

THE SWEENEY UNI STUDENT REPORT PROSPECTUS

EMPLOYMENT EDITION

The Definitive
Guide to the
Way Australian
Uni Students
View Prospective
Employers

- | over 5000 university students
- | over 30 universities
- | over 50 major areas of study
- | national coverage
- | head to head ranking of employers
- | detailed insight into employment expectations
- | employer selection criteria
- | triggers and barriers to consideration
- | graduate salary package expectations
- | effectiveness of employment marketing initiatives

INTRODUCING THE INAUGURAL EDITION OF THE SWEENEY UNI STUDENT REPORT LOOKING AT THE LIVES, EXPERIENCES AND EXPECTATIONS OF AUSTRALIAN UNIVERSITY STUDENTS AND THEIR ASSESSMENT AND EXPECTATIONS OF EMPLOYERS.



AREAS COVERED IN THE REPORT

The report is designed to provide insight into every aspect of life at university and subsequent career and employer choices. Some of the key areas of coverage are:

- Student Attitudes to employment, careers, employers, salary, benefits and loyalty
- Future Expectations on salary packages, anticipated number of employers and further study
- Marketing Impact and Effectiveness of employer communication initiatives for university students
- Segmentation of Students – a segmentation of student types based on a diverse range of attitudinal and behavioural characteristics

- Employer Preference – ranking of the appeal of a wide cross section of private and public sector employers
- Employer of Choice Characteristics – an understanding of what students are looking for and what is of importance to different types of students
- Triggers and Barriers to employer considerations
- Profession and Industry Analysis – detailed insight into the different views of different types of students on the appeal of employment in various industry and professional sectors.

With over 5,000 students having taken part in the survey, the report will also include detailed cross-analysis across all of these dimensions and more.

ABOUT THE RESEARCH

The report is based on a large-scale national qualitative and quantitative study involving:

- 10 focus group discussions
- Over 5,000 online surveys

The research sample includes students from over 30 different universities from around Australia enrolled in excess of 50 major disciplines of study. It's the most comprehensive study of its kind.

WHO WILL FIND THIS VALUABLE?

Any HR professional, senior manager, marketer or decision-maker looking to attract and successfully employ students from Australian universities.

The report can be used to:

- Guide future strategy and planning by understanding the mindset and attitudes of university students
- Ensure current employment marketing and initiatives hold appeal to students
- Understand how to more effectively communicate with uni students
- Understand the expectations of uni students entering the workforce
- Understand the types of students who do and don't find your industry appealing

COST AND SUBSCRIPTION

Copy of the report: \$10,000 plus GST.

Presentation of the report to subscribers: \$2,000 plus GST
(and travel expenses if required).

Additional tailored analysis beyond the report can also be
costed as required.

To subscribe, please complete the attached subscription
form and either fax or send it to:

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We are also launching a second report focusing
specifically on the uni student experience.

Please see our website for more information.

FURTHER INFORMATION

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For more information on Sweeney Research, please visit:

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