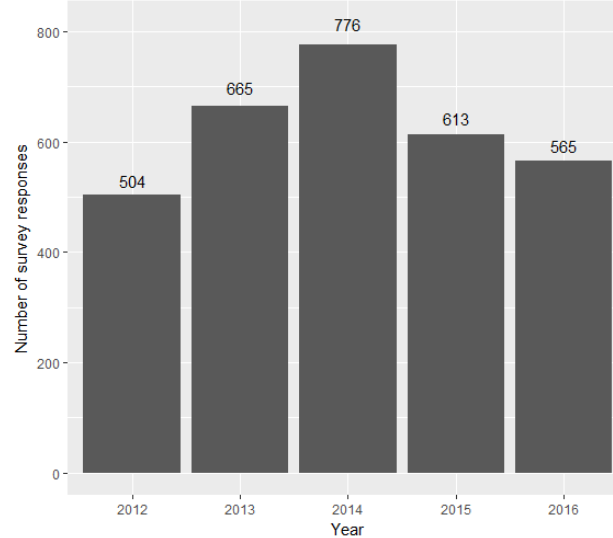
1.1. RMIT graduates vs. RMIT survey respondents

Engineering

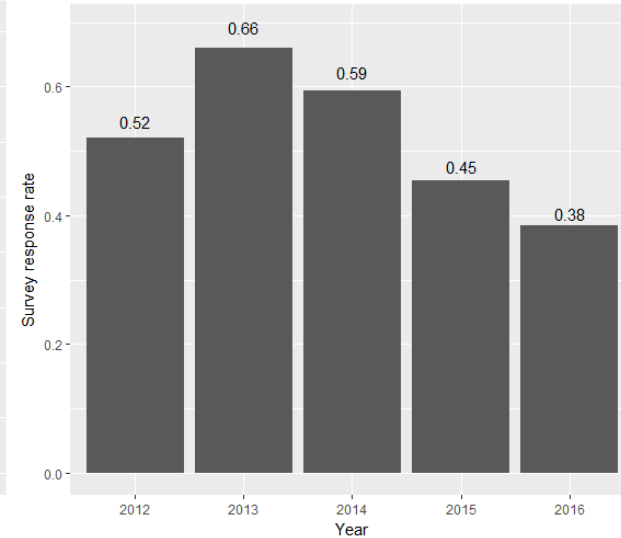
Number of actual RMIT graduates (SAMS)
Engineering 2012 - 2016



Number of RMIT graduate survey responses (AGS & GOS)
Engineering 2012 - 2016

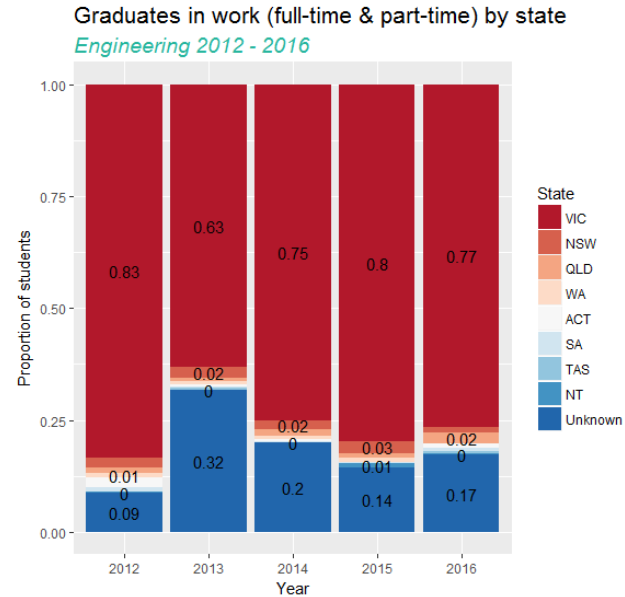
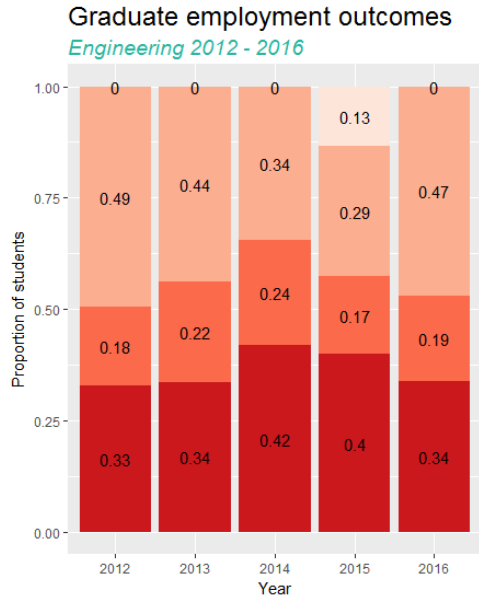


RMIT graduate survey response rate
Engineering 2012 - 2016



- **Number of RMIT engineering graduates growing over time, however response rates appear to be falling**
- New survey instrument (GOS) implemented in 2015
- Note: survey responses may not be representative of actual graduate population

1.2. Are RMIT graduates working? And where? Engineering



- **Of those that provided a location, 1.05% (on average) not in VIC across the period**
- Proportion of full-time employment grew in 2016, still over 1/3 'not working'
- New survey instrument (GOS) implemented in 2015 – high levels of unknown, missing data

1.3. What roles are RMIT graduates working in?

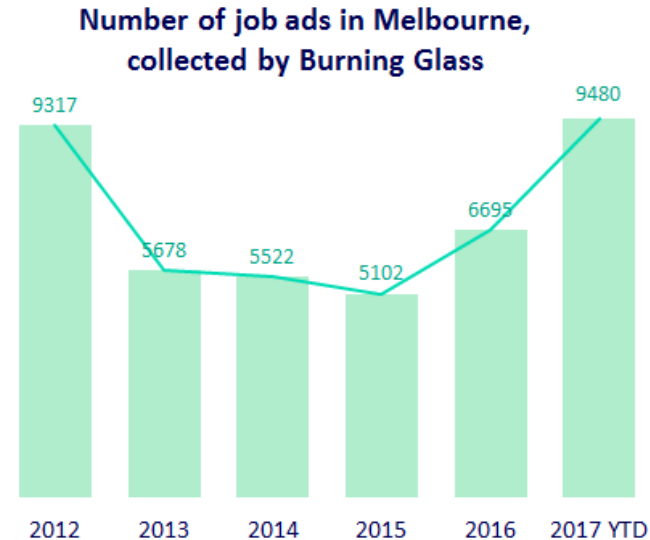
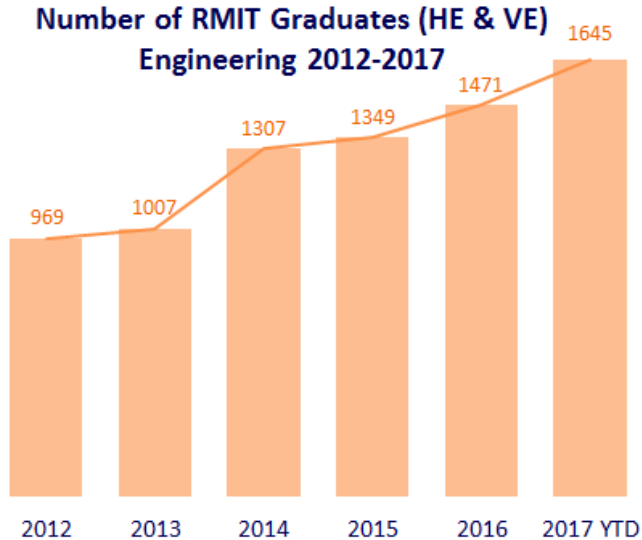
Engineering

Top 10 most common jobs (from graduate survey responses)

2012		2014		2016	
Occupation	Count	Occupation	Count	Occupation	Count
engineer	13	graduate engineer	18	civil engineer	24
graduate engineer	11	engineer	8	mechanical engineer	23
project engineer	11	structural engineer	8	engineering professionals	19
electrical engineer	9	project engineer	7	electrical engineer	18
civil engineer	8	design engineer	6	engineering manager	14
mechanical engineer	7	graduate civil engineer	5	structural engineer	12
structural engineer	5	site engineer	5	electronics engineer	10
environmental engineer	4	process engineer	4	sales assistant (general)	10
process engineer	4	environmental engineer	3	aeronautical engineer	8
graduate electrical engineer	3	graduate structural engineer	3	university lecturer	7

2.1. Supply vs. demand Engineering

Updated



Please also note that these results reflect point-in-time data and are subject to change as improvements are made to the aggregation and reporting methodologies. Burning Glass does not recommend use of this data for time series reporting.

- **Broad trend appears *MORE* RMIT engineering graduates competing for *LESS* engineering jobs**
- More RMIT engineering students graduating (predominately stay in VIC)
- Burning glass total ads for Melbourne (engineering job search) highlights a smaller market in recent years and gradually recovers

3.1. 'Top ten job titles' 2016 vs. 2017

Burning Glass: Engineering search

Updated

Melbourne

Top 10 - 2016

Title	Count
Civil Engineer	606
Electrical Engineer	322
Mechanical Engineer	298
Engineering Manager/ Project Engineer	263
Revit Architectural Drafter	258
Surveyor	221
Structural Design	207
Engineering Manager	166
Electrical Engineering Technician	139
Civil Draftsperson	135

Top 10 – 2017 YTD

Title	Count
Civil Engineer	1,833
Computer Systems Engineer / Architect	1,192
Software Developer / Engineer	1,129
Mechanical Engineer	644
Electrical Engineer	570
Engineering Manager	507
Network Engineer / Architect	284
Transport Engineer	208
Project Manager	162
Other Technical Sales Representative	158

Sydney

Top 10 - 2016

Title	Count
Civil Engineer	2,183
Electrical Engineer	840
Engineering Manager/ Project Engineer	824
Structural Design	776
Mechanical Engineer	640
Surveyor	401
Structural Drafter	400
Civil Draftsperson	391
Civil Engineering Draftsperson	375
Revit Architectural Drafter	302

Top 10 – 2017 YTD

Title	Count
Civil Engineer	3,600
Software Developer / Engineer	2,324
Computer Systems Engineer / Architect	2,111
Electrical Engineer	944
Mechanical Engineer	909
Engineering Manager	863
Network Engineer / Architect	417
Network Support Officer	353
Cyber / Information Security Engineer /	
Analyst	289
Data Architect	250

Brisbane

Top 10 - 2016

Title	Count
Civil Engineer	417
Structural Design	303
Electrical Engineer	237
Civil Engineering Draftsperson	203
Mechanical Engineer	190
Engineering Manager/ Project Engineer	177
Structural Engineer	77
Civil Draftsperson	76
Engineering Manager	76
Surveyor	55

Top 10 – 2017 YTD

Title	Count
Civil Engineer	452
Software Developer / Engineer	220
Computer Systems Engineer / Architect	201
Electrical Engineer	118
Mechanical Engineer	112
Engineering Manager	98
Network Engineer / Architect	43
Process Engineer	37
Project Manager	36
Mining Engineer	31

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3.2. 'Top ten software skills' 2016 vs. 2017

Burning Glass: Engineering search

Updated

Melbourne

Top 10 - 2016

Skill	Count
Computer Aided Draughting/Design (CAD)	629
Revit	606
Microstation	209
Microsoft Office	181
Microsoft Excel	152
Selenium	89
Microsoft Windows	79
JAVA	76
SQL	74
Design Software	68

Top 10 - 2017 YTD

Skill	Count
Microsoft Windows	951
LINUX	806
JAVA	674
Python	638
SQL	519
JavaScript	438
Git	410
Microsoft Office	347
Computer Aided Draughting/Design (CAD)	327
Microsoft C#	314

Sydney

Top 10 - 2016

Skill	Count
Revit	1,093
Computer Aided Draughting/Design (CAD)	974
Civil 3D	331
Microsoft Excel	330
Microsoft Office	308
LINUX	177
JAVA	172
Python	159
Microsoft Windows	146
Selenium	128

Top 10 - 2017 YTD

Skill	Count
Microsoft Windows	1,853
LINUX	1,842
Python	1,412
JAVA	1,392
SQL	1,178
JavaScript	1,044
C++	625
UNIX	621
Git	611
Microsoft C#	568

Brisbane

Top 10 - 2016

Skill	Count
Computer Aided Draughting/Design (CAD)	333
Revit	226
Microsoft Office	134
Microsoft Excel	94
Design Software	87
Microstation	50
Civil 3D	40
SAP	34
JAVA	30
Geographic Information System (GIS)	27

Top 10 - 2017 YTD

Skill	Count
Microsoft Windows	136
Microsoft Office	121
LINUX	112
JAVA	86
Python	84
C++	80
SQL	70
Microsoft Excel	67
JavaScript	56
Computer Aided Draughting/Design (CAD)	55

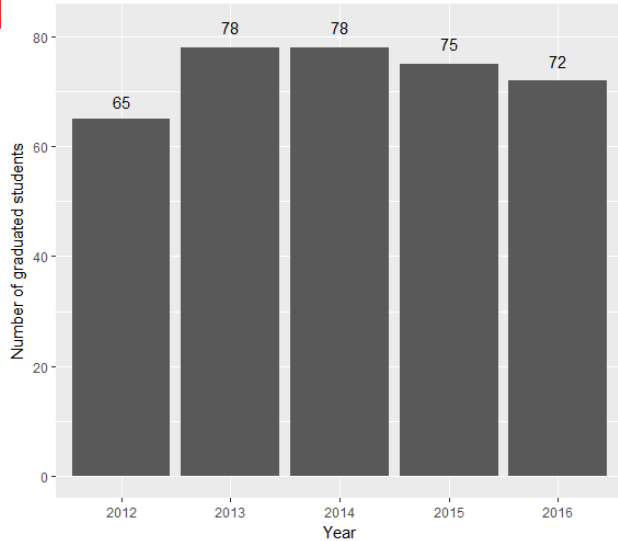
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1.1. RMIT graduates vs. RMIT survey respondents

Journalism

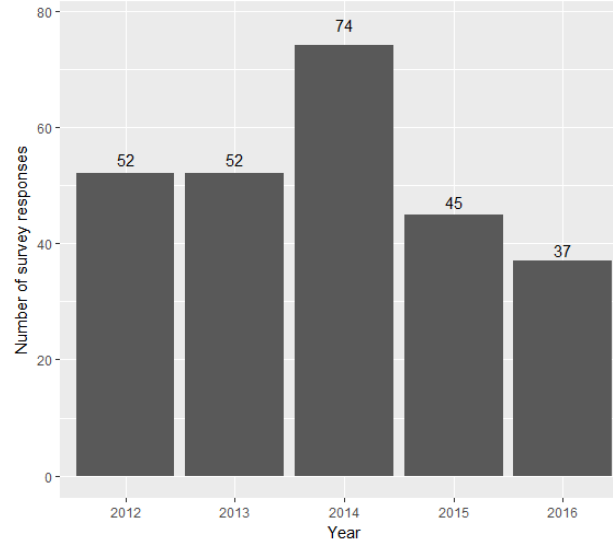
Number of actual RMIT graduates (SAMS)

Journalism 2012 - 2016



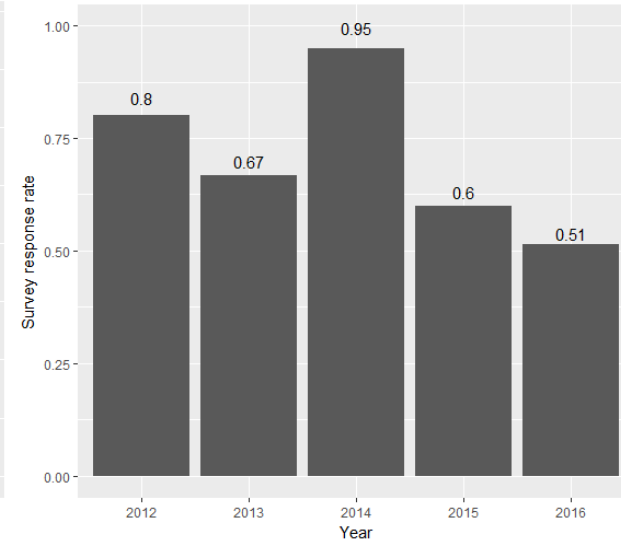
Number of RMIT graduate survey responses (AGS & GOS)

Journalism 2012 - 2016



RMIT graduate survey response rate

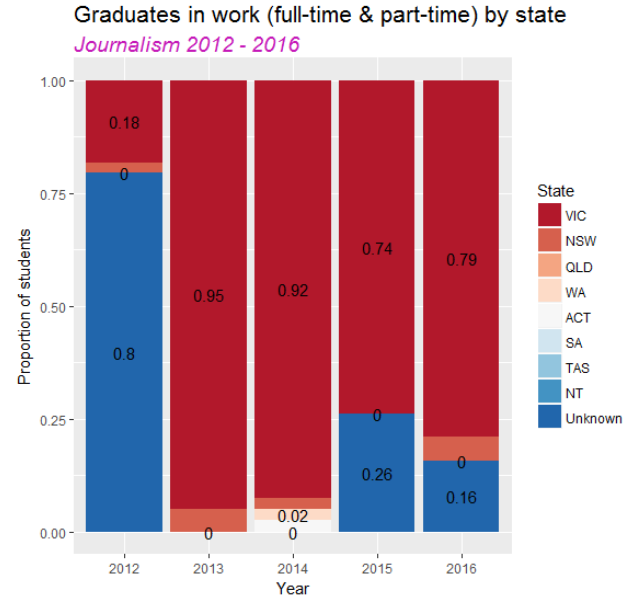
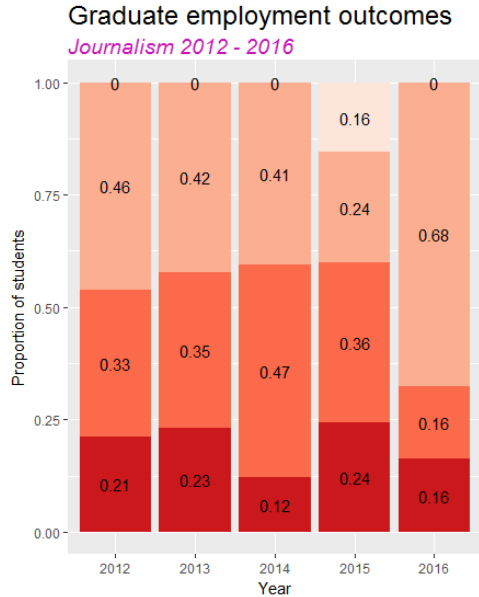
Journalism 2012 - 2016



- **Number of RMIT journalism graduates consistent since 2013, small samples causing exaggerated trends**
- New survey instrument (GOS) implemented in 2015
- Note: survey responses may not be representative of actual graduate population

1.2. Are RMIT graduates working? And where?

Journalism



- **Of those that provided a location, 0.85% (on average) not in VIC across the period**
- Proportion of full-time employment grew dramatically in 2016 – skewed by small sample size
- New survey instrument (GOS) implemented in 2015 – high levels of unknown, missing data

1.3. What roles are RMIT graduates working in?

Journalism

Top 10 most common jobs (from graduate survey responses)

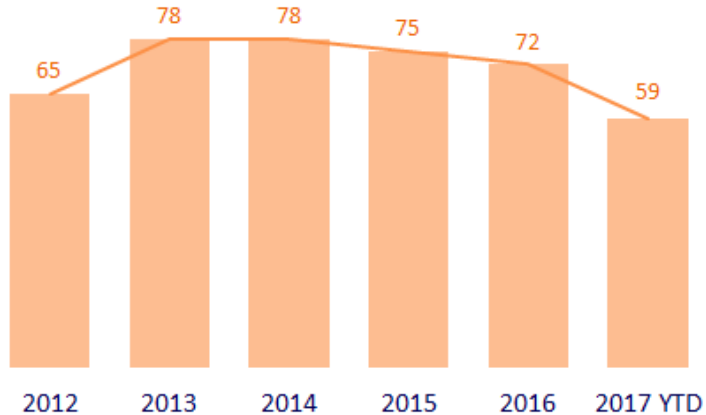
2012		2014		2016	
Occupation	Count	Occupation	Count	Occupation	Count
communications coordinator	2	journalist	7	print journalist	13
editorial assistant	2	account coordinator	2	journalists and other writers	2
communication coordinator	1	editor	2	public relations professional	2
communications officer	1	brand, marketing & pr manager	1	automobile drivers	1
customer care analyst	1	advertising coordinator	1	barista	1
customer relations analyst	1	assistant editor	1	copywriter	1
editor	1	assistant store manager	1	information officer	1
helicopter administrator	1	communication and advocacy officer	1	media producer (excluding video)	1
journalist	1	communications assistant	1	radio journalist	1
journalist/reporter	1	contact centre officer	1	sales assistant (general)	1

2.1. Supply vs. demand

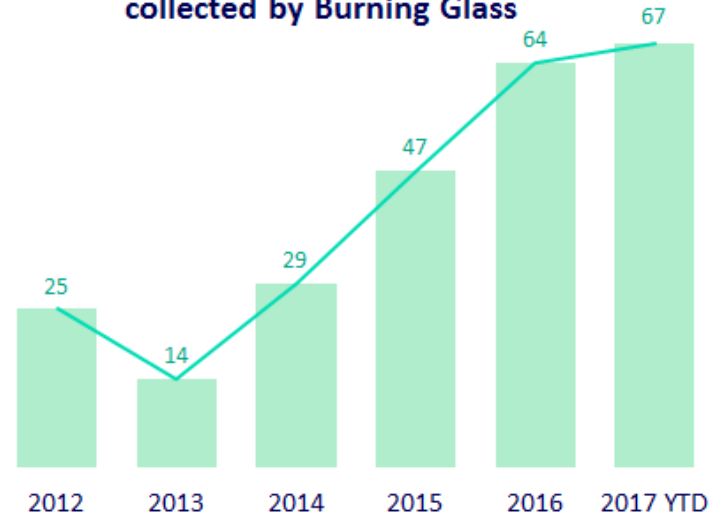
Journalism

Updated

Number of RMIT Graduates (HE & VE)
Journalism 2012-2017



Number of job ads in Melbourne,
collected by Burning Glass



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- **Broad trend appears SAME number of journalism RMIT graduates competing for MORE journalism jobs**
- Similar RMIT journalism students graduating (predominately stay in VIC)
- Burning glass total ads for Melbourne (journalism job search) indicates increase in 2016

3.1. 'Top ten job titles' 2016 vs. 2017

Burning Glass: Journalism search

Updated

Melbourne

Top 10 - 2016

Title	Count
Communications Officer	106
Public Relations Professional	39
Journalist	38
Sales Representatives	35
Copywriter	27
Campaign Or Communications Manager	23
Marketing Specialist	22
Content Producer	19
Personal Assistant	18
Intern	17

Top 10 – 2017 YTD

Title	Count
Communications Coordinator	119
Public Relations Specialist	102
Public Relations Manager	54
Copywriter	26
Journalist	25
Marketing Research Analyst	25
Producer	25
Writer	24
Editor	23
Marketing Specialist	22

Sydney

Top 10 - 2016

Title	Count
Journalist	140
Communications Officer	124
Campaign Or Communications Manager	78
Marketing Specialist	67
Sales Representatives	65
Graphic Designer	39
Copywriter	35
Marketing Manager	33
Content Producer	32
Public Relations Professional	32

Top 10 – 2017 YTD

Title	Count
Communications Coordinator	176
Public Relations Specialist	125
Public Relations Manager	88
Account Manager	82
Journalist	73
Producer	56
Editor	51
Marketing Research Analyst	43
Marketing Manager	40
Web Developer	35

Brisbane

Top 10 - 2016

Title	Count
Communications Officer	59
Public Relations Professional	22
Journalist	16
Marketing Specialist	14
Graphic Designer	10
Receptionist	9
Copywriter	8
Marketing Manager	8
Sales Representatives	8
Marketing Content Creator	7

Top 10 – 2017 YTD

Title	Count
Communications Coordinator	22
Public Relations Manager	13
Journalist	7
Marketing Specialist	6
Document Controller	5
Public Relations Specialist	4
Web Developer	3
Editor	2
Marketing Manager	2
Marketing Research Analyst	2

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3.2. 'Top ten software skills' 2016 vs. 2017

Burning Glass: Journalism search

Updated

Melbourne

Top 10 - 2016

Skill	Count
Microsoft Office	70
Facebook	52
Social Media Platforms	49
Microsoft Excel	42
Adobe Photoshop	34
Adobe Acrobat	33
Platform as a Service (PaaS)	29
Software as a Service (SaaS)	29
Adobe Indesign	25
Microsoft Powerpoint	22

Top 10 – 2017 YTD

Skill	Count
Microsoft Office	69
Facebook	58
Social Media Platforms	47
Microsoft Powerpoint	33
Adobe Photoshop	31
Google Analytics	24
Microsoft Excel	22
Adobe Acrobat	18
Microsoft Word	18
LinkedIn	16

Sydney

Top 10 - 2016

Skill	Count
Adobe Photoshop	137
Facebook	128
Microsoft Office	121
Social Media Platforms	108
Microsoft Excel	75
Microsoft Powerpoint	70
Adobe Indesign	64
LinkedIn	56
Adobe Acrobat	55
Google Analytics	39

Top 10 – 2017 YTD

Skill	Count
Social Media Platforms	84
Microsoft Office	83
Facebook	74
Microsoft Excel	66
Adobe Photoshop	63
Adobe Acrobat	40
Microsoft Powerpoint	37
Adobe Indesign	31
Google Analytics	26
LinkedIn	24

Brisbane

Top 10 - 2016

Skill	Count
Microsoft Office	36
Social Media Platforms	35
Facebook	31
Adobe Acrobat	25
Google Analytics	24
Adobe Photoshop	21
Adobe Indesign	20
LinkedIn	17
Microsoft Sharepoint	17
Google AdWords	11

Top 10 – 2017 YTD

Skill	Count
Microsoft Office	13
Microsoft Excel	11
Microsoft Powerpoint	9
Microsoft Sharepoint	6
Microsoft Windows	6
Social Media Platforms	5
Web Analytics	5
Google AdWords	4
Customer Relationship Management (CRM)	2
Facebook	2

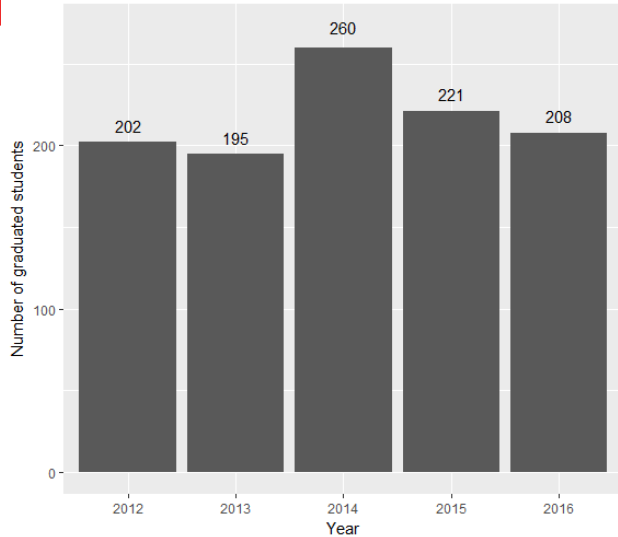
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1.1. RMIT graduates vs. RMIT survey respondents

Communication Design

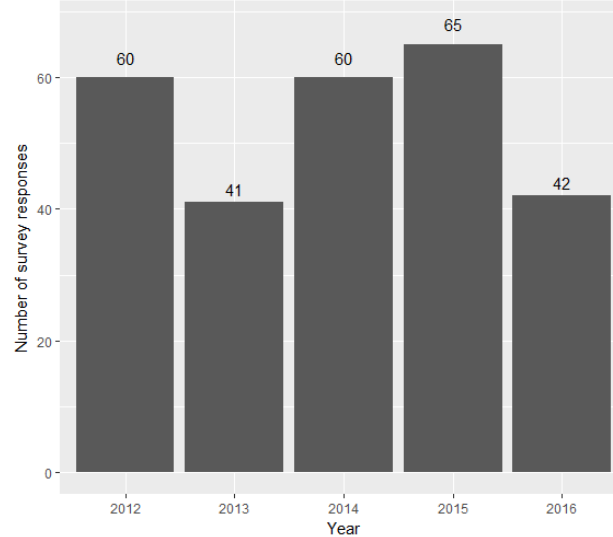
Number of actual RMIT graduates (SAMS)

Communication Design 2012 - 2016



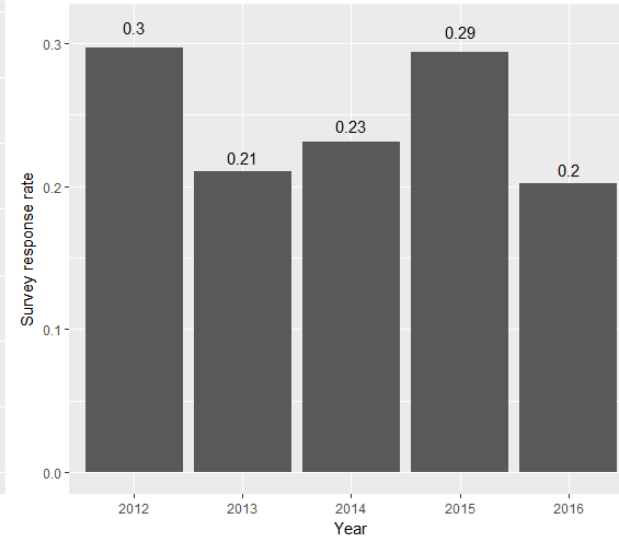
Number of RMIT graduate survey responses (AGS & GOS)

Communication Design 2012 - 2016



RMIT graduate survey response rate

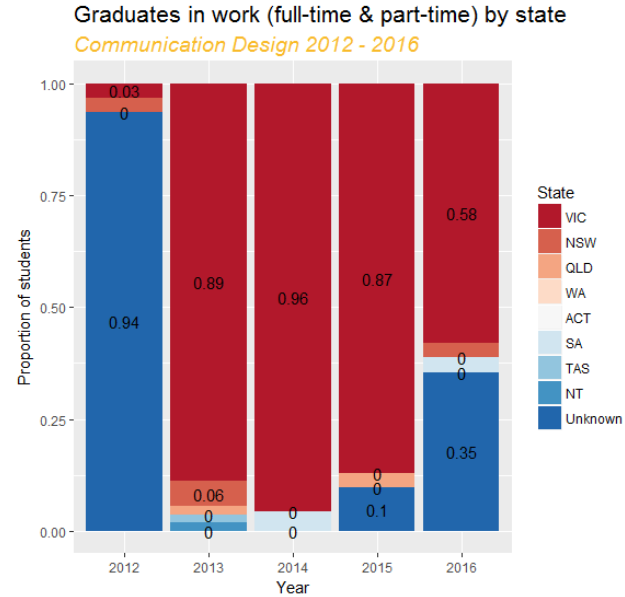
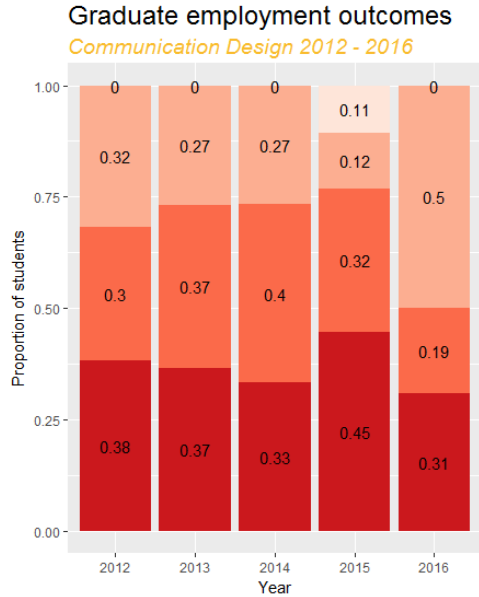
Communication Design 2012 - 2016



- **Number of RMIT comm design graduates down 20% since 2014, response rate fluctuating across the period**
- New survey instrument (GOS) implemented in 2015
- Note: survey responses may not be representative of actual graduate population

1.2. Are RMIT graduates working? And where?

Communication Design



- **Of those that provided a location, 2.26% (on average) not in VIC across the period**
- Proportion of full-time employment grew dramatically in 2016 – skewed by small sample size
- New survey instrument (GOS) implemented in 2015 – high levels of unknown, missing data

1.3. What roles are RMIT graduates working in?

Communication Design

Top 10 most common jobs (from graduate survey responses)

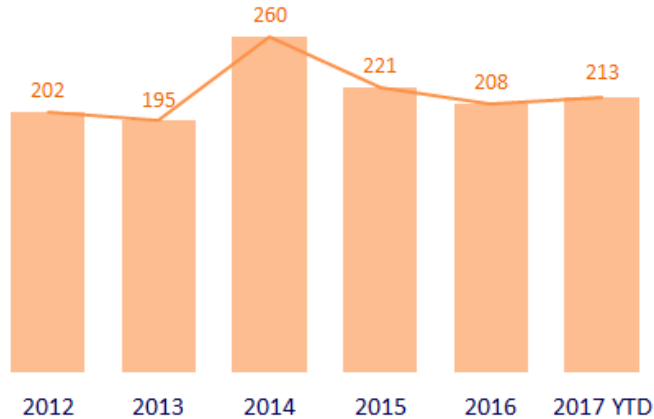
2012		2014		2016	
Occupation	Count	Occupation	Count	Occupation	Count
graphic designer	6	graphic designer	3	graphic designer	10
designer	2	junior graphic designer	2	advertising specialist	1
casi snowboard instructor	1	administrator and receptionist	1	bar attendant	1
communication designer	1	assistant store manager	1	cash van salesperson	1
design consultant	1	communication designer	1	conference and event organiser	1
finished artist	1	creative designer/analyst	1	graphic and web designers, and illustrators	1
graphic designer / illustrator	1	designer / web developer	1	receptionist (general)	1
graphic designer / production manager	1	digital creative	1	sales and marketing manager	1
kindergarten teacher	1	head of design & digital communications	1	sales assistant (general)	1
owner/director/designer	1	managing director	1	specialist managers	1

2.1. Supply vs. demand

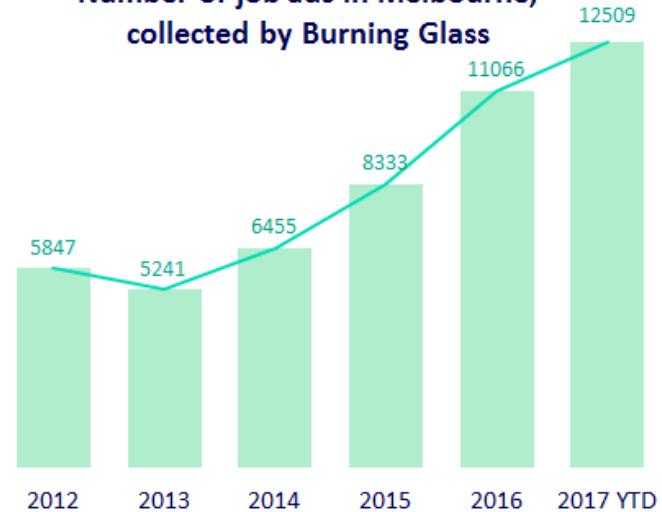
Communication Design

Updated

Number of RMIT Graduates (HE & VE)
Communication Design 2012-2017



Number of job ads in Melbourne,
collected by Burning Glass



Please also note that these results reflect point-in-time data and are subject to change as improvements are made to the aggregation and reporting methodologies. Burning Glass does not recommend use of this data for time series reporting.

- **Broad trend appears LESS RMIT com design graduates competing for MORE number of com design jobs**
- Less RMIT com design students graduating (predominately stay in VIC)
- Burning glass total ads for Melbourne (com design job search) shows reasonably increasing market since 2014

3.1. 'Top ten job titles' 2016 vs. 2017

Burning Glass: Communication Design search

Updated

Melbourne

Top 10 – 2016

Title	Count
Marketing Specialist	631
Sales Representatives	617
Marketing Manager	453
Communications Officer	375
Graphic Designer	316
Campaign Or Communications Manager	214
User Experience Designer	177
Interior Designer	158
Project Coordinator	135
Public Relations Professional	133

Top 10 – 2017 YTD

Title	Count
Marketing Manager	676
Graphic Designer / Desktop Publisher	492
Marketing Specialist	470
Communications Coordinator	462
Marketing Coordinator / Assistant	388
Account Manager	367
Software Developer / Engineer	331
Sales Representative	324
Marketing Research Analyst	323
Public Relations Specialist	322

Sydney

Top 10 – 2016

Title	Count
Sales Representatives	1,619
Marketing Specialist	1,225
Marketing Manager	1,087
Graphic Designer	766
Campaign Or Communications Manager	523
Communications Officer	424
Ict Project Manager	331
Developer Programmer	294
Project Coordinator	287
Accounts Clerk	273

Top 10 – 2017 YTD

Title	Count
Marketing Manager	1,467
Marketing Specialist	1,055
Account Manager	926
Graphic Designer / Desktop Publisher	862
Marketing Coordinator / Assistant	695
Software Developer / Engineer	685
Sales Representative	647
Communications Coordinator	623
Civil Engineer	511
Public Relations Manager	510

Brisbane

Top 10 – 2016

Title	Count
Marketing Specialist	182
Communications Officer	133
Marketing Manager	131
Sales Representatives	128
Graphic Designer	76
Civil Engineering Draftsperson	68
Public Relations Professional	59
Civil Engineer	55
Developer Programmer	54
Campaign Or Communications Manager	53

Top 10 – 2017 YTD

Title	Count
Communications Coordinator	88
Marketing Manager	84
Marketing Specialist	78
Civil Engineer	77
Software Developer / Engineer	72
Graphic Designer / Desktop Publisher	63
Public Relations Specialist	57
Architectural Draftsperson/Drafter	50
Office / Administrative Assistant	50
Sales Representative	48

Please also note that these results reflect point-in-time data and are subject to change as improvements are made to the aggregation and reporting methodologies. Burning Glass does not recommend use of this data for time series reporting.

3.2. 'Top ten software skills' 2016 vs. 2017

Burning Glass: Communication Design search

Updated

Melbourne

Top 10 - 2016

Skill	Count
Microsoft Office	980
Microsoft Excel	934
Adobe Photoshop	894
Facebook	716
Adobe Acrobat	669
Computer Aided Draughting/Design (CAD)	642
Adobe Indesign	565
Social Media Platforms	526
JavaScript	516
Revit	470

Top 10 - 2017 YTD

Skill	Count
Microsoft Excel	1,105
Microsoft Office	1,028
Adobe Photoshop	955
Adobe Acrobat	792
Facebook	731
Adobe Indesign	676
Social Media Platforms	598
Computer Aided Draughting/Design (CAD)	534
Microsoft Powerpoint	532
JavaScript	418

Sydney

Top 10 - 2016

Skill	Count
Microsoft Excel	2,346
Microsoft Office	2,128
Adobe Photoshop	2,062
Facebook	1,726
Microsoft Powerpoint	1,320
Adobe Indesign	1,309
JavaScript	1,217
Adobe Acrobat	1,180
Social Media Platforms	1,094
Google Analytics	987

Top 10 - 2017 YTD

Skill	Count
Microsoft Excel	2,236
Microsoft Office	1,951
Adobe Photoshop	1,716
Facebook	1,427
Adobe Indesign	1,191
Microsoft Powerpoint	1,147
Social Media Platforms	1,087
Adobe Acrobat	1,042
Google Analytics	897
SQL	885

Brisbane

Top 10 - 2016

Skill	Count
Microsoft Office	336
Microsoft Excel	273
Computer Aided Draughting/Design (CAD)	227
Facebook	195
JavaScript	194
Adobe Photoshop	185
Adobe Acrobat	176
SQL	170
Social Media Platforms	163
Adobe Indesign	156

Top 10 - 2017 YTD

Skill	Count
Microsoft Office	180
Computer Aided Draughting/Design (CAD)	151
Microsoft Excel	133
Adobe Photoshop	110
Adobe Acrobat	89
Adobe Indesign	84
Facebook	79
JavaScript	77
SQL	69
Social Media Platforms	67

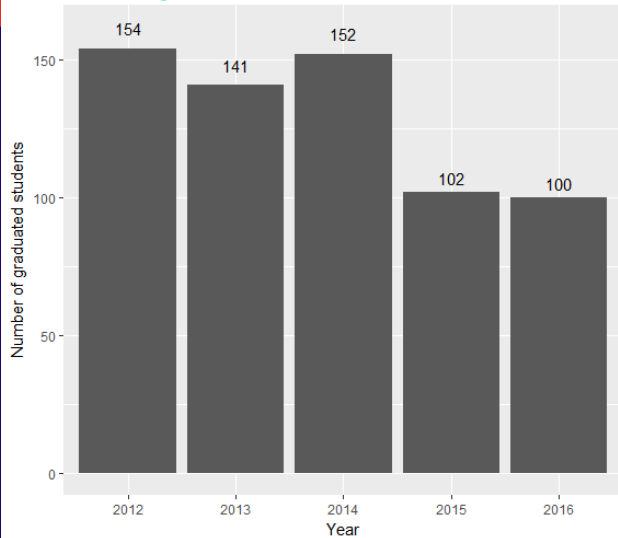
Please also note that these results reflect point-in-time data and are subject to change as improvements are made to the aggregation and reporting methodologies. Burning Glass does not recommend use of this data for time series reporting.

1.1. RMIT graduates vs. RMIT survey respondents

Advertising

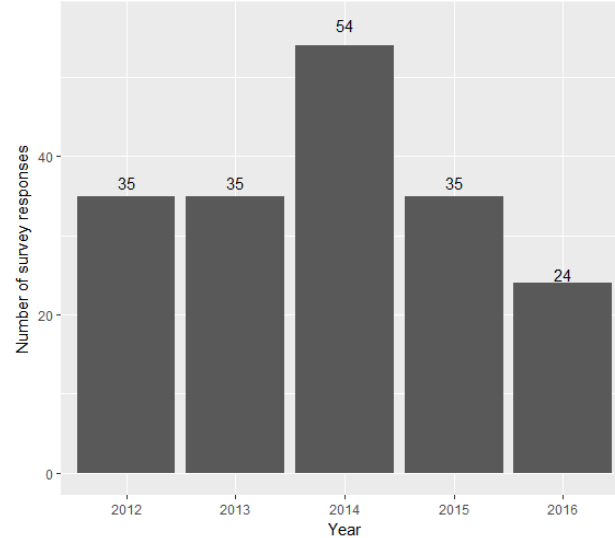
Number of actual RMIT graduates (SAMS)

Advertising 2012 - 2016



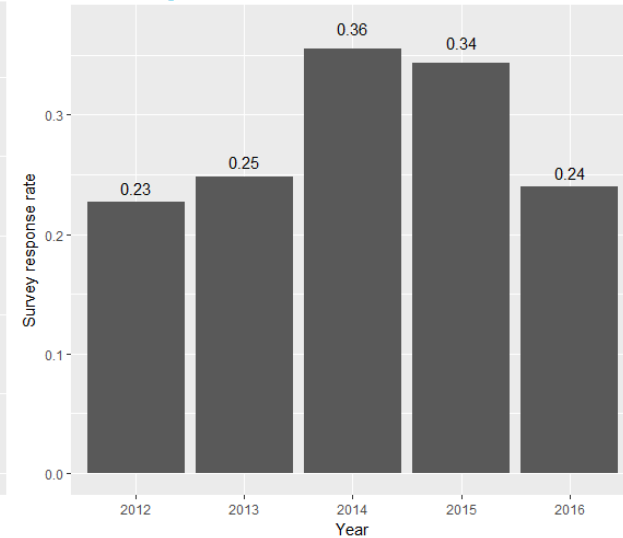
Number of RMIT graduate survey responses (AGS & GOS)

Advertising 2012 - 2016



RMIT graduate survey response rate

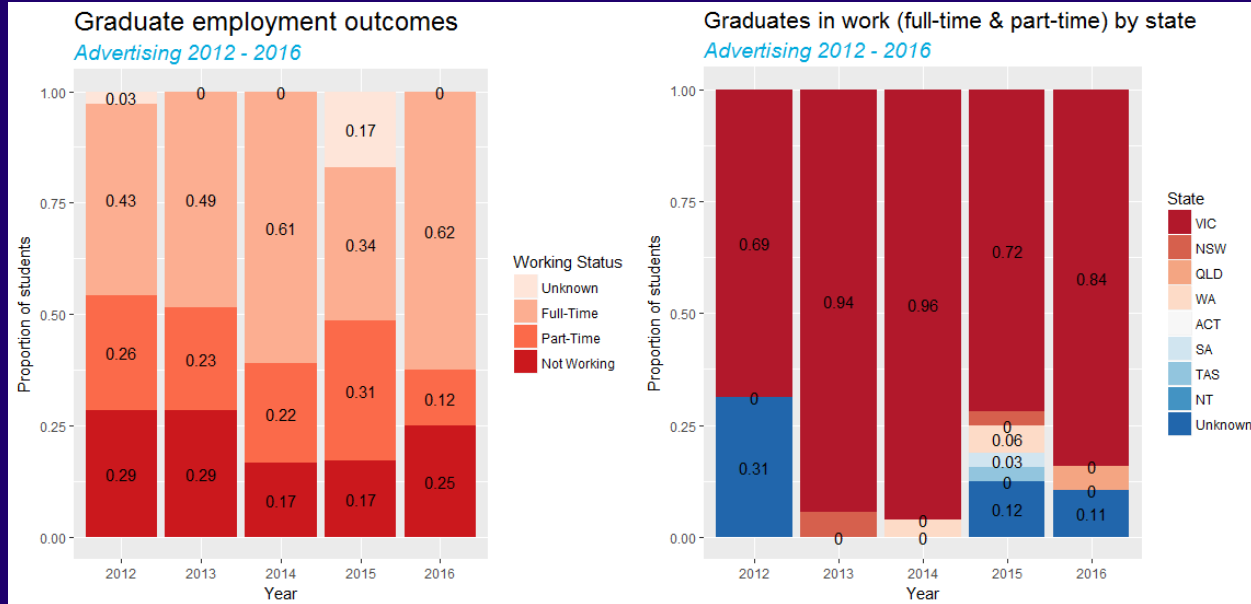
Advertising 2012 - 2016



- **Number of RMIT advertising graduates down 1/3 since 2014, response rate consistently low**
- New survey instrument (GOS) implemented in 2015
- Note: survey responses may not be representative of actual graduate population

1.2. Are RMIT graduates working? And where?

Advertising



- **Of those that provided a location, 0.95% (on average) not in VIC across the period**
- Proportion of full-time employment grew dramatically in 2016 – skewed by small sample size
- New survey instrument (GOS) implemented in 2015 – high levels of unknown, missing data

1.3. What roles are RMIT graduates working in?

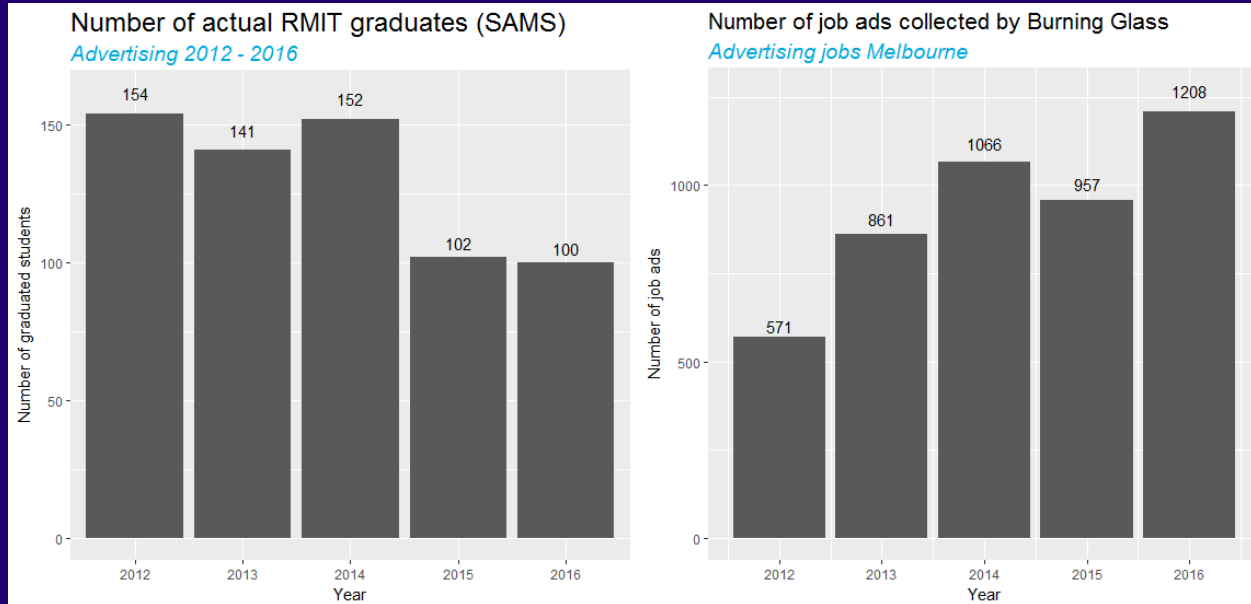
Advertising

Top 10 most common jobs (from graduate survey responses)

2012		2014		2016	
Occupation	Count	Occupation	Count	Occupation	Count
account executive	3	account coordinator	3	advertising specialist	5
advertising campaign executive	1	account manager	3	advertising manager	2
business analyst	1	copywriter	2	general clerk	2
business coordinator	1	account manager / digital producer	1	arts administrator or manager	1
consultant	1	advertising executive	1	barista	1
destination marketing associate	1	assistant	1	chef	1
forklift driver	1	assistant business engineer	1	copywriter	1
marketing manager	1	brand manager	1	marketing specialist	1
media executive	1	campaign manager	1	public relations professional	1
planner	1	chief editor	1		

2.1. Supply vs. demand

Advertising



- Broad trend appears **LESS** RMIT advertising graduates competing for **SAME** number of advertising jobs
- Less RMIT advertising students graduating (predominately stay in VIC)
- Burning glass total ads for Melbourne (advertising job search) shows reasonably consistent market since 2015

3.1. 'Top ten job titles' 2015 vs. 2016

Burning Glass: Advertising search

Melbourne

Top 10 - 2015

Title	Count
Sales Representatives	73
Graphic Designer	71
Marketing Specialist	48
Artistic Director	46
Marketing Officer	32
Marketing Manager	29
Campaign Or Communications Manager	20
Administration Officer	19
Marketing Research	19
Advertising Manager	17

Top 10 - 2016

Title	Count
Artistic Director	94
Sales Representatives	91
Graphic Designer	77
Marketing Specialist	66
Marketing Manager	56
Campaign Or Communications Manager	32
Copywriter	27
Advertising Manager	17
Communications Officer	17
Accounts Clerk	16

Sydney

Top 10 - 2015

Title	Count
Sales Representatives	273
Artistic Director	136
Marketing Specialist	101
Graphic Designer	100
Marketing Manager	78
Digital Design	44
Campaign Or Communications Manager	40
Copywriter	40
Advertising Manager	37
Finance Manager	36

Top 10 - 2016

Title	Count
Sales Representatives	264
Graphic Designer	196
Marketing Specialist	173
Artistic Director	133
Marketing Manager	117
Campaign Or Communications Manager	81
Digital Design	53
Advertising Manager	48
Accounts Clerk	44
Copywriter	44

Brisbane

Top 10 - 2015

Title	Count
Sales Representatives	25
Administration Officer	16
Marketing Manager	15
Artistic Director	14
Marketing Specialist	12
Graphic Designer	11
Marketing Officer	9
Administrative Services	8
Accounts Clerk	5
Administration Support	5

Top 10 - 2016

Title	Count
Administration Officer	30
Sales Representatives	25
Marketing Specialist	20
Graphic Designer	15
Communications Officer	12
Administrative Services	9
Administration Support	6
Advertising Manager	6
Campaign Or Communications Manager	6
Marketing Manager	6

3.2. 'Top ten software skills' 2015 vs. 2016

Burning Glass: Advertising search

Melbourne

Top 10 - 2015

Skill	Count
Adobe Photoshop	128
Adobe Indesign	91
Adobe Acrobat	82
Microsoft Office	72
Microsoft Excel	62
Microsoft Word	57
Facebook	44
Microsoft Powerpoint	36
Adobe Illustrator	35
JavaScript	32

Top 10 - 2016

Skill	Count
Adobe Photoshop	191
Adobe Indesign	138
Microsoft Excel	102
Adobe Acrobat	97
Microsoft Office	86
Facebook	82
Google Analytics	74
Microsoft Powerpoint	52
Google AdWords	50
JavaScript	47

Sydney

Top 10 - 2015

Skill	Count
Adobe Photoshop	324
Adobe Indesign	234
Microsoft Excel	216
Microsoft Office	152
Facebook	133
Adobe Acrobat	110
Microsoft Powerpoint	94
JavaScript	89
Google AdWords	80
Google Analytics	78

Top 10 - 2016

Skill	Count
Adobe Photoshop	453
Microsoft Excel	317
Adobe Indesign	307
Adobe Acrobat	252
Microsoft Office	243
Google Analytics	195
Facebook	188
Microsoft Powerpoint	167
Google AdWords	155
JavaScript	136

Brisbane

Top 10 - 2015

Skill	Count
Microsoft Office	42
Microsoft Excel	39
Adobe Photoshop	21
Adobe Indesign	17
Microsoft Powerpoint	13
Adobe Acrobat	11
Google Analytics	11
Facebook	8
Google AdWords	8
JavaScript	7

Top 10 - 2016

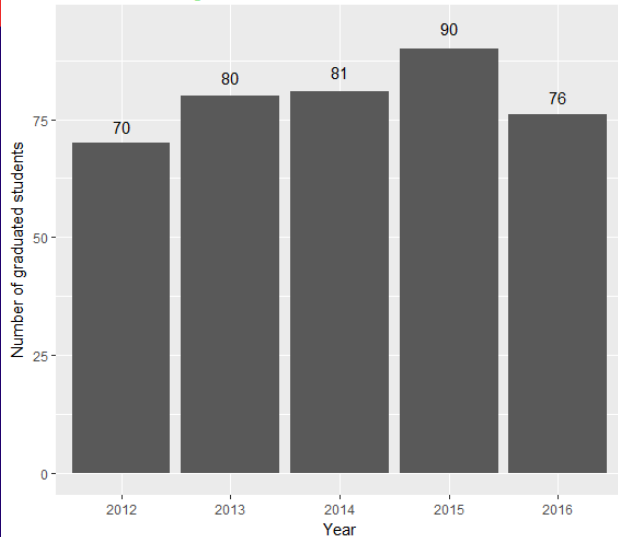
Skill	Count
Microsoft Office	40
Microsoft Excel	25
Adobe Acrobat	20
Adobe Photoshop	18
Adobe Indesign	16
Google Analytics	16
Facebook	14
Google AdWords	13
Microsoft Word	13
Microsoft Powerpoint	12

1.1. RMIT graduates vs. RMIT survey respondents

Industrial Design

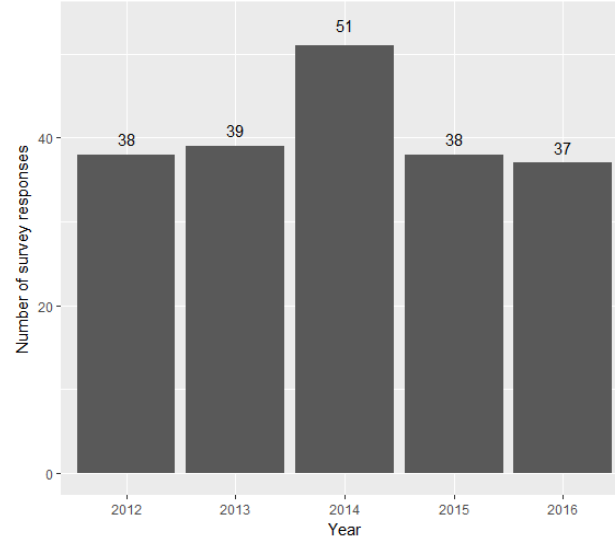
Number of actual RMIT graduates (SAMS)

Industrial Design 2012 - 2016



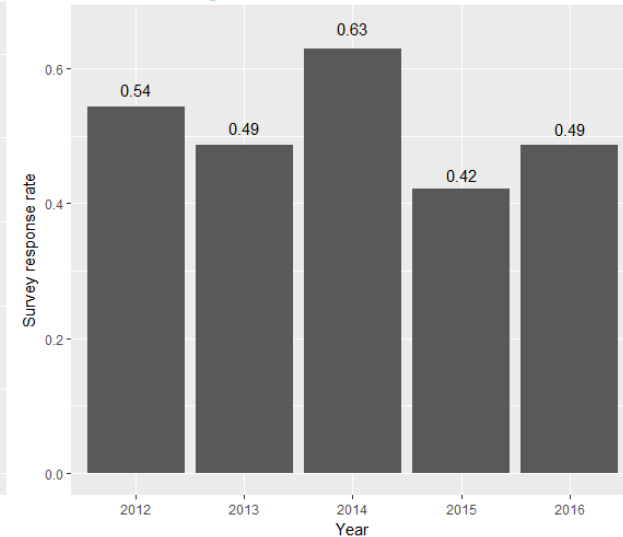
Number of RMIT graduate survey responses (AGS & GOS)

Industrial Design 2012 - 2016



RMIT graduate survey response rate

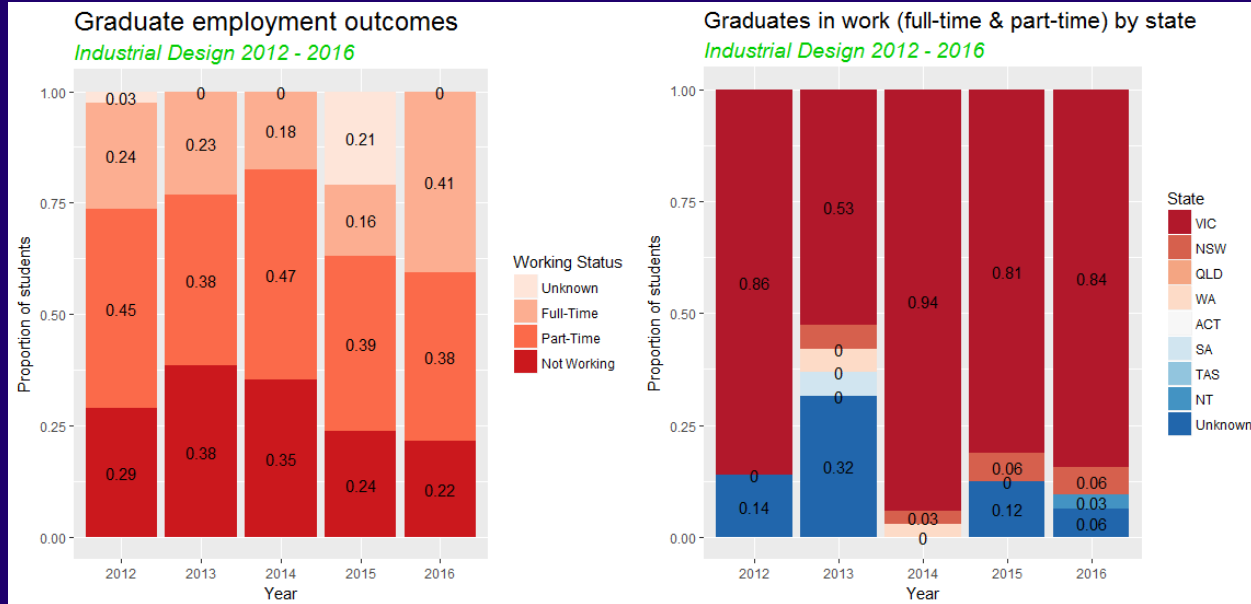
Industrial Design 2012 - 2016



- **Number of RMIT industrial design graduates reasonably consistent, besides 2014 response rate also consistent**
- New survey instrument (GOS) implemented in 2015
- Note: survey responses may not be representative of actual graduate population

1.2. Are RMIT graduates working? And where?

Industrial Design



- **Of those that provided a location, 1.31% (on average) not in VIC across the period**
- Proportion of full-time employment grew dramatically in 2016 – skewed by small sample size
- New survey instrument (GOS) implemented in 2015 – high levels of unknown, missing data

1.3. What roles are RMIT graduates working in?

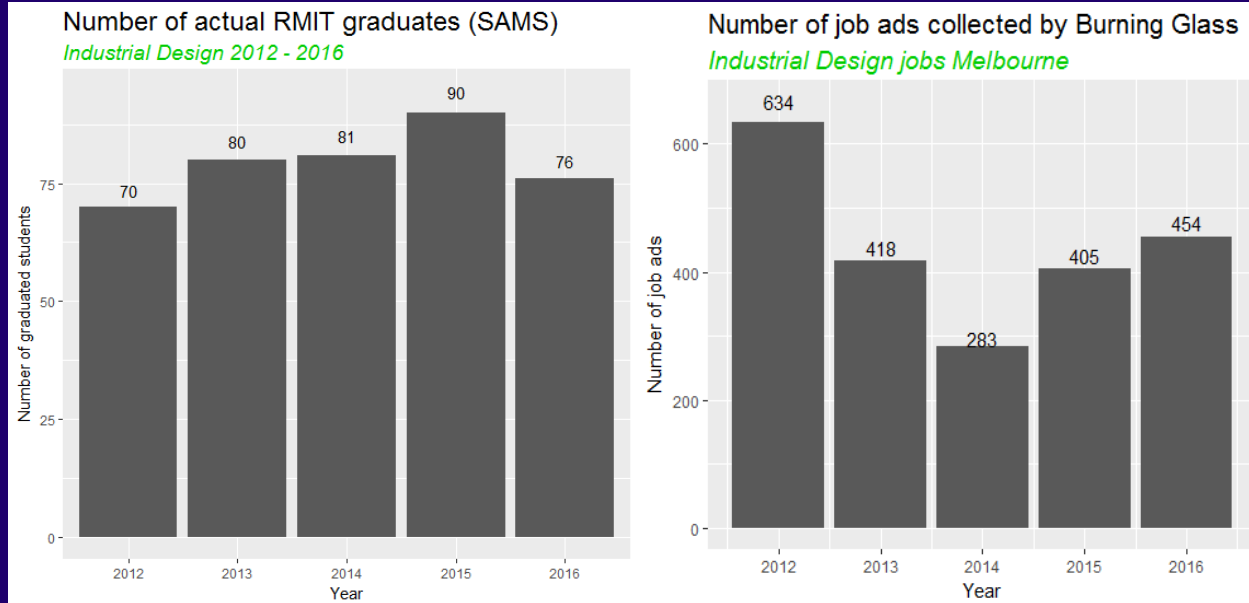
Industrial Design

Top 10 most common jobs (from graduate survey responses)

2012		2014		2016	
Occupation	Count	Occupation	Count	Occupation	Count
architect	1	industrial designer	2	industrial designer	6
creative designer (exterior-interior)	1	content collector	1	building and engineering technicians	1
diam displays assembler/prototyper	1	design engineer	1	fashion designer	1
graduate industrial designer	1	designer	1	market research analyst	1
industrial designer	1	furniture and industrial designer	1	product assembler	1
project manager	1	hospitality worker	1	program or project administrator	1
retail food staff	1	industrial design	1	sales and marketing manager	1
stage designer	1	labourer	1	specialist managers	1
				storeperson	1
				web developer	1

2.1. Supply vs. demand

Industrial Design



- Broad trend appears **SAME** RMIT ind design graduates competing for **SAME** number of ind design jobs
- Broadly similar RMIT ind design students graduating (predominately stay in VIC)
- Burning glass total ads for Melbourne (ind design job search) shows reasonably consistent market since 2013 (off year in 2014?)

3.1. 'Top ten job titles' 2015 vs. 2016

Burning Glass: Industrial Design search

Melbourne

Top 10 - 2015

Title	Count
Graphic Designer	42
Sales Representatives	33
Mechanical Engineer	25
Developer Programmer	16
Industrial Designer	15
User Experience Designer	11
Product Design Engineer	9
Senior Net Technical Lead	8
Software Engineer	8
Artistic Director	6

Top 10 - 2016

Title	Count
Industrial Designer	38
Graphic Designer	30
Sales Representatives	30
User Experience Designer	28
Mechanical Engineer	15
Product Design Engineer	15
Developer Programmer	10
Manager	9
Interior Designer	7
Systems Engineer	7

Sydney

Top 10 - 2015

Title	Count
Sales Representatives	61
Graphic Designer	27
Industrial Designer	27
User Experience Designer	23
Mechanical Engineer	15
Software Developer	13
Solutions Architect	12
Project Coordinator	11
Manager	10
Software Engineer	9

Top 10 - 2016

Title	Count
Sales Representatives	82
Graphic Designer	60
Industrial Designer	46
User Experience Designer	35
Mechanical Engineer	21
Brand Managers	19
Software Developer	19
Marketing Specialist	12
Software Engineer	12
Electronics Engineer	10

Brisbane

Top 10 - 2015

Title	Count
Education Managers	8
Category Manager	6
User Experience Designer	6
Software Engineer	5
Systems Engineer	5
Electrical Engineer	4
Project Coordinator	4
Site Manager (Construction)	4
Developer Programmer	3
Electrician	3

Top 10 - 2016

Title	Count
Developer Programmer	12
Category Manager	8
Sales Representatives	6
Mechanical Engineer	5
Hardware Technician	4
Buyer	3
Electronics Engineer	3
Engineering Manager/ Project Engineer	3
Technical Writer	3
University Lecturer	3

3.2. 'Top ten software skills' 2015 vs. 2016

Burning Glass: Industrial Design search

Melbourne

Top 10 - 2015

Skill	Count
Computer Aided Draughting/Design (CAD)	62
Adobe Photoshop	46
Microsoft Excel	37
Adobe Acrobat	29
SQL	29
Microsoft Office	28
.NET Programming	27
ASP	27
Microsoft C#	27
SQL Server	27

Top 10 - 2016

Skill	Count
Adobe Photoshop	62
Computer Aided Draughting/Design (CAD)	58
Adobe Indesign	42
Adobe Acrobat	37
Microsoft Excel	33
JavaScript	28
Adobe Illustrator	24
Visual Design	24
User Interface (UI) Design	22
Microsoft Office	20

Sydney

Top 10 - 2015

Skill	Count
Computer Aided Draughting/Design (CAD)	69
Adobe Photoshop	61
Microsoft Excel	41
JavaScript	40
SQL	40
Adobe Indesign	39
Adobe Acrobat	36
Microsoft Office	34
Adobe Illustrator	28
JAVA	26

Top 10 - 2016

Skill	Count
Adobe Photoshop	99
Adobe Acrobat	78
Adobe Indesign	75
Computer Aided Draughting/Design (CAD)	71
Microsoft Excel	58
SQL	53
JavaScript	51
Visual Design	40
Microsoft Office	36
JAVA	32

Brisbane

Top 10 - 2015

Skill	Count
Microsoft Excel	18
Computer Aided Draughting/Design (CAD)	15
Design Software	10
Enterprise Resource Planning (ERP)	9
SQL	7
Adobe Acrobat	6
Microsoft Office	6
Adobe Indesign	5
Adobe Photoshop	5
C++	5

Top 10 - 2016

Skill	Count
SQL	19
Computer Aided Draughting/Design (CAD)	16
.NET Programming	14
Microsoft Excel	14
Microsoft C#	10
ASP	8
JavaScript	7
Adobe Photoshop	5
Microsoft Windows	5
Visual Studio	5



4. *Appendices*

4.1. 'Biggest movers' 2015 vs. 2016 (job titles)

Burning Glass: All jobs

Melbourne

Top 10 biggest increases

Title	2015	2016	Change	%
Registered Nurse	1201	2062	861	72%
Sales Representatives	8256	9043	787	10%
Property Manager	1220	1874	654	54%
Project Coordinator	2633	3261	628	24%
Carpenter	580	1163	583	101%
Marketing Specialist	901	1400	499	55%
Manager	817	1292	475	58%
Construction Foreman/Manager	883	1323	440	50%
Chef	1347	1758	411	31%
Developer Programmer	1640	2033	393	24%

Top 10 biggest decreases

Title	2015	2016	Change	%
Secondary School Teacher	396	222	-174	-44%
Technology Consultant	557	388	-169	-30%
Financial Investment Adviser	977	818	-159	-16%
Accounts Officer	407	322	-85	-21%
Accounts Clerk	1404	1325	-79	-6%
Bookkeeper	516	443	-73	-14%
Bank Worker	273	202	-71	-26%
Taxation Accountant	319	252	-67	-21%
Travel Consultant	433	379	-54	-12%
Retail Sales	1352	1301	-51	-4%

Sydney

Top 10 biggest increases

Title	2015	2016	Change	%
Sales Representatives	15625	17503	1878	12%
Project Coordinator	4837	6070	1233	25%
Construction Foreman/Manager	2089	3314	1225	59%
Civil Engineer	1005	2188	1183	118%
Registered Nurse	1696	2861	1165	69%
Qualified Accountant	2752	3898	1146	42%
Developer Programmer	2531	3623	1092	43%
Retail Manager	3611	4622	1011	28%
Electrician	784	1650	866	110%
Executive Assistant	2085	2936	851	41%

Top 10 biggest decreases

Title	2015	2016	Change	%
Travel Consultant	885	779	-106	-12%
Waiter	518	445	-73	-14%
Telesales	470	435	-35	-7%
Management Accountant	1218	1187	-31	-3%
Finance Manager	3080	3066	-14	0%
Medical Receptionist	460	452	-8	-2%
Merchandise	535	533	-2	0%

Brisbane

Top 10 biggest increases

Title	2015	2016	Change	%
Registered Nurse	791	1051	260	33%
Construction Foreman/Manager	695	916	221	32%
Property Manager	661	872	211	32%
Sales Representative	530	738	208	39%
Project Coordinator	1018	1222	204	20%
Healthcare Manager	283	441	158	56%
Contracts Administrator	374	524	150	40%
General Medical Practitioner	461	606	145	31%
Solicitor	598	719	121	20%
Structural Design	185	303	118	64%

Top 10 biggest decreases

Title	2015	2016	Change	%
Sales Representatives	3389	3134	-255	-8%
Qualified Accountant	1352	1136	-216	-16%
Receptionist	896	688	-208	-23%
Retail Manager	1589	1389	-200	-13%
Taxation Accountant	407	229	-178	-44%
Travel Consultant	408	251	-157	-38%
Administrative Services	629	473	-156	-25%
Accounts Clerk	586	434	-152	-26%
Sales Assistant	820	673	-147	-18%
Financial Analyst	686	550	-136	-20%

4.1. 'Biggest movers' 2015 vs. 2016 (job titles)

Burning Glass: Engineering search

Melbourne

Top 10 biggest increases

Title	2015	2016	Change	%
Civil Engineer	393	606	213	54%
Engineering Manager/ Project Engineer	170	263	93	55%
Structural Drafter	24	93	69	288%
Engineering Manager	108	166	58	54%
Electrical Engineer	264	322	58	22%
Structural Design	151	207	56	37%
Electrical Engineering Technician	88	139	51	58%
Civil Draftsperson	85	135	50	59%
Revit Architectural Drafter	208	258	50	24%
Surveyor	178	221	43	24%

Top 10 biggest decreases

Title	2015	2016	Change	%
Civil Engineering Draftsperson	58	44	-14	-24%
Drafting Manager	20	10	-10	-50%
Civil Design	9	3	-6	-67%
Instrumentation Engineer	10	5	-5	-50%
Chemical Engineer	10	6	-4	-40%
Fire Services Engineer	17	14	-3	-18%
Rf Engineer	11	8	-3	-27%
Materials Engineer	9	6	-3	-33%
Engineering Technician	6	3	-3	-50%
Aeronautical Engineer	11	9	-2	-18%

Sydney

Top 10 biggest increases

Title	2015	2016	Change	%
Civil Engineer	1003	2183	1180	118%
Electrical Engineer	457	840	383	84%
Engineering Manager/ Project Engineer	477	824	347	73%
Mechanical Engineer	339	640	301	89%
Structural Design	506	776	270	53%
Civil Draftsperson	209	391	182	87%
Structural Drafter	225	400	175	78%
Civil Engineering Draftsperson	210	375	165	79%
Surveyor	284	401	117	41%
Revit Architectural Drafter	189	302	113	60%

Top 10 biggest decreases

Title	2015	2016	Change	%
Industrial Engineer	61	43	-18	-30%
Architectural Technician	171	158	-13	-8%
Drafter (Other)	28	18	-10	-36%
Aeronautical Engineer	14	5	-9	-64%
Cadastral Surveyor	11	5	-6	-55%
Rf Engineer	30	25	-5	-17%
Cad Drafter	14	10	-4	-29%
Field Engineer	13	9	-4	-31%
Materials Engineer	9	5	-4	-44%
Design Engineer	21	18	-3	-14%

Brisbane

Top 10 biggest increases

Title	2015	2016	Change	%
Structural Design	185	303	118	64%
Civil Engineer	333	417	84	25%
Civil Engineering Draftsperson	123	203	80	65%
Electrical Engineer	179	237	58	32%
Engineering Manager/ Project Engineer	120	177	57	48%
Cad Draftsperson	12	36	24	200%
Engineering Manager	53	76	23	43%
Civil Draftsperson	56	76	20	36%
Architectural Draftsperson	17	36	19	112%
Drafter (Other)	9	27	18	200%

Top 10 biggest decreases

Title	2015	2016	Change	%
Mechanical Engineer	212	190	-22	-10%
Revit Architectural Drafter	73	54	-19	-26%
Oil And Gas Engineer	26	7	-19	-73%
Mechanical Engineering Draftsperson	32	19	-13	-41%
Production Or Plant Engineer	26	15	-11	-42%
Health And Safety Advisor	24	13	-11	-46%
Mining Engineer	30	23	-7	-23%
Engineering Professionals	14	7	-7	-50%
Hardware Technician	12	5	-7	-58%
Structural Drafter	59	54	-5	-8%

4.2. 'Biggest movers' 2015 vs. 2016 (software skills)

Burning Glass: Engineering search

Melbourne

Top 10 biggest increases

Skill	2015	2016	Change	%
Computer Aided Draughting/Design (CAD)	368	629	261	71%
Revit	379	606	227	60%
Microstation	89	209	120	135%
Microsoft Office	87	181	94	108%
Microsoft Excel	116	152	36	31%
Civil 3D	32	65	33	103%
Selenium	60	89	29	48%
Microsoft Windows	52	79	27	52%
Design Software	46	68	22	48%
Microsoft Project	10	31	21	210%

Top 10 biggest decreases

Skill	2015	2016	Change	%
Visual Basic	19	5	-14	-74%
Enterprise Resource Planning (ERP)	28	16	-12	-43%
Lotus Applications	11	1	-10	-91%
Facebook	33	24	-9	-27%
UNIX	33	24	-9	-27%
NASTRAN	10	1	-9	-90%
Citrix	16	8	-8	-50%
Middleware	9	2	-7	-78%
SAP	36	30	-6	-17%
Apache Webserver	15	9	-6	-40%

Sydney

Top 10 biggest increases

Skill	2015	2016	Change	%
Revit	628	1093	465	74%
Computer Aided Draughting/Design (CAD)	618	974	356	58%
Microsoft Excel	207	330	123	59%
Microsoft Office	187	308	121	65%
Civil 3D	241	331	90	37%
JAVA	100	172	72	72%
LINUX	111	177	66	59%
Python	101	159	58	57%
Microsoft Windows	93	146	53	57%
Microsoft Powerpoint	39	83	44	113%

Top 10 biggest decreases

Skill	2015	2016	Change	%
Autodesk	63	35	-28	-44%
Facebook	83	63	-20	-24%
JUnit	24	8	-16	-67%
Hyper-V	19	12	-7	-37%
AutoTrack	12	6	-6	-50%
Adobe Acrobat	36	31	-5	-14%
SQL Server	16	11	-5	-31%
Customer Relationship Management (CRM)	10	5	-5	-50%
Shell Scripting	21	17	-4	-19%
Inroads	17	13	-4	-24%

Brisbane

Top 10 biggest increases

Skill	2015	2016	Change	%
Computer Aided Draughting/Design (CAD)	238	333	95	40%
Microsoft Office	80	134	54	68%
Design Software	45	87	42	93%
Microsoft Excel	67	94	27	40%
JAVA	8	30	22	275%
Civil 3D	18	40	22	122%
Revit	206	226	20	10%
Geographic Information System (GIS)	13	27	14	108%
Microstation	37	50	13	35%
Oracle	1	11	10	1000%

Top 10 biggest decreases

Skill	2015	2016	Change	%
Facebook	21	9	-12	-57%
Word Processing	15	6	-9	-60%
Engineering Software	19	12	-7	-37%
CADD	15	9	-6	-40%
Adobe Acrobat	7	2	-5	-71%
STAAD	6	1	-5	-83%
Bash	6	2	-4	-67%
Chef	6	2	-4	-67%
Microsoft Windows	22	19	-3	-14%
PERL	8	5	-3	-38%

4.1. 'Biggest movers' 2015 vs. 2016 (job titles)

Burning Glass: Journalism search

Melbourne

Top 10 biggest increases

Title	2015	2016	Change	%
Communications Officer	64	106	42	66%
Sales Representatives	13	35	22	169%
Journalist	19	38	19	100%
Copywriter	13	27	14	108%
Public Relations Officer	3	16	13	433%
Content Producer	6	19	13	217%
Public Relations Professional	27	39	12	44%
Campaign Or Communications Manager	12	23	11	92%
Marketing Intern	6	15	9	150%
Intern	9	17	8	89%

Top 10 biggest decreases

Title	2015	2016	Change	%
Communications Manager	7	2	-5	-71%
Marketing Research	6	2	-4	-67%
University Lecturer	10	8	-2	-20%
Advertising Manager	4	2	-2	-50%
Public Relations Manager	6	5	-1	-17%
Administration Officer	3	2	-1	-33%
Business Manager	2	1	-1	-50%

Sydney

Top 10 biggest increases

Title	2015	2016	Change	%
Journalist	57	140	83	146%
Campaign Or Communications Manager	43	78	35	81%
Communications Officer	90	124	34	38%
Marketing Specialist	34	67	33	97%
Graphic Designer	9	39	30	333%
Marketing Manager	11	33	22	200%
Public Relations Officer	8	28	20	250%
Content Producer	14	32	18	129%
Accounts Clerk	5	21	16	320%
News Editor	7	21	14	200%

Top 10 biggest decreases

Title	2015	2016	Change	%
Public Relations Professional	46	32	-14	-30%
Ict Project Manager	14	5	-9	-64%
Social Media Marketing	8	3	-5	-63%
Marketing Research	12	8	-4	-33%
Sales Manager	10	6	-4	-40%
Project Coordinator	5	2	-3	-60%
Developer Programmer	5	3	-2	-40%
Finance Manager	4	2	-2	-50%
Front End Developer	4	2	-2	-50%
Hospitality Manager	4	2	-2	-50%

Brisbane

Top 10 biggest increases

Title	2015	2016	Change	%
Public Relations Professional	7	22	15	214%
Marketing Specialist	3	14	11	367%
Communications Officer	51	59	8	16%
Marketing Manager	3	8	5	167%
Social Media Marketing	1	5	4	400%
Intern	2	5	3	150%
Copywriter	5	8	3	60%
Communications Manager	1	3	2	200%
University Lecturer	1	3	2	200%
Media Producer (Excluding Video)	2	4	2	100%

Top 10 biggest decreases

Title	2015	2016	Change	%
Campaign Or Communications Manager	9	5	-4	-44%
Reporter	5	1	-4	-80%
Writer	4	1	-3	-75%
Journalist	17	16	-1	-6%
Graphic Designer	11	10	-1	-9%
Content Producer	3	2	-1	-33%
Marketing Officer	3	2	-1	-33%
News Producer	2	1	-1	-50%
Web Administrator	2	1	-1	-50%

4.2. 'Biggest movers' 2015 vs. 2016 (software skills)

Burning Glass: Journalism search

Melbourne

Top 10 biggest increases

Skill	2015	2016	Change	%
Microsoft Office	36	70	34	94%
Social Media Platforms	17	49	32	188%
Microsoft Excel	28	42	14	50%
Facebook	38	52	14	37%
Microsoft Sharepoint	3	14	11	367%
Adobe Indesign	14	25	11	79%
Adobe Acrobat	22	33	11	50%
Oracle	1	11	10	1000%
Microsoft Access	1	8	7	700%
SQL	1	8	7	700%

Top 10 biggest decreases

Skill	2015	2016	Change	%
Hootsuite	9	1	-8	-89%
Word Processing	13	8	-5	-38%
Adobe Photoshop	37	34	-3	-8%
Microsoft Publisher	7	4	-3	-43%
MailChimp	4	1	-3	-75%
WordPress	7	5	-2	-29%
Web Analytics	6	4	-2	-33%
HyperText Markup Language	3	1	-2	-67%
Adobe Illustrator	3	2	-1	-33%
Adobe Aftereffects	2	1	-1	-50%

Sydney

Top 10 biggest increases

Skill	2015	2016	Change	%
Microsoft Office	59	121	62	105%
Adobe Photoshop	85	137	52	61%
Microsoft Powerpoint	36	70	34	94%
Social Media Platforms	75	108	33	44%
Facebook	95	128	33	35%
Adobe Acrobat	29	55	26	90%
Adobe Indesign	42	64	22	52%
LinkedIn	37	56	19	51%
Google Analytics	23	39	16	70%
Pinterest	4	18	14	350%

Top 10 biggest decreases

Skill	2015	2016	Change	%
Hypertext Preprocessor (PHP)	12	2	-10	-83%
WordPress	10	4	-6	-60%
Microsoft Sharepoint	17	13	-4	-24%
Microsoft Windows	12	8	-4	-33%
JavaScript	12	9	-3	-25%
Web Analytics	11	8	-3	-27%
Microsoft C#	4	1	-3	-75%
Hootsuite	7	5	-2	-29%
Final Cut Pro	11	10	-1	-9%
JAVA	11	10	-1	-9%

Brisbane

Top 10 biggest increases

Skill	2015	2016	Change	%
Google Analytics	3	24	21	700%
Social Media Platforms	15	35	20	133%
Facebook	12	31	19	158%
LinkedIn	2	17	15	750%
Google AdWords	1	11	10	1000%
Microsoft Office	27	36	9	33%
Adobe Photoshop	14	21	7	50%
Adobe Acrobat	18	25	7	39%
Word Processing	1	3	2	200%
Drupal	2	4	2	100%

Top 10 biggest decreases

Skill	2015	2016	Change	%
Microsoft Excel	18	8	-10	-56%
Microsoft Word	9	1	-8	-89%
Microsoft Powerpoint	9	5	-4	-44%
Microsoft Publisher	3	1	-2	-67%
Microsoft Sharepoint	18	17	-1	-6%
Adobe Illustrator	3	2	-1	-33%
Hootsuite	2	1	-1	-50%

4.1. 'Biggest movers' 2015 vs. 2016 (job titles)

Burning Glass: Advertising search

Melbourne

Top 10 biggest increases

Title	2015	2016	Change	%
Artistic Director	46	94	48	104%
Marketing Manager	29	56	27	93%
Marketing Specialist	48	66	18	38%
Sales Representatives	73	91	18	25%
Copywriter	14	27	13	93%
Accounts Clerk	4	16	12	300%
Campaign Or Communications Manager	20	32	12	60%
Communications Officer	7	17	10	143%
Market Research Analyst	2	10	8	400%
Ict Project Manager	6	13	7	117%

Top 10 biggest decreases

Title	2015	2016	Change	%
Marketing Officer	32	15	-17	-53%
Specialist Physician (General Medicine)	17	2	-15	-88%
Administration Officer	19	6	-13	-68%
Marketing Research	19	7	-12	-63%
Media Producer (Excluding Video)	16	9	-7	-44%
Event Organiser	10	3	-7	-70%
Advertising Consultant	8	3	-5	-63%
Procurement Officer	6	2	-4	-67%
Retail Sales	6	2	-4	-67%
Sales Administrator	6	2	-4	-67%

Sydney

Top 10 biggest increases

Title	2015	2016	Change	%
Graphic Designer	100	196	96	96%
Marketing Specialist	101	173	72	71%
Campaign Or Communications Manager	40	81	41	103%
Marketing Manager	78	117	39	50%
Recruitment Consultant	13	33	20	154%
Ict Project Manager	13	31	18	138%
Sales Assistant	9	23	14	156%
Accounts Clerk	30	44	14	47%
Administration Officer	7	18	11	157%
Market Research Analyst	8	19	11	138%

Top 10 biggest decreases

Title	2015	2016	Change	%
Finance Manager	36	17	-19	-53%
Brand Managers	16	5	-11	-69%
Sales Representatives	273	264	-9	-3%
Operations Specialist	11	2	-9	-82%
Recruiter	9	2	-7	-78%
Front End Developer	12	6	-6	-50%
Personal Assistant	9	5	-4	-44%
Project Coordinator	7	3	-4	-57%
Artistic Director	136	133	-3	-2%
Receptionist	9	6	-3	-33%

Brisbane

Top 10 biggest increases

Title	2015	2016	Change	%
Administration Officer	16	30	14	88%
Communications Officer	4	12	8	200%
Marketing Specialist	12	20	8	67%
Advertising Manager	2	6	4	200%
Graphic Designer	11	15	4	36%
Marketing Research	1	4	3	300%
Campaign Or Communications Manager	3	6	3	100%
Brand Managers	1	2	1	100%
Health And Safety Advisor	1	2	1	100%
Medical And Pharmaceutical Sales	1	2	1	100%

Top 10 biggest decreases

Title	2015	2016	Change	%
Marketing Manager	15	6	-9	-60%
Artistic Director	14	5	-9	-64%
Marketing Officer	9	3	-6	-67%
Advertising Specialist	5	1	-4	-80%
Sales Assistant	4	1	-3	-75%
Market Research Analyst	5	3	-2	-40%
Maintenance Technician	3	1	-2	-67%
Service Advisor	3	1	-2	-67%
Sonographer	3	1	-2	-67%
Telesales	3	1	-2	-67%

4.2. 'Biggest movers' 2015 vs. 2016 (software skills)

Burning Glass: Advertising search

Melbourne

Top 10 biggest increases

Skill	2015	2016	Change	%
Adobe Photoshop	128	191	63	49%
Google Analytics	24	74	50	208%
Adobe Indesign	91	138	47	52%
Microsoft Excel	62	102	40	65%
Facebook	44	82	38	86%
Social Media Platforms	8	44	36	450%
Google AdWords	29	50	21	72%
Adobe Aftereffects	2	20	18	900%
Microsoft Powerpoint	36	52	16	44%
Hypertext Preprocessor (PHP)	6	21	15	250%

Top 10 biggest decreases

Skill	2015	2016	Change	%
Microsoft Word	57	36	-21	-37%
User Interface (UI) Design	25	21	-4	-16%
C++	7	4	-3	-43%
Git	6	3	-3	-50%
Graphical User Interface (GUI)	5	2	-3	-60%
Graphics Software	4	1	-3	-75%
SAS	5	4	-1	-20%
Webtrends	4	3	-1	-25%
Cognos Impromptu	2	1	-1	-50%
Fund Accountancy	2	1	-1	-50%

Sydney

Top 10 biggest increases

Skill	2015	2016	Change	%
Adobe Acrobat	110	252	142	129%
Adobe Photoshop	324	453	129	40%
Google Analytics	78	195	117	150%
Microsoft Excel	216	317	101	47%
Microsoft Office	152	243	91	60%
HTML5	38	121	83	218%
Google AdWords	80	155	75	94%
Microsoft Powerpoint	94	167	73	78%
Adobe Indesign	234	307	73	31%
Facebook	133	188	55	41%

Top 10 biggest decreases

Skill	2015	2016	Change	%
AJAX	19	4	-15	-79%
Actionscript	16	2	-14	-88%
JSON	11	2	-9	-82%
Extensible Markup Language (XML)	11	5	-6	-55%
Git	13	8	-5	-38%
QuarkXPress	8	3	-5	-63%
Final Cut Pro	9	5	-4	-44%
Usability Testing	6	2	-4	-67%
Oracle	9	6	-3	-33%
jQuery	20	18	-2	-10%

Brisbane

Top 10 biggest increases

Skill	2015	2016	Change	%
Adobe Acrobat	11	20	9	82%
Microsoft Sharepoint	1	8	7	700%
Microsoft Word	7	13	6	86%
Facebook	8	14	6	75%
Google AdWords	8	13	5	63%
Google Analytics	11	16	5	45%
Microsoft Windows	2	6	4	200%
SAP	2	6	4	200%
WordPress	1	3	2	200%
Customer Relationship Management (CRM)	3	5	2	67%

Top 10 biggest decreases

Skill	2015	2016	Change	%
Microsoft Excel	39	25	-14	-36%
JavaScript	7	3	-4	-57%
Adobe Photoshop	21	18	-3	-14%
DoubleClick	4	1	-3	-75%
HyperText Markup Language	4	1	-3	-75%
Microsoft Office	42	40	-2	-5%
Adobe Indesign	17	16	-1	-6%
Microsoft Powerpoint	13	12	-1	-8%
Enterprise Resource Planning (ERP)	4	3	-1	-25%

4.1. 'Biggest movers' 2015 vs. 2016 (job titles)

Burning Glass: Communication Design search

Melbourne

Top 10 biggest increases

Title	2015	2016	Change	%
Marketing Specialist	366	631	265	72%
Communications Officer	209	375	166	79%
Graphic Designer	208	316	108	52%
Marketing Manager	346	453	107	31%
Campaign Or Communications Manager	137	214	77	56%
User Experience Designer	100	177	77	77%
Sales Representatives	551	617	66	12%
Project Coordinator	85	135	50	59%
Marketing Intern	31	72	41	132%
Intern	43	80	37	86%

Top 10 biggest decreases

Title	2015	2016	Change	%
Software Developer	83	47	-36	-43%
Developer Programmer	149	118	-31	-21%
Mechanical Engineer	79	52	-27	-34%
Recruitment Consultant	54	37	-17	-31%
Technology Consultant	27	11	-16	-59%
Industrial Engineer	27	12	-15	-56%
Retail Sales	25	11	-14	-56%
Application Developer	37	25	-12	-32%
Front End Developer	54	44	-10	-19%
Web Designer	48	38	-10	-21%

Sydney

Top 10 biggest increases

Title	2015	2016	Change	%
Marketing Specialist	891	1225	334	37%
Marketing Manager	767	1087	320	42%
Graphic Designer	475	766	291	61%
Sales Representatives	1454	1619	165	11%
Campaign Or Communications Manager	359	523	164	46%
Accounts Clerk	176	273	97	55%
Interior Designer	91	184	93	102%
Communications Officer	337	424	87	26%
User Experience Designer	183	264	81	44%
Ict Project Manager	257	331	74	29%

Top 10 biggest decreases

Title	2015	2016	Change	%
Application Developer	81	58	-23	-28%
Recruiter	87	72	-15	-17%
Business Analyst	115	101	-14	-12%
Finance Manager	52	41	-11	-21%
Geotechnical Engineer	24	13	-11	-46%
Production Coordinator	24	13	-11	-46%
Public Affairs Officer	32	25	-7	-22%
Financial Analyst	32	26	-6	-19%
Retail Sales	25	19	-6	-24%
Public Relations Manager	95	91	-4	-4%

Brisbane

Top 10 biggest increases

Title	2015	2016	Change	%
Marketing Specialist	111	182	71	64%
Communications Officer	82	133	51	62%
Marketing Manager	80	131	51	64%
Civil Engineering Draftsperson	29	68	39	134%
Public Relations Professional	33	59	26	79%
Construction Foreman/Manager	12	38	26	217%
Electrical Engineer	21	43	22	105%
Social Media Marketing	15	31	16	107%
Landscape Architect	14	28	14	100%
Solutions Architect	28	41	13	46%

Top 10 biggest decreases

Title	2015	2016	Change	%
Developer Programmer	75	54	-21	-28%
Business Manager	31	15	-16	-52%
Marketing Officer	37	25	-12	-32%
Sales Representatives	138	128	-10	-7%
Web Developer	31	21	-10	-32%
Web Designer	19	9	-10	-53%
Business Development Manager	13	3	-10	-77%
Accounts Clerk	27	18	-9	-33%
Application Developer	19	11	-8	-42%
Systems Engineer	24	18	-6	-25%

4.2. 'Biggest movers' 2015 vs. 2016 (software skills)

Burning Glass: Communication Design search

Melbourne

Top 10 biggest increases

Skill	2015	2016	Change	%
Social Media Platforms	255	526	271	106%
Microsoft Office	734	980	246	34%
Computer Aided Draughting/Design (CAD)	396	642	246	62%
Adobe Acrobat	433	669	236	55%
Adobe Photoshop	672	894	222	33%
Revit	248	470	222	90%
Microsoft Excel	765	934	169	22%
Adobe Indesign	400	565	165	41%
Google Analytics	242	387	145	60%
Microsoft Windows	187	294	107	57%

Top 10 biggest decreases

Skill	2015	2016	Change	%
JavaScript	721	516	-205	-28%
AngularJS	267	69	-198	-74%
Django	201	6	-195	-97%
Git	264	82	-182	-69%
Python	265	86	-179	-68%
Vimeo	163	9	-154	-94%
LinkedIn	306	258	-48	-16%
.NET Programming	150	113	-37	-25%
jQuery	183	155	-28	-15%
Extensible Markup Language	111	92	-19	-17%

Sydney

Top 10 biggest increases

Skill	2015	2016	Change	%
Adobe Photoshop	1307	2062	755	58%
Microsoft Office	1444	2128	684	47%
Microsoft Excel	1736	2346	610	35%
Adobe Indesign	752	1309	557	74%
Adobe Acrobat	681	1180	499	73%
Social Media Platforms	649	1094	445	69%
Microsoft Powerpoint	887	1320	433	49%
Google Analytics	562	987	425	76%
Facebook	1352	1726	374	28%
Revit	308	599	291	94%

Top 10 biggest decreases

Skill	2015	2016	Change	%
SPSS	116	54	-62	-53%
Tumblr	61	38	-23	-38%
Actionscript	41	18	-23	-56%
Sybase	38	23	-15	-39%
Extensible Markup Language	250	236	-14	-6%
Autodesk	41	30	-11	-27%
Transact-SQL	57	49	-8	-14%
MongoDB	33	25	-8	-24%
Avid Media Composer	30	22	-8	-27%
Advanced Business Application Programming (ABAP)	38	31	-7	-18%

Brisbane

Top 10 biggest increases

Skill	2015	2016	Change	%
Microsoft Office	256	336	80	31%
Facebook	116	195	79	68%
Social Media Platforms	85	163	78	92%
Microsoft Windows	63	136	73	116%
Revit	82	144	62	76%
Adobe Indesign	104	156	52	50%
LinkedIn	44	96	52	118%
Microsoft Sharepoint	81	131	50	62%
Google Analytics	62	112	50	81%
Microsoft Word	44	93	49	111%

Top 10 biggest decreases

Skill	2015	2016	Change	%
JavaScript	323	194	-129	-40%
Django	109	5	-104	-95%
Python	121	18	-103	-85%
AngularJS	135	34	-101	-75%
Git	138	51	-87	-63%
Object-Orientated Analysis and Design (OOAD)	77	38	-39	-51%
jQuery	110	74	-36	-33%
Advanced Business Application Programming (ABAP)	26	7	-19	-73%
Microsoft Powerpoint	109	91	-18	-17%
Extensible Markup Language	46	28	-18	-39%

4.1. 'Biggest movers' 2015 vs. 2016 (job titles)

Burning Glass: Industrial Design search

Melbourne

Top 10 biggest increases

Title	2015	2016	Change	%
Industrial Designer	15	38	23	153%
User Experience Designer	11	28	17	155%
Manager	1	9	8	800%
Product Design Engineer	9	15	6	67%
Brand Managers	1	6	5	500%
Systems Engineer	3	7	4	133%
Graphic Design Intern	1	5	4	400%
Interior Designer	4	7	3	75%
Digital Design	2	5	3	150%
Sales Representative	1	4	3	300%

Top 10 biggest decreases

Title	2015	2016	Change	%
Graphic Designer	42	30	-12	-29%
Mechanical Engineer	25	15	-10	-40%
Software Engineer	8	1	-7	-88%
Developer Programmer	16	10	-6	-38%
Sales Representatives	33	30	-3	-9%
Industrial Engineer	5	2	-3	-60%
Architect	4	1	-3	-75%
Quality Control Consultant	4	1	-3	-75%
Artistic Director	6	4	-2	-33%
Designer Nfd	3	1	-2	-67%

Sydney

Top 10 biggest increases

Title	2015	2016	Change	%
Graphic Designer	27	60	33	122%
Sales Representatives	61	82	21	34%
Industrial Designer	27	46	19	70%
Brand Managers	1	19	18	1800%
User Experience Designer	23	35	12	52%
Product Design Engineer	1	10	9	900%
Marketing Specialist	5	12	7	140%
Mechanical Engineer	15	21	6	40%
Software Developer	13	19	6	46%
Retail Manager	2	7	5	250%

Top 10 biggest decreases

Title	2015	2016	Change	%
Manager	10	2	-8	-80%
Solutions Architect	12	5	-7	-58%
Project Coordinator	11	5	-6	-55%
University Lecturer	8	4	-4	-50%
Graphic Design Intern	6	2	-4	-67%
Business Intelligence Analyst	5	1	-4	-80%
Architect	8	6	-2	-25%
Administration Support	3	1	-2	-67%
Packaging Technologist	3	1	-2	-67%
Electrical Engineer	4	3	-1	-25%

Brisbane

Top 10 biggest increases

Title	2015	2016	Change	%
Developer Programmer	3	12	9	300%
Sales Representatives	2	6	4	200%
Mechanical Engineer	1	5	4	400%
Category Manager	6	8	2	33%
Engineering Manager/ Project Engineer	1	3	2	200%
Industrial Designer	1	2	1	100%

Top 10 biggest decreases

Title	2015	2016	Change	%
Software Engineer	5	1	-4	-80%
User Experience Designer	6	3	-3	-50%
Systems Engineer	5	2	-3	-60%
Electrical Engineer	4	1	-3	-75%
Project Coordinator	4	1	-3	-75%
Graphic Designer	3	1	-2	-67%
Ict Project Manager	3	1	-2	-67%
Digital Design	2	1	-1	-50%

4.2. 'Biggest movers' 2015 vs. 2016 (software skills)

Burning Glass: Industrial Design search

Melbourne

Top 10 biggest increases

Skill	2015	2016	Change	%
Adobe Indesign	25	42	17	68%
Adobe Photoshop	46	62	16	35%
Adobe Illustrator	9	24	15	167%
JavaScript	14	28	14	100%
Usability Testing	1	15	14	1400%
User Interface (UI) Design	9	22	13	144%
Adobe Acrobat	29	37	8	28%
Autodesk	1	6	5	500%
Prince	1	6	5	500%
Visual Design	21	24	3	14%

Top 10 biggest decreases

Skill	2015	2016	Change	%
ASP	27	7	-20	-74%
.NET Programming	27	9	-18	-67%
SQL Server	27	10	-17	-63%
Microsoft C#	27	11	-16	-59%
SQL	29	15	-14	-48%
Microsoft Office	28	20	-8	-29%
JAVA	8	1	-7	-88%
Unigraphics	8	1	-7	-88%
Microsoft Word	8	2	-6	-75%
Microsoft Windows	13	8	-5	-38%

Sydney

Top 10 biggest increases

Skill	2015	2016	Change	%
Adobe Acrobat	36	78	42	117%
Adobe Photoshop	61	99	38	62%
Adobe Indesign	39	75	36	92%
Visual Design	17	40	23	135%
Microsoft Excel	41	58	17	41%
Python	11	27	16	145%
Microsoft Powerpoint	11	26	15	136%
SQL	40	53	13	33%
JavaScript	40	51	11	28%
User Interface (UI) Design	22	32	10	45%

Top 10 biggest decreases

Skill	2015	2016	Change	%
Design Software	13	2	-11	-85%
Microsoft Visio	11	2	-9	-82%
Relational DataBase Management System (RDBMS)	11	2	-9	-82%
PERL	12	4	-8	-67%
UNIX	11	3	-8	-73%
Enterprise Resource Planning	8	1	-7	-88%
Microsoft Windows	18	12	-6	-33%
Facebook	25	20	-5	-20%
Application Development	7	4	-3	-43%
ASP	5	2	-3	-60%

Brisbane

Top 10 biggest increases

Skill	2015	2016	Change	%
SQL	7	19	12	171%
.NET Programming	2	14	12	600%
Microsoft C#	3	10	7	233%
ASP	2	8	6	300%
Visual Studio	1	5	4	400%
JavaScript	4	7	3	75%
User Interface (UI) Design	1	4	3	300%
SQL Server	2	4	2	100%
Computer Aided Draughting/Design (CAD)	15	16	1	7%
Oracle	3	4	1	33%

Top 10 biggest decreases

Skill	2015	2016	Change	%
Design Software	10	2	-8	-80%
Adobe Acrobat	6	1	-5	-83%
Microsoft Excel	18	14	-4	-22%
Microsoft Office	6	2	-4	-67%
Adobe Indesign	5	1	-4	-80%
C++	5	2	-3	-60%
JAVA	4	1	-3	-75%
Node.js	4	1	-3	-75%
LINUX	4	2	-2	-50%
JSON	2	1	-1	-50%