



2024 Employer Satisfaction Survey

Methodology Report

September 2025



Social
Research
Centre



QILT

Quality Indicators for
Learning and Teaching



ESS

Employer Satisfaction Survey

Acknowledgements

The Quality Indicators for Learning and Teaching (QILT) survey program, including the 2024 Employer Satisfaction Survey (ESS), is funded by the Australian Government Department of Education (the department).

The department and the Social Research Centre acknowledge the Traditional Custodians of the lands and waters on which this research was conducted. We pay our respects to Elders, past, present and emerging.

The Social Research Centre would like to thank the higher education institutions that contributed to the ESS in 2024. Without the enthusiastic and committed assistance of the survey managers and institutional planners, the 2024 ESS would not have been such a success.

We are also very grateful to the employers who took the time to provide valuable feedback about their experience. Institutions use the ESS data is used by institutions for continuous improvement and to assist prospective students to make informed decisions about future study.

The 2024 ESS was led by Graham Challice, and the project team consisted of Lisa Bolton, Lauren Spencer, Diana Nguyen, Samvedhya Girish, Cynthia Kim, Benjamin Desta, Javed Mohib, Joe Feng, Rahul Bet, Josh Bach, Rawan Habibeh, Serena Kim and Hamish Scott-Stevenson.

For more information about the 2024 ESS, including how it was conducted, visit the QILT website: www.qilt.edu.au

Report prepared for:

Australian Government Department of Education
50 Marcus Clarke St, Canberra ACT 2601

Report prepared by:

The QILT Team
The Social Research Centre
Level 5, 350 Queen Street
Melbourne, Victoria 3000
Telephone: (613) 9236 8500



Contents

List of abbreviations and terms	iv
1. Introduction.....	1
1.1. About this report.....	1
1.2. Background	1
1.3. Objectives.....	1
1.4. Overview	2
1.5. Project milestones	3
2. Sample build	4
2.1. Target population	4
2.2. Institutional participation.....	4
2.3. Sample preparation overview.....	4
2.3.1 ESS bridging module.....	6
2.4. Additional sample workflows	7
2.4.1 Survey invitation pack	8
2.4.2 Refusal conversion.....	8
2.4.3 ESS bridging module non-response follow-up	9
2.4.4 GOS partial completers	10
2.4.5 ESS boost	10
2.5. Sample build quality assurance	11
3. Survey design and procedures	12
3.1. Institutional engagement.....	12
3.2. Graduate and supervisor engagement	12
3.3. Contact protocol	12
3.3.1 Email invitation and reminders	15
3.3.2 SMS reminders.....	17
3.3.3 CATI workflow protocols.....	17
3.3.4 Fieldwork briefing and quality control.....	17
3.4. Data collection.....	18
3.4.1 Data collection workflows	18
3.4.2 Online survey	18
3.4.3 CATI survey.....	19
3.4.4 Survey testing.....	19
3.4.5 Quality assurance and applicable standards	19
3.5. Supervisor and graduate support.....	19
4. Questionnaire	21
4.1. Development	21
4.2. Overview	21
4.3. Changes from 2023.....	21
4.4. Additional items	21
4.4.1 Institution items	21
4.4.2 Stakeholder items.....	21
5. Data processing.....	22
5.1. Definition of the analytic unit	22
5.2. Data cleaning and preparation	22
5.3. Coding and processing of open text responses.....	22

5.4.	Data deliverables	23
6.	Final dispositions and response rates.....	24
7.	Response analysis	25
7.1.	Mode of completion	25
7.2.	Workflow attribution.....	25
7.3.	Data representativeness	26
8.	Considerations for future surveys.....	29
8.1.	Graduate response to the ESS bridging module	29
8.2.	Collection of supervisor contact details.....	29
8.3.	Email engagement with supervisors	29
8.4.	CATI engagement with supervisors and graduates	30
Appendix 1:	Participating institutions	31
Appendix 2:	ESS bridging module	34
Appendix 3:	ESS brochure and survey invitation pack	35
Appendix 4:	Refusal conversion	37
Appendix 5:	ESS Boost	38
Appendix 6:	Survey invitations and reminders	39
Appendix 7:	Core questionnaire.....	42

List of figures

Figure 1	Sample build workflows overview	5
Figure 2	ESS workflow overview	13
Figure 3	Contact protocol schedule.....	14

List of tables

Table 1	Key project statistics	2
Table 2	Key project milestones	3
Table 3	Graduate response to the ESS bridging module	6
Table 4	Graduate reasons for refusal in the ESS bridging module	7
Table 5	Contact details collected by sampling workflow	8
Table 6	Survey invitation pack outcomes.....	8
Table 7	Refusal conversion outcomes	9
Table 8	ESS bridging module non-response follow-up outcomes	10
Table 9	GOS partial completers outcomes	10
Table 10	ESS boost outcomes.....	11
Table 11	Type of contact details collected	11
Table 12	ESS message intent.....	15
Table 13	Email send outcomes by round of activity.....	16
Table 14	Workflow allocation	18
Table 15	Changed workflow	18
Table 16	ESS helpdesk outcomes	20
Table 17	ESS module themes	21
Table 18	Items coded and source for coding decisions	22
Table 19	Final survey outcomes	24
Table 20	Mode of completion	25
Table 21	Sample yield and mode of completion by initial workflow	25
Table 22	Source of contact details for ESS completes	26
Table 23	Respondents by broad field of education.....	26
Table 24	Respondents by type of institution and course characteristics	27
Table 25	Respondents by demographic characteristics	27
Table 26	Respondents by labour market characteristics	28

List of abbreviations and terms

ABS	Australian Bureau of Statistics
ADIA	Australian Data and Insights Association
ANZSCO	Australian and New Zealand Standard Classification of Occupations
ANZSIC	Australia and New Zealand Standard Industrial Classification
CATI	Computer Assisted Telephone Interviewing
ESS	Employer Satisfaction Survey
ESQ	Employer Satisfaction Questionnaire
GAS-E	Graduate Attributes Scale – Employer
GAS-G	Graduate Attributes Scale – Graduate
GOS	Graduate Outcomes Survey
HESA	Higher Education Support Act
ISO	International Standards Organisation
NUHEI	Non-University Higher Education Institution
QILT	Quality Indicators for Learning and Teaching
SACC	Standard Australian Classification of Countries
SES	Student Experience Survey
SFX	Secure File Exchange

1. Introduction

1.1. About this report

This methodological report describes the sample preparation, data collection, data processing and reporting aspects of the 2024 Employer Satisfaction Survey (ESS, 'the survey'), conducted on behalf of the Australian Government Department of Education ('the department') by the Social Research Centre. This report is organised into the following sections:

- Section 1 introduces the survey and provides a general overview.
- Section 2 describes the target population and sample build.
- Section 3 documents the survey design and procedures for conducting the study.
- Section 4 outlines the questionnaire development phase and provides an overview of changes from the previous iteration including institution specific items.
- Section 5 describes the data processing procedures and deliverables.
- Section 6 documents the final dispositions and response rates.
- Section 7 presents an analysis of response.
- Section 8 notes considerations for future iterations of the ESS.

1.2. Background

The ESS measures employer views of the attributes of recent graduates from Australian higher education institutions including universities and non-university higher education institutions (NUHEIs), providing assurance about the quality of Australia's higher education sector. The ESS is part of the Quality Indicators for Learning and Teaching (QILT) survey suite and has been conducted annually since 2016. The QILT surveys are independently and centrally administered by the Social Research Centre on behalf of the department.

The ESS represents the largest survey of its kind with three design features. First, the ESS is the only national survey in Australia that links the experiences of graduates to the views of their direct supervisors. Second, the ESS is undertaken on a systematic basis by asking employed graduates who participate in the Graduate Outcome Survey (GOS) to provide contact information for their supervisor who is then invited to complete the ESS. This enables understanding of the limitations and bias associated with the survey methodology. By way of comparison, many other employer surveys are not conducted on a systematic basis and report the perceptions of executives who may have had little or no direct experience with recent graduates. Third, the ESS is large enough to provide comparisons by broad field of education, employment characteristics, occupation, demographic group, and overall institution.

Compared with the ESS, other employer surveys of Australian higher education graduates are much smaller in scale, lack transparency in methodology and rely on the views of persons who may have had little or no direct contact with graduates.

For a more detailed history of the ESS, refer to the [2016 ESS Methodological Report](#).

1.3. Objectives

The impetus for a national survey of graduate employers is grounded in the Australian Government's desire to improve the range and quality of higher education performance indicators in Australia. Since employment is usually one of the main objectives of completing a higher education qualification, employer views of the readiness of graduates to enter the workplace forms a key component of the quality matrix. Employer views

of the technical skills, generic skills and work readiness of recent graduates provide assurance about the quality of Australia’s higher education sector.

1.4. Overview

The ESS is administered in parallel with the Graduate Outcomes Survey (GOS).

The main collection periods for the ESS start in November, February, and May, with the ESS fieldwork period extending beyond the GOS fieldwork period to facilitate ESS sample build and ESS response maximisation activities.

The sample was drawn from graduates who responded to the 2024 GOS, were in paid employment the week prior to completing the GOS and consented to provide contact details for their work supervisor.

Online was the primary mode of collection for the ESS, with Computer Assisted Telephone Interviewing (CATI) a secondary mode. If a valid email address was provided by the graduate, the supervisor would receive an email invitation to the online ESS. If the graduate only provided a phone number for their supervisor, the supervisor was called to complete the ESS via CATI. The survey was fielded in English only.

Unlike the GOS and the Student Experience Survey (SES), completed ESS CATI surveys are included in the nationally reported data.

A total of 3,652 valid survey responses from direct supervisors were collected across all study levels, representing a supervisor response rate of 46.1 per cent.

Refer to Table 1 for a summary of the key project statistics.

Table 1 Key project statistics

	November 2023	February 2024	May 2024	Total
Total supervisors approached (n)	2,833	634	5,070	8,537
Out of scope supervisors ¹ (n)	181	46	387	614
In-scope supervisors (n)	2,652	588	4,683	7,923
Completed surveys (n)	1,281	290	2,081	3,652
Overall response rate ² (%)	48.3	49.3	44.4	46.1
Analytic unit	Supervisor			
Mode of data collection	Online and CATI			

¹ Includes opt-outs and out-of-scope surveys.

² For the purpose of the ESS, response rate is defined as completed surveys as a proportion of ‘in-scope supervisors’, where in-scope supervisors exclude unusable sample (e.g., invalid contact details), out-of-scope and opted-out. This definition of response rate differs from industry standards by treating certain non-contacts and refusals as being ineligible for the response rate calculation. See American Association for Public Opinion Research (2023) for standard definitions.

1.5. Project milestones

Table 2 provides a summary of the key project milestones for each collection round in the 2024 ESS.

Table 2 Key project milestones

Task	Dates
Collection of supervisor contact details	
Sample build activity from the November round of GOS commenced	31-Oct-23
Sample build activity from the February round of GOS commenced	6-Feb-24
Sample build activity from the May round of GOS commenced	30-Apr-24
All sample build activities concluded	17-Jun-24
Data collection and response maximisation activities	
Fieldwork commenced	8-Nov-23
All response maximisation activities concluded	12-Aug-24
Fieldwork closed ¹	19-Aug-24
Reporting deliverables	
Draft data and documentation to the department	21-Oct-24
Final data and documentation to the department	11-Nov-24
Data files and Tableau reports to participating institutions	20-Nov-24

¹ For employed graduates who completed the GOS in the November or February rounds, the supervisor could be enumerated up until 19 August 2024.

2. Sample build

2.1. Target population

The in-scope population for the 2024 ESS comprised supervisors of employed graduates (but not self-employed or working in a family business) who completed the 2024 GOS. Refer to the [2024 GOS Methodological Report](#) for a complete description of the GOS target population.

2.2. Institutional participation

Intent to participate in the 2024 ESS was assumed for all institutions that chose to participate in the 2024 GOS. Graduates of 130 higher education institutions, including all 42 Table A and B universities, and 88 NUHEIs, were eligible to provide contact details for supervisors to participate in the 2024 ESS.

Of these institutions, graduates from 120 institutions (42 universities and 78 NUHEIs) did provide their supervisors' contact details to be included in the 2024 ESS sample.

In total, supervisors responded with data for 101 institutions (42 universities and 59 NUHEIs). As such, the number of participating institutions in the 2024 ESS was lower than those reported as participating the 2024 GOS.

Supervisors of graduates from seven non-Higher Education Support Act (HESA) approved providers participated in the ESS. These institutions are included in reporting as NUHEIs. Non-HESA institutions continued to be able to participate free of charge in the 2024 ESS collection cycle.

Refer to Appendix 1 for a list of institutions that had graduates provide valid contact details and supervisors complete the ESS.

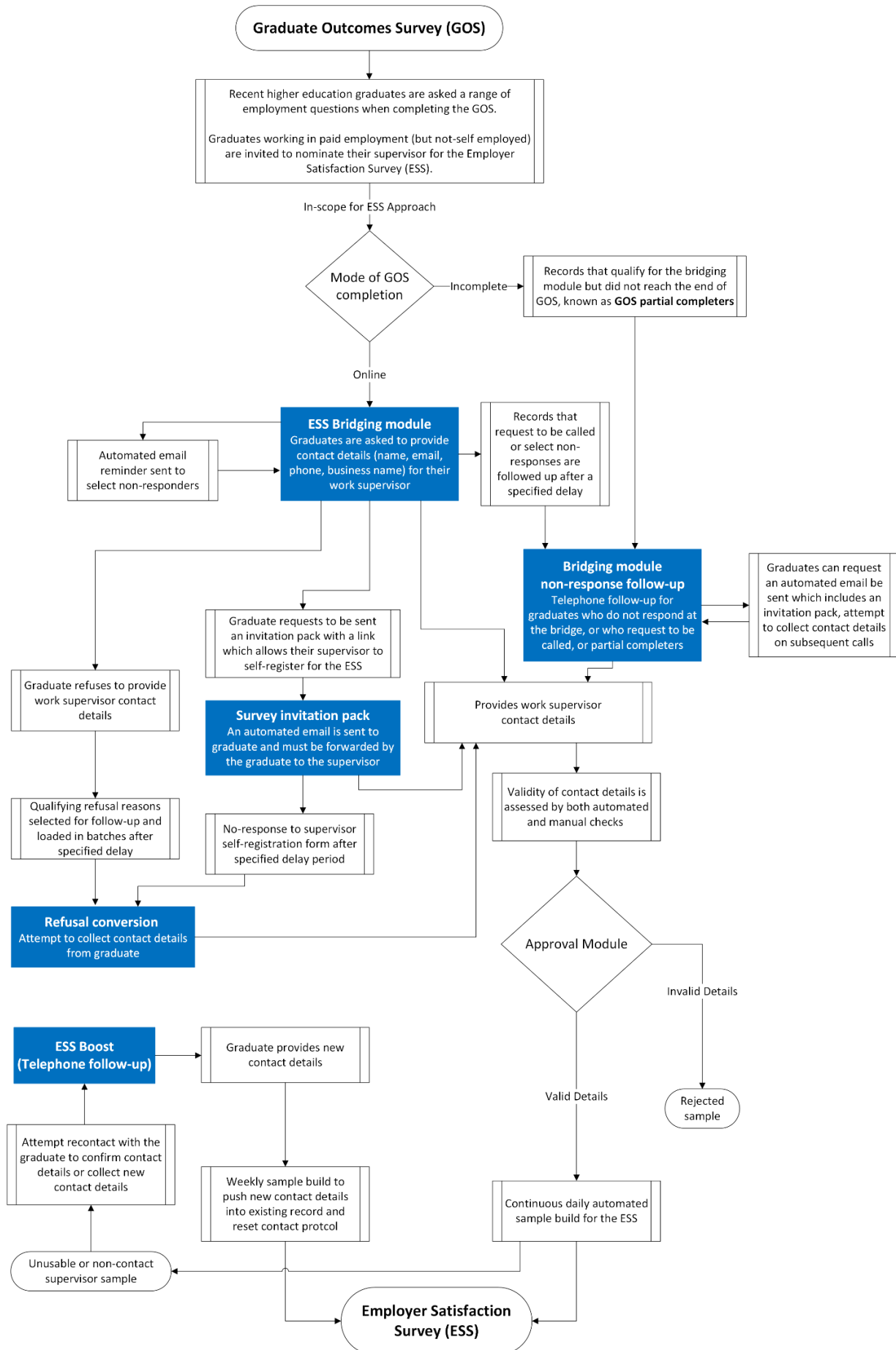
2.3. Sample preparation overview

All graduates in employment (but not self-employed or working in a family business) were asked to provide details (name, email and/or phone number) of their current supervisor to enable the supervisor to be invited to take part in the ESS. The initial method for building the survey sample took place at the end of the online GOS, where employed graduates were presented with the ESS bridging module (refer to Section 2.3.1 for further information on this workflow).

Several strategies were implemented to supplement the bridging module to increase the number of graduates providing valid contact details for their supervisor, thereby maximising the total number of supervisors who could be approached to participate in the ESS. These additional sample workflows included calls to graduates to correct inaccurate or incomplete supervisor contact information and follow-up calls to graduates who requested more information prior to agreeing to provide supervisor contact details. Calls were also made to graduates who completed enough of the GOS to qualify for the bridging module but did not reach the end of the GOS (also referred as 'GOS partial completers'). The scope and outcomes of each additional workflow used to build the ESS sample are detailed in Section 2.4.

Figure 1 provides an overview of the ESS sample build, which includes the bridging module and additional sample workflows.

Figure 1 Sample build workflows overview



2.3.1 ESS bridging module

The ESS bridging module was presented to employed graduates at the end of the online GOS. This module described the purpose, importance and relevance of the ESS and asked graduates if they would be willing to provide their supervisor's contact details (name, business name, email address and/or phone number). In the ESS bridging module, graduates could choose to:

- Provide contact details.
- Speak with their supervisor before responding.
- Request further information about the ESS. This option presented the graduate with a set of frequently asked questions and answers.
- Request a survey invitation pack be sent by email. The survey invitation pack included the *ESS Brochure* and an ESS approach email for the graduate to forward to their supervisor. The approach email linked to an online form that allowed the supervisor to self-register for the ESS.
- Refuse to provide contact details.

A copy of the ESS bridging module and telephone follow-up scripts are provided in Appendix 2.

Table 3 provides a summary of the graduate response to the request for contact details within the ESS bridging module. Only a small number of graduates indicated they would provide contact details (3.0 per cent). Results varied between collection rounds, with February having the highest level of agreement (4.0 per cent) and May the lowest (2.7 per cent). The overall level of graduate agreement was consistent with 2023 (3.2 per cent).

Table 3 Graduate response to the ESS bridging module

Response to the ESS bridging module	2023 November		2024 February		2024 May		2024 Total collection	
	n	%	n	%	n	%	n	%
Total graduates shown ESS bridging module	22,142		5,693		45,719		73,554	
No response	1,684		479		4,203		6,366	
Total responses	20,458	100.0	5,214	100.0	41,516	100.0	67,188	100.0
I will provide their details	681	3.3	207	4.0	1141	2.7	2,029	3.0
I want to speak with my supervisor before providing their details	1,807	8.8	326	6.3	3,586	8.6	5,719	8.5
I want more information about the Employer Satisfaction Survey	148	0.7	185	3.5	288	0.7	621	0.9
I do not wish to provide my supervisor's details	17,822	87.1	4,496	86.2	36,501	87.9	58,819	87.5

All graduates who responded 'I do not wish to provide my supervisor's details' were asked the main reason for their refusal. As shown in Table 4, the three most common reasons for refusal were concern that the supervisor was too busy (33.1 per cent), followed by the graduates having privacy concerns (14.6 per cent) and the graduate's job not being related to the study they did (13.5 per cent). Depending on the reason for refusal provided at the bridging module, graduates who consented to recontact were followed up by telephone (refer to Section 2.4.3 for further information on this workflow).

While referred to as a reason for refusal, graduates who responded with 'I do not have a direct supervisor' (10.0 per cent) were effectively out-of-scope for the ESS.

Table 4 Graduate reasons for refusal in the ESS bridging module

Graduate reason for refusal	November 2023		February 2024		May 2024		Total	
	n	%	n	%	n	%	n	%
Total refused	17,822		4,496		36,501		58,819	
No response	509		155		1,139		1,803	
Total responses	17,313	100.0	4,341	100.0	35,362	100.0	57,016	100.0
My supervisor is busy and does not have enough time	5,740	33.2	1,156	26.6	11,983	33.9	18,879	33.1
I have privacy concerns	2,595	15.0	886	20.4	4,853	13.7	8,334	14.6
My job is not related to the study I did	2,520	14.6	553	12.7	4,618	13.1	7,691	13.5
I have not been in my job long enough	1,607	9.3	403	9.3	4,089	11.6	6,099	10.7
I do not have a direct supervisor	1,686	9.7	614	14.1	3,426	9.7	5,726	10.0
My job is temporary only/casual only	1,597	9.2	277	6.4	3,319	9.4	5,193	9.1
I do not know the contact details of my supervisor	303	1.8	106	2.4	809	2.3	1,218	2.1
Other reasons	1,136	6.6	316	7.3	2,075	5.9	3,527	6.2

2.4. Additional sample workflows

An ongoing challenge for the ESS is the reluctance of graduates to pass on their supervisor contact details. Several additional sample workflows were used to supplement the core sample build workflow, which sought to collect supervisor contact details at the bridging module.

Graduates were eligible for additional sample workflows in the following circumstances:

- Requested an email containing the survey invitation pack and had not provided contact details (referred to as the 'survey invitation pack' workflow hereafter; see Section 2.4.1).
- Provided a refusal reason at the ESS bridging module that was suitable for a refusal conversion attempt ('refusal conversion' workflow, see Section 2.4.2).
- Did not provide a response at the ESS bridging module ('non-response follow-up' workflow; see Section 2.4.3).
- Were an employed graduate who had only partially completed the GOS and had not been approached for the ESS (see 'GOS partial completers', see Section 2.4.4).
- Provided contact details that were unusable, or a repeat non-contact when approached through the ESS boost workflow (see Section 2.4.5).

Operational efficiency in the sample build was a continued focus for the 2024 ESS. The refusal conversion workflow continued to expand with a greater allocation of resources in 2024, and the GOS partial completers workflow resumed in 2024 for all collection rounds (after being de-prioritised in 2023). The less efficient telephone follow-up workflow was scaled back in 2024 due to poor performance, relative to other additional workflows.

Over two-thirds (68.0 per cent) of all contact details were collected via the refusal conversion workflow. This was followed by the core sample build workflow, the ESS bridging module (17.1 per cent) and GOS partial completers (10.3 per cent). These were supplemented by the survey invitation pack workflow (3.3 per cent). Sample workflows other than the ESS bridging module accounted for a majority (82.9 per cent) of contact details collected, reinforcing the necessity of the additional sample build workflows.

A summary of contact details collected from each sample workflow is provided below in Table 5.

Table 5 Contact details collected by sampling workflow

Sample build workflow	November 2023		February 2024		May 2024		Total	
	n	%	n	%	n	%	n	%
Total contact details collected	2,833	100.0	634	100.0	5,070	100.0	8,537	100.0
Refusal conversion	1,878	66.3	426	67.2	3,503	69.1	5,807	68.0
ESS bridging module	501	17.7	114	18.0	846	16.7	1,461	17.1
Survey invitation pack	100	3.5	18	2.8	160	3.2	278	3.3
Non-response follow-up	37	1.3	8	1.3	66	1.3	111	1.3
GOS partial completers	317	11.2	68	10.7	495	9.8	880	10.3

2.4.1 Survey invitation pack

The ESS bridging module included an option for graduates to request an email containing a survey invitation pack. The survey invitation pack contained a link to the *ESS Brochure* and an ESS approach email that the graduate could forward onto their supervisor. The approach email contained a unique link to an online form where the supervisor could self-register for the ESS by providing their own contact details.

This workflow provided an alternative method of collecting supervisor contact details for graduates who preferred to give the option of registering for the ESS directly to their supervisor. The survey invitation pack was offered to graduates through a variety of pathways within the ESS bridging module. Telephone follow-up with graduates who requested the survey invitation pack, but whose supervisor had not registered, was conducted as part of the refusal conversion workflow (see Section 2.4.2).

A copy of the *ESS Brochure* and survey invitation pack email is provided in Appendix 3. The script for the online registration form and refusal aversion scripting is included in Appendix 4.

Outcomes of requests for the survey invitation pack are shown in Table 6. In 2024, the total proportion of supervisors who self-registered contact details after graduates were sent the survey invitation pack was 4.8 per cent, unchanged from 2023.

Table 6 Survey invitation pack outcomes

	2023 November	2024 February	2024 May	2024 Total collection
Graduate requested survey invitation pack (n)	1,762	361	3,662	5,785
Supervisor self-registered contact details (n)	100	18	160	278
Overall self-registration rate (%)	5.7	5.0	4.4	4.8

2.4.2 Refusal conversion

To try and further increase the ESS sample base, a refusal conversion workflow was undertaken via telephone. Only graduates with a phone number in the GOS sample were eligible for selection. Refusal reasons from the ESS bridging module were chosen for conversion based on their level of suitability, with some reasons deemed not suitable (e.g., 'I don't have a direct supervisor'). Sample was selected from the following five refusal reasons:

- My supervisor is busy and does not have enough time.
- My job is temporary only / casual only.
- I have privacy concerns.

- I have not been in my job long enough.
- My job is not related to the study I did.

To reduce any potential burden placed on graduates, only graduates who consented to recontact after refusing were selected for the refusal conversion workflow. The consent to recontact scripts are provided at Appendix 4. To optimise operational productivity, refusal conversion follow-up was directed towards the refusal reasons that were ‘easiest’ to convert (e.g., ‘My supervisor is busy and does not have enough time’).

The delay between the online refusal and telephone follow-up was dependent on operational needs, the nature of the refusal and strategies to maximise response. The refusal conversion script was customised to address common concerns associated with each refusal reason (see Appendix 4). Interviewer training for refusal conversion emphasised identifying and responding to the graduate’s personal concerns, rather than strict adherence to a predefined script. As part of telephone follow-up, up to four calls were placed to establish contact and attempt the refusal conversion.

The goal of this workflow was for interviewers to collect contact details directly from the graduate. However, interviewers also had the option of sending a survey invitation pack to the graduate’s email, allowing supervisor self-registration. The survey invitation pack was offered only as a final refusal aversion technique. Non-response follow-up to requests for the survey invitation pack was also conducted as part of the refusal conversion workflow.

Refusal conversion was the largest of the additional sample workflows undertaken as part of the 2024 ESS. Outcomes from refusal conversion are listed in Table 7. The proportion of graduates who provided valid contact details was higher in February (17.3 per cent) and November (17.2 per cent) than in May (14.5 per cent). This may be due to seasonal operational challenges faced by the workflow in May, with the end of the financial year and a shorter overall fieldwork period.

Table 7 Refusal conversion outcomes

	2023 November	2024 February	2024 May	2024 Total collection
Graduates contacted for refusal conversion (n)	10,903	2,466	24,222	37,591
Supervisor contact details collected ¹ (n)	1,878	426	3,503	5,807
Overall collection rate (%)	17.2	17.3	14.5	15.4

¹ Includes contact details provided by graduates via refusal conversion telephone follow-up, and supervisor self-registration as a result of a survey invitation pack sent from the refusal conversion workflow.

2.4.3 ESS bridging module non-response follow-up

The ESS bridging module non-response follow-up workflow was conducted with graduates who reached the ESS bridging module but stopped the survey without completing.

The non-response follow-up was conducted via both email and telephone. Graduates were sent up to two reminder emails prompting completion of the ESS bridging module. The initial reminder email was sent one day after the survey was stopped and the second email was sent following a further three-day delay.

If the graduate did not provide details after being sent reminder emails, and had a phone number available, they were subsequently followed up via telephone. Graduates who refused to provide contact details during telephone follow-up were read a short, tailored script to try and avert the refusal (Appendix 2 contains a copy of the telephone follow-up script). A short call cycle of up to four calls was used for the telephone follow-up.

Outcomes of the ESS bridging module non-response follow-up are shown in Table 8. Very few graduates contacted via this workflow provided contact details (3.4 per cent), down from 4.1 per cent in 2023. This suggested that the original non-response to the ESS bridging module could be considered a form of ESS bridge refusal.

Table 8 ESS bridging module non-response follow-up outcomes

	2023 November	2024 February	2024 May	2024 Total collection
Graduates contacted for follow-up (n)	1,191	42	1,707	2,940
Supervisor contact details collected (n)	40	0	59	99
Overall collection rate (%)	3.4	0.0	3.5	3.4

2.4.4 GOS partial completers

To further increase the ESS sample base, telephone follow-up was conducted with a select group of graduates who only partially completed the GOS ('GOS partial completers'). Employed graduates were selected for this workflow if they had completed enough of the GOS to be eligible for national reporting but did not complete enough of the GOS to reach the ESS bridging module. Graduates were also required to have a phone number in the GOS sample to be selected.

The GOS partial completers workflow was conducted after the end of fieldwork for each collection round of the GOS, and telephone follow-up aligned with processes described in Section 2.4.2. The introduction of the telephone follow-up script was customised for GOS partial completers and is included in Appendix 2.

Table 9 shows the total proportion of valid contact details provided by graduates when contacted via the GOS partial completers workflow (10.2 per cent). This is an increase from the total yield achieved in 2023 (3.8 per cent), as GOS partial completers were contacted throughout all collection rounds in the 2024 ESS, unlike in the 2023 ESS when they were only contacted in May.

Table 9 GOS partial completers outcomes

	2023 November	2024 February	2024 May	2024 Total collection
Graduates contacted for follow-up (n)	2,869	667	5,164	8,700
Supervisor contact details collected (n)	317	69	499	885
Overall collection rate (%)	11.0	10.3	9.7	10.2

2.4.5 ESS boost

Another telephone follow-up workflow referred to as the ESS boost was implemented to recover ESS sample that had an unusable outcome (for example, disconnected phone number or permanent failure to deliver email) or sample that was a repeat non-contact through the ESS online workflow. Records with contact details collected directly from supervisors (see Section 2.4.1) were not eligible for the ESS boost workflow and only records where the graduate had a phone number in the GOS sample were selected. The boost script is provided at Appendix 5.

Up to three phone calls were placed for the boost workflow. Graduates were asked by interviewers to confirm if the original contact details provided were correct. Existing contact details could be confirmed or removed, and new details provided. In circumstances where new or updated information was provided, the contact protocol for the ESS record was reset and the record was entered anew into the appropriate online or telephone workflow (refer to Section 3.3). If no new contact information for a record was obtained, no adjustment was made to the ESS contact protocol.

Table 10 displays the outcomes of the ESS boost workflow. In total, more graduates provided new contact details (25.5 per cent) than confirmed the original contact details (17.0 per cent), reinforcing the need for the ESS boost workflow. As in prior years, a lower proportion of graduates provided new contact details in the May round (24.8 per cent).

Table 10 ESS boost outcomes

	2023 November		2024 February		2024 May		2024 Total collection	
	n	%	n	%	n	%	n	%
Graduates contacted for follow-up	212	100.0	58	100.0	307	100.0	577	100.0
Supervisor contact details collected	88	41.5	24	41.4	133	43.3	245	42.5
Confirmed original contact details	34	16.0	7	12.1	57	18.6	98	17.0
Provided new contact details	54	25.5	17	29.3	76	24.8	147	25.5

2.5. Sample build quality assurance

The data quality of each sample record was checked as it was collected and prior to the record being entered into the appropriate contact workflow (see Section 3.3).

All contact details collected were passed through a cleaning process to ensure high data quality. Sample records could be accepted or rejected, with accepted records forming the ESS sample. The vast majority (98.7 per cent) of records were accepted.

To minimise sample quality errors, the following validation processes were applied at the time of contact details collection:

- Validation of supervisor email addresses.
- Checks on supervisor name, phone number, and email address fields to ensure they did not match the graduate's sample information.

Checks on domestic phone numbers to ensure they were 10 digits and international phone numbers to ensure they were formatted with a country code. Table 11 provides a summary of the type of valid supervisor contact details provided by graduates for the 2024 ESS. Collection of an email and phone allowed supervisors to be approached through both online and telephone workflows (see Section 3.3) and was an important component of attempting to maximise response to the ESS.

The total collection of both a valid email address and phone number increased from 56.0 per cent in 2023 to 60.8 per cent in 2024, although it remains lower than the 62.9 per cent achieved in 2022.

Table 11 Type of contact details collected

Type of contact details collected	2023 November		2024 February		2024 May		2024 Total collection	
	n	%	n	%	n	%	n	%
Total valid contact details	2,833	100.0	634	100.0	5,070	100.0	8,537	100.0
Email only	1,026	36.2	222	35.0	1,768	34.9	3,016	35.3
Phone number only	103	3.6	11	1.7	219	4.3	333	3.9
Email and phone number	1,704	60.1	401	63.2	3,083	60.8	5,188	60.8

3. Survey design and procedures

3.1. Institutional engagement

The institutional engagement strategy for the 2024 ESS included:

- the timely provision of institutional planning resources, such as the *QILT Key Dates Calendar* and *GOS Collection and Sample Guide*¹, accessible via the QILT provider portal.
- GOS and ESS specific content in the QILT webinar and newsletter series, encompassing analysis of prior year survey results, sample preparation, questionnaire changes, response maximisation, survey methodology and fieldwork progress.
- the provision of a *GOS Marketing Pack* to support institutional marketing activity, including a *Marketing Pack User Guide* and an Engagement activity plan.

Compared with the SES and the GOS, the capacity to influence ESS participation through institutional engagement is somewhat limited.

3.2. Graduate and supervisor engagement

An *ESS Brochure* was made available to graduates and supervisors as part of engagement materials and upon request. The *ESS Brochure* was presented in a question-and-answer format and covered topics relevant to supervisor participation. These topics included the benefits of participation, what is required of supervisors to participate and the privacy provisions of the research. A copy of the *ESS Brochure* is included in Appendix 3.

The *GOS Marketing Pack* was available to participating institutions on the QILT website provider portal. While the primary purpose of this pack was to help institutions increase graduate engagement and support the institutional administration of the GOS, the included approach letter and email templates encouraged graduates to nominate their supervisor for the ESS. All correspondence provided the helpdesk contact details for the purpose of contacting the Social Research Centre if there were any queries (see Section 3.5).

An ESS webpage (qilt.edu.au/ess) was also made available on the QILT website as a public-facing resource for engaging with both graduates and supervisors. The webpage included a link to the *ESS Brochure*, provided access to the prior ESS results and reports, information about the privacy provisions that apply, and answers to a set of frequently asked questions relating to participation.

3.3. Contact protocol

Dual methodologies were utilised in the 2024 ESS with online and CATI workflows established to support supervisor participation.

Supervisors with a valid email address were entered into the online workflow consisting of an invitation email followed by up to six reminders. This was the primary workflow on the basis that supervisors would prefer to receive information about the ESS in writing and have the option to self-complete.

Records with only a valid phone number (i.e., no email address), were entered into the CATI workflow. Of those with a valid phone number, mobile numbers were further followed up with an SMS reminder. Records with both a valid email address and phone number were initially entered into the online workflow.

Figure 2 provides an overview of the online and CATI workflows for the ESS.

¹ The *GOS Collection and Sample Guide* introduced the ESS by describing how graduate participation in the GOS leads to the ESS sample build and outlined a plan for institutions to raise awareness of the ESS with their graduates.

Figure 2 ESS workflow overview

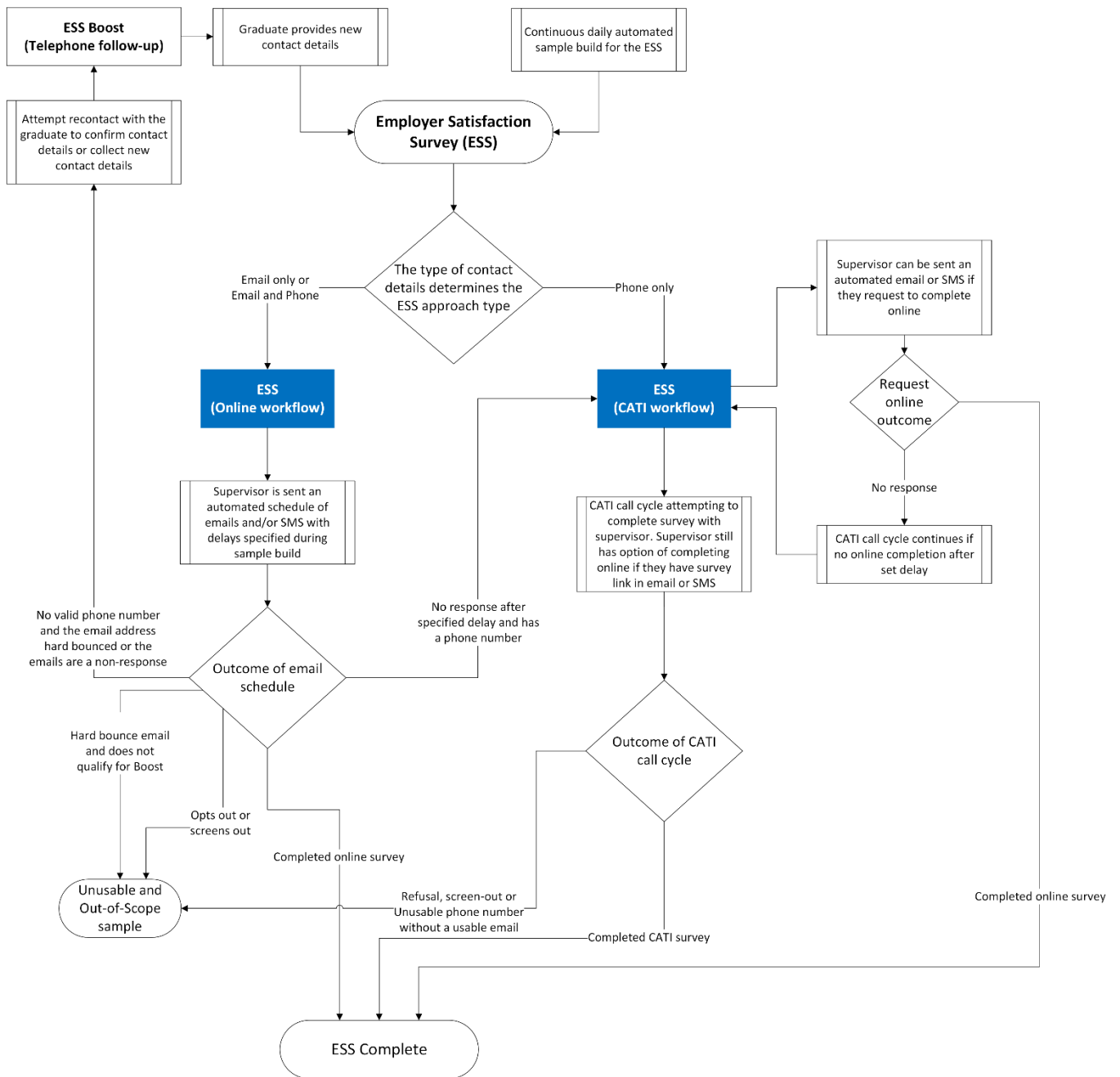


Figure 3 outlines the contact protocol schedule used for the 2024 ESS, including the delay before beginning each workflow or sending a communication. The initial delay between contact details being provided and the supervisor being approached allowed graduates time to make their supervisors aware of the ESS before an invitation was received. A series of increasing delays was employed for each subsequent email, utilising the long fieldwork period to maximise response. To accommodate the shorter fieldwork period in the May round (see Section 1.5), an accelerated contact protocol was applied in the last two months of standard fieldwork and then a one-week extension to engage the remaining May supervisors.

Figure 3 Contact protocol schedule



*Note: The shorter delay was used when contact details were provided within the last two months of fieldwork.

Records in the online workflow were transferred to the CATI workflow if they had a valid phone number and the supervisor did not respond to the survey within thirteen days of the invitation email being sent, except for when the email address hard bounced, supervisors continued to receive email reminders when transferred from the online to CATI workflow. Supervisors in the CATI workflow had the option of completing the survey via CATI or online.

If a supervisor requested to complete the survey online at the time of the call, their preferred email address was collected and an email with a link to complete the survey was sent immediately following the call. Supervisors choosing this option remained in the CATI workflow and if the supervisor had not responded to the survey within seven days, further CATI follow-up was conducted.

It is important to note that all contact was ceased to supervisors who had completed the survey, been disqualified from participating (i.e., screened out because they were not eligible) or otherwise opted-out (e.g., unsubscribed). The contact protocol was adjusted as required to meet operational needs. For example, the email schedule was paused during the end of calendar year holiday period.

3.3.1 Email invitation and reminders

The message intent of each email communication for the 2024 ESS is listed in Table 12.

An example of the invitation email sent to supervisors is provided in Appendix 6.

Table 12 ESS message intent

Activity	Message intent
Invitation	Awareness raising and invitation
Reminder 1	Express importance and value of participation, incentivise via sharing of research findings
Reminder 2	Appeal to help the Australian Government improve Australian higher education
Reminder 3	Feedback to improve skills and training needed by industry, attention drawn to unsubscribe option
Reminder 4	Acknowledgement that supervisor may be busy, importance of sharing perspective
Reminder 5	Call attention and build urgency by noting that the survey is closing soon
Reminder 6	Final chance to complete, inform that this is the final email

A breakdown of email send outcomes by round of activity is provided at Table 13.

‘Clicked on link’ is the key indicator used to measure email performance. Supervisor engagement was highest in November 2023 (46.9 per cent) in comparison to May 2024 (46.2 per cent) and February 2024 (33.6 per cent). It should be noted that the sample size for February is quite small relative to the November and May rounds, and this should be considered when interpreting email send results.

The proportion of hard bounced emails (sent emails that return with a server response indicating non-delivery) was low for all emails except the invitation, and consistent across all rounds. Hard bounce for the invitation email was highest in May 2024 (9.1 per cent), followed by November 2023 and February 2024 (8.8 per cent respectively). The high initial bounce rate confirms the continued need for the ESS boost workflow (see Section 2.4.5) and monitoring of the email verification process.

Opt-outs did not exceed one per cent at each email throughout the November round, suggesting the nature of the survey and the timing of sends were not a concern for supervisors. However, both the February round (Reminder 3 and 4) and May round (Reminder 2 and 3) had emails with opt-out rates at or above one per cent. Additionally, Reminder 4 had lower supervisor engagement than was reported for other emails throughout the collection year.

Table 13 Email send outcomes by round of activity

	Invite	R1	R2	R3	R4	R5	R6
2023 November							
Total sent (n)	2,722	2,230	2,055	1,891	1,689	1,360	555
Opened (%)	64.7	66.6	66.0	61.2	35.9	64.6	58.6
Clicked on survey link (%)	46.9	47.0	47.9	43.6	12.8	49.0	44.0
Opt-out from survey link (%)	0.3	0.4	0.7	0.8	0.8	0.3	0.0
Opened email (%)	17.5	19.1	17.4	16.8	22.2	15.3	14.6
Unopened (%)	25.9	32.4	33.1	38.0	62.4	32.9	40.7
Soft bounce (%) ¹	0.6	0.7	0.8	0.8	1.5	0.9	0.4
Hard bounce (%) ²	8.8	0.4	0.1	0.0	0.2	1.5	0.4
2024 February							
Total sent (n)	613	517	463	415	322	299	130
Opened (%)	54.8	64.4	67.6	55.9	34.8	63.2	56.9
Clicked on survey link (%)	33.6	29.8	47.1	24.3	11.8	45.8	37.7
Opt-out from survey link (%)	0.5	0.8	0.6	1.0	1.6	0.0	0.8
Opened email (%)	20.7	33.8	19.9	30.6	21.4	17.4	18.5
Unopened (%)	36.2	34.8	32.2	43.9	64.9	36.1	43.1
Soft bounce (%)	0.2	0.2	0.2	0.2	0.0	0.0	0.0
Hard bounce (%)	8.8	0.6	0.0	0.0	0.3	0.7	0.0
2024 May							
Total sent (n)	4,760	3,593	3,046	2,482	1,593	2,485	662
Opened (%)	66.1	67.2	64.5	64.8	32.6	64.1	59.1
Clicked on survey link (%)	46.2	43.1	40.9	43.6	12.1	48.7	44.4
Opt-out from survey link (%)	0.5	0.8	1.8	4.1	0.8	0.4	0.2
Opened email (%)	19.4	23.3	21.9	17.1	19.7	15.0	14.5
Unopened (%)	24.4	32.0	34.6	34.3	66.0	33.9	40.0
Soft bounce (%)	0.4	0.6	0.6	0.8	1.4	0.9	0.8
Hard bounce (%)	9.1	0.3	0.2	0.1	0.1	1.1	0.2

¹ A soft bounce occurs when an email could not be delivered because of a temporary issue, such as the recipient's mailbox being full or inactive.

² A hard bounce occurs when an email could not be delivered for permanent reasons, for example when the recipient's email address does not exist or the recipient's email server has blocked delivery.

3.3.2 SMS reminders

An SMS reminder was sent to all supervisors with a valid Australian mobile number during the extended fieldwork period. This constituted an expansion of the contact protocol for 2024.

Supervisors who had completed or screened out of the survey, unsubscribed from email activity, or refused to participate when contacted were excluded from the SMS send.

In compliance with the Australian Privacy Principles and the Spam Act 2003, the SMS identified the Social Research Centre as the sender, noted the study the SMS was referring to and had the functionality for recipients to unsubscribe. Supervisors were able to opt-out by replying 'STOP' to the SMS and all other responses were reviewed for further opt-outs. An example of the SMS reminder message sent to supervisors is provided in Appendix 6.

3.3.3 CATI workflow protocols

Call procedures for supervisors entering the CATI workflow directly (that is, where no email address was provided by the graduate) or after being transferred from the online workflow were as follows:

- Call attempts placed over different days of the working week and times of day. Up to eight call attempts were made in cases where contact had been made, with a maximum of six when contact was not made. Additional calls beyond these limits were allowed only by appointment request.
- Placing a second call attempt to 'fax/modem' and 'number disconnected' outcomes (given that there are occasionally issues with internet connections and problems at the exchange).
- The option of sending supervisors an email with their unique survey link if supervisors preferred to complete online, rather than complete a phone interview.

Just over half of the surveys completed in the CATI workflow (51.9 per cent) occurred within the first two call attempts. A long-tailed call cycle has historically been an important component of the CATI workflow protocol, however the effectiveness of repeated call attempts has been declining since 2022. In 2023, over one fifth (23.3 per cent) of the CATI workflow surveys completed required five or more calls to the supervisor, compared to less than one fifth (17.6 per cent) of surveys in 2024. This suggests fewer call attempts are needed to secure a survey, perhaps reflecting the increased collection of direct lines (i.e. mobile phone numbers).

In 2024, a new process was trialled whereby a supervisor in the CATI workflow was offered a SMS with a unique survey link to complete the survey online, rather than continue by telephone. This was conceived as a means of accommodating supervisor preferences and of averting refusals. Whilst very few supervisors took up this option during the call, it could continue to be offered in the 2025 ESS to further assess its effectiveness in supporting the CATI workflow and the broader response maximisation effort.

3.3.4 Fieldwork briefing and quality control

Call centre operators selected to work on the 2024 ESS attended a briefing session delivered by the Social Research Centre project management team. Briefings were conducted prior to the commencement of sample build workflows and ESS interviewing. Additional briefings were conducted throughout fieldwork as required to meet operational needs. The briefings covered an overview of the ESS and QILT, privacy and confidentiality policies, procedures for each workflow, and fieldwork timelines.

Each briefing session was followed by a run through of the survey script and a training module delivered by the operations team. The training module focused on building skills for respondent liaison and respondent engagement. It made use of interactive learning, utilising call recordings and role-play exercises to tailor response maximisation skills to the ESS.

In-field quality control procedures were in accordance with ISO 20252:2019 standards.

3.4. Data collection

3.4.1 Data collection workflows

The ESS utilised a dual-mode methodology, with data collected through both online and CATI workflows to maximise response.

Table 14 shows the proportion of supervisors allocated to the online and CATI workflows. As can be seen, the majority (96.1 per cent) of supervisor records were initially assigned to the online workflow, with a minority (3.9 per cent) initially assigned to the CATI workflow due to only providing a phone number. A lower proportion of records changed workflow in May (42.4 per cent) due to the shorter May fieldwork period (see Section 1.5).

Table 14 Workflow allocation

Workflow	2023 November		2024 February		2024 May		2024 Total collection	
	n	%	n	%	n	%	n	%
Total supervisors approached	2,833	100.0	634	100.0	5,070	100.0	8,537	100.0
Total assigned to online workflow	2,730	96.4	623	98.3	4,851	95.7	8,204	96.1
Email only provided	1,026	36.2	222	35.0	1,768	34.9	3,016	35.3
Email and phone provided	1,704	60.1	401	63.2	3,083	60.8	5,188	60.8
Total assigned to CATI workflow	1,353	47.8	310	48.9	2,290	45.2	3,953	46.3
Phone only provided	103	3.6	11	1.7	219	4.3	333	3.9
Changed from online workflow	1,250	44.1	299	47.2	2,071	40.8	3,620	42.4

Table 15 shows the number and proportion of supervisor records changing workflow because of a 'hard bounce' outcome, or non-response to the online survey invitation and reminders. For the 2024 ESS, over two thirds (69.8 per cent) of supervisors assigned to the online workflow changed to CATI workflow, a decrease from 2023 (73.9 per cent).

Table 15 Changed workflow

Changed workflow	2023 November		2024 February		2024 May		2024 Total collection	
	n	%	n	%	n	%	n	%
Eligible for workflow change¹	1,704	100.0	401	100.0	3,083	100.0	5,188	100.0
Total changed workflow²	1,250	73.4	299	74.6	2,071	67.2	3,620	69.8
Hard bounce	248	14.6	57	14.2	443	14.4	748	14.4
Online non-response	1,002	58.8	242	60.3	1,628	52.8	2,872	55.4
Total unchanged workflow³	454	26.6	102	25.4	1,012	32.8	1,568	30.2

¹ Only records with an email and phone provided were eligible for workflow change.

² Hard bounce and Online non-response added to CATI workflow.

³ Total unchanged workflow are those who had completed, screened out or unsubscribed prior to trigger for changing workflow.

3.4.2 Online survey

The online survey could be accessed by clicking on the link in the email invitation or reminders, or the SMS reminder (refer to Appendix 6). Clicking from the email invitation, email reminder or SMS would go directly to the beginning of the survey. Unlike the SES and GOS, due to the limited ESS sample frame, there was no option to start the survey via the QILT website.

Online survey presentation was informed by the Australian Government accessibility guidelines, ensuring easy access for graduates to complete the survey. Standard online survey features included:

- consistent presentation and placement of “Next” and “Previous” buttons
- input controls and internal logic/validation checks
- tailoring error messages as appropriate
- splitting long statement batteries over several screens to reduce the number of items that require vertical scrolling on a desktop
- sizing the panels for free text responses commensurate with the level of detail required in the response
- automatically ‘saving’ with progression to the next screen
- the capacity to save and return to finish off at another time, resuming at the last question viewed.

The survey look and feel was customised to be consistent with QILT branding guidelines, including the use of the ESS logo and colour scheme. This ensured consistency with the look of the email invitation, reminders, and *ESS Brochure*.

3.4.3 CATI survey

The CATI survey was administered in a near identical format to the online ESS noting some modifications to facilitate CATI data capture. Interviewers had an interfacing script at the start and finish of the online survey which allowed for categorisation of call outcomes.

Consistent with the online survey, the non-mandatory nature of the ESS questionnaire items allowed for responses to items to be skipped by the interviewer if requested by the supervisor.

3.4.4 Survey testing

Standard operational checks of the online and CATI surveys were conducted pre-field to ensure implementation aligned with the intended questionnaire design.

The surveys completed during the early stages of survey fieldwork were checked for correct base sizes to ensure sequencing was functioning as intended. No issues were identified, and the survey fieldwork continued until completion. Data was again reviewed to ensure the integrity of all items once all surveys had been completed.

3.4.5 Quality assurance and applicable standards

All aspects of the ESS were undertaken in accordance with the Privacy Act (1988) and the Australian Privacy Principles contained therein, the Privacy (Market and Social Research) Code 2021, the Research Society’s Code of Professional Behaviour, and ISO 20252:2019 standards.

All senior QILT staff are full members of the Research Society or maintain professional membership relevant to their role, and the Social Research Centre is also a member of the Australian Data and Insights Association (ADIA, formerly Association of Market and Social Research Organisations).

All sensitive or personally identifiable information were transferred using the QILT Secure File Exchange (SFX).

3.5. Supervisor and graduate support

The Social Research Centre maintained an ESS helpdesk to provide supervisors and graduates an avenue to establish contact with the ESS team.

The helpdesk featured an 1800 number and an ESS inbox (ess@srcentre.com.au) and responded to queries within one business day. The 1800 number was also available internationally (with an international dialling

code) and remained operational for the duration of the overall fieldwork period. The helpdesk was staffed seven days a week during call centre operational hours and all calls outside these hours were routed to a voicemail service. Additionally, a general inbox (gilt@srcentre.com.au) was also maintained for general queries outside the ESS fieldwork period, managed by the QILT team and staffed during business hours.

The ESS helpdesk team was briefed on the project background, procedures and questionnaire to enable them to answer a wide range of queries. All opt-outs and out-of-scope outcomes identified via the helpdesk were logged and removed from the in-scope sample to cease further contact.

A summary of enquires to the ESS helpdesk is provided at Table 16. Survey queries remained the most common reason for contacting the helpdesk, accounting for 57.0 per cent of total enquiries. These included queries about the survey content and technical support for the online survey.

Table 16 ESS helpdesk outcomes

Type of enquiry	1800 number		ESS Inbox		Total	
	n	%	n	%	n	%
Total	527	100.0	150	100.0	730	100.0
Survey query	307	58.3	75	50.0	416	57.0
Opt-out	133	25.2	55	36.7	203	27.8
Follow-up call	48	9.1	0	0.0	49	6.7
Out-of-scope	9	1.7	4	2.7	14	1.9
Change of contact details	7	1.3	3	2.0	11	1.5
Other	23	4.4	13	8.7	37	5.1

4. Questionnaire

4.1. Development

The 2024 Employer Satisfaction Questionnaire (ESQ) was based on the 2023 instrument, with standard operational updates made to align the questionnaire with current reference periods. Only minor changes were made to the ESQ for the 2024 ESS (refer to Section 4.3).

In addition to the core questionnaire changes, institutions were able to add, modify or remove their additional items for the full ESS collection year. Institutions were also given the option of including stakeholder items for the full ESS collection year (refer to Section 4.4).

4.2. Overview

Table 17 outlines the thematic areas of the five main modules in the questionnaire.

The design of the ESS instrument was modular, with items essential to response analysis (Module B) positioned early in the questionnaire, followed by the Graduate Attributes Scale – Employer (GAS-E) which measures the extent to which supervisors agreed the graduate was prepared for employment across several graduate attribute domains (Module C). Institutions and stakeholder items are presented as additional items after the core modules (Module E). Items related to future contact (i.e., for notification of survey results publication) were delivered in the closing module (Module F).

A copy of the core survey instrument (i.e., excluding any additional items) is included at Appendix 7.

Table 17 ESS module themes

Module	Themes
Module A	Introduction and screening
Module B	Overall graduate preparation
Module C	Graduate Attributes Scale – Employer (GAS-E)
Module E	Additional items (institution and stakeholder specific)
Module F	Close

4.3. Changes from 2023

The main changes to the core questionnaire for the 2024 ESS are outlined below:

- Updated year references throughout the questionnaire.
- Minor text revisions to telephone interviewer notes and closing scripts.

No further changes were made to the core questionnaire for the 2024 ESS.

4.4. Additional items

4.4.1 Institution items

No institutions opted to include institution-specific items in the 2024 ESS.

4.4.2 Stakeholder items

No stakeholder items were included in the 2024 ESS.

5. Data processing

5.1. Definition of the analytic unit

The analytic unit for the ESS is the course or major. The data file contains one record for each of the graduate's courses or majors to a maximum of two. Supervisors appear twice in the file if the graduate they supervised either completed a single degree with two majors, or a double degree. If a graduate had completed a single degree with two majors, the second major is included in the data file but not included in the *ESS National Report*.

In the 2024 ESS data set, a record was considered complete if the supervisor had provided a response at any of the following items:

- *EQUALIMP* (importance of qualification to be able to do their job well).
- *ECRSPREP* (qualification prepared graduate for the job).
- *EHIRE* (likelihood the employer would hire another graduate with the same qualification) questions.

5.2. Data cleaning and preparation

Data preparation occurred on the raw data file exported from the data collection platform with derivations, re-coding and cleaning routines applied, including:

- derivation of outcome variables based on Australian Bureau of Statistics (ABS) standards (derivations are documented in the *2024 ESS Data Dictionary*, made available to institutions on the QILT provider portal)
- re-coding value labels where required
- re-coding of 'no answers' to the missing values conventions
- cleaning of supervisor name.

5.3. Coding and processing of open text responses

Spell checking and light cleaning of free text responses were applied to remove identifiers and expletives.

Table 18 summarises the items where industry standard frames were applied for the coding of free text responses.

For items with free text responses not associated with an industry standard frame, code frames and back-coding rules were developed in conjunction with, and approved by the department, and were largely unchanged from previous iterations of the ESS.

Table 18 Items coded and source for coding decisions

Item coded	Source
Occupation	Occupation was coded using the Australian and New Zealand Standard Classification of Occupations (ANZSCO, Version 1.4, 2022, ABS catalogue number 1220.0)
Industry	Industry was coded using the Australia and New Zealand Standard Industrial Classification (ANZSIC, 2006 Revision 2.0, ABS catalogue number 1292.0)
Country employer/business is based	For graduates working overseas, country of employment was coded using the Standard Australian Classification of Countries (SACC, 2016, Second edition, ABS catalogue number 1269.0)

5.4. Data deliverables

The Social Research Centre provided institutions and the department the following data deliverables at the completion of the 2024 ESS collection cycle:

- Department national data file in csv, SPSS and SAS format.
- Institution data files in csv and SPSS format as a standard, and in SAS format for institutions specifically requesting this format.
- Data dictionary and data map in Excel format.
- Institution report tables in Excel format.
- Files in Tableau packaged workbook format at the institution and Universities Australia level.
- *National Report Tables*, available on the QILT website.

6. Final dispositions and response rates

Table 19 summarises outcomes for sample records in the ESS online and CATI workflows for all supervisors approached.

A total of 8,537 supervisors were approached for the 2024 ESS. Approximately one-third (33.2 per cent) of supervisors approached completed the survey via the online workflow, a modest increase on the online completion rate in 2023 (32.6 per cent).

Less than one-tenth (9.6 per cent) of supervisors approached completed via the CATI workflow, which was comparable to the rate achieved in 2023 (9.6 per cent).

A small proportion (7.2 per cent) of supervisors approached were out-of-scope (i.e., refused the survey or had not supervised the graduate).

After the online and CATI workflow contact protocols were completed, about one-in-five supervisors approached had a final outcome of either online workflow non-response (9.0 per cent) or CATI workflow non-contact (9.4 per cent).

Finally, almost one-in-three (31.7 per cent) supervisors approached were recorded as an online or CATI workflow 'other outcome' or a CATI workflow 'other contact'.

The CATI interview duration for the 2024 ESS, inclusive of time to identify and screen the supervisor, averaged 13 minutes.

Table 19 Final survey outcomes

	2023 November		2024 February		2024 May		2024 Total collection	
	n	%	n	%	n	%	n	%
Total supervisors approached	2,833	100.0	634	100.0	5,070	100.0	8,537	100.0
Out-of-scope supervisors ¹	181	6.4	46	7.3	387	7.6	614	7.2
In-scope supervisors	2,652	93.6	588	92.7	4,683	92.4	7,923	92.8
Online workflow complete	958	33.8	222	35.0	1,652	32.6	2,832	33.2
Online workflow non-response	234	8.3	52	8.2	481	9.5	767	9.0
Online workflow other outcome ²	463	16.3	97	15.3	803	15.8	1,363	16.0
CATI workflow complete	323	11.4	68	10.7	429	8.5	820	9.6
CATI workflow non-contact	222	7.8	44	6.9	536	10.6	802	9.4
CATI workflow other contact ³	387	13.7	89	14.0	645	12.7	1,121	13.1
CATI workflow other outcome ²	65	2.3	16	2.5	137	2.7	218	2.6
Average CATI workflow interview duration (minutes)	14	-	14	-	13	-	13	-

¹ Includes opt-outs and out-of-scope surveys.

² Includes outcomes such as email bounces, unusable sample and partial surveys.

³ Includes outcomes such as language difficulties, away for duration of survey, claims to have completed survey, residual appointments.

7. Response analysis

7.1. Mode of completion

As can be seen at Table 20, over three-quarters (77.5 per cent) of the surveys were completed online.

Just over one-fifth (22.5 per cent) of ESS surveys were completed via CATI. While a dual-mode design is still essential to maintain response rates comparable to historical results, the proportion of CATI workflow completions continued to decline in comparison to 2023 (22.8 per cent) and 2022 (24.9 per cent).

Almost one-fifth (19.3 per cent) of surveys were attributed to online completion after follow-up with supervisors in the CATI workflow. Notably, the proportion of online completions without further follow-up increased to 58.2 per cent compared to 2023 (53.2 per cent) and 2022 (55.7 per cent).

Table 20 Mode of completion

	2023 November		2024 February		2024 May		2024 Total collection	
	n	%	n	%	n	%	n	%
Total completed	1,281	100.0	290	100.0	2,081	100.0	3,652	100.0
Total completed online	958	74.8	222	76.6	1,652	79.4	2,832	77.5
Completed online without CATI workflow follow-up	708	55.3	155	53.4	1,264	60.7	2,127	58.2
Completed online after CATI workflow follow-up	250	19.5	67	23.1	388	18.6	705	19.3
Total completed by CATI	323	25.2	68	23.4	429	20.6	820	22.5

Table 21 compares sample yield and mode of completion within the workflow to which the supervisor was originally assigned. Overall sample yield was higher for the online workflow (46.8 per cent) than the CATI workflow (29.2 per cent). One-in-ten supervisors in the online workflow (9.7 per cent) completed by phone, in comparison to a low rate of online completion (3.8 per cent) by supervisors assigned to the CATI workflow.

Table 21 Sample yield and mode of completion by initial workflow

	Online		CATI		Total	
	n	%	n	%	n	%
In-scope supervisors ¹	7,605	100.0	318	100.0	7,923	100.0
Total completed	3,559	46.8	93	29.2	3,652	46.1
Completed online	2,820	37.1	12	3.8	2,832	35.7
Completed by phone	739	9.7	81	25.5	820	10.3

¹ In-scope supervisors excludes unusable sample (e.g., invalid contact details), out-of-scope and opted-out.

7.2. Workflow attribution

As noted in Section 2.3.1, low levels of consent to provide contact details at the ESS bridging module meant additional workflows were required to supplement the collection of contact details.

Table 22 provides an overview of ESS completes by sample workflow (i.e., source of contact details collection). The refusal conversion (64.7 per cent) and ESS bridging module (19.4 per cent) workflows were the most common sources of contact details for ESS completions. Other workflows each contributed less than ten per cent to the total response.

Table 22 Source of contact details for ESS completes

Sample workflow	2023 November		2024 February		2024 May		2024 Total collection	
	n	%	n	%	n	%	n	%
Total completed	1,281	100.0	290	100.0	2,081	100.0	3,652	100.0
Refusal conversion	841	65.7	183	63.1	1,340	64.4	2,364	64.7
ESS bridging module	230	18.0	58	20.0	420	20.2	708	19.4
GOS partial completers	126	9.8	31	10.7	178	8.6	335	9.2
Survey invitation pack	69	5.4	15	5.2	118	5.7	202	5.5
Telephone follow-up	15	1.2	3	1.0	25	1.2	43	1.2

7.3. Data representativeness

Employed graduate respondents to the GOS were asked to provide contact details of their supervisors and as such represent the population frame for the ESS.

The tables that follow compare the course, demographic, and labour market characteristics of employed graduate respondents to the GOS (regardless of whether they provided their supervisors' details), with the characteristics of graduates whose supervisors responded to the ESS. The tables identify the extent to which the ESS departs from being a representative survey of employers of all recent graduates.

Comparison of the distribution of all employed graduates by broad field of education from the GOS with the distribution of supervisor responses to the ESS suggests that supervisors of Education graduates and, to a lesser degree, Engineering and related technologies graduates, are overrepresented in the achieved ESS sample. Supervisors of Society and culture, and Creative arts graduates are underrepresented in the ESS, as shown at Table 23.

Table 23 Respondents by broad field of education

Broad field of education	Employed graduates		Supervisors	
	n	%	n	%
Natural and Physical Sciences	7,528	8.2 (8.0, 8.3)	315	8.7 (7.9, 9.5)
Information Technology	5,458	5.9 (5.8, 6.1)	195	5.4 (4.8, 6.0)
Engineering and Related Technologies	5,233	5.7 (5.6, 5.8)	290	8.0 (7.3, 8.8)
Architecture and Building	1,932	2.1 (2.0, 2.2)	66	1.8 (1.5, 2.2)
Agriculture and Environmental Studies	1,500	1.6 (1.6, 1.7)	71	2.0 (1.6, 2.4)
Health	21,396	23.3 (23.1, 23.5)	820	22.6 (21.5, 23.8)
Education	9,347	10.2 (10.0, 10.3)	559	15.4 (14.4, 16.4)
Management and Commerce	15,048	16.4 (16.2, 16.6)	486	13.4 (12.5, 14.4)
Society and Culture	20,017	21.8 (21.6, 22.0)	715	19.7 (18.6, 20.8)
Creative Arts	4,342	4.7 (4.6, 4.8)	110	3.0 (2.6, 3.5)

Note: Numbers presented in brackets are the lower and upper confidence intervals. Food, hospitality and personal services is not shown as there were no Supervisor responses for this field of education in the 2024 ESS.

Table 24 shows that there is a slightly higher proportion of responses from supervisors of external graduates in the ESS. Supervisors of postgraduate coursework and postgraduate research graduates are somewhat overrepresented by 1.0 percentage point and 2.9 percentage points respectively, while undergraduate supervisors are underrepresented by 4.1 percentage points.

Table 24 Respondents by type of institution and course characteristics

Course characteristics	Employed graduates		Supervisors	
	n	%	n	%
Type of institution				
University	84,800	92.3 (92.2, 92.5)	3,373	92.4 (91.6, 93.1)
NUHEI	7,043	7.7 (7.5, 7.8)	279	7.6 (6.9, 8.4)
Study mode				
Internal / Mixed	63,582	69.2 (69.0, 69.5)	2,399	65.7 (64.4, 67.0)
External	25,664	27.9 (27.7, 28.2)	1,171	32.1 (30.8, 33.3)
Course level				
Undergraduate	47,950	52.2 (51.9, 52.5)	1,756	48.1 (46.7, 49.4)
Postgraduate coursework	37,917	41.3 (41.0, 41.6)	1,545	42.3 (41.0, 43.7)
Postgraduate research	5,382	5.9 (5.7, 6.0)	322	8.8 (8.1, 9.6)

Note: Numbers presented in brackets are the lower and upper confidence intervals.

Table 25 compares the demographic characteristics of employed graduate respondents to the GOS with the demographic characteristics of graduates whose supervisors responded to the ESS.

Supervisors of graduates aged 30 years and over are overrepresented in the ESS by 9.8 percentage points. This is consistent with the overrepresentation of supervisors of postgraduate coursework and postgraduate research graduates as shown in Table 24.

Table 25 Respondents by demographic characteristics

Demographic characteristics	Employed graduates		Supervisors	
	n	%	n	%
Gender				
Male	31,780	34.6 (34.3, 34.9)	1,391	38.1 (36.8, 39.4)
Female	59,809	65.1 (64.9, 65.4)	2,241	61.4 (60.0, 62.7)
Age				
30 years or under	57,044	62.1 (61.8, 62.4)	1,911	52.3 (51.0, 53.7)
Over 30 years	34,799	37.9 (37.6, 38.2)	1,741	47.7 (46.3, 49.0)
First Nations				
First Nations	1,341	1.5 (1.4, 1.5)	63	1.7 (1.4, 2.1)
Non-Indigenous	90,502	98.5 (98.5, 98.6)	3,589	98.3 (97.9, 98.6)
Home language				
English	79,477	86.5 (86.3, 86.7)	3,283	89.9 (89.0, 90.7)
Other	12,366	13.5 (13.3, 13.7)	369	10.1 (9.3, 11.0)
Disability status				
Reported disability	7,640	8.3 (8.2, 8.5)	356	9.7 (9.0, 10.6)
No disability	84,203	91.7 (91.5, 91.8)	3,296	90.3 (89.4, 91.0)

Note: Numbers presented in brackets are the lower and upper confidence intervals.

As shown in Table 26, supervisors of graduates working in Professional occupations were overrepresented.

Supervisors of graduates employed full-time were represented in the achieved sample in proportion to the graduate population. Supervisors of graduates who had worked in their job for between three months and less than one year were overrepresented in the 2024 ESS.

Table 26 Respondents by labour market characteristics

Labour market characteristics	Employed graduates		Supervisors	
	n	%	n	%
Occupation²				
Managers	7,355	8.3 (8.1, 8.4)	290	8.0 (7.3, 8.8)
Professionals	52,097	58.6 (58.3, 58.9)	2,348	64.9 (63.6, 66.2)
Technicians and trades workers	3,085	3.5 (3.4, 3.6)	138	3.8 (3.3, 4.4)
Community and personal service workers	9,469	10.6 (10.5, 10.8)	309	8.5 (7.8, 9.3)
Clerical and administrative workers	9,045	10.2 (10.0, 10.3)	376	10.4 (9.6, 11.3)
Other workers	7,863	8.8 (8.7, 9.0)	155	4.3 (3.8, 4.9)
Employment status				
Full-time	3,488	71.7 (70.7, 72.8)	2,649	72.5 (71.3, 73.7)
Part-time	1,374	28.3 (27.2, 29.3)	1,003	27.5 (26.3, 28.7)
Duration of job with current employer				
Less than 3 months	9,424	11.2 (11.1, 11.4)	300	8.2 (7.5, 9.0)
3 months to < 1 year	29,470	35.2 (34.9, 35.5)	1,529	41.9 (40.5, 43.2)
1 year or more	44,876	53.6 (53.3, 53.9)	1,822	49.9 (48.5, 51.3)

Note: the analysis in this table is based on valid responses to the 2024 GOS and 2024 ESS by characteristic. Numbers presented in brackets are the lower and upper confidence intervals.

² Occupation group based on employer's description of graduate's occupation.

8. Considerations for future surveys

8.1. Graduate response to the ESS bridging module

Overcoming the difficulties in collecting supervisor contact details from graduates at the end of the GOS remains major challenge with the level of employed graduate agreement remaining low (see Section 2.3.1). This low level of response to the ESS bridging module has continued year-on-year despite numerous past experimental design trials attempting to improve response, therefore remains a key consideration for the future of the ESS.

Again in 2024, additional sample workflows continued to account for the majority (82.9 per cent, refer to Section 2.3) of contact details collected, led by refusal conversion and GOS partial completers workflows. The ongoing reliance on additional workflows to collect contact details has increased the complexity, cost and risk associated with the ESS sample build.

Alternative methodologies could also be piloted to improve collection uptake or evaluate the placement of the ESS bridging module in the GOS. New designs that present significant methodological change would ideally be informed by quantitative evidence and qualitative research conducted with in-scope graduates.

8.2. Collection of supervisor contact details

Despite increased priority for telephone follow-up with graduates who had been sent the survey invitation pack, the self-registration yield remains low (see Section 2.4.1). This low yield may be due to graduates not forwarding the invitation pack to supervisors. However, supervisors were more likely to complete the ESS after self-registering their contact details (see Section 2.4.1 and Section 7.2).

To improve the self-registration yield, the resources allocated to the survey invitation pack workflow could be increased. Ongoing evaluation and refinement of the survey invitation pack may be necessary to realise the full potential of this workflow. Additionally, a shorter delay and additional option for SMS follow-up with graduates who request the survey invitation pack could be considered as part of the sample build.

Hard bounce rates reported for the ESS Invitation email (see Section 3.3.1) are evidence for exploring options to further improve the collection and validation of supervisor email addresses. Improvements could also be made to better encourage the provision of business name from graduates. Knowing the name of the employer has become an issue of increased importance when building legitimacy when engaging via the CATI workflow, as working from home has become common in many industries.

8.3. Email engagement with supervisors

Ongoing experimentation to improve on the existing email protocol has been a feature of QILT for many years. For the ESS, there are indications of some areas that may yield improvement.

The 2024 ESS saw another increase in the dual workflow 'other outcome' components (see Section 6) led by a higher proportion of partially completed surveys. This suggests that there is potential scope to progress partially completed surveys into complete surveys by developing targeted email communications to supervisors that commenced but not yet completed the survey.

The ESS also faces additional challenges in maintaining deliverability of each message across the full fieldwork period due to the incremental fieldwork approach. A review of the current email deliverability process and tools should be conducted with the goal of improving the responsiveness to delivery issue detection and resolution.

Additionally, the content and timing of the reminder emails should be reviewed before the next ESS collection, such as the lowest performing emails with Reminders 3 and 4 being candidates for a redesign due

to relatively poor performances in the 2024 ESS (see Section 3.3.1). Any major changes to the existing designs should be implemented at first on a trial basis.

8.4. CATI engagement with supervisors and graduates

Changes in CATI workflow operational performance in recent years, driven by the prevalence of supervisors working from home, remains a critical challenge for future years of the ESS.

As the dual-mode approach remains important in maximising survey yield (refer to Section 7.1), telephone workflows should be reviewed (i.e., refinements to the current call centre scripts and interviewer notes, push-to-web SMS). The performance of landline / reception versus mobile / direct line contact information would ideally be monitored, along with changes in workplace (cold) call-taking culture, which may impact contact rates and CATI workflow efficiency into the future.

The operational efficiency and potential for innovation of the telephone follow-up component of this ESS bridging module, that is the non-response follow-up workflow, should be reviewed against the other telephone follow-up workflows, such as refusal conversion.

The relative success of the refusal conversion workflow, compared with the core bridging module, highlights the willingness of graduates to provide supervisor contact details when approached with the appropriate messaging and methodology. Alternatives to the core sample build methodology, that is the ESS bridging module, could be considered for experimentation.

Appendix 1: Participating institutions

Universities		Approached Sample (n) ³			
Provider Code	Institution name	2023 November	2024 February	2024 May	2024 Total collection
1019	James Cook University	38	24	55	117
1034	Murdoch University	14	<5	53	71
1055	The University of Western Australia	44	9	91	144
1058	University of Wollongong	37	-	83	120
2154	Federation University Australia	26	6	51	83
2177	Swinburne University of Technology	66	-	128	194
2200	Central Queensland University	59	5	101	165
2201	University of Southern Queensland	50	-	101	151
2235	Edith Cowan University	78	10	101	189
2236	Curtin University	54	-	111	165
2241	University of Canberra	21	-	69	90
2252	Avondale University	<5	-	9	10
3001	Charles Darwin University	31	14	62	107
3003	Bond University	10	6	12	28
3004	Western Sydney University	51	11	76	138
3005	Charles Sturt University	75	9	152	236
3006	Australian Catholic University	40	6	141	187
3007	Victoria University	54	27	89	170
3010	The University of Adelaide	59	10	147	216
3013	University of New South Wales	105	56	126	287
3014	University of Newcastle	45	-	96	141
3016	University of Technology Sydney	69	7	107	183
3019	The University of Queensland	132	22	166	320
3020	La Trobe University	42	12	148	202
3025	Macquarie University	34	12	99	145
3027	The University of South Australia	60	-	170	230
3029	Flinders University	56	10	123	189
3030	Deakin University	180	7	254	441
3032	Griffith University	97	-	152	249
3033	The Australian National University	46	5	66	117
3034	RMIT University	98	24	193	315
3035	Monash University	144	35	252	431
3036	The University of Melbourne	180	49	338	567
3038	Southern Cross University	23	22	46	91
3039	University of New England	49	34	60	143
3040	The University of Sydney	84	17	167	268
3042	Queensland University of Technology	144	23	238	405
3043	University of the Sunshine Coast	39	12	67	118
3044	The University of Notre Dame Australia	18	<5	56	75
3045	University of Tasmania	69	5	194	268
4331	University of Divinity	5	<5	6	12

³ Note: Hyphens (-) represent no completed surveys for that collection round, <5 indicates a suppressed value (n < 5), and np indicates a value that is not published to prevent disclosure of a suppressed value

4449	Torrens University	42	21	52	115
All participating universities		2,569	516	4,808	7,893

Non-University Higher Education Institutions		Approached Sample (n) ⁴			
Provider Code	Institution name	2023 November	2024 February	2024 May	2024 Total collection
2170	Marcus Oldham College	-	-	7	7
4332	Sydney College of Divinity	7	-	-	7
4333	Christian Heritage College	<5	-	-	<5
4334	Tabor College of Higher Education	<5	<5	<5	10
4335	Australian University of Theology*	<5	10	26	38
4336	ACAP University College Pty Ltd	17	11	<5	29
4337	Eastern College Australia	-	-	<5	<5
4338	Moore Theological College	-	-	<5	<5
4339	Holmes Institute	11	-	10	21
4346	Excelsia University College	6	<5	9	16
4347	Australian College of Christian Studies	-	-	<5	<5
4359	The College of Law Limited	42	34	20	96
4360	Perth Bible College	-	<5	-	<5
4361	Endeavour College of Natural Health	-	-	9	9
4362	ICHM	<5	-	<5	<5
4363	Melbourne Polytechnic	<5	-	<5	8
4366	Box Hill Institute	<5	-	-	<5
4367	Melbourne Institute of Technology	<5	-	<5	5
4368	Campion College Australia	-	-	<5	<5
4371	SAE Institute Pty Limited	<5	<5	8	10
4377	UOW College	-	-	<5	<5
4380	UTS College	<5	-	<5	6
4381	International College of Management, Sydney	5	<5	<5	11
4383	Holmesglen Institute	<5	-	<5	<5
4384	Kaplan Business School	9	11	8	28
4386	The Institute of Creative Arts and Technology	-	-	<5	<5
4393	The MIECAT Institute	<5	-	-	<5
4394	William Angliss Institute	<5	-	-	<5
4395	Adelaide Central School of Art	-	-	<5	<5
4396	LCI Melbourne	<5	-	-	<5
4401	Whitehouse Institute of Design, Australia	-	-	<5	<5
4402	Leo Cussen Centre for Law	<5	<5	<5	8
4407	Alphacrucis University College	19	-	<5	23
4411	Acknowledge Education	5	-	<5	9
4412	Morling College	-	-	<5	<5
4421	Le Cordon Bleu Australia	-	<5	<5	<5
4424	Kaplan Higher Education Pty Ltd	15	7	5	27
4425	Australian Institute of Business Pty Ltd	17	12	6	35

⁴ Note: Hyphens (-) represent no completed surveys for that collection round, <5 indicates a suppressed value (n < 5), and np indicates a value that is not published to prevent disclosure of a suppressed value

4435	Australian Institute of Higher Education	<5	-	-	<5
4450	TAFE Queensland	<5	-	7	10
4451	King's Own Institute	12	<5	-	15
4453	Australasian College of Health and Wellness	-	<5	<5	<5
4455	SP Jain School of Management	<5	-	-	<5
4456	Asia Pacific International College	<5	<5	<5	5
4458	Australian Institute of Management Education & Training	21	5	9	35
4464	Australian College of Nursing	8	5	12	25
4465	Sheridan College Inc.	-	-	<5	<5
4466	The Institute of Internal Auditors - Australia	<5	-	-	<5
4469	Engineering Institute of Technology	-	-	<5	<5
6014	Governance Institute of Australia	<5	-	<5	6
6016	Institute of Chartered Accountants in Australia	<5	-	28	29
6022	Academies Australasia Polytechnic Pty Limited	<5	-	-	<5
6042	Oxford Institute of Higher Education	-	-	<5	<5
6043	The Cairnmillar Institute	-	-	<5	<5
6044	BBI - The Australian Institute of Theological Education	<5	-	-	<5
6045	ISN Psychology Pty Ltd	<5	-	-	<5
6048	Southern Cross Education Institute (Higher Education)	<5	-	-	<5
6063	Australia Advance Education Group Pty Ltd	<5	-	-	<5
6068	HEPCo Pty Ltd	-	<5	<5	<5
7001	Collarts (Australian College of the Arts)	-	-	<5	<5
7073	Chisholm Institute	<5	-	<5	6
7075	TAFE NSW	7	-	5	12
7124	Academy of Information Technology	5	<5	-	8
7197	Ikon Institute of Australia	<5	-	-	<5
7221	VIT (Victorian Institute of Technology)	<5	-	<5	5
7338	TAFE South Australia	-	-	<5	<5
7660	Health Education & Training Institute	<5	-	8	9
7749	Crown Institute of Higher Education Pty Ltd	-	-	5	5
All participating NUHEIs		264	118	262	644

*The Australian University of Theology was awarded university status in December 2024. Prior to this, the institution was known as the Australian College of Theology and was classified as a non-university higher education institution (NUHEI). Data for the 2024 ESS was collected when the institution was a NUHEI.

Appendix 2: ESS bridging module

ESSx (incl. ESS bridge)

MODULE A: ESS BRIDGE

*(ONLINE)

INTRO *(PERIOD=1 AND BRIDGE_CONTROL_FLAG=1 OR 2)

For the next part of the study, we would like to hear from your **work supervisor** about their perceptions of your institution and higher education through the Employer Satisfaction Survey. Your supervisor will be asked about the skills that are important for university graduates to have when coming into their organisation.

Without your supervisor's participation, the feedback you provided in the Graduate Outcomes Survey will be less useful to your university.

Even if your qualification is not directly related to your job, there is still great value in your supervisor taking part. The Graduate Outcomes Survey and Employer Satisfaction Survey are the first set of national surveys that collect feedback from graduates and their employers about how well higher education prepares graduates for the workforce.

If you provide your **work supervisor's** contact details, they will be invited via email or phone in a week's time. The survey is confidential, and participation is voluntary. The survey only takes 7 minutes, and we've found employers really enjoy expressing their views.

(RESPONSE FRAME)

1. I will provide their details *(GO TO SUPCONTACT)
2. I want to speak with my supervisor before providing their details *(GO TO ESSCLINFO)
3. I want more information about the Employer Satisfaction Survey *(GO TO ESSFACT)
4. I do not wish to provide my supervisor's details

*PROGRAMMER NOTE: POP UP – 'WORK SUPERVISOR' = 'THIS IS THE PERSON YOU REPORT TO IN YOUR MAIN PAID JOB FOR DIRECT WORK TASKS AND GUIDANCE. YOUR MAIN PAID JOB IS THE EMPLOYMENT IN WHICH YOU ARE WORKING THE MOST HOURS.

*(INTRO=1 OR SUPSKIP=1, CAN SUPPLY SUPERVISOR DETAILS)
SUPCONTACT

So we can make it convenient for your supervisor to participate, we like to collect an email and phone number where possible. We've found the preferred contact number for supervisors is often a mobile number rather than a direct landline.

Supervisors will be invited by email and only contacted by phone if they have not completed the survey in a month's time.

(RESPONSE FRAME)

*PROGRAMMER NOTE: CHECK SUPEMAIL AND SUPPHONE NUMBER PROVIDED DO NOT MATCH RESPONDENT SAMPLE INFORMATION

*PROGRAMMER NOTE: SUPNAME AND AT LEAST ONE OF SUPEMAIL OR SUPPHONE ARE MANDATORY, IF FIELD LEFT BLANK DISPLAY 'In order to invite your supervisor to participate we need a contact name and either an email address or phone number.

*PROGRAMMER NOTE: USE GOSEMPNAME IF SUPEMPNAME NOT PROVIDED

*PROGRAMMER NOTE: ALL TEXT BOXES TO BE PRESENTED LEFT ALIGNED
BELOW LEAD IN TEXT

ESSx – ESS bridge and supervisor details collection

Supname **Name of current work supervisor**

<verbatim text box>

Supemail **Work email address of current work supervisor**

<email box> *PROGRAMMER NOTE: Kickbox validation required for CATI and Online

*PROGRAMMER NOTE: WHEN KICKBOX FAILS SHOW TEXT "EMAIL ADDRESS IS POSSIBLY INVALID, PLEASE DOUBLE CHECK YOUR ANSWER."

*PROGRAMMER NOTE: WHEN EMAIL FORMAT IS INVALID SHOW TEXT "THE EMAIL FORMAT YOU HAVE ENTERED IS INVALID. PLEASE DOUBLE CHECK THE EMAIL YOU PROVIDED."

Supphone

Phone number of current work supervisor. A mobile number is preferred.

<Country name and code drop down> <Phone number text box>

*PROGRAMMER NOTE: DEFAULT COUNTRY NAME AND CODE TO AUSTRALIA. VALIDATION REQUIRED IF AUSTRALIAN NUMBER, NO VALIDATION ON INTERNATIONAL NUMBERS. ALLOW 1300 AND 1800 NUMBERS.

Supempname

Business name of current employer

*(DISPLAY IF GOS EMPNAME NOT BLANK)

Employer name provided in the GOS: <GOSEMPNAME>

1. Employer name above is correct

2. Enter new employer name

<verbatim text box>

*(DISPLAY IF GOS EMPNAME IS BLANK)

Enter employer name <verbatim text box>

*(SUPCONTACT=SKIPPED, DID NOT PROVIDE ANY DETAILS AT SUPCONTACT)

SUPSKIP No contact information was provided. Just to confirm, can you provide the best contact details for your supervisor?

If you'd like, as an alternative we can email you a survey pack that you can forward to your supervisor. The pack would provide further information on the survey and how your supervisor can participate.

(RESPONSE FRAME)

1. I can provide their contact details *(GO TO SUPCONTACT)

3. Please send me the survey invitation pack *(GO TO EMAUTH)

2. I do not wish to provide my supervisor's details

*PROGRAMMER NOTE: RESPONDENTS SHOULD ONLY SEE SUPSKIP ONCE, IF SKIP SUPCONTACT AGAIN TREAT AS SUPSKIP=2 AND GO TO ESSREFUSE

*(INTRO=2, WANTS TO SPEAK WITH SUPERVISOR FIRST)

ESSCLINFO*(DISPLAY IF ONLINE)

Thanks, we understand it may be best to discuss the Employer Satisfaction Survey with your supervisor first. If you'd like we can email you a survey pack that you can forward to

ESSx – ESS bridge and supervisor details collection

your supervisor. The pack would provide further information on the survey and how your supervisor can participate.

Otherwise please click 'Save' to close the survey. Once you have spoken with your supervisor, you can log straight back into your survey by clicking the link in your email invitation.

(RESPONSE FRAME)

1. I'd like to receive the survey invitation pack (*GO TO EMAUTH)
2. I can provide their contact details (*GO TO SUPCONTACT)

*(INTRO=3, ASKED FOR MORE INFO)

ESSFACT *PROGRAMMER NOTE: DISPLAY AS UNFOLDING FAQ – denoted with '+'

Please click on the headings below for further information about the Employer Satisfaction Survey.

+ Who is conducting the survey?

The Social Research Centre is commissioned as an agent of the Australian Government Department of Education under the *Higher Education Support Act 2003* to conduct the Graduate Outcomes Survey and Employer Satisfaction Survey as part of the Quality Indicators for Learning and Teaching.

+ Why is the survey important?

The Employer Satisfaction Survey provides the only national measure of the extent to which higher education institutions in Australia are meeting employer needs.

This survey also provides employers an opportunity to provide feedback and input into the ongoing improvement of higher education. Specifically, this survey gathers employer feedback on the extent to which students are being taught the right mix of generic and technical skills to be prepared for the workforce.

+ What is asked in the survey?

The Employer Satisfaction Survey covers topics related to work preparedness. During the survey we ask your supervisor's opinion of:

- Whether your qualification is important to your role.
- The ways <E306CTXT> prepared you for employment and the ways they could better prepare graduates.
- Which specific skills and attributes are required for the role and the level of preparation provided by <E306CTXT>.

+ How long does the survey take to complete?

The survey takes about 5 to 10 minutes for most supervisors to complete.

+ When is the survey conducted?

The Employer Satisfaction Survey is conducted between November and August.

We provide an extended survey period to allow supervisors time to participate at their convenience and accommodate the seasonal work requirements of many industries.

+ How will my supervisor be contacted?

ESSx – ESS bridge and supervisor details collection

To make it convenient for your supervisor to participate, we like to collect an email and phone number where possible. We've found that the preferred contact number for supervisors is often a general business number rather than a direct line.

Supervisors will be invited by email and only be contacted by phone if they have not completed the survey in a month's time.

+ Do you have information I can share with my supervisor?

Yes, we have a brochure and further information about the Employer Satisfaction Survey available on our [website](#) that can be shared with your supervisor.

+ How do you ensure privacy is protected?

The Social Research Centre complies with the Australian Privacy Principles. No direct identifying information (such as name or phone number) forms part of the final data. A unique identifying number is retained to ensure graduates are only contacted again as appropriate. Only aggregated data will appear on the QILT website.

For further information on our privacy policy, please see <https://srcentre.com.au/research-participants#privacy>.

+ Where can I get further information?

Our helpdesk for the Employer Satisfaction Survey is available to answer any further questions you may have.

They can be contacted via the details below.

Phone: 1800 055 818 (free call)

Email: ess@srcentre.com.au

General information about the Employer Satisfaction Survey including research reports from prior years are available [here](#).

(RESPONSE FRAME)

1. I can provide their details *(GO TO SUPCONTACT)
2. I do not wish to provide my supervisor's details *(GO TO ESSREFUSE)

*(INTRO=4 OR SUPSKIP=2 OR ESSFACT=3, REFUSED TO SUPPLY SUPERVISOR DETAILS)
ESSREFUSE Could you please tell us the **main reason** you chose not to provide your supervisor's details?

(SINGLE RESPONSE)

1. I do not have a direct supervisor
2. I do not know the contact details of my supervisor
3. My supervisor does not have an email address
4. My job is temporary only/casual only
5. My supervisor is busy and does not have enough time
13. I have not been in my job long enough
10. My job is not related to the study I did
11. My supervisor does not speak English
12. I have privacy concerns
14. Supervisor not working / Business closed due to COVID-19 *(PROGRAMMER NOTE: SUPPRESS)
7. Other (Please specify)

ESSx – ESS bridge and supervisor details collection

8. I CAN provide my supervisor's contact information *(GO BACK TO SUPCONTACT)

*PROGRAMMER NOTE: SHOW QUESTIONS BELOW ON NEW SCREEN WHEN REFUSE REASON IS SELECTED.

*(MODE=2 AND ESSREFUSE=3, ONLINE AND SAID SUPERVISOR DOES NOT HAVE EMAIL)

REFAV1a Just to let you know, we can still contact your supervisor by phone and would be keen to hear from them about how well your course prepares graduates for the workforce. Would you be willing to provide your supervisor's details?

1. Yes *PROGRAMMER NOTE: GO TO SUPCONTACT
2. No *(GO TO TERM1)

*(MODE=2 AND ESSREFUSE=10, ONLINE AND JOB NOT RELATED TO STUDY)

REFAV6a Thank you for letting us know. We'd still like to include your supervisor's views in this important research. Would it be okay if we contacted you in about a month's time, to see if your situation has changed?

1. Yes *(GO TO TERM7)
2. No *(GO TO TERM1)

*(MODE=2 AND ESSREFUSE=13, ONLINE AND NOT IN JOB LONG ENOUGH)

REFAV7a Thank you for letting us know. We'd still like to include your supervisor's views in this important research. Would it be okay if we contacted you in about a month's time, to see how your career has developed?

1. Yes *(GO TO TERM3)
2. No *(GO TO TERM1)

*(MODE=2 AND ESSREFUSE=14, ONLINE AND SUP NOT WORKING OR BUSINESS CLOSED DUE TO COVID-19)

REFAV9a Thank you for letting us know. If COVID-19 restrictions are relaxed, would it be okay if we contacted you in about a month's time, to see if your situation has changed?

1. Yes *(GO TO TERM7)
2. No *(GO TO TERM1)

*(SUPSKIP=3 OR ESSCLINFO=3, REQUESTED SUPERVISOR SURVEY INVITATION PACK)
EMAUTH

So that we can send you the survey invitation pack, please confirm your email address.

*PROGRAMMER NOTE: PREFILL WITH GRADUATE EMAIL

1. Email address: (Please specify) (*GO TO TERM4 AND FLAG RECORD AS SUPAUTH=1)

*(SUPAUTH=1, SUPERVISOR ACCESSING SURVEY AFTER SURVEY INVITATION PACK REQUEST BY GRADUATE)
SUPAUTH_CONTACT

*PROGRAMMER NOTE: CLEAR ANY SAVED VALUES FOR SUPNAMEAUTH, SUPEMAILAUTH, SUPPHONEAUTH WHEN SURVEY IS OPENED

Thank you for your interest in the Australian Government's Employer Satisfaction Survey.

We'd like to invite you to provide feedback on how well <E306CTXT> contributed to <E403> <E402>'s general ability, technical skills and work readiness. The survey takes about 7 minutes and can be completed online or via telephone interview.

ESSx – ESS bridge and supervisor details collection

Please register for the Employer Satisfaction Survey by providing your preferred contact details in the form below.

(RESPONSE FRAME)

*PROGRAMMER NOTE: CHECK SUPEMAILAUTH AND SUPPHONEAUTH NUMBER PROVIDED DO NOT MATCH RESPONDENT SAMPLE INFORMATION

*PROGRAMMER NOTE: SUPNAMEAUTH AND AT LEAST ONE OF SUPEMAILAUTH OR SUPPHONEAUTH ARE MANDATORY, IF FIELD LEFT BLANK DISPLAY 'So that we may contact you for this research, please provide your name and either an email address or phone number.'

*PROGRAMMER NOTE: USE GOSEMPNAME IF SUPEMPNAMEAUTH NOT PROVIDED

*PROGRAMMER NOTE: ALL TEXT BOXES TO BE PRESENTED LEFT ALIGNED BELOW LEAD IN TEXT

SupnameAuth Your name
<verbatim text box>

SupempnameAuth
Business name
<verbatim text box>

SupemailAuth Email address
<email box> *PROGRAMMER NOTE: Kickbox validation required

*PROGRAMMER NOTE: WHEN KICKBOX FAILS SHOW TEXT "EMAIL ADDRESS IS POSSIBLY INVALID, PLEASE DOUBLE CHECK YOUR ANSWER."

*PROGRAMMER NOTE: WHEN EMAIL FORMAT IS INVALID SHOW TEXT "THE EMAIL FORMAT YOU HAVE ENTERED IS INVALID. PLEASE DOUBLE CHECK THE EMAIL YOU PROVIDED."

SupphoneAuth *Please select country and enter phone number. A mobile phone number is preferred.*
<Country name and code drop down> <Phone number text box>

*PROGRAMMER NOTE: DEFAULT COUNTRY NAME AND CODE TO AUSTRALIA. VALIDATION REQUIRED IF AUSTRALIAN NUMBER, NO VALIDATION ON INTERNATIONAL NUMBERS. ALLOW 1300 AND 1800 NUMBERS.

*((REFAV1a OR REFAV6a OR REFAV7a OR REFAV9a=2) OR (ESSREFUSE=1,4,5,12)) REFUSED REFUSAL AVERSION ATTEMPT OR NO REFUSAL AVERSION ATTEMPT MADE)

TERM1 Thank you again for your time completing the Graduate Outcomes Survey.

Everyone's experiences are different, if the questions in this survey have raised anything that you would like support for, you could contact:

- beyondblue on 1300 22 46 36
- Lifeline on 13 11 14

*(REFAV7a=1, NOT IN ROLE LONG ENOUGH AND CONSENTED TO RECONTACT)

TERM3 Thank you again for your time completing the Graduate Outcomes Survey. We may get in touch in a month or so to see how your career has developed.

Everyone's experiences are different, if the questions in this survey have raised anything that you would like support for, you could contact:

- beyondblue on 1300 22 46 36
- Lifeline on 13 11 14

ESSx – ESS bridge and supervisor details collection

*(EMAUTH=1, CONFIRMED EMAIL FOR SURVEY INVITATION PACK REQUEST)

TERM4 You should receive the email in the next hour or so, please share this with your supervisor. Thank you again for your time completing the Graduate Outcomes Survey.

Everyone's experiences are different, if the questions in this survey have raised anything that you would like support for, you could contact:

- beyondblue on 1300 22 46 36
- Lifeline on 13 11 14

*(SUPAUTH=1, GRADUATE USES GOS/ESSX LINK AFTER SURVEY INVITATION PACK REQUESTED)

TERM5 Thank you again for your time completing the Graduate Outcomes Survey.

If you have any queries related to the Employer Satisfaction Survey invitation pack you requested, please contact ess@srcentre.com.au or call 1800 055 818.

*(SUPAUTH_CONTACT=DETAILS PROVIDED, SUPERVISOR COMPLETED ESS AUTH REGISTRATION)

TERM6 Thank you for registering for the Employer Satisfaction Survey. We will send an email invitation or give you a call to complete the survey in the next few business days.

If you have any queries related to the Employer Satisfaction Survey, please contact ess@srcentre.com.au or call 1800 055 818.

*(REFAV6a=1 OR REFAV9a=1, IN JOB NOT RELATED TO STUDY OR SUP NOT WORKING AND BUSINESS CLOSED AND AGREED TO RECONTACT)

TERM7 Thank you again for your time completing the Graduate Outcomes Survey. We may get in touch in a month or so to see if your situation has changed.

Everyone's experiences are different, if the questions in this survey have raised anything that you would like support for, you could contact:

- beyondblue on 1300 22 46 36
- Lifeline on 13 11 14

ESSx – ESS bridge and supervisor details collection

MODULE B: ESSX COLLECTION OF SUPERVISOR DETAILS

*(ESSXFLG=1, FLAGGED TO BE CALLED IN ESS X JOB)

WELCOME SCREEN

Collection period: <PERIODTXT>

Good afternoon/evening my name is <...> and I'm calling on behalf of <E306CTXT> and The Australian Government Department of Education, from the Social Research Centre.

May I please speak to <E403> <E402>?

IF NECESSARY: We are calling as a follow-up to the Graduate Outcomes Survey. We'd like to invite your supervisor to share their insights and perceptions of how well <E306CTXT> is preparing graduates for the workforce through the Employer Satisfaction Survey.

*(MOB=1, GRADUATE ON MOBILE)

SAFE May I just check whether it is safe for you to take this call at the moment?

1. Safe to take call
2. Not safe to take call (MAKE APPOINTMENT)

*(ESSXFLG=1, FLAGGED TO BE CALLED IN ESS X JOB)

MON This call may be monitored or recorded for quality assurance purposes. Is that ok?

1. Yes
2. No

*(ESSXFLG=1, FLAGGED TO BE CALLED IN ESS X JOB)

MOB

INTERVIEWER CHECK: ARE YOU CALLING A MOBILE?

1. Yes
2. No

*(ESSXFLG=1, FLAGGED TO BE CALLED IN ESS X JOB)

INTRO

RE-INTRODUCE IF NECESSARY: Good afternoon/evening my name is <...> and I'm calling graduates of <E306CTXT> on behalf of The Australian Government Department of Education from The Social Research Centre.

*(DISPLAY IF REASON=2 AND BROCHURECOUNT=0, PROVIDED INSUFFICIENT DETAILS AND NO BROCHURE SENT) I'm calling to follow up on the Graduate Outcomes Survey you recently completed. Thank you for providing contact details for your work supervisor. Unfortunately, it looks like there was an issue with the details you provided, we'd just like to check and confirm them. Do you have time to confirm them now?

IF NECESSARY: We would like to ask your supervisor about the skills and attributes that are important for recent graduates to have when coming into their organisation. The survey takes 7 minutes, participation is voluntary, and we've found employers enjoy expressing their views.

*(DISPLAY IF REASON=3 AND BROCHURECOUNT=0, STOPPED AT BRIDGE AND NO BROCHURE SENT)

ESSx – ESS bridge and supervisor details collection

I'm calling to follow up on the Graduate Outcomes Survey you recently completed, thank you for participating. *(DISPLAY IF ENDQ=EMAUTH OR ESSCLINFO) Have you had a chance to discuss the Employer Satisfaction Survey with your supervisor?

*(DISPLAY IF ENDQ NE TO EMAUTH OR ESSCLINFO) Another important part of the research is speaking with employers as part of the Employer Satisfaction Survey.

We'd like to invite your supervisor to share their insights and perceptions of how well <E306CTXT> is preparing graduates for the workforce.

Your supervisor will be asked about the skills and attributes that are important for recent graduates to have when coming into their organisation. Even if your qualification is not directly related to your job, there is still value in your supervisor taking part.

If you provide your work supervisor's contact details, they will be invited via email or phone in a week's time. The survey takes 7 minutes, participation is voluntary, and we've found employers enjoy expressing their views.

Can you provide the best contact details for your work supervisor?

*(DISPLAY IF REASON=4 AND BROCHURECOUNT=0, HAD A QUESTION AND NO BROCHURE SENT) I'm calling to follow up on the Graduate Outcomes Survey you recently completed, thank you for participating. At the end of the survey you indicated that you had a question regarding the Employer Satisfaction Survey, I'd be happy to answer it for you now.

INTERVIEWER NOTE: FURTHER INFO AT CODE '5' AND IN YOUR HANDOUT FAQ'S. IF UNABLE TO ANSWER QUERY PLEASE SET APPOINTMENT WITH QR AND FOLLOW UP THE QUESTION WITH THE PA

(IF REQUIRED:) We'd like to invite your supervisor to share their insights and perceptions of how well <E306CTXT> is preparing graduates for the workforce through the Employer Satisfaction Survey.

Your supervisor will be asked about the skills and attributes that are important for recent graduates to have when coming into their organisation. Even if your qualification is not directly related to your job, there is still value in your supervisor taking part.

If you provide your work supervisor's contact details, they will be invited via email or phone in a week's time. The survey takes 7 minutes, participation is voluntary, and we've found employers enjoy expressing their views.

Can you provide the best contact details for your work supervisor?

*(DISPLAY IF REASON=6 AND BROCHURECOUNT=0, GOS PARTIAL AND IN SCOPE FOR ESS AND NO BROCHURE SENT)

RE-INTRODUCE IF NECESSARY: Good afternoon/evening my name is <...> and I'm calling graduates of <E306CTXT> on behalf of The Australian Government Department of Education from The Social Research Centre. May I please speak to <E403> <E402>?

INTERVIEWER NOTE: If graduate claims they did not complete, advise they did complete enough of the survey to be included for reporting purposes.

I'm calling to follow up on the Graduate Outcomes Survey you recently participated in, thanks for doing the survey.

The next important part of the research is speaking with employers through the Employer Satisfaction Survey and we'd like to invite your work supervisor to participate.

ESSx – ESS bridge and supervisor details collection

Your supervisor will be asked about the skills that are important for <E306CTXT> graduates to have when coming into their organisation and the feedback is used to better understand work preparedness provided by higher education.

If you provide your work supervisor's contact details, they will be invited via email or phone in a week's time. The survey takes 7 minutes, participation is voluntary, and we've found employers enjoy expressing their views.

Can you provide the best contact details for your work supervisor?

1. Yes
2. Language difficulty
3. Household refusal (GO TO TERM)
4. Respondent refusal (GO TO REFUSE)
5. Wants further information (GO TO INFO)
6. Wants a copy of the ESS information pack (AVOID) (GO TO EM1)
7. Graduate no longer employed (AVOID) (GO TO TERM)

*(INTRO=5, WANTS FURTHER INFORMATION)

INFO PROVIDE RELEVANT INFORMATION BELOW AS NEEDED TO AVERT REFUSAL

- We are keen to hear from your supervisor about how well your course prepares graduates for the workforce. We know that supervisors really appreciate the opportunity to have a say about higher education
- Even if you are not yet in your career job, there is still value in your supervisor taking part as it covers work preparedness generally
- The survey is not an assessment of you, but an assessment of how well your institution and course prepares graduates for the workforce
- All information you provide is confidential, and will only be used for purposes directly related to this research
- For more information about the ESS (such as why the survey is important, the types of questions that will be asked and how the results will be reported), you can visit the following website: <https://www.qilt.edu.au/about-this-site/employer-satisfaction> *(PROGRAMMER NOTE: ADD COUNTER TO THIS LINK)

Can you provide the best contact details for your supervisor now?

1. Yes
2. Respondent refusal (GO TO REFUSE)
3. Wants a copy of the ESS information pack (GO TO EM1) *PROGRAMME NOTE: DO NOT DISPLAY IF BROCHURECOUNT>0

*(INTRO=6 OR INFO=3, WANTS COPY OF ESS INFORMATION PACK)

EM1 I can email you an ESS information pack that you can forward to your supervisor. The pack would provide further information on the survey and how your supervisor can participate.

INTERVIEWER NOTE: Please read email address back to graduate. If they don't want to provide an email we cannot send the information pack.

IF NECESSARY: If graduate does not want to or cannot provide an email, please ask if they would still be willing to provide their supervisors details. Invitation to supervisor includes an ESS brochure.

ESSx – ESS bridge and supervisor details collection

1. Email address: (Please specify)
2. Does not want to provide email (GO TO TERM)
3. Wants to provide supervisor details (GO TO SUPCONTACT)

*(EM1=1, PROVIDED EMAIL ESS INFORMATION PACK)

NAME And may I confirm your name?

INTERVIEWER NOTE: PLEASE DOUBLE CHECK NAME BEFORE CLICKING NEXT.

1. <verbatim text box> (GO TO TERM2) *PROGRAMMER NOTE FILL WITH GRADUATE NAME IF AVAILABLE

*(INTRO=1 OR INFO=1 OR REFAV1=1 OR REFAV2=1 OR REFAV3=1 OR REFAV4=1 OR REFAV5=1 OR EM1=3, WANTS TO PROVIDE DETAILS)

SUPNAME Can you please tell me the name of your current work supervisor?

1. Enter supervisor name <verbatim text box>

*(INTRO=1 OR INFO=1 OR REFAV1=1 OR REFAV2=1 OR REFAV3=1 OR REFAV4=1 OR REFAV5=1 OR EM1=3, WANTS TO PROVIDE DETAILS)

*PROGRAMMER NOTE: USE GOS EMPNAME IF SUPEMPNAME NOT PROVIDED

SUPEMPNAME And what is the business name of your current employer?

(INTERVIEWER NOTE: BUSINESS NAME IS NOT MANDATORY)

1. <verbatim text box>

*(INTRO=1 OR INFO=1 OR REFAV1=1 OR REFAV2=1 OR REFAV3=1 OR REFAV4=1 OR REFAV5=1 OR EM1=3, WANTS TO PROVIDE DETAILS)

SUPEMX So we can make it as convenient as possible for your supervisor to participate, we like to collect an email and a phone number where possible. Do you know your supervisor's email address?

1. Yes <verbatim text box> *PROGRAMMER NOTE: Kickbox validation required
2. No

*(INTRO=1 OR INFO=1 OR REFAV1=1 OR REFAV2=1 OR REFAV3=1 OR REFAV4=1 OR REFAV5=1 OR EM1=3, WANTS TO PROVIDE DETAILS)

SUPPHX Do you know your supervisor's phone number?

INTERVIEWER NOTE:

A mobile number is preferred

Please include state code if domestic landline

Please include 0011 and country code if international

1. Yes <verbatim text box>
2. No

*PROGRAMMER NOTE: CHECK SUPEMX AND SUPPHX NUMBER PROVIDED DO NOT MATCH RESPONDENT SAMPLE INFORMATION. ENABLE VALIDATION CHECKS ON PHONE NUMBER FIELD BUT ALLOW 1300 AND 1800 NUMBERS THROUGH

ESSx – ESS bridge and supervisor details collection

*PROGRAMMER NOTE: IF SUPREFAV=1 AND SUPEMX=2 AND SUPPHX=2 AFTER SECOND LOOP SEND TO TERM AND CODE AS RESPONDENT REFUSAL

*(SUPEMX=2 AND SUPPHX=2, DID NOT PROVIDE EMAIL OR PHONE NUMBER)

SUPREFAV To contact your supervisor we need to collect a valid email address or phone number.

Would you be willing to provide either your supervisor's email address or phone number?

1. Yes *PROGRAMMER NOTE: LOOP BACK TO SUPEMX
2. No (GO TO TERM)

(SUPPHX=1 AND SUPPHX=04, PROVIDED MOBILE NUMBER)

SUPSTAT And, so we know the best time to call, what state are they in?

1. NSW
2. VIC
3. QLD
4. SA
5. WA
6. TAS
7. NT
8. ACT
9. (Refused)

*(INTRO=1 OR INFO=1 OR REFAV1=1 OR REFAV2=1 OR REFAV3=1 OR REFAV4=1 OR REFAV5=1 OR EM1=3, WANTS TO PROVIDE DETAILS)

CLOSE

Thank you for providing these details, we'll contact your supervisor in approximately a week's time so please let them know to expect an invitation.

Your help plays a significant role in enhancing Australian higher education. All information you have provided will remain confidential and only be used for research purposes. If you would like further information, I can give you the details of some websites if you like:

<https://www.qilt.edu.au/ess> – QILT site has links to brochure, reports & data

<https://srcentre.com.au/ess> – SRC site with survey FAQs, privacy policy

<https://www.compared.edu.au> – Compare institutions and study areas, powered by QILT

Just in case you missed it, my name is <...> from the Social Research Centre and this research is being conducted on behalf of The Australian Government Department of Education.

*(INTRO=4 AND ONLINEREFFLAG=0, RESPONDENT REFUSAL AND NOT REFCON)

REFUSE Could you please tell us the **main reason** you chose not to provide your supervisor's details?

(SINGLE RESPONSE)

1. I do not have a direct supervisor
2. I do not know the contact details of my supervisor
3. My supervisor does not have an email address
4. My job is temporary only/casual only
5. My supervisor is busy and does not have enough time
13. I have not been in my job long enough
10. My job is not related to the study I did
11. My supervisor does not speak English
12. I have privacy concerns
14. Supervisor not working / Business closed due to COVID-19 *(SUPPRESS)
7. Other (Please specify)

ESSx – ESS bridge and supervisor details collection

8. I CAN provide their contact work email *(GO BACK TO SUPNAME)

*PROGRAMMER NOTE: SHOW QUESTIONS BELOW ON NEW SCREEN WHEN REFUSE REASON IS SELECTED

*(REFUSE=3, SAID SUPERVISOR DOES NOT HAVE EMAIL)

REFAV1 Just to let you know, we can still contact your supervisor by phone and would be keen to hear from them about how well your course prepares graduates for the workforce. Would you be willing to provide your supervisor's details?

1. Yes *PROGRAMMER NOTE: SNAP BACK TO SUPNAME
2. Respondent refusal (GO TO TERM)

*(REFUSE=10, JOB NOT RELATED TO STUDY)

REFAV6 Thank you for letting us know. We'd still like to include your supervisor's views in this important research, as we've found they really appreciate the opportunity to provide feedback about how well institutions are preparing graduates with general work preparedness skills. Would it be okay if we contacted you in about a month's time, to see if your situation has changed?

1. Yes *(GO TO TERM7)
2. No *(GO TO TERM)

*(REFUSE=13, CATI AND NOT IN JOB LONG ENOUGH)

REFAV7 Thank you for letting us know. We'd still like to include your supervisor's views in this important research. Would it be okay if we contacted you in about a month's time, to see how your career has developed?

1. Yes *(GO TO TERM3)
2. No *(GO TO TERM)

*(REFUSE=14, CATI AND SUP NOT WORKING OR BUSINESS CLOSED DUE TO COVID-19)

REFAV9 Thank you for letting us know. If COVID-19 restrictions are relaxed, would it be okay if we contacted you in about a month's time, to see if your situation has changed?

1. Yes *(GO TO TERM7)
2. No *(GO TO TERM)

*(INTRO=3 OR REFAV1=2 OR REFAV6=2 OR REFAV7=2 OR REFAV9=2, HOUSEHOLD REFUSAL OR RESPONDENT REFUSAL AFTER AVERSION ATTEMPT)

TERM Thank you for your time.

*(NAME =1, REQUESTED SUPERVISOR INFORMATION PACK IN ESSX)

TERM2 The email with the ESS information pack should arrive within the next hour. Thank you for your time.

*PROGRAMMER NOTE: ON CLOSE, INCREMENT BROCHURECOUNT, PUSH DETAILS TO SUPAUTH LIST IN VISION6, SET ESSXFLG=0, DPA_CATIINUSE=N AND SUPAUTH=1 TO MOVE RECORD TO SUPERVISOR AUTH WORKFLOW

ESSx – ESS bridge and supervisor details collection

ALLTERM

		Detailed outcome	Summary outcome
1	SUBMIT TERM6	Completed interview	Interview
2	INTRO=2	LOTE – no follow up	Other contacts
3	INTRO=3	Household refusal	Refused
5	INFO=2	Respondent refusal	Refused
6	REFAV1=2, REFAV6=2, REFAV7=2, REFAV9=2 TERM3 TERM7	Respondent refusal	Refused
7	SUPREFAV=2	Respondent refusal	Refused
8	SUPEMX=1 AND SUPPHX=2 AFTER SECOND LOOP	Respondent refusal	Refused
9	INTRO=4 AND ONLINEREFFLAG=1	Respondent refusal	Refusal
10	TERM2 TERM4 TERM5	Requested survey invitation pack	Other contacts
11	INTRO=7	Graduate no longer employed	Other contacts
12	REFUSE=1, REFUSE=2, REFUSE=4, REFUSE=5, REFUSE=7, REFUSE=11, REFUSE=12	Respondent refusal	Refused

Appendix 3: ESS brochure and survey invitation pack

Brochure



Employer Satisfaction Survey

What is the Employer Satisfaction Survey?

The survey provides the only national measure of the extent to which higher education institutions in Australia are meeting employer needs. The Employer Satisfaction Survey is undertaken on a systematic basis by asking employed graduates who participated in the Graduate Outcomes Survey to provide contact details for their work supervisor.

What is needed from supervisors of recent graduates?

All supervisors are invited to participate via email or telephone. We understand supervisors are busy, the survey only takes 7 minutes and participation is voluntary.

Why should supervisors take part?

This survey provides employers with an opportunity to provide feedback on:

- The specific skills and attributes needed in business today.
- How well higher education is preparing graduates for the workforce.
- The varied employment pathways graduates are taking after completing their study.

By taking part, supervisors' insights will benefit other employers through enhancements to Australian higher education policy and curricula.

Who is conducting the research?

The research is being conducted for the Australian Government Department of Education by the Social Research Centre.

What are the privacy provisions?

Any information provided will remain confidential, no direct identifying information forms part of the final data, and only aggregated data will be published. Further privacy information is available [here](#).

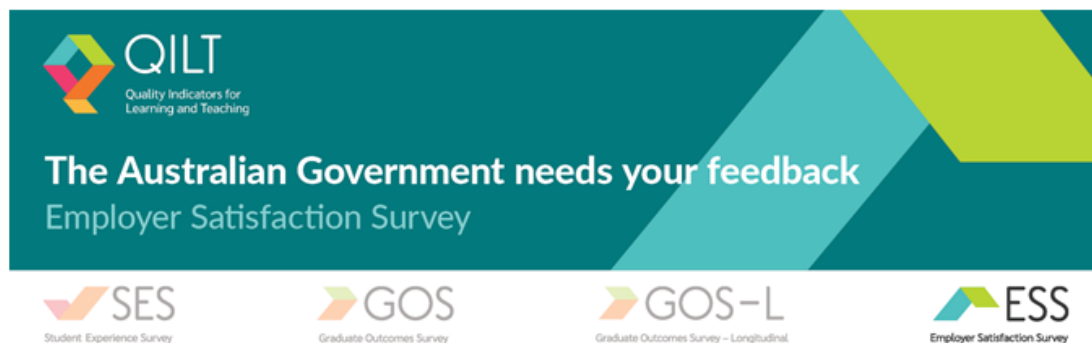
94%

Supervisors reporting the qualifications prepared the graduate “very well” or “well” for current employment



For more information about the study

1800 055 818 | ess@srcentre.com.au | www.qilt.edu.au/ess



Dear John,

Thank you for completing the Graduate Outcomes Survey. As requested, please find information below to pass on to your supervisor.

Dear Supervisor,

John Smith recently completed the Graduate Outcomes Survey and agreed to pass on this invitation to register for the Employer Satisfaction Survey.

The Employer Satisfaction Survey provides the only national measure of the extent to which higher education institutions in Australia are meeting employer needs. Your experience as a supervisor of a recent graduate is valuable to the Australian Government Department of Education and the survey only takes 7 minutes to complete.

You can read more about the research in this [brochure](#). Responses to common questions about the Employer Satisfaction Survey are available on our [website](#).

To register for the survey and provide contact information, please click the button below:

[Register for survey](#)

Any information you provide will remain confidential and no direct identifying information forms part of the final data.

Your feedback about the specific skills and attributes needed in business today will help improve the work preparedness of future graduates.

Thank you in advance for your time and feedback.

Graham Challice
Executive Director
The Social Research Centre

Trouble accessing the survey? Try copying and pasting the URL below into your browser.
<https://intelligence.srcentre.com.au/mriWeb/mriWeb.dll?>



Conducted by:



Social
Research
Centre

[Privacy](#) | [Further Information](#)

Funded by:



Australian Government

This email was sent by The Social Research Centre, Level 5, 350 Queen Street, Melbourne, VIC 3000, Australia to

[Opt out](#)

Appendix 4: Refusal conversion

ESSx – Refusal Conversion

WELCOME SCREEN

WELCOME **Collection period:** <PERIODTXT>

Good afternoon/evening my name is <...> and I'm calling on behalf of <E306CTXT> and the Australian Government Department of Education from the Social Research Centre.

May I please speak to <GradName>?

IF NECESSARY: We are calling as a follow-up to the Graduate Outcomes Survey you recently completed.

MODULE A: ESSX REFCN

*(ALL)

MOB INTERVIEWER CHECK: ARE YOU CALLING A MOBILE?

1. Yes
2. No

*(MOB=1, GRADUATE ON MOBILE)

SAFE May I just check whether it is safe for you to take this call at the moment?

1. Safe to take call
2. Not safe to take call (MAKE APPOINTMENT)

*(ALL)

MON This call may be monitored or recorded for quality assurance purposes. Please tell me if you don't want this to happen.

1. Yes
2. No

*(ALL)

INTRO *(DISPLAY IF SUPAUTHREF=2 OR 3, SUPAUTH PACK SENT)
(INFO PACK SENT: <AUTHCOUNT> times. LAST SENT: <AUTHDATE>)

*(DISPLAY FOR ALL)

(RE-INTRODUCE IF NECESSARY: Good afternoon/evening my name is <...> and I'm calling on behalf of <E306CTXT> and the Australian Government Department of Education from the Social Research Centre.)

(INTERVIEWER NOTE: If needed, listen and address respondent concern with relevant information only.)

*(DISPLAY IF SUPAUTHREF=1 AND ONLINEREFREASON=4, JOB TEMPORARY OR CASUAL)

I'm calling to follow up on the Graduate Outcomes Survey you recently participated in, thanks for doing the survey.

The next important part of the research is speaking with employers as part of the Employer Satisfaction Survey. We are contacting supervisors of graduates, to get their opinion on the extent to which <E306CTXT> is preparing graduates for the workforce.

(At the end of the survey you said that <OnlineRefDetail>. I understand, many graduates are in a similar position.)

ESSx - Refusal Conversion

We speak to supervisors every year, they really enjoy having the opportunity to provide feedback on the general skills and attributes that are important to employers, and it is important that a wide range of graduates are represented in the research.

We can send the invitation by email and the survey is completely voluntary, it only takes 7 minutes. (It's much quicker than the survey you completed).

Can you provide the best contact details for your work supervisor?

*(DISPLAY IF SUPAUTHREF=1 AND ONLINEREFREASON=5, SUPERVISOR BUSY)
I'm calling to follow up on the Graduate Outcomes Survey you recently participated in, thanks for doing the survey.

The next important part of the research is speaking with employers as part of the Employer Satisfaction Survey. We are contacting supervisors of graduates, to get their opinion on the extent to which <E306CTXT> is preparing graduates for the workforce and the types of skills and attributes that are important to employers.

(At the end of the survey you said <OnlineRefDetail>). We speak to employers every year and like to make it as convenient as possible for your supervisor to participate.

This survey is much quicker than the one you completed, it only takes 7 minutes. We can send them an email to do the survey online. If it's a busy time of year, the survey will remain open for the next few months. We can also offer appointments for a telephone interview. (The survey is completely voluntary, and the email invitation will include an unsubscribe link).

Can you provide the best contact details for your work supervisor?

*(DISPLAY IF SUPAUTHREF=1 AND ONLINEREFREASON=13, NOT IN JOB LONG ENOUGH)
I'm calling to follow up on the Graduate Outcomes Survey you recently participated in, thanks for doing the survey.

The next important part of the research is speaking with employers as part of the Employer Satisfaction Survey. We are contacting supervisors of graduates, to get their opinion on the extent to which <E306CTXT> is preparing graduates for the workforce and the types of skills and attributes that are important to employers.

You said in the survey <OnlineRefDetail>. We'd like to invite your supervisor to participate as it is important that a wide range of graduates are represented in the research, and employers really enjoy having the opportunity to provide feedback.

We can send the invitation by email and the survey is completely voluntary, it only takes 7 minutes. (It's much quicker than the survey you completed).

Can you provide the best contact details for your work supervisor?

*(DISPLAY IF SUPAUTHREF=1 AND ONLINEREFREASON=10, JOB NOT RELATED TO STUDY)
I'm calling to follow up on the Graduate Outcomes Survey you recently participated in, thanks for doing the survey.

The next important part of the research is speaking with employers as part of the Employer Satisfaction Survey. We are contacting supervisors of graduates, to get their opinion on the extent to which <E306CTXT> is preparing graduates for the workforce and the types of skills and attributes that are important to employers.

ESSx - Refusal Conversion

(At the end of the survey you said <OnlineRefDetail>. Many graduates we speak with are in a similar situation, working short- or long-term in a role unrelated to their study. We'd still like to get your supervisor's feedback as it is important that a wide range of graduates are represented in the research.)

Their feedback can help improve the understanding of employment pathways <E306CTXT> graduates take, and whether these pathways are changing over time.

We'd like to send an email inviting your supervisor to participate online, the survey is completely voluntary, and it only takes 7 minutes. (It's much quicker than the survey you completed).

Can you provide the best contact details for your work supervisor?

*(DISPLAY IF SUPAUTHREF=1 AND ONLINEREFREASON=12, PRIVACY CONCERN)
I'm calling to follow up on the Graduate Outcomes Survey you recently participated in, thanks for doing the survey.

The next important part of the research is speaking with employers as part of the Employer Satisfaction Survey. We are contacting supervisors of graduates, to get their opinion on the extent to which <E306CTXT> is preparing graduates for the workforce and the types of skills and attributes that are important to employers.

At the end of the survey you said <OnlineRefDetail>. May I ask if you had any specific concerns?

(USE IF NECESSARY)

- The Employer Satisfaction Survey is completely confidential.
- The Social Research Centre complies with the Privacy Act and the Australian Privacy Principles.
- No direct identifying information (such as name or phone number) forms part of the final data.
- Only aggregated data will be reported publicly.
- A unique identifying number is retained to ensure supervisors are only contacted again as appropriate.
- Our full privacy policy is available at srcentre.com.au/ess

We've found employers really enjoy having the opportunity to provide feedback. (It's much quicker than the survey you completed). The survey takes 7 minutes and is voluntary. If your supervisor does not want to participate, the email invitation includes an unsubscribe link.

Can you provide the best contact details for your work supervisor?

*(DISPLAY IF SUPAUTHREF=2, GRADUATE IN ESSX/BRIDGE SUPAUTH WORKFLOW)

(INTERVIEWER NOTE: Try collect supervisor details, AVOID resending info pack)
(REFUSAL REASON: That <OnlineRefDetail>.)

I'm calling to follow up on the Graduate Outcomes Survey you recently participated in, thanks for doing the survey.

The next important part of the research is speaking with employers as part of the Employer Satisfaction Survey. We are contacting supervisors of graduates, to get their opinion on the extent to which <E306CTXT> is preparing graduates for the workforce and the types of skills and attributes that are important to employers.

ESSx - Refusal Conversion

(We emailed you an information pack that could be shared with your supervisor, have you had a chance to discuss the survey with them?)

We've found employers really enjoy having the opportunity to provide feedback on the skills and attributes that are important for <E306CTXT> graduates to have when entering the workforce.

We'd like to send an email inviting your supervisor to participate online, the survey is completely voluntary, and it only takes 7 minutes. (It's much quicker than the survey you completed).

Can you provide the best contact details for your work supervisor?

*(DISPLAY IF SUPAUTHREF= 3, GRADUATE WAS SENT SUPAUTH PACK FROM REFCON)

(INTERVIEWER NOTE: Try collect supervisor details, AVOID resending info pack)
(REFUSAL REASON: That <OnlineRefDetail>.)

Thanks for taking part in the Graduate Outcomes Survey. I'm calling to follow-up regarding the Employer Satisfaction Survey.

We emailed you an information pack that could be shared with your supervisor, have you had a chance to discuss the survey with them?

We've found employers really enjoy having the opportunity to provide feedback on the skills and attributes that are important for <E306CTXT> graduates to have when entering the workforce.

We'd like to send an email inviting your supervisor to participate online, the survey is completely voluntary, and it only takes 7 minutes. (It's much quicker than the survey you completed).

Can you provide the best contact details for your work supervisor?

1. Yes
2. Language difficulty (GO TO TERM1)
3. Household refusal (GO TO TERM1)
4. Respondent refusal (GO TO TERM1)
5. Send supervisor information pack (AVOID) (GO TO AUTH1)
6. Graduate no longer employed (AVOID) (GO TO TERM1)
7. Graduate does not have a direct supervisor (AVOID) (GO TO TERM1)

*(INTRO=5, WANTS SUPERVISOR INFORMATION PACK)

AUTH1 I can send you a survey invitation pack, including a brochure with key survey information that can be shared with your supervisor. The email also contains a link that allows your supervisor to self-register for the Employer Satisfaction Survey.

Can I please confirm your email address?

IF NECESSARY: Your supervisor would be able to decide whether to register for the survey and you would not need to provide us with their contact details.

*(PROGRAMMER NOTE: pre-fill email address with EMAIL1 from sample)

1. Email address: (Please specify) (GO TO TERM3)
2. Does not want to provide email (GO TO TERM1)

ESSx - Refusal Conversion

3. Wants to provide supervisor details (GO TO SUPNAME)

*(INTRO=1 OR AUTH1=3, AGREED TO PROVIDE SUPERVISOR CONTACT DETAILS)

SUPNAME So we can make it convenient for your supervisor to participate, we like to collect an email and phone number where possible.

Supervisors will be invited by email and only contacted by phone if they have not completed the survey in a month's time.

Can you please tell me the name of your current work supervisor?

1. <verbatim text box>
2. No

*(INTRO=1 OR AUTH1=3, AGREED TO PROVIDE SUPERVISOR CONTACT DETAILS)

SUPEMPNAME Business name of current employer (Optional)

1. <verbatim text box>
2. No

*(INTRO=1 OR AUTH1=3, AGREED TO PROVIDE SUPERVISOR CONTACT DETAILS)

SUPEMAIL Do you know your supervisor's email address?

1. <verbatim text box> *PROGRAMMER NOTE: Kickbox validation required
2. No

*(INTRO=1 OR AUTH1=3, AGREED TO PROVIDE SUPERVISOR CONTACT DETAILS)

SUPPHONE And what would be the best phone number to contact your supervisor on?

IF NECESSARY: We've found the preferred contact number for supervisors is often a mobile number if they work from home.

INTERVIEWER NOTE:

- Please include state code if domestic landline
- Please include 0011 if international

1. <Phone number text box>
2. No

*PROGRAMMER NOTE: DEFAULT COUNTRY NAME AND CODE TO AUSTRALIA. VALIDATION REQUIRED IF AUSTRALIAN NUMBER, NO VALIDATION ON INTERNATIONAL NUMBERS. ALLOW 1300 AND 1800 NUMBERS.

*(SUPEMAIL=2 AND SUPPHONE=2, DID NOT PROVIDE CONTACT DETAILS FOR SUPERVISOR)

SUPREFAV To contact your supervisor we need to collect a valid email address or phone number. Would you be willing to provide either your supervisor's email address or phone number?

1. Yes *(GO TO SUPEMAIL)
2. No *(GO TO TERM1)
3. Supervisor does not have email or phone contact details *(GO TO TERM1)

(SUPPHONE=1 AND BEGINS WITH 04, PROVIDED MOBILE NUMBER)

SUPSTAT And, so we know the best time to call, what state are they in?

ESSx - Refusal Conversion

1. NSW
2. VIC
3. QLD
4. SA
5. WA
6. TAS
7. NT
8. ACT
9. (Refused)

*((INTRO=2,3,4,6,7) OR AUTH1=2 OR SUPREFAV=2,3), LOTE OR HOUSEHOLD REFUSAL OR RESPONDENT REFUSAL OR REFUSED TO PROVIDE EMAIL FOR INFO PACK OR GRAD NO LONGER EMPLOYED OR GRAD HAS NO SUPERVISOR OR DID NOT / CANNOT PROVIDE SUPERVISOR CONTACT DETAILS)

TERM1 Thank you for your time today.

*(AUTH1=1, GAVE EMAIL FOR SUPERVISOR INFORMATION PACK)

TERM3 You should receive the email in the next hour or so, please share this with your supervisor. Thank you again for your time completing the Graduate Outcomes Survey.

*(SUPEMAIL=1 OR SUPHONE=1, PROVIDED SUPERVISOR CONTACT DETAILS)

CLOSE Thank you for providing these details, we'll contact your supervisor in approximately a week's time so please let them know to expect an invitation.

Your help plays a significant role in enhancing Australian higher education. All information you have provided will remain confidential and only be used for research purposes. If you would like further information, I can give you the details of some websites if you like:

<https://qilt.edu.au/ess> – QILT site has links to brochure, reports & data

<https://srcentre.com.au/ess> – SRC site with survey FAQs, privacy policy

<https://www.compared.edu.au> – Compare institutions and study areas, powered by QILT

Just in case you missed it, my name is <...> from the Social Research Centre and this research is being conducted on behalf of The Australian Government Department of Education.

MODULE B: ONLINE SUPAUTH DETAILS COLLECTION

*(ENTRYMODE=3, ONLINE ENTRY - SUPERVISOR ACCESSING SURVEY AFTER SURVEY INVITATION PACK REQUEST BY GRADUATE)
SUPAUTH_CONTACT

*PROGRAMMER NOTE: CLEAR ANY SAVED VALUES FOR SUPNAMEAUTH, SUPEMAILAUTH, SUPPHONEAUTH WHEN SURVEY IS OPENED

Thank you for your interest in the Australian Government's Employer Satisfaction Survey.

We'd like to invite you to provide feedback on how well <E306CTXT> contributed to < GRADNAME>'s general ability, technical skills and work readiness. The survey takes about 7 minutes and can be completed online or via telephone interview.

Please register for the Employer Satisfaction Survey by providing your preferred contact details in the form below.

(RESPONSE FRAME)

ESSx - Refusal Conversion

*PROGRAMMER NOTE: CHECK SUPEMAILAUTH AND SUPPHONEAUTH NUMBER PROVIDED DO NOT MATCH RESPONDENT SAMPLE INFORMATION

*PROGRAMMER NOTE: SUPNAMEAUTH AND AT LEAST ONE OF SUPEMAILAUTH OR SUPPHONEAUTH ARE MANDATORY, IF FIELD LEFT BLANK DISPLAY 'So that we may contact you for this research, please provide your name and either an email address or phone number.'

*PROGRAMMER NOTE: ALL TEXT BOXES TO BE PRESENTED LEFT ALIGNED BELOW LEAD IN TEXT

SupnameAuth Your name
<verbatim text box>

SupemprnameAuth Your business name
<verbatim text box>

SupemailAuth Email address
<email box> *PROGRAMMER NOTE: Kickbox validation required

*PROGRAMMER NOTE: WHEN KICKBOX FAILS SHOW TEXT "EMAIL ADDRESS IS POSSIBLY INVALID, PLEASE DOUBLE CHECK YOUR ANSWER."

*PROGRAMMER NOTE: WHEN EMAIL FORMAT IS INVALID SHOW TEXT "THE EMAIL FORMAT YOU HAVE ENTERED IS INVALID. PLEASE DOUBLE CHECK THE EMAIL YOU PROVIDED."

SupphoneAuth *Please select country and enter phone number.*
<Country name and code drop down> <Phone number text box>

*PROGRAMMER NOTE: DEFAULT COUNTRY NAME AND CODE TO AUSTRALIA. VALIDATION REQUIRED IF AUSTRALIAN NUMBER, NO VALIDATION ON INTERNATIONAL NUMBERS. ALLOW 1300 AND 1800 NUMBERS.

*(SUPAUTH_CONTACT=DETAILS PROVIDED, SUPERVISOR COMPLETED REFCON SUPAUTH REGISTRATION)

TERM2 Thank you for registering for the Employer Satisfaction Survey. We will send an email invitation or give you a call to complete the survey in the next few business days.

If you have any queries related to the Employer Satisfaction Survey, please contact ess@srcentre.com.au or call 1800 055 818.

ALLTERM

		Detailed outcome	Summary outcome
1	SUBMIT	Completed interview	Interview
2	INTRO=2	Language difficulty	Other contacts
3	INTRO=3	Household refusal	Refused
4	INTRO=4	Respondent refusal	Refused
5	AUTH1=2	Refused to provide info pack email	Refused
6	SUPREFAV=2	Refused to provide contact details	Refused
7	INTRO=6	Graduate no longer employed	Other contacts
8	SUPREFAV=3	Supervisor does not have email or phone	Other contacts
9	INTRO=7	Graduate does not have a direct supervisor	Other contacts
10	TERM3	Requested survey invitation pack	Other contacts

Appendix 5: ESS Boost

ESS Boost

MODULE A: ESS BOOST

*(ESSBFLG=1, FLAGGED TO BE CALLED IN ESS BOOST JOB)

WELCOME **Collection period:** <PERIODTXT>

Good afternoon/evening my name is <...> and I'm calling on behalf of <E306CTXT> and The Australian Government Department of Education, from the Social Research Centre.

May I please speak to <GradName>?

IF NECESSARY: We're calling as we have tried contacting your work supervisor as part of the Employer Satisfaction Survey. Unfortunately, we have been unable to get in touch with them and are calling to confirm we have the right contact details.

REASON ADDED TO BOOST: <BoostType>.

DATE PROVIDED SUPERVISOR DETAILS: <DateMain>.

*(ALL)

MOB

INTERVIEWER CHECK: ARE YOU CALLING A MOBILE?

1. Yes
2. No

*(MOB=1, GRADUATE ON MOBILE)

SAFE May I just check whether it is safe for you to take this call at the moment?

1. Safe to take call
2. Not safe to take call (MAKE APPOINTMENT) (GO BACK TO MOB)

*(ALL)

MON

This call may be monitored or recorded for quality assurance purposes. Is that ok?

1. Yes
2. No

*(ESSBFLG=1, FLAGGED TO BE CALLED IN ESS BOOST JOB)

INTRO

RE-INTRODUCE IF NECESSARY: Good afternoon/evening my name is <...> and I'm calling on behalf of <E306CTXT> and The Australian Government Department of Education from the Social Research Centre.

Thank you for completing the Graduate Outcomes Survey, we're calling as we have tried contacting your work supervisor as part of the Employer Satisfaction Survey. Unfortunately, we have been unable to get in touch with them and would like to confirm we have the right details.

Do you have a moment to confirm the contact details you provided previously?

*(DISPLAY IF BOOSTTYPE=NON-CONTACT) IF NECESSARY: We have sent a few emails over the past month and it doesn't look like they have been received. Could I just confirm these details are correct?

IF NECESSARY: The Employer Satisfaction Survey measures how well <E306CTXT> has prepared graduates for the workforce and gives employers an opportunity to provide

feedback that will contribute to the ongoing improvement of higher education. The survey only takes 7 minutes and we are only calling as we still need to hear from more employers.

1. Yes
2. Language difficulty (AVOID) (GO TO TERM)
3. Household refusal (GO TO TERM)
4. Respondent refusal (GO TO TERM)
5. Wants further information (GO TO INFO)

*(INTRO=5, WANTS FURTHER INFORMATION)

INFO PROVIDE RELEVANT INFORMATION BELOW AS NEEDED TO AVERT REFUSAL

- We are keen to hear from your supervisor about how well your course prepares graduates for the workforce. We know that supervisors really appreciate the opportunity to have a say about higher education
- Even if you are not yet in your career job, there is still value in your supervisor taking part as it covers work preparedness generally
- The survey is not an assessment of you, but an assessment of how well your institution and course prepares graduates for the workforce
- All information you provide is confidential, and will only be used for purposes directly related to this research
- More information about the ESS, including a brochure with key information that can be shared with your supervisor, is available at gilt.edu.au/ess

*(PROGRAMMER NOTE: ADD COUNTER TO THIS LINK)

Can you provide the best contact details for your supervisor now?

1. Yes
2. Respondent refusal (GO TO TERM)

*(INTRO=1 OR INFO=1, WANTS TO CONFIRM DETAILS)

SUPCONFIRM The contact information we have for your work supervisor is:

Supervisor Name: <supname>

Employer Name: <businessname>

Email: <supemx>

Phone: <supphx>

INTERVIEWER NOTE: IF GRADUATE IN NEW JOB, SELECT I CAN PROVIDE NEW DETAILS

*(DISPLAY IF BOOSTTYPE=UNUSABLE) INTERVIEWER NOTE: EMAIL AND PHONE DETAILS CONFIRMED UNUSABLE, PLEASE DOUBLE CHECK IF GRADUATE SAYS THEY ARE CORRECT

1. I can provide new details
2. Details above were correct
3. Cannot confirm details (i.e. no longer employed) (GO TO TERM)
4. Does not want to confirm details (GO TO TERM)

*(SUPCONFIRM=1, WANTS TO UPDATE DETAILS)
SUPUPDATE

INTERVIEWER NOTE: TRY TO COLLECT BOTH EMAIL AND PHONE IF NOT ALREADY PROVIDED. **PHONE IS CRUCIAL TO SUCCESS OF JOB AND A MOBILE IS PREFERRED IF SUPERVISOR WORKS FROM HOME.**

INTERVIEWER NOTE: IF NO NEW DETAILS PROVIDED, GO BACK AND CODE AS DETAILS ABOVE WERE CORRECT

INTERVIEWER NOTE: *Please include state code if domestic landline or include 0011 and country code if international*

*(DISPLAY IF BOOSTTYPE=UNUSABLE) INTERVIEWER NOTE: EMAIL AND PHONE DETAILS UNUSABLE, PLEASE COLLECT NEW OR REMOVE

Supervisor Name: <supnameb>

Employer Name: <Supemprnameb>

Email: <supemb> *PROGRAMMER NOTE: KICKBOX VALIDATION

Phone: <supphb>

1. Continue

*PROGRAMMER NOTE: PREFILL FIELDS WITH SAMPLE VALUES FOR SUPNAME, BUSINESSNAME, SUPEMX, SUPPHX

*PROGRAMMER NOTE: CHECK SUPEMB AND SUPPHB PROVIDED DO NOT MATCH RESPONDENT SAMPLE INFORMATION, IF SUPPHB MATCHES SAMPLE INFORMATION DISPLAY ERROR MESSAGE: PLEASE NOTE PHONE NUMBER MATCHES GRADUATE NUMBER, CONFIRM BEFORE PROCEEDING. ENABLE VALIDATION CHECKS ON PHONE NUMBER FIELD BUT ALLOW 1300 AND 1800 NUMBERS THROUGH

(SUPUPDATE=1 AND SUPPHB=04, PROVIDED MOBILE NUMBER)
SUPSTAT And, so we know the best time to call, what state are they in?

INTERVIEWER NOTE: State previously provided: <PhoneState>

1. NSW
2. VIC
3. QLD
4. SA
5. WA
6. TAS
7. NT
8. ACT
9. (Refused)

*(SUPCONFIRM=2 OR SUPUPDATE=1, CONFIRMED OR UPDATED DETAILS)
CLOSE

All information you provided remains confidential and will only be used for research purposes. We'll try contact your work supervisor in the next few days and if you would like further information about the research I can give you the details of some websites:

<https://qilt.edu.au/ess> – QILT site has links to brochure, reports & data

<https://srcentre.com.au/ess> – SRC site with survey FAQs, privacy policy

<https://www.compared.edu.au> – Compare institutions and study areas, powered by QILT

(IF REQUESTED: QILT Helpdesk – 1800 055 818)

Thank you again for your time. Just in case you missed it, my name is <NAME> from the Social Research Centre and the survey is being conducted on behalf of The Australian Government Department of Education.

*PROGRAMMER NOTE: IF COMPLETE AND SUPCONFIRM =2, UPDATE TO BOOSTOUTCOME =1

*PROGRAMMER NOTE: IF COMPLETE AND SUPUPDATE=1 THEN UPDATE TO BOOSTOUTCOME =2

*(INTRO=2,3,4 OR INFO=2 OR SUPCONFIRM=3 OR 4, HOUSEHOLD REFUSAL OR UNWILLING/UNABLE TO CONFIRM SUPERVISOR CONTACT DETAILS)
 TERM Thank you for your time.

*(ALLTERM)

		Detailed outcome	Summary outcome
1	SUBMIT	Completed interview	Interview
2	INTRO=2	Language difficulty	Other contacts
3	INTRO=3	Household refusal	Refused
4	INTRO=4	Respondent refusal	Refused
5	INFO=2	Respondent refusal	Refused
7	SUPCONFIRM=3	Graduate unable to update supervisor details	Other contacts
8	SUPCONFIRM=4	Graduate unwilling to update supervisor details	Refused

Appendix 6: Survey invitations and reminders

Example ESS survey invitation email



Dear Supervisor,

The Australian Government Department of Education would like to hear your thoughts on how well higher education is equipping graduates for the workforce through the Employer Satisfaction Survey. John Smith provided your contact details after completing the Graduate Outcomes Survey so we could invite you to participate.

The Employer Satisfaction Survey provides the only national measure of the extent to which higher education institutions in Australia are meeting employer needs. It should take approximately 7 minutes to complete and your responses will be kept confidential.

To start the survey, please click the button below:

[Start survey now](#)

The Employer Satisfaction Survey is part of the Quality Indicators for Learning and Teaching (QILT). By taking part, your insights will benefit employers through enhancements to Australian higher education policy and curricula. Further information is available in this [brochure](#).

Your responses will be aggregated with other employers' opinions and reported on the QILT website. **As a thank you for participating in the survey you also have a chance to elect to receive a summary of the research findings.**

Your ideas and opinions are important. Thank you in advance for your time and feedback.

Graham Challice
Executive Director
The Social Research Centre

Trouble accessing the survey? Try copying and pasting the URL below into your browser.

<https://intelligence.scentre.com.au/mriWeb/mriWeb.dll?/>



Conducted by:



Social
Research
Centre

Funded by:



Australian Government

[Privacy](#) | [Further Information](#)

This email was sent by The Social Research Centre, Level 5, 350 Queen Street, Melbourne, VIC 3000, Australia to

[Out out](#)

Example ESS survey reminder email



Dear Supervisor,

We still need to hear from more employers about how well higher education is preparing graduates for the workforce through the Employer Satisfaction Survey. By taking part you will help provide future graduates with the skills and training needed most by your industry, you can help the Australian Government improve higher education and benefit employers in the future. We are interested in your feedback as a supervisor of John Smith.

It should only take around 7 minutes to complete and your responses will be kept confidential.

To complete the survey, please click the button below:

[Take survey now](#)

The Employer Satisfaction Survey is the first national survey that directly links the experiences of graduates to the views of their direct supervisors. More information about this research is available in this [brochure](#). **As a thank you for participating in the survey you also have a chance to elect to receive a summary of the research findings.**

Your ideas and opinions are important - if you do not wish to participate, please unsubscribe using the link at the bottom of the email. Thank you in advance for your time and feedback.

Graham Challice
Executive Director
The Social Research Centre

Trouble accessing the survey? Try copying and pasting the URL below into your browser.
<https://intelligence.srcentre.com.au/mriWeb/mriWeb.dll?/>



Conducted by:



Social
Research
Centre

Funded by:



Australian Government

[Privacy](#) | [Further Information](#)

This email was sent by The Social Research Centre, Level 5, 350 Queen Street, Melbourne, VIC 3000, Australia to

[Out out](#)

Example SMS content

Hi %%supname%%, this is a final reminder from the Social Research Centre on behalf of the Australian Government Department of Education. This week is the last chance to provide your feedback on the work preparedness provided by %%gradname%%'s course at %%E306CTXT%% in the Employer Satisfaction Survey. By taking part you will help provide future graduates with the skills and training needed most by your industry. The online survey only takes 7 minutes: %%SRVYLINK_SMS%% Check your email for more info or call 1800055818 to book a telephone interview
Reply STOP to opt out

Appendix 7: Core questionnaire

ESS mixed mode questionnaire

ONLINE INTRODUCTION

*(ONLINE)

INTRO Thank you for agreeing to take part in the Employer Satisfaction Survey, part of the Quality Indicators for Learning and Teaching suite of surveys. This is an important survey conducted by the Social Research Centre on behalf of The Australian Government Department of Education. The information gathered from you will contribute to positive changes in Australian higher education by providing valuable data about graduates' general ability, technical skills and work readiness.

Most people take approximately 7 minutes to complete all the questions.

If you need to take a break, you can press the 'SAVE' button and close your browser. You can come back to the survey at any time and continue from where you stopped.

Please **do not** use the browser BACK button to go back to a previous question.

Please press the 'Next' button below to continue

CATI INTRODUCTION

*PROGRAMMER NOTE: ONLY ASK CATI INTRODUCTION MODULE IF CATI

*(CATI)

WELCOME SCREEN

Good afternoon/evening my name is <NAME> and I'm calling on behalf of The Australian Government Department of Education from the Social Research Centre.

May I please speak to <SUPNAME>?

INTERVIEWER NOTE: If supervisor name is missing or <SUPNAME> is unknown, please ask: May I please speak to the supervisor of <E403> <E402>?

*(TRANSFERDATE=BLANK, DO NOT KNOW IF THERE HAS BEEN PREVIOUS PHONE CORRESPONDENCE)

INTRO

RE-INTRODUCE IF NECESSARY: Good afternoon/evening my name is <NAME> and I'm calling on behalf of The Australian Government Department of Education from The Social Research Centre.

*(DISPLAY IF APPROACHTYPE=CATI AND SUPAUTH=1) I'm calling regarding the Employer Satisfaction Survey, thank you for registering your interest.

*(DISPLAY IF APPROACHTYPE=CATI AND SUPAUTH=0) The reason for the call is we're looking to speak with you about how well you feel higher education is preparing graduates for the workforce. Earlier in the year <E403> <E402> provided us feedback on how well their training at <E306CTXT> prepared them for their job and nominated you as their supervisor in the workplace.

*(DISPLAY IF APPROACHTYPE=EMAIL) I'm calling to follow up on an email that we recently sent you inviting you to participate in a short survey about how well higher education is equipping graduates for the workforce.

*(DISPLAY IF PARTIALCOMP=0) We're looking to get feedback on how well <E306CTXT> contributed to <E403> <E402>'s general ability, technical skills and work readiness. The information you provide will contribute to positive changes in Australian higher education so we really do appreciate your participation.

The survey takes 10 minutes, participation in this study is voluntary and you can stop at any time. Do you have time now to complete the survey?

(IF NEEDED:) All information will be used for research purposes only, will remain completely confidential and it will not identify you in any way.

(IF NECESSARY:) Your telephone number was provided to us under strict privacy provisions by <E403> <E402> and will be used only for this research. Information about our privacy policy can be found at srcentre.com.au/privacy

1. Continue
2. Wants to complete online
3. Household refusal
4. Respondent refusal
5. Language difficulty
6. Contact details are for graduate

*(TRANSFERDATE=NOT BLANK, KNOW DATE OF PREVIOUS CALL)
INTRO2

RE-INTRODUCE IF NECESSARY: Good afternoon/evening my name is <NAME> and I'm calling on behalf of <E306CTXT> and The Australian Government Department of Education from The Social Research Centre.

We spoke to you on <TransferDate> and you said you would like to complete the survey online yourself. It doesn't look like it's been completed yet so we were calling back to see if you'd like to finish it off over the phone?

Participation in this study is voluntary and you can stop the interview at any time. Do you have time now to complete the survey?

(IF NEEDED:) All information will be used for research purposes only, will remain completely confidential and it will not identify you in any way.

(IF NECESSARY:) Your telephone number was provided to us under strict privacy provisions by <E403> <E402> and will be used only for this research. Information about our privacy policy can be found at srcentre.com.au/privacy

1. Continue *PROGRAMMER NOTE: CLEAR TRANSFERDATE IN SAMPLE
2. Wants to complete online
3. Household refusal
4. Respondent refusal
5. Language difficulty
6. Contact details are for graduate

*(INTRO=2 OR INTRO2=2, EMPLOYERS WHO WANT TO COMPLETE THE SURVEY ONLINE)
PUSHWEB Would you like us to send the online survey link via email or SMS text message?

1. Email
2. SMS

*(PUSHWEB=1, EMPLOYERS WHO WANT TO COMPLETE SURVEY VIA EMAIL)
EM1 I can send you an email with the link to the survey. Can I please confirm your email address?

Email address: <supemail>

1. Email address shown is correct
2. Email address: (Please specify)

*(PUSHWEB=2, EMPLOYERS WHO WANT TO COMPLETE SURVEY VIA SMS)

SMS1 I can send you a text message with the link to the survey. Can I please confirm your mobile number?

Phone number: <phone number>

1. Phone number shown is correct mobile (PROGRAMMER NOTE: SUPPRESS CODE IF PHONE NUMBER DOES NOT START WITH 04)
2. Mobile number: (Please specify)

(PROGRAMMER NOTE: VALIDATE AUSTRALIAN MOBILE FORMAT)

*(INTRO=2 OR INTRO2=2, EMPLOYERS WHO WANT TO COMPLETE THE SURVEY ONLINE)
SUPNAME And may I confirm your name?

1. <verbatim text box> *PROGRAMMER NOTE FILL WITH SUPERVISOR NAME IF AVAILABLE

*PROGRAMMER NOTE: SHOW TERM1 AND FLAG AS TRANSFER_TO_WEB

*(INTRO OR INTRO2=5, EMPLOYERS WHO ARE HAVING LANGUAGE DIFFICULTIES)
LOTE RECORD LANGUAGE

1. Cantonese
2. Mandarin
3. Vietnamese
4. Italian
5. Greek
6. Arabic
7. Lebanese
8. Turkish
9. Other language (Please specify)
10. Language not identified

*PROGRAMMER NOTE: IF INTRO OR INTRO2=6 FLAG RECORD AS CONTACTEDGRAD=1

*(INTRO OR INTRO2=6, CONTACT DETAILS ARE FOR GRADUATE)

GRAD1 We are looking to speak with work supervisors of recent graduates as part of the Employer Satisfaction Survey. Like the GOS, the Employer Satisfaction Survey is part of the Quality Indicators for Learning and Teaching (QILT) – the first set of national surveys that speak to both graduates and employers about higher education. This is an opportunity for your supervisor to talk about their perceptions of your institution and your course – it is not an assessment of you. Without your supervisor's input, results from this survey will be less helpful.

Even if you are not yet in your career job, there is still value in your supervisor taking part as it covers work preparedness generally. The survey only takes around 7 minutes, participation is voluntary, and your supervisor is free to withdraw at any time

Can you provide the best contact details for your supervisor?

1. I can provide their contact work details *(GO TO SUPNAME)
2. Wants further information (GO TO INFO)
3. I do not wish to provide my supervisor's details (GO TO TERM2) *PROGRAMMER NOTE: SHOW *(AVOID) FOR CATI

*(GRAD1=2, WANTS FURTHER INFORMATION)

INFO PROVIDE RELEVANT INFORMATION BELOW AS NEEDED TO AVERT REFUSAL

- We are keen to hear from your supervisor about how well your course prepares graduates for the workforce. We know that supervisors really appreciate the opportunity to have a say about higher education

- Even if you are not yet in your career job, there is still value in your supervisor taking part as it covers work preparedness generally
- The survey is not an assessment of you, but an assessment of how well your institution and course prepares graduates for the workforce
- All information you provide is confidential, and will only be used for purposes directly related to this research
- For more information about the ESS (such as why the survey is important, the types of questions that will be asked and how the results will be reported), you can visit the following website: qilt.edu.au/ess

*PROGRAMMER NOTE: ADD COUNTER FOR CLICKS ON WEBSITE LINK ABOVE

Can you provide the best contact details for your supervisor now?

1. Yes
2. Respondent refusal (GO TO TERM2)

*(GRAD1=1, WANTS TO PROVIDE DETAILS)

SUPNAME Can you please tell me the name of your current work supervisor?

1. Enter supervisor name <verbatim text box>

*(GRAD1=1, WANTS TO PROVIDE DETAILS)

SUPEMX What is your supervisor's email address?

1. Enter email <verbatim text box> *PROGRAMMER NOTE: Kickbox validation required
2. Supervisor does not have email/ Don't want to provide

*(GRAD1=1, WANTS TO PROVIDE DETAILS)

SUPPHX What is your supervisor's phone number?

INTERVIEWER NOTE:

Mobile or direct landline number is preferred

Avoid collecting general business number if possible

Please include state code if domestic landline

Please include 0011 and country dialling code if international

1. Enter phone number <verbatim text box>
2. Supervisor does not have phone number / Don't want to provide

*PROGRAMMER NOTE: CHECK SUPEMX AND SUPPHX NUMBER PROVIDED DO NOT MATCH RESPONDENT SAMPLE INFORMATION. ENABLE VALIDATION CHECKS ON PHONE NUMBER FIELD BUT ALLOW 1300 AND 1800 NUMBERS THROUGH

*PROGRAMMER NOTE: IF SUPREFAV=1 AND SUPEMX=2 AND SUPPHX=2 AFTER SECOND LOOP SEND TO TERM2 AND CODE AS RESPONDENT REFUSAL

*(SUPEMX=2 AND SUPPHX=2, DID NOT PROVIDE EMAIL OR PHONE NUMBER)

SUPREFAV To contact your supervisor we need to collect a valid email address or phone number.

Would you be willing to provide either your supervisor's email address or phone number?

1. Yes *PROGRAMMER NOTE: LOOP BACK TO SUPEMX
2. No (GO TO TERM2)

(SUPPHX=1 AND SUPPHX=04, PROVIDED MOBILE NUMBER)

SUPSTAT And, so we know the best time to call, what state are they in?

1. NSW
2. VIC
3. QLD
4. SA
5. WA
6. TAS
7. NT
8. ACT
9. (Refused)

*(GRAD1=1, WANTS TO PROVIDE DETAILS)
CLOSE

Thank you for providing these details, it plays a significant role in enhancing Australian higher education. All information you have provided will remain confidential and only be used for research purposes. If you would like further information, I can give you the details of a website if you like:

qilt.edu.au/ess

Just in case you missed it, my name is <...> from the Social Research Centre and this research is being conducted on behalf of The Australian Government Department of Education.

*PROGRAMMER NOTE: COLLECTED DETAILS NEED TO BE FED INTO THE ESS MAIN JOB – CAN BYPASS MANUAL REVIEW. APPOINT RECORD AS PER ESSX JOB.

*(INTRO=1 OR INTRO2=1, CONTINUING WITH SURVEY)
MOB

INTERVIEWER CHECK: ARE YOU CALLING A MOBILE?

1. Yes
2. No

*(MOB=1, EMPLOYER ON MOBILE)
SAFE May I just check whether it is safe for you to take this call at the moment?

1. Safe to take call
2. Not safe to take call (MAKE APPOINTMENT) (GO BACK TO INTRO)

*(ALL)
MON This call may be monitored or recorded for quality assurance purposes. Is that okay?

1. Yes
2. No

*(TIMESTAMP)

MODULE A: SCREENING AND CONFIRMATION

*(ALL)
QS1/esuper First, we have a few questions about your role and <E403> <E402>'s role, so we can understand your relationship to <E403>.

Just to check, do you currently supervise <E403>?

By supervisor, we mean a person who has the authority to direct someone to do certain tasks and who has a good idea of the work that the person does in their job.

*PROGRAMMER NOTE: MANDATORY

1. Yes
2. No, but I used to be their supervisor
3. No, I have never been their supervisor (GO TO TERM)

*(QS1=1 OR 2, IS CURRENTLY OR USED TO SUPERVISE GRADUATE IN QS1)
QS2/esuplong And how long *(IF QS1/esuper=1: <have you been>/ IF QS1/esuper=2: <were you>)<E403>'s supervisor?

*PROGRAMMER NOTE: IF CATI DISPLAY 'READ OUT'

1. Less than 1 month
2. At least 1 month but less than 3 months
3. At least 3 months but less than 1 year
4. 1 year or more

*(ALL)

QS3/eknwinst Before today, were you aware that <E403> completed a qualification from <E306CTXT>?

1. Yes
2. No

*(ALL)

QS4/eknwqual And, before today, were you aware that the qualification <E403> completed was a <E308>?

1. Yes
2. No

*(ALL)

QS5/egrdocc What is <E403>'s occupation in your business?

*(DISPLAY IF ONLINE) Please start typing the name of <E403>'s occupation in the text box and select the correct one, or enter in full.

1. (Predictive text verbatim text box) *PROGRAMMER NOTE: USE OCCUPATION LOOKUP LIST, IF NOT ON LIST ALLOW MANUAL ENTRY IN OTHER SPECIFY.

*(ALL)

QS6/egdduty What are the main tasks that they usually perform in their job?

*(IF CATI) INTERVIEWER NOTE: *Probe to collect only the **main** tasks and duties.*

<verbatim text box> *PROGRAMMER NOTE: LIMIT ENTRY BOX SIZE TO 3 LINES

*(ALL)

QS7/eempocc What is your occupation in your business?

*(DISPLAY IF ONLINE) Please start typing the name of your occupation in the text box and select the correct one, or enter in full.

1. (Predictive text verbatim text box) *PROGRAMMER NOTE: USE OCCUPATION LOOKUP LIST, IF NOT ON LIST ALLOW MANUAL ENTRY IN OTHER SPECIFY.

*(ALL)

QS8/eempduty What are the main tasks that you usually perform in this job?

*(IF CATI) INTERVIEWER NOTE: *Probe to collect only the **main** tasks and duties.*

<verbatim text box> *PROGRAMMER NOTE: LIMIT ENTRY BOX SIZE TO 3 LINES

*(TIMESTAMP)

MODULE B: OVERALL GRADUATE PREPARATION

*(ALL)

QSPREOP The next set of questions asks about the skills and attributes you think are important for recent graduates to have when coming into your organisation.

Please answer them in relation to the job currently performed by <E403>.

*(QUALNUM_S=2, STUDENTS WITH DOUBLE DEGREES)

QSPREOP1 We understand that <E403> graduated from <E306CTXT> with a <E308>. Please answer the following questions based on both qualifications in general.

*(ALL)

QOP1/eformreq Is a <E308> or similar qualification a formal requirement for <E403> to do their job?

1. Yes
2. No

*(ALL)

QOP2/equalimp To what extent is it important for <E403> to have a <E308> or similar qualification to be able to do the job well?

Is it...

*(IF CATI): INTERVIEWER NOTE: *Please attempt to avert item level refusal*

*PROGRAMMER NOTE: IF CATI DISPLAY 'READ OUT'

1. Not at all important
2. Not that important
3. Fairly important
4. Important
5. Very important

*(ALL)

QOP3/ecrsprep Overall, how well did <E403>'s <E308> prepare them for their job?

*(IF CATI): INTERVIEWER NOTE: *Please attempt to avert item level refusal*

*PROGRAMMER NOTE: IF CATI DISPLAY 'READ OUT'

1. Not at all
2. Not well
3. Well
4. Very well
5. Don't know / Unsure

*(ALL)

QOP4/ebstprep What are the **MAIN** ways that <E306CTXT> prepared <E403> for employment?

<verbatim text box>

1. Don't know / Unsure

*(ALL)

QOP5/eimpprep And what are the **MAIN** ways that <E306CTXT> could have **better prepared** <E403> for employment?

<verbatim text box>

1. Don't know / Unsure

*(ALL)

QS11/ehire Based on your experience with <E403>, how likely are you to consider hiring another <E308> graduate from <E306CTXT>, if you had a relevant vacancy?

Would you say...

*(IF CATI): INTERVIEWER NOTE: *Please attempt to avert item level refusal*

*PROGRAMMER NOTE: IF CATI DISPLAY 'READ OUT'

1. Very unlikely to consider
2. Unlikely to consider
3. Neither unlikely nor likely to consider
4. Likely to consider
5. Very likely to consider
6. Don't know / Unsure

*(TIMESTAMP)

MODULE C: GRADUATE ATTRIBUTES SCALE (GAS-E)

*(ALL)

GAS_Info The following questions ask about specific skills and attributes that may be important for employees to have in your organisation.

*(ALL)

GAS For each skill or attribute, to what extent do you agree or disagree that <E403>'s <E308> from <E306CTXT> prepared them for their job?

If the skill is not required by <E403> in their role, you can answer 'Not applicable'.

*PROGRAMMER NOTE: IF CATI DISPLAY 'READ OUT'

*PROGRAMMER NOTE: RANDOMISE DISPLAY OF STATEMENTS WITHIN GROUPS

(STATEMENTS)

Foundation skills

- egfound1 Oral communication skills
- egfound2 Written communication skills
- egfound3 Working with numbers
- egfound4 Ability to develop relevant knowledge
- egfound5 Ability to develop relevant skills
- egfound6 Ability to solve problems
- egfound7 Ability to integrate knowledge
- egfound8 Ability to think independently about problems

Adaptive skills and attributes

- egadapt1 Broad background knowledge
- egadapt2 Ability to develop innovative ideas
- egadapt3 Ability to identify new opportunities

egadapt4 Ability to adapt knowledge to different contexts
egadapt5 Ability to apply skills in different contexts
egadapt6 Capacity to work independently

Teamwork and interpersonal skills

egcollb1 Working well in a team
egcollb2 Getting on well with others in the workplace
egcollb3 Working collaboratively with colleagues to complete tasks
egcollb4 Understanding different points of view
egcollb5 Ability to interact with co-workers from different or multicultural backgrounds

Technical and professional skills

egtech1 Applying professional knowledge to job tasks
egtech2 Using technology effectively
egtech3 Applying technical skills in the workplace
egtech4 Maintaining professional standards
egtech5 Observing ethical standards
egtech6 Using research skills to gather evidence

Employability and enterprise skills

egemploy1 Ability to work under pressure
egemploy2 Capacity to be flexible in the workplace
egemploy3 Ability to meet deadlines
egemploy4 Understanding the nature of your business or organisation
egemploy5 Demonstrating leadership skills
egemploy6 Demonstrating management skills
egemploy7 Taking responsibility for personal professional development
egemploy8 Demonstrating initiative in the workplace

(RESPONSE FRAME)

1. Strongly disagree
2. Disagree
3. Neither disagree nor agree
4. Agree
5. Strongly agree
9. Not applicable

*(TIMESTAMP)

MODULE E: INSTITUTION SPECIFIC ISSUES

*(TIMESTAMP)

MODULE F: CLOSE

*(ALL)

CQ Thank you for your assistance with this survey. We would like to provide some feedback to participants about the outcomes of the study. We anticipate finishing the study in August 2024.

*(ALL)

C3 Would you like to be notified when the national data is released on the Quality Indicators for Learning and Teaching (QILT) website? We will also provide a one page summary of the outcomes of the study.

1. Yes
2. No

*(ALL)

C4 Would you like your organisation to be acknowledged on the QILT website for supporting this important research?

1. Yes
2. No

*(TIMESTAMP)

*(IF C3=1 OR C4=1, EMPLOYERS WHO WOULD LIKE TO BE CONTACTED REGARDING RESEARCH SUMMARIES OR WISH TO BE ACKNOWLEDGED ON THE QILT WEBSITE)

C2 Can we confirm the best email address to contact you on?

*PROGRAMMER NOTE: IF ONLINE

1. *(DISPLAY IF SUPEMAIL≠BLANK) My email address is <supemail>
2. *(DISPLAY IF SUPEMAIL≠BLANK) The best email address to contact me on is: <verbatim text box>
3. *(DISPLAY IF SUPEMAIL=BLANK) My email address is: <verbatim text box>

*PROGRAMMER NOTE: IF CATI

*PROGRAMMER NOTE: DISPLAY IF SUPEMAIL≠BLANK <SUPEMAIL>

1. *(DISPLAY IF SUPEMAIL≠BLANK) Above email correct
2. *(DISPLAY IF SUPEMAIL=BLANK) My email address is: <verbatim text box>

*(C4=1, EMPLOYERS WHO WANT TO BE ACKNOWLEDGED ON THE QILT WEBSITE)

C5 So that we can properly acknowledge your business on the QILT website, can you please confirm your business name as you would like it to appear on the site?

*(DISPLAY IF ONLINE) Please start typing the name of your business in the text box and select the correct one, or enter in full.

*PROGRAMMER NOTE: MANDATORY

1. (Predictive text verbatim text box) *PROGRAMMER NOTE: USE LOOKUP LIST, IF NOT ON LIST ALLOW MANUAL ENTRY IN OTHER SPECIFY.

*(ALL)

C6 Would you be willing to have your contact information (name, email and/or phone) passed to <E306CTXT> for further research, industry engagement, accreditation processes and other internal purposes like careers services, placements, or student presentations?

1. Yes
2. No

*(CATI ONLY)

INT

DO NOT ASK: INTERVIEWER PLEASE RECORD

Was the interview conducted on a domestic number or international number?

1. Domestic number
2. International number

*(ALL)
END

*(IF ONLINE): Thank you for your time today and support in ensuring that graduates are well equipped to meet the needs of organisations like yours. If you would like further information about the ESS, including previous years' results you can go to qilt.edu.au/ess

*(IF CATI): Thank you for your feedback, which will remain confidential. It plays a significant role in enhancing Australian higher education. If you would like further information, I can give you the details for the ESS websites:

qilt.edu.au/ess

Just in case you missed it, my name is <NAME> from the Social Research Centre and this survey is being conducted on behalf of The Australian Government Department of Education.

*PROGRAMMER NOTE: FOR ONLINE, SUBMIT BUTTON LINKS TO: qilt.edu.au/ess

*(TIMESTAMP)

*(QS1=3, NEVER BEEN SUPERVISOR)
TERM

*(IF ONLINE): Thank you for your willingness to complete the Employer Satisfaction Survey. You have indicated that you are not the supervisor of <E403>. If you incorrectly selected this option or your workplace still wishes to take part with another supervisory person please call The Social Research Centre's helpdesk on 1800 055 818. You can also email us at ess@srcentre.com.au.

*(IF CATI) Thank you for your willingness to complete the Employer Satisfaction Survey. Unfortunately, that's all we need from you as we can only speak to the supervisor of <E403>.

*(TIMESTAMP)

*(INTRO OR INTRO2 = 3 OR 4, HOUSEHOLD OR RESPONDENT REFUSAL)

RR1 OK, that's fine, no problem, but could you just tell me the main reason you do not want to participate, because that's important information for us?

1. No comment/just hung up
2. Too busy
3. Not interested
4. Don't think the job the graduate is doing is related to the course
5. Don't feel they are in a position to assess the university
6. Too personal/intrusive
7. Don't like subject matter
8. Don't believe surveys are confidential/privacy concerns
9. Don't trust surveys/government
10. Never do surveys
11. Survey is too long
12. Get too many calls for surveys / telemarketing
13. Silent number
14. Other (Please specify)

*(REFUSED)

RR2 RECORD RE-CONTACT TYPE

1. Definitely don't call back
2. Possible conversion

*(EM1=1 OR 2)

TERM1 Thank you so much for being willing to take part in the survey, you will receive the survey via email in the next hour or so. Your feedback plays a significant role in enhancing Australian higher education.

*(ALL LOTE)

TERM2 No worries, thanks very much for your help anyway.

*(ALLTERM)

		Detailed outcome	Summary outcome
1	SUBMIT	Completed interview	Interview
2	INTRO OR INTRO2=3	Household refusal	Refusal
3	INTRO OR INTRO2=4	Respondent refusal	Refusal
4	INTRO OR INTRO2=5	Language difficulty	Other contacts
5	EM=1 OR 2	Agreed to complete online	Other contacts
6	QS1=3	Never supervised graduate	Screen outs
7	QET	Terminated midway	Refusal
8	GRAD1=3 OR INFO=2 OR SUPREFAV=2	Graduate refused to provide Sup details	Refusal

Level 5, 350 Queen Street
Melbourne Vic 3000

Locked Bag 13800
Law Courts Vic. 8010

Phone (61 3) 9236 8500
Fax (61 3) 9605 5422

info@srcentre.com.au
srcentre.com.au



**Social
Research
Centre**

Fully owned by



**Australian
National
University**