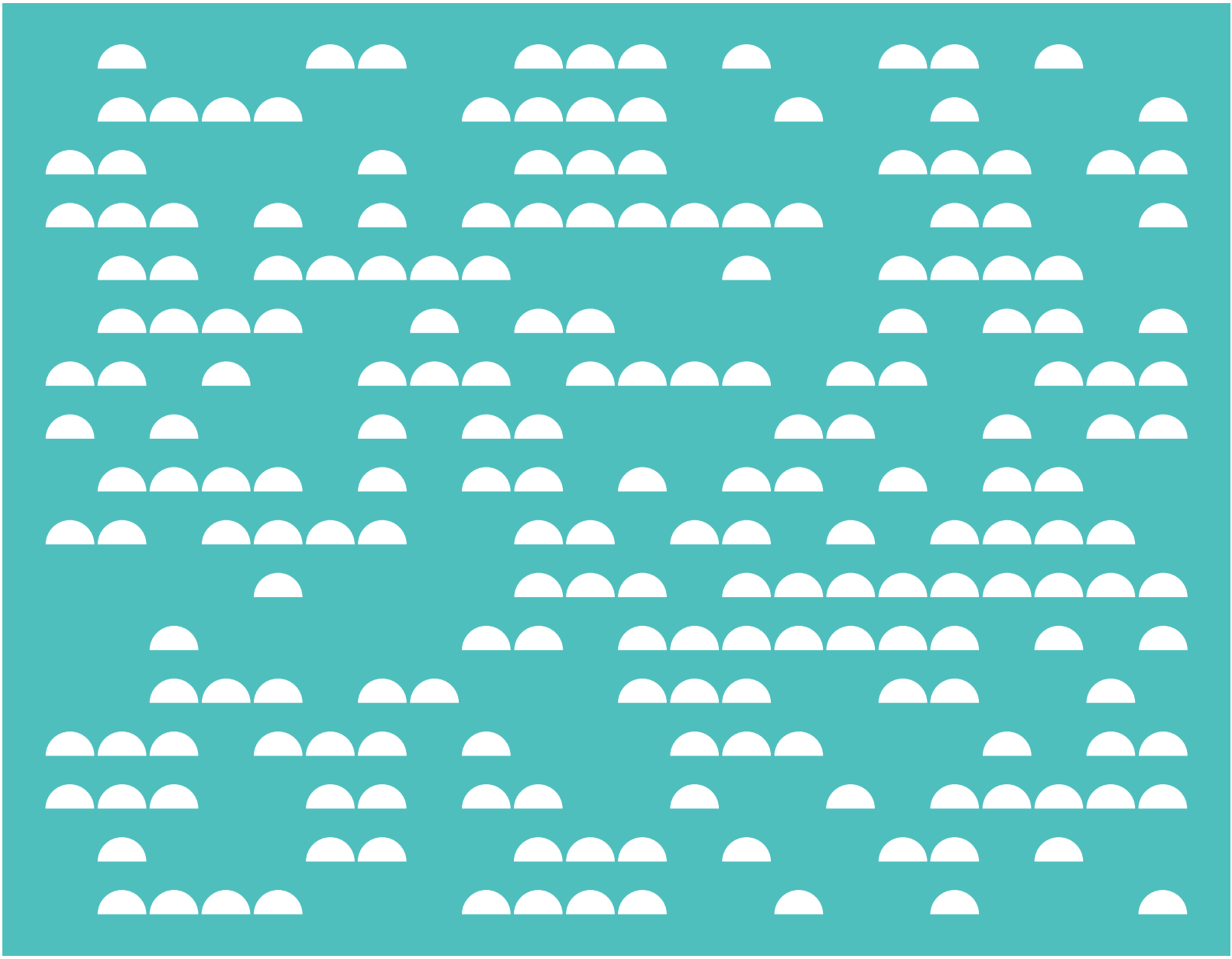
QILT
Quality Indicators for Learning and Teaching

Social Research Centre

2025 Employer Satisfaction Survey

Methodological Report

March 2026



ESS
Employer Satisfaction Survey

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The 2025 ESS was led by Graham Challice, and the project team consisted of Dr Angela Baker, Lauren Spencer, Diana Nguyen, Samvedhya Girish, Cynthia Kim, Benjamin Desta, Javed Mohib, Joe Feng, Rahul Bet, Josh Bach, Rawan Habibeh and Serena Kim.

For more information about the 2025 ESS, including how it was conducted, visit the QILT website.

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) 9114 1003
qilt@srcentre.com.au
srcentre.com.au

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1. Introduction

1.1. About this report

This methodological report describes the sample preparation, data collection, data processing and reporting aspects of the 2025 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 has 3 unique design features. First, it 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 systematically by asking employed graduates who participate in the Graduate Outcomes Survey (GOS) to provide contact information for their direct supervisor, who is then invited to complete the ESS. 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 provides comparisons by employment characteristics, occupation, demographic group and institution for this responding cohort of supervisors, so this should be considered in assessing the limitations and bias associated with the survey methodology.

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. The ESS was designed to fill this gap, measuring employer perceptions of graduate preparedness for the workplace.

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 started in November 2024, February 2025, and May 2025, with the ESS fieldwork period extending beyond the GOS fieldwork period to facilitate ESS sample build and ESS response maximisation activities. The survey was fielded in English only.

The sample was drawn from graduates who responded to the 2025 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 email invitation was followed by up to six reminder emails and one SMS reminder to non-responding supervisors. Where a phone number as well as an email address was provided by the graduate, non-responding supervisors were channelled into the CATI workflow after the second reminder email.

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

The population frame comprised 92,663 domestic and international graduates, who responded in the 2025 GOS and indicated they were employed. In 2025, 5.2 per cent of employed graduates passed on valid supervisor contact details, which was a decline from the 8.6 per cent achieved in 2024. The final supervisor response rate for the 2025 ESS was 49.3 per cent.

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

Table 1 Key project statistics

	November 2024	February 2025	May 2025	2025 Total collection
Total graduates employed (n)	23,926	8,283	60,454	92,663
Total supervisors approached (n)	2,774	838	1,614	5,226
Out of scope supervisors[1] (n)	198	58	106	362
In-scope supervisors (n)	2,576	780	1,508	4,864
Supervisor referral rate[2] (%)	10.8	9.4	2.5	5.2
Completed surveys (n)	1,226	372	801	2,399
Supervisor response rate[3] (%)	47.6	47.7	53.1	49.3
Analytic unit	Supervisor			
Mode of data collection	Online and CATI			

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

[2] Supervisor referral rate is defined as completed surveys from 'in-scope supervisors' as a proportion of 'total graduates employed'.

[3] For the purpose of the ESS, supervisor 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 excluding certain non-contact and refusal outcomes from the denominator for the response rate calculation. For details of industry standards, refer to the American Association for Public Opinion Research *Standard Definitions Report* (2023).

1.5. Project milestones

Table 2 provides a summary of the key project milestones for each collection round in the 2025 ESS.

Table 2 Key project milestones

Task	Dates
Collection of supervisor contact details	
Sample build activity from the November round of GOS commenced	29-Oct-24
Sample build activity from the February round of GOS commenced	4-Feb-25
Sample build activity from the May round of GOS commenced	29-Apr-25
All sample build activities concluded	16-Jun-25
Data collection and response maximisation activities	
Fieldwork commenced	14-Nov-24
All response maximisation activities concluded	11-Aug-25
Fieldwork closed[1]	24-Aug-25
Reporting deliverables	
Draft data and documentation to the Department	29-Sep-25
Final data and documentation to the Department	6-Oct-25
Data files and Tableau reports to participating institutions	7-Nov-25

[1] For employed graduates who completed the GOS in the November or February rounds, the supervisor could be enumerated up until 17 August 2025. Fieldwork was extended until 24 August 2025.

2. Sample build

2.1. Target population

The in-scope population for the 2025 ESS comprised supervisors of employed graduates (but not self-employed or working in a family business) who completed the 2025 GOS. Refer to the *2025 GOS Methodological Report* for a complete description of the GOS target population.

2.2. Institutional participation

Intent to participate in the 2025 ESS was assumed for all institutions that chose to participate in the 2025 GOS. Graduates of 136 higher education institutions, including all 42 Table A and Table B universities, and 94 NUHEIs, were eligible to provide contact details for supervisors to participate in the 2025 ESS.

Of these institutions, graduates from 132 institutions (42 universities and 90 NUHEIs) did provide their supervisors' contact details to be included in the 2025 ESS sample.

In total, supervisors responded with data for 94 institutions (42 universities and 52 NUHEIs). As such, the number of participating institutions in the 2025 ESS was lower than those reported as participating the 2025 GOS.

Supervisors of graduates from six 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 2025 ESS collection cycle.

Information on institutional responses is provided at Appendix 1.

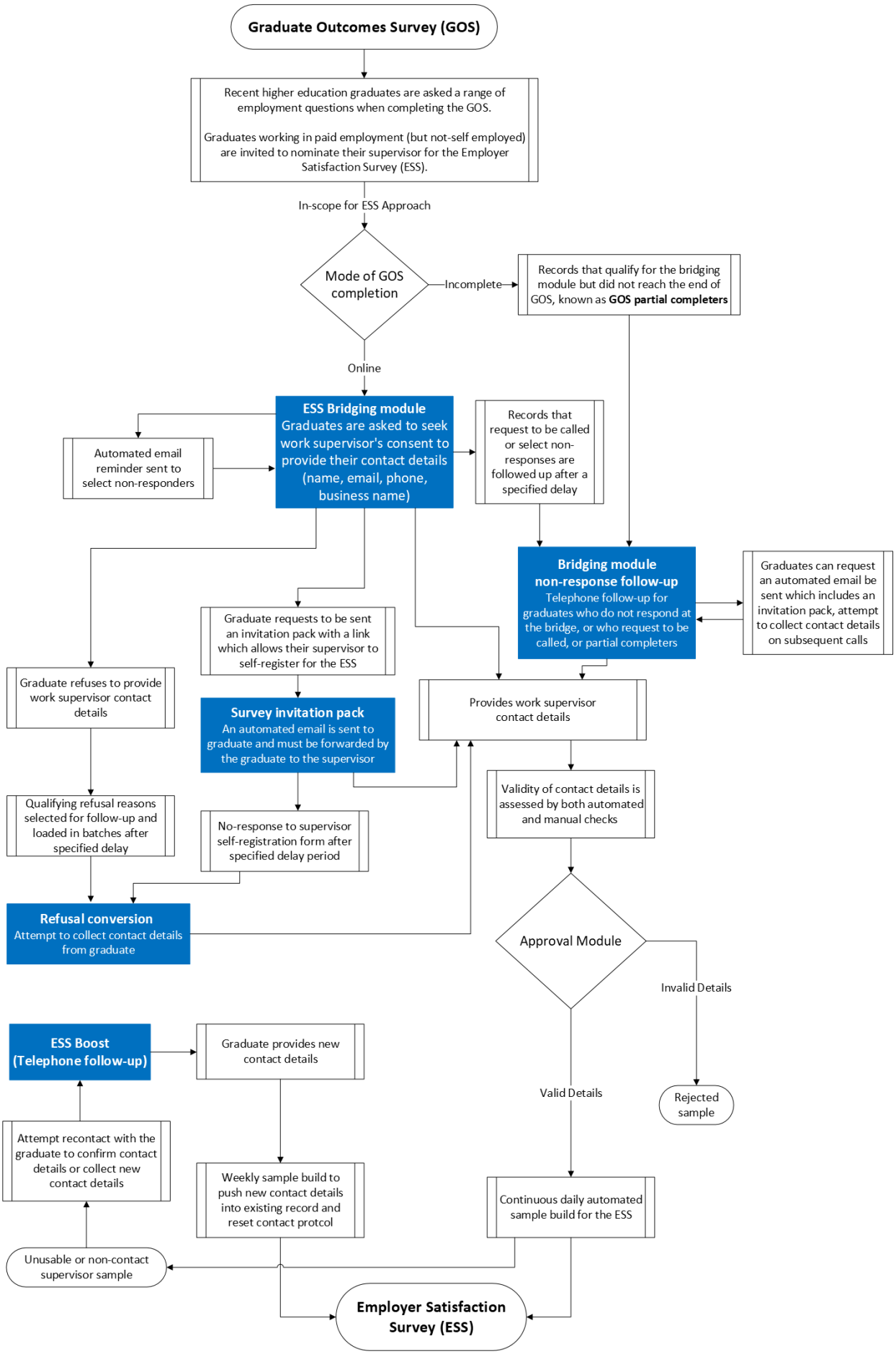
2.3. Sample preparation overview

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 to 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 with their supervisor's consent.
- 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 (2.2 per cent). Results varied between collection rounds, with February having the highest level of agreement (4.0 per cent) and May the lowest (1.4 per cent). The overall level of graduate agreement remained low in 2025 as prior years, however it was more apparent in May when there was an added requirement for graduates to seek explicit consent from supervisors before sharing their contact information.

Table 3 Graduate response to the ESS bridging module

Response to the ESS bridging module	November 2024		February 2025		May 2025		2025 Total collection	
	n	%	n	%	n	%	n	%
Total graduates shown ESS bridging module	**19,794**		**7,019**		**50,751**		**77,564**	
No response	1,890		624		5,608		8,122	
Total responses	**17,904**	**100.0**	**6,395**	**100.0**	**45,143**	**100.0**	**69,442**	**100.0**
I have my supervisor's consent to provide their details*	689	3.8	253	4.0	620	1.4	1,562	2.2
I want to speak with my supervisor before providing their details	1,737	9.7	689	10.8	2,915	6.5	5,341	7.7
I want more information about the Employer Satisfaction Survey	182	1.0	57	0.9	508	1.1	747	1.1
I will forward the link to my supervisor directly^	-	-	-	-	1,746	3.9	1,746	2.5
I do not wish to provide my supervisor's details	15,296	85.4	5,396	84.4	39,354	87.2	60,046	86.5

* Response option was relabelled in the 2025 May collection round from 'I will provide their details'.

^ Response option was introduced to the bridging module in the 2025 May collection round.

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 (28.2 per cent), followed by the graduate's job not being related to the study they did (13.5 per cent) and having privacy concerns (12.2 per cent). Non-supervisor consent emerged as another common reason for refusal (12.9 per cent), driving low agreement amongst graduates in May.

Depending on the reason for refusal provided at the bridging module, graduates who consented to recontact where 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' (9.9 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 2024		February 2025		May 2025		Total	
	n	%	n	%	n	%	n	%
Total refused	**15,296**		**5,396**		**39,354**		**60,046**	
No response	568		161		1,341		2,070	
Total responses	**14,728**	**100.0**	**5,235**	**100.0**	**38,013**	**100.0**	**57,976**	**100.0**
My supervisor is busy and does not have enough time	4,660	31.6	1787	34.1	9,915	26.1	16,362	28.2
My job is not related to the study I did	2,289	15.5	806	15.4	4,735	12.5	7,830	13.5
I have privacy concerns	2,385	16.2	817	15.6	3,865	10.2	7,067	12.2
I have not been in my job long enough	1,302	8.8	495	9.5	3,916	10.3	5,713	9.9
I do not have a direct supervisor	1,277	8.7	458	8.7	3,980	10.5	5,715	9.9
My job is temporary only/casual only	1,400	9.5	361	6.9	3,619	9.5	5,380	9.3
My supervisor did not consent / did not want to be contacted*	-	-	-	-	4,916	12.9	4,916	8.5
I do not know the contact details of my supervisor	287	1.9	102	1.9	976	2.6	1,365	2.4
Other reasons	1,128	7.7	409	7.8	2,091	5.5	3,628	6.3

* Response option was introduced to the bridging module in the 2025 May collection round.

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 link that could be forwarded onto their supervisor (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).

Approximately two-thirds (63.6 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 (18.7 per cent) and survey invitation pack workflow (9.9 per cent). These were supplemented by GOS partial completers (6.8 per

cent). Sample workflows other than the ESS bridging module accounted for a majority (81.3 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

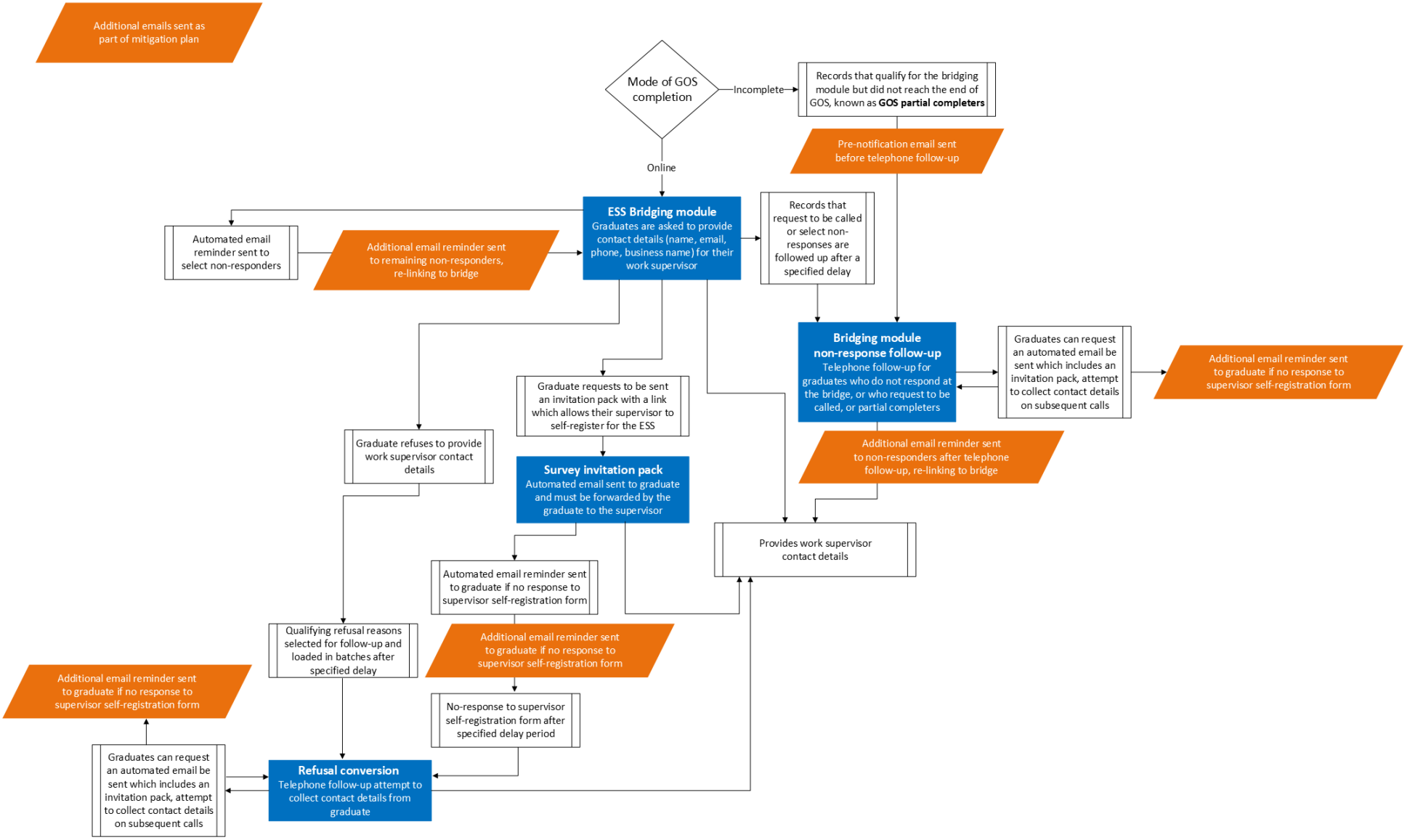
Sample build workflow	November 2024		February 2025		May 2025		2025 Total collection	
	n	%	n	%	n	%	n	%
Total contact details collected	**2,774**	**100.0**	**838**	**100.0**	**1,614**	**100.0**	**5,226**	**100.0**
Refusal conversion	1,830	66.0	578	69.0	914	56.6	3,322	63.6
ESS bridging module	514	18.5	199	23.7	264	16.4	977	18.7
GOS partial completers	306	11.0	3	0.4	47	2.9	356	6.8
Survey invitation pack	95	3.4	46	5.5	375	23.2	516	9.9
Non-response follow-up	29	1.0	12	1.4	14	0.9	55	1.1

In 2025, several mitigation strategies were deployed to address the sample build loss resulting from the requirement that graduates obtain explicit supervisor consent before providing their contact details for the ESS. The email contact protocol for graduates was expanded through additional sample workflows in the following circumstances:

- Stopped at the bridging module and did not respond but not yet contacted via telephone follow-up.
- Stopped at the bridging module and did not respond after telephone follow-up, re-linking to the bridging module.
- Sent the survey invitation pack after the bridging module, but no supervisor self-registration.
- Sent the survey invitation pack after refusal conversion follow-up, but no supervisor self-registration.
- Pre-notification email inviting the GOS partial completers not yet contacted via telephone follow-up.

Figure 2 provides an overview of the mitigation strategies applied to the bridging module and additional sample workflows.

Figure 2 Sample build mitigation overview



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 2025, the total proportion of supervisors who self-registered contact details after graduates were sent the survey invitation pack was 6.9 per cent. In May, graduates opted for the survey invitation pack as a mechanism to shift the responsibility of consent to their supervisors, who were then asked to provide their contact information directly and confirm their participation in the ESS (7.5 per cent compared to 5.4 per cent in November 2024 and 6.5 per cent in February 2025).

Table 6 Survey invitation pack outcomes

	November 2024	February 2025	May 2025	2025 Total collection
Graduate requested survey invitation pack (n)	1,751	703	5,019	7,473
Supervisor self-registered contact details (n)	95	46	375	516
Overall self-registration rate (%)	**5.4**	**6.5**	**7.5**	**6.9**

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.

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 via the contact with the graduate. 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 2025 ESS. Outcomes from refusal conversion are listed in Table 7. The proportion of graduates who provided valid contact details was higher in November (17.7 per cent) and February (16.3 per cent) than in May (4.1 per cent). This may be due to seasonal operational challenges faced by the workflow in May, such as the end of financial year and a shorter fieldwork period for the collection of contact details. Despite an extended fieldwork period and expanded efforts to improve sample build in May, it is also likely that the added consent requirement influenced graduate response.

Table 7 Refusal conversion outcomes

	November 2024	February 2025	May 2025	2025 Total collection
Graduates contacted for refusal conversion (n)	10,356	3,538	22,256	36,420
Supervisor contact details collected[1] (n)	1,830	578	914	3,322
Overall collection rate (%)	**17.7**	**16.3**	**4.1**	**9.1**

[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 a phone number was 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 (1.7 per cent), despite expanded efforts in May. 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

	November 2024	February 2025	May 2025	2025 Total collection
Graduates contacted for follow-up (n)	569	364	3,400	4,333
Supervisor contact details collected (n)	18	10	45	73
Overall collection rate (%)	**3.2**	**2.7**	**1.3**	**1.7**

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 (7.1 per cent). This is a decrease from the total yield achieved in 2024 (10.2 per cent) and was largely driven by reallocation of resources to higher performing workflows to offset sample build loss. While the operational efficiency of this workflow should be reviewed ahead of the next collection, implementation should remain standard for all collection periods as in previous years.

Table 9 GOS partial completers outcomes

	November 2024	February 2025	May 2025	2025 Total collection
Graduates contacted for follow-up (n)	2,798	845	1,661	5,304
Supervisor contact details collected (n)	308	4	66	378
Overall collection rate (%)	**11.0**	**0.4**	**4.0**	**7.1**

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 (30.7 per cent) than confirmed the original contact details (22.4 per cent), reinforcing the need for the ESS boost workflow.

Table 10 ESS boost outcomes

	November 2024		February 2025		May 2025		2025 Total collection	
	n	%	n	%	n	%	n	%
Graduates contacted for follow-up	295	100.0	91	100.0	109	100.0	495	100.0
Supervisor contact details collected	156	52.9	46	50.5	61	56.0	263	53.1
Confirmed original contact details	75	25.4	5	5.5	31	28.4	111	22.4
Provided new contact details	81	27.5	41	45.1	30	27.5	152	30.7

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 2025 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 60.8 per cent in 2024 to 62.2 per cent in 2025.

Table 11 Type of contact details collected

Type of contact details collected	November 2024		February 2025		May 2025		2025 Total collection	
	n	%	n	%	n	%	n	%
Total valid contact details	**2,774**	**100.0**	**838**	**100.0**	**1,614**	**100.0**	**5,226**	**100.0**
Email only	1,001	36.1	357	42.6	405	25.1	1,763	33.7
Phone number only	120	4.3	24	2.9	66	4.1	210	4.0
Email and phone number	1,653	59.6	457	54.5	1,143	70.8	3,253	62.2

3. Survey design and procedures

3.1. Institutional engagement

The institutional engagement strategy for the 2025 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 2025 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 3 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 3 ESS workflow overview

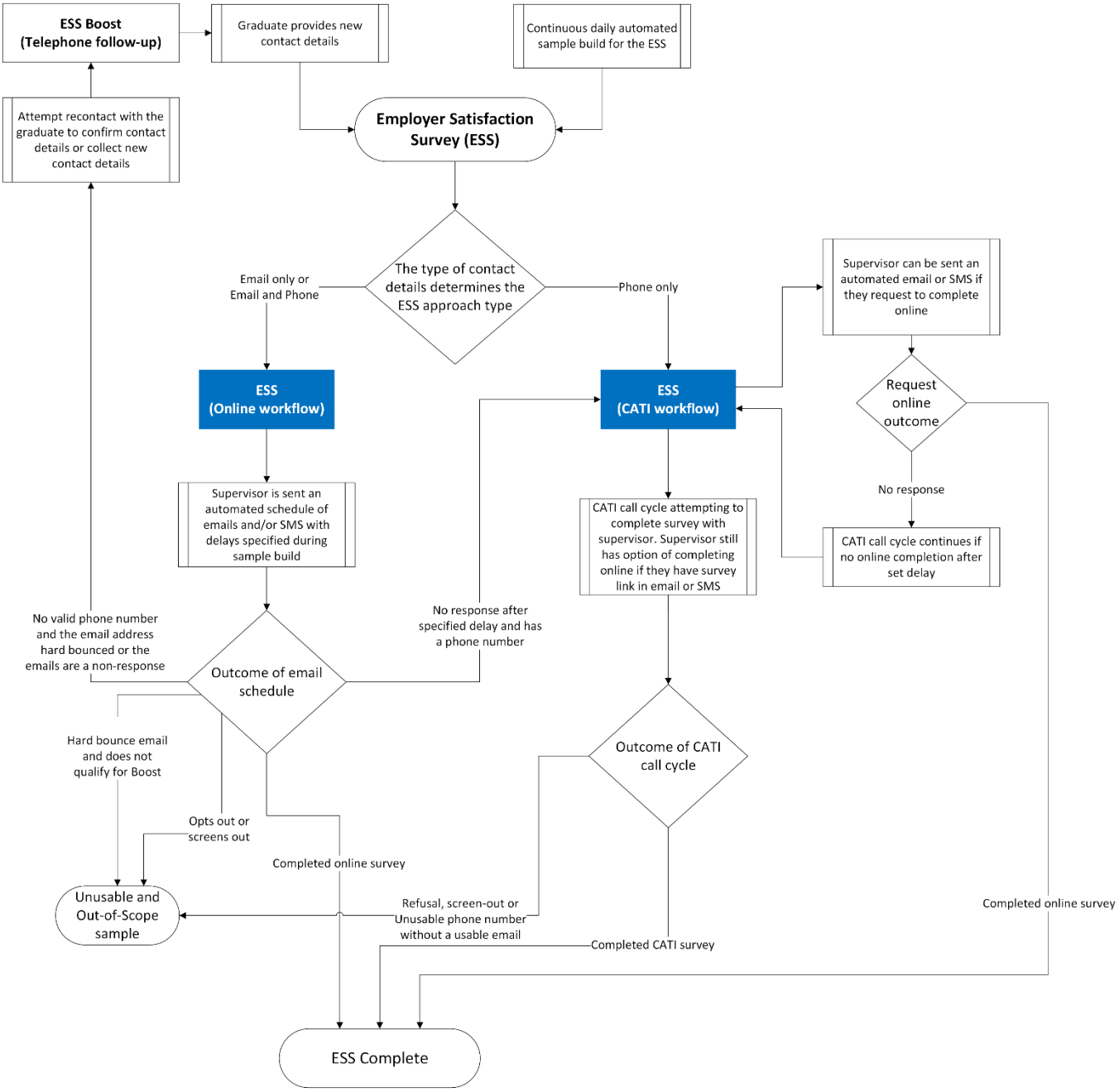
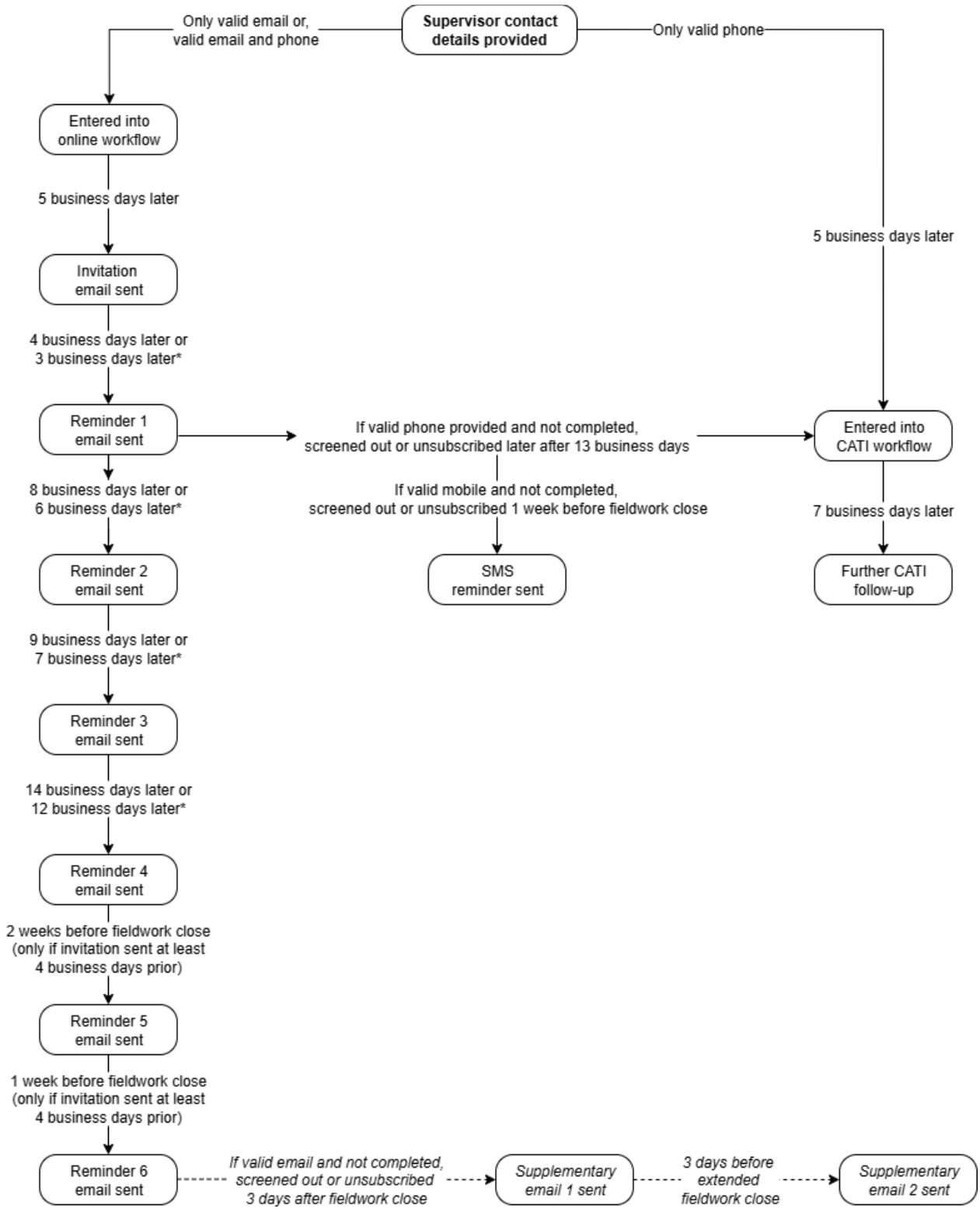


Figure 4 outlines the contact protocol schedule used for the 2025 ESS, including the delay before beginning each workflow or sending a communication. The initial delay between contact details being provided and the supervisor being approached allowed graduates time to make their supervisors aware of 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 4 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 2025 ESS is listed in Table 12.

An example of the invitation and reminder emails sent to supervisors are 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 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	Survey closing soon, last chance to complete
Supplementary 1	Survey extended, last chance to complete
Supplementary 2	Survey extended, 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 February 2025 (34.0 per cent) in comparison to November 2024 (18.0 per cent) and May 2025 (18.3 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 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. 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 averaged around one percent or less for each email throughout the collection period, suggesting that neither the nature of the survey nor the timing of the sends was a concern for supervisors.

Table 13 Email outcomes by round of activity

	Invite	R1	R2	R3	R4	R5	R6	Supp 1	Supp 2
November 2024									
Total sent (n)	2,602	2,010	1,856	1,630	1,483	1,264	1,118	1,067	1,036
Opened (%)	62.5	67.5	65.0	63.2	38.2	33.9	32.6	33.3	31.1
Clicked on survey link (%)	*18.0*	*18.2*	*19.0*	*14.8*	*11.7*	*4.5*	*4.1*	*5.4*	*3.6*
Opt-out from survey link (%)	*0.4*	*0.5*	*0.5*	*0.5*	*0.8*	*0.3*	*0.3*	*0.7*	*0.3*
Opened email (%)	*44.2*	*48.8*	*45.4*	*47.9*	*25.6*	*29.1*	*28.2*	*27.1*	*27.2*
Unopened (%)	23.4	31.0	34.3	35.8	59.6	63.1	64.6	64.1	66.4
Soft bounce (%)[1]	0.8	1.0	0.8	0.9	2.2	1.7	2.4	2.5	2.5
Hard bounce (%)[2]	13.3	0.5	0.0	0.1	0.0	1.2	0.4	0.1	0.0
February 2025									
Total sent (n)	800	649	595	544	462	418	367	350	336
Opened (%)	67.0	65.5	65.4	66.2	35.5	32.8	30.5	34.6	28.9
Clicked on survey link (%)	*34.0*	*31.4*	*29.4*	*18.4*	*10.4*	*5.0*	*3.8*	*4.6*	*1.8*
Opt-out from survey link (%)	*0.4*	*0.3*	*1.0*	*0.4*	*0.4*	*1.0*	*0.5*	*0.9*	*0.6*
Opened email (%)	*32.6*	*33.7*	*35.0*	*47.4*	*24.7*	*26.8*	*26.2*	*29.1*	*26.5*
Unopened (%)	23.4	33.4	33.8	32.9	63.4	65.8	67.3	64.0	69.6
Soft bounce (%)	0.5	0.8	0.8	0.9	1.1	1.2	1.4	1.4	1.5
Hard bounce (%)	9.1	0.3	0.0	0.0	0.0	0.2	0.8	0.0	0.0
May 2025									
Total sent (n)	1,366	1,025	993	808	613	816	676	637	606
Opened (%)	63.3	63.7	63.5	59.7	34.3	36.4	31.2	35.6	55.1
Clicked on survey link (%)	*18.3*	*12.3*	*10.1*	*9.4*	*8.3*	*8.2*	*4.3*	*5.5*	*6.0*
Opt-out from survey link (%)	*0.4*	*0.7*	*0.6*	*0.6*	*1.1*	*0.1*	*0.4*	*1.4*	*0.0*
Opened email (%)	*44.5*	*50.7*	*52.9*	*49.6*	*24.8*	*28.1*	*26.5*	*28.7*	*49.1*
Unopened (%)	27.7	35.4	35.8	39.6	64.8	62.6	67.6	63.1	42.9
Soft bounce (%)	0.6	0.6	0.7	0.7	1.0	0.9	1.0	1.1	2.1
Hard bounce (%)	8.4	0.3	0.0	0.0	0.0	0.1	0.1	0.2	0.0

[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 last week of the fieldwork period. 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.

Table 14 provides a summary of the number of SMS sent and the SMS outcomes. Open rates were generally high across all messages sent to supervisors contacted during May, (44.7 per cent), however the rate of survey completions directly attributable to SMS1 was higher in November (6.4 per cent).

Table 14 SMS based follow up activity outcomes

	November 2024		February 2025		May 2025		2025 Total collection	
	n	%	n	%	n	%	n	%
Total sent	420	100.0	126	100.0	302	100.0	848	100.0
Opened	156	37.1	55	43.7	135	44.7	346	40.8
Completed via SMS link (%)	*27*	*6.4*	*6*	*4.8*	*19*	*6.3*	*52*	*6.1*
Opt-out from link (%)	*7*	*1.7*	*8*	*6.3*	*9*	*3.0*	*24*	*2.8*
Unopened	36	8.6	7	5.6	21	7.0	64	7.5

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 under half of the surveys completed in the CATI workflow (47.6 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, as seen with over one fourth of the surveys completed via this workflow (27.8 per cent) required five or more calls to the supervisor, compared to less than one fifth (17.6 per cent) of surveys in 2024. Although the fieldwork period was extended to increase the number of completed surveys from supervisors overall, adjustments must be made to the CATI workflow for the next collection to address the ongoing requirement for an extended call regime when approaching supervisors to participate in the ESS.

Supervisors were offered a SMS with a unique survey link to complete the survey online, rather than continue by telephone. Whilst very few supervisors took up this option during the call in the 2025 ESS, this was still conceived as a means of accommodating supervisor preferences and of averting refusals.

3.3.4 Fieldwork briefing and quality control

Call centre operators selected to work on the 2025 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 15 shows the proportion of supervisors allocated to the online and CATI workflows. As can be seen, the majority (96.0 per cent) of supervisor records were initially assigned to the online workflow, with a minority (4.0 per cent) assigned to the CATI workflow due to only providing a phone number. A higher proportion of records changed workflow in May (51.1 per cent) compared to other rounds due to extended fieldwork period (see Section 1.5) and expanded efforts to maximise overall response (see Section 3.3).

Table 15 Workflow allocation

Workflow	November 2024		February 2025		May 2025		2025 Total collection	
	n	%	n	%	n	%	n	%
Total supervisors approached	**2,774**	**100.0**	**838**	**100.0**	**1,614**	**100.0**	**5,226**	**100.0**
Total assigned to online workflow	**2,654**	**95.7**	**1,548**	**184.7**	**814**	**50.4**	**5,016**	**96.0**
Email only provided	1,001	36.1	405	48.3	357	22.1	1,763	33.7
Email and phone provided	1,653	59.6	1,143	136.4	457	28.3	3,253	62.2
Total assigned to CATI workflow	**1,386**	**50.0**	**362**	**43.2**	**849**	**52.6**	**2,597**	**49.7**
Phone only provided	120	4.3	66	7.9	24	1.5	210	4.0
Changed from online workflow	1,266	45.6	296	35.3	825	51.1	2,387	45.7

Table 16 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 2025 ESS, three in four (73.4 per cent) of supervisors assigned to the online workflow changed to CATI workflow.

Table 16 Changed workflow

Changed workflow	November 2024		February 2025		May 2025		2025 Total collection	
	n	%	n	%	n	%	n	%
Eligible for workflow change[1]	**1,653**	**100.0**	**457**	**100.0**	**1,143**	**100.0**	**3,253**	**100.0**
Total changed workflow[2]	**1,266**	**76.6**	**338**	**74.0**	**783**	**68.5**	**2,387**	**73.4**
Hard bounce	225	13.6	43	9.4	71	6.2	339	10.4
Online non-response	1,041	63.0	295	64.6	712	62.3	2,048	63.0
Total unchanged workflow[3]	**387**	**23.4**	**119**	**26.0**	**360**	**31.5**	**866**	**26.6**

[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 supervisors 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 with 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 (qilt@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 17. Survey queries remained the most common reason for contacting the helpdesk, accounting for 61.2 per cent of total enquiries. These included queries about survey content and legitimacy, and technical support for the online survey.

Table 17 ESS helpdesk outcomes

Type of enquiry	1800 number		ESS Inbox		Total	
	n	%	n	%	n	%
Total	**535**	**100.0**	**71**	**100.0**	**606**	**100.0**
Survey query	346	64.7	25	35.2	371	61.2
Opt-out	114	21.3	44	62.0	158	26.1
Follow-up call	44	8.2	0	0.0	44	7.3
Out-of-scope	12	2.2	0	0.0	12	2.0
Change of contact details	1	0.2	0	0.0	1	0.2
Other	18	3.4	2	2.8	20	3.3

4. Questionnaire

4.1. Development

The 2025 Employer Satisfaction Questionnaire (ESQ) was based on the 2024 instrument, with standard operational updates made to align the questionnaire with current reference periods. Only minor changes were made to the ESQ for the 2025 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 18 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 18 ESS questionnaire 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 2024

The main changes to the core questionnaire for the 2025 ESS are outlined below:

- Revised online survey introduction informing respondents about the privacy policy and how their personal information is used by the Department for the purposes of the ESS.
- New contact question seeking consent to participate in future research.
- 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 2025 ESS.

4.4. Additional items

4.4.1 Institution items

No institutions opted to include institution-specific items in the 2025 ESS.

4.4.2 Stakeholder items

No stakeholder items were included in the 2025 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 2025 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 *2025 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 19 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 19 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 2025 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 20 summarises outcomes for sample records in the ESS online and CATI workflows for all supervisors approached.

A total of 5,226 supervisors were approached for the 2025 ESS. Approximately one-third (33.2 per cent) of supervisors approached completed the survey via the online workflow, while less than one-tenth (12.7 per cent) of supervisors approached completed via the CATI workflow. A small proportion (6.9 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 an outcome of either online workflow non-response (14.9 per cent) or CATI workflow non-contact (14.2 per cent).

Finally, almost one-in-five (18.1 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 2025 ESS, inclusive of time to identify and screen the supervisor, averaged 13 minutes.

Table 20 Final survey outcomes

	November 2024		February 2025		May 2025		2025 Total collection	
	n	%	n	%	n	%	n	%
Total supervisors approached	**2,774**	**100.0**	**838**	**100.0**	**1,614**	**100.0**	**5,226**	**100.0**
Out-of-scope supervisors[1]	198	7.1	58	6.9	106	6.6	362	6.9
In-scope supervisors	**2,576**	**92.9**	**780**	**93.1**	**1,508**	**93.4**	**4,864**	**93.1**
Online workflow complete	851	30.7	285	34.0	601	37.2	1,737	33.2
Online workflow non-response	396	14.3	155	18.5	226	14.0	777	14.9
Online workflow other outcome[2]	302	10.9	82	9.8	87	5.4	471	9.0
CATI workflow complete	375	13.5	87	10.4	200	12.4	662	12.7
CATI workflow non-contact	396	14.3	99	11.8	248	15.4	743	14.2
CATI workflow other contact[3]	171	6.2	56	6.7	105	6.5	332	6.4
CATI workflow other outcome[2]	85	3.1	16	1.9	41	2.5	142	2.7
Average CATI workflow interview duration (minutes)	13	-	13	-	14	-	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 21, just under three-quarters (72.4 per cent) of the surveys were completed online.

Just over one-quarter (27.6 per cent) of ESS surveys were completed via CATI. The dual-mode design is still essential to maintain response rates comparable to historical results, as evidenced with the proportion of CATI workflow completions improved in 2025 (27.6 per cent) in comparison to 2024 (22.5 per cent), 2023 (22.8 per cent) and 2022 (24.9 per cent).

Almost one-fifth (19.8 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 52.6 per cent compared to 2024 (58.2 per cent), 2023 (53.2 per cent) and 2022 (55.7 per cent).

Table 21 Mode of completion

	November 2024		February 2025		May 2025		2025 Total collection	
	n	%	n	%	n	%	n	%
Total completed	**1,226**	**100.0**	**372**	**100.0**	**801**	**100.0**	**2,399**	**100.0**
Total completed online	851	69.4	285	76.6	601	75.0	1,737	72.4
Completed online without CATI workflow follow-up	624	50.9	213	57.3	424	52.9	1,261	52.6
Completed online after CATI workflow follow-up	227	18.5	72	19.4	177	22.1	476	19.8
Total completed by CATI	375	30.6	87	23.4	200	25.0	662	27.6

Table 22 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 (50.1 per cent) than the CATI workflow (31.4 per cent). Over one-in-ten supervisors in the online workflow (12.9 per cent) completed by phone, in comparison to a low rate of online completion (2.9 per cent) by supervisors assigned to the CATI workflow.

Table 22 Sample yield and mode of completion by initial workflow

	Online		CATI		Total	
	n	%	n	%	n	%
In-scope supervisors[1]	4,657	100.0	207	100.0	4,864	100.0
Total completed	2,334	50.1	65	31.4	2,399	49.3
Completed online	1,731	37.2	6	2.9	1,737	35.7
Completed by phone	603	12.9	59	28.5	662	13.6

[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 23 provides an overview of ESS completes by sample workflow (i.e., source of contact details collection). The refusal conversion (58.9 per cent) and ESS bridging module (18.4 per cent) workflows were the most common sources of contact details for ESS completions, followed by the survey invitation pack (15.2 per cent). Other workflows each contributed less than ten per cent to the total response.

Table 23 Source of contact details for ESS completes by sampling workflow

Sample build workflow	November 2024		February 2025		May 2025		2025 Total collection	
	n	%	n	%	n	%	n	%
Total completed	**1,226**	**100.0**	**372**	**100.0**	**801**	**100.0**	**2,399**	**100.0**
Refusal conversion	781	63.7	237	63.7	396	49.4	1,414	58.9
ESS bridging module	232	18.9	95	25.5	115	14.4	442	18.4
GOS partial completers	133	10.8	0	0.0	17	2.1	150	6.3
Survey invitation pack	65	5.3	35	9.4	265	33.1	365	15.2
Non-response follow-up	15	1.2	5	1.3	8	1.0	28	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 Health, Creative arts and Society and culture graduates are underrepresented in the ESS, as shown at Table 24.

Table 24 Respondents by broad field of education

Broad field of education	Employed graduates		Supervisors	
	n	%	n	%
Agriculture, environmental & related studies	1,658	1.7	59	2.5
Architecture & building	2,026	2.1	49	2.1
Creative arts	4,350	4.5	70	2.9
Education	10,367	10.6	382	16.0
Engineering & related technologies	5,869	6.0	201	8.4
Health	22,477	23.0	436	18.2
Information technology	6,777	7.0	154	6.4
Management & commerce	16,041	16.4	376	15.7
Natural & physical sciences	7,837	8.0	204	8.5
Society & culture	20,146	20.7	461	19.3

Note: Food, hospitality and personal services is not shown as there were no Supervisor responses for this field of education in the 2025 ESS.

Table 25 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 overrepresented by 5.1 percentage point and 5.3 percentage points respectively, while undergraduate supervisors are underrepresented by 10.5 percentage points.

Table 25 Respondents by type of institution and course characteristics

Course characteristics	Employed graduates		Supervisors	
	n	%	n	%
Type of institution				
University	89,875	92.1	2,185	91.1
NUHEI	7,698	7.9	214	8.9
Study mode				
Internal / Mixed	69,830	71.6	1,596	66.5
External	25,128	25.8	738	30.8
Course level				
Undergraduate	49,183	50.4	958	39.9
Postgraduate coursework	43,495	44.6	1,193	49.7
Postgraduate research	4,895	5.0	248	10.3

Table 26 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 14.3 percentage points. This is consistent with the overrepresentation of supervisors of postgraduate coursework and postgraduate research graduates as shown in Table 25.

Table 26 Respondents by demographic characteristics

Demographic characteristics	Employed graduates		Supervisors	
	n	%	n	%
Gender				
Male	35,193	36.1	991	41.3
Female	62,053	63.6	1,393	58.1
Age				
30 years or under	60,838	62.4	1,155	48.1
Over 30 years	36,735	37.6	1,244	51.9
First Nations				
First Nations	1,399	1.4	39	1.6
Non-Indigenous	71,839	73.6	1,749	72.9
Home language				
English	82,162	84.2	2,037	84.9
Other	15,411	15.8	362	15.1
Disability status				
Reported disability	8,359	8.6	234	9.8
No disability	89,214	91.4	2,165	90.2

As shown in Table 27, 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 2025 ESS.

Table 27 Respondents by labour market characteristics

Labour market characteristics	Employed graduates		Supervisors	
	n	%	n	%
Occupation[2]				
Managers	6,667	7.1	218	9.2
Professionals	52,702	55.9	1,411	59.2
Technicians and trades workers	3,425	3.6	98	4.1
Community and personal service workers	11,991	12.7	257	10.8
Clerical and administrative workers	8,948	9.5	248	10.4
Other workers	10,586	11.2	150	6.3
Employment status				
Full-time	2,295	70.4	1,728	72.0
Part-time	964	29.6	671	28.0
Duration of job with current employer				
Less than 3 months	10,004	11.4	175	7.3
3 months to < 1 year	28,554	32.5	882	36.8
1 year or more	49,385	56.2	1,341	55.9

Occupation group based on supervisor's description of graduate's occupation.

[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 agreement among employed graduate remaining low (see Section 2.3.1). Low agreement to the ESS bridging module has been further compounded by the added requirement for graduates to obtain explicit consent from supervisors before sharing their contact information and therefore remains a key consideration for the future of the ESS.

Again in 2025, sample workflows other than the ESS bridging module continued to account for the majority (81.3 per cent, refer to Section 2.4) of contact details collected, led by refusal conversion and survey invitation pack workflows. The ongoing reliance on additional sample workflows to collect contact details has increased the complexity, cost and risk associated with the ESS sample build.

While learnings from prior years and ongoing response maximisation strategies have been applied to the sample build, leading to increased performance of the refusal conversion and survey invitation pack workflows, further innovation is required if previous levels of response to the ESS are to be achieved.

Bridge experimentation could be undertaken in the next collection with a particular focus on trying to increase comfortability in the decision-making process that graduates go through prior to actioning the step to obtain consent from the supervisor. These could include customised bridging messaging and alignment with ABS terminology (e.g., ‘direct supervisor’ versus ‘manager’). Many graduates may be recently employed or on probation at time of completing the GOS, approximately 4 to 6 months post course completion, and in some cases, they may be undertaking a graduate program or rotational placements. These barriers highlight the perceptions of the power imbalance between new employees and supervisors, as well as the need for clearer guidance for graduates on finding the right person to ask about the ESS.

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. Qualitative research with graduates was undertaken in 2025 and further research is planned with employers and direct supervisors.

8.2. Collection of supervisor contact details

Despite increased priority for the ESS bridging module non-response follow-up with graduates in May, the non-response yield remains low (see Section 2.4.3). To improve the non-response yield, the resources allocated to the bridging module non-response follow up workflow could be increased. Ongoing evaluation and refinement of the bridging module non-response follow up workflow may be necessary to realise the full potential of this workflow.

The operational efficiency and potential for innovation of additional sample build workflows should be reviewed ahead of the next collection. Possible efficiencies in the sample build include:

- Further exploration and experimentation with customising the bridging module script and workflow prioritisation supporting graduates needing to seek their supervisor’s consent to provide their contact information.
- Consider options to delay the request for supervisor’s contact details from graduates who had not been in their job long enough, in temporary or casual employment (e.g., to follow up with graduates initially refused at the bridging module for these reasons or had reached the bridging module but did not respond).

- Consider options for SMS follow up with graduates as part of the contact protocol (e.g., to follow up with graduates who were sent the survey invitation pack but supervisor not yet self-registered their contact details; or notify they would be contacted to confirm original contact details provided).

8.3. Employer and industry engagement

Engagement with employers and industry peak bodies could build ESS brand awareness and lead to improved graduate and supervisor engagement. Consideration could be given to targeting a limited number of employers, by study area or industry.

Graduates commonly perceive providing contact details for the ESS as a risk to their employment. By engaging with the human resource departments of major employers, it may be possible to overcome this misconception. Employers could communicate internally to graduates that the business is a ‘safe’ environment for the ESS, encouraging the provision of contact details and supervisor participation. Industry peak bodies could be contacted with offers of industry specific reports, or other industry tailored promotions and products, to broadly build awareness and encourage participation.

Acknowledging employers that have participated in the ESS on the ESS website (e.g., by displaying logos of major employers that have participated) may also help build the survey profile and communicate the legitimacy of the ESS brand to graduates and supervisors.

Appendix 1 Institutional participation

The tables below show institutions that participated in the GOS with one or more responses in the ESS between 2023 and 2025.

Table 28 Number of completed surveys by university, 2023-25

University	2023	2024	2025	Total
Australian Catholic University	75	79	33	187
Avondale University	<5	5	6	13
Bond University	13	10	6	29
Central Queensland University	51	75	40	166
Charles Darwin University	26	52	28	106
Charles Sturt University	102	117	50	269
Curtin University	74	64	47	185
Deakin University	158	193	98	449
Edith Cowan University	77	74	67	218
Federation University Australia	33	34	24	91
Flinders University	59	89	66	214
Griffith University	44	117	66	227
James Cook University	44	67	40	151
La Trobe University	72	89	53	214
Macquarie University	66	56	35	157
Monash University	161	174	106	441
Murdoch University	34	26	32	92
Queensland University of Technology	102	176	117	395
RMIT University	106	112	64	282
Southern Cross University	52	41	45	138
Swinburne University of Technology	57	99	63	219

University	2023	2024	2025	Total
The Australian National University	58	54	36	148
The University of Adelaide	74	87	57	218
The University of Melbourne	188	236	137	561
The University of Notre Dame Australia	19	33	10	62
The University of Queensland	116	144	82	342
The University of South Australia	84	92	60	236
The University of Sydney	67	103	48	218
The University of Western Australia	60	67	24	151
Torrens University	36	46	60	142
University of Canberra	38	41	39	118
University of Divinity	10	7	8	25
University of New England	67	70	74	211
University of New South Wales	69	100	66	235
University of Newcastle	45	62	35	142
University of Southern Queensland	65	74	53	192
University of Tasmania	112	120	80	312
University of Technology Sydney	79	68	57	204
University of the Sunshine Coast	30	51	32	108
University of Wollongong	37	39	36	117
Victoria University	44	67	72	183
Western Sydney University	70	63	33	166
Total universities	**2,776**	**3,373**	**2,185**	**8,334**

Note: <5 indicates a suppressed value (n < 5).

Table 29 Number of completed surveys by non-university higher education institution (NUHEI), 2023-25

NUHEI	2023	2024	2025	Total
ACAP University College	5	19	17	41
Academy of Interactive Technology	<5	<5		7
Acknowledge Education		<5	<5	6
Adelaide Central School of Art	<5	<5		<5
Adelaide Institute of Higher Education			<5	<5
Alphacrucis University College	7	11	<5	22
Asia Pacific International College	<5	<5	<5	<5
Australasian College of Health and Wellness		<5	<5	<5
Australian College of Nursing	<5	9	11	23
Australian Institute of Business	14	16	17	47
Australian Institute of Higher Education		<5		<5
Australian Institute of Management Education & Training	6	14	6	26
Australian Institute of Professional Counsellors			<5	<5
Australian University College of Divinity	6	<5	<5	13
Australian University of Theology*	22	20	8	50
BPP Institute			<5	<5
Box Hill Institute			<5	<5
Campion College Australia	<5	<5	<5	5
Chartered Accountants Australia and New Zealand		12		12
Chisholm Institute		<5		<5
Christian Heritage College	8	<5	<5	14
Collarts (Australian College of the Arts)	<5	<5	<5	<5
Crown Institute of Higher Education		<5	<5	<5

NUHEI	2023	2024	2025	Total
ECA College of Health Sciences			<5	<5
Eastern College Australia		<5		<5
Endeavour College of Natural Health	<5	6	<5	9
Engineering Institute of Technology	<5	<5	<5	8
Equals International			<5	<5
Excelsia University College	<5	<5	<5	8
Gestalt Therapy Brisbane	<5			<5
Governance Institute of Australia	<5		<5	<5
HEPCO The Tax Institute Higher Education	<5	<5		<5
Health Education & Training Institute	<5	5	<5	7
Holmes Institute	7	9	11	27
Holmesglen Institute	<5	<5	<5	<5
ICHM	<5	<5	<5	5
ISN Psychology	<5		<5	<5
Ikon Institute of Australia	<5	<5		<5
Institute of Health & Management	<5		<5	<5
International College of Management, Sydney	<5	<5	8	14
Kaplan Business School	7	9	23	39
Kaplan Professional	13	10	<5	25
King's Own Institute	8	<5	12	24
LCI Melbourne			<5	<5
Leo Cussen Centre for Law		<5	<5	6
Marcus Oldham College	<5	<5	<5	8
Melbourne Institute of Technology	<5		<5	<5

NUHEI	2023	2024	2025	Total
Melbourne Polytechnic	<5	<5	<5	8
Moore Theological College	<5	<5		<5
Morling College		<5		<5
National Institute of Organisation Dynamics Aust	<5			<5
Ozford Institute of Higher Education		<5		<5
Perth Bible College			<5	<5
Photography Studies College (Melbourne)	<5		<5	<5
SAE University College	5	<5	<5	10
SP Jain School of Management	<5	<5		5
Sheridan Institute of Higher Education		<5		<5
Southern Cross Education Institute (Higher Education)		<5	<5	<5
Sydney International School of Technology and Commerce	<5	<5		<5
TAFE NSW	<5	8	5	15
TAFE Queensland	<5	7	<5	12
TAFE South Australia		<5	<5	<5
Tabor College of Higher Education	5	5	8	18
The Australian College of Physical Education	<5		<5	<5
The Australian Institute of Music	<5			<5
The Cairnmillar Institute		<5	<5	<5
The College of Law	35	39	15	89
The Institute of Creative Arts and Technology		<5		<5
The Institute of Internal Auditors - Australia	<5	<5		<5
UOW College		<5		<5
VIT (Victorian Institute of Technology)	<5	<5	<5	9

NUHEI	2023	2024	2025	Total
Wentworth Institute of Higher Education	<5			<5
Whitehouse Institute of Design, Australia	<5	<5	<5	<5
William Angliss Institute	<5	<5		<5
Total NUHEIs	**216**	**279**	**214**	**709**

Note: Blank cells represent no completed surveys for that collection year, <5 indicates a suppressed value (n < 5).

*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 2025 ESS was collected when the institution was a NUHEI.

Appendix 2 ESS bridging module

MODULE A: ESS BRIDGE

*(ONLINE)
INTRO 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.

The Employer Satisfaction Survey is an assessment of how well your course has prepared you for your job. The survey will ask your supervisor about the skills that are important for graduates to have when coming into their organisation.

Even if your qualification is not directly related to your job, there is still great value in your supervisor taking part.

The survey is confidential, and participation is voluntary. The survey only takes 7 minutes, and we've found supervisors really enjoy expressing their views.

We can provide you with the link to forward to your supervisor to complete or we can contact your supervisor directly with the link.

If you would like us to invite your supervisor to participate, we need their name, email address and mobile number where possible.

However, you need your supervisor's consent to provide these details. If your supervisor consents to their contact details being provided, you can provide their personal information on the next screen and they will be invited to participate in the Employer Satisfaction Survey via email or phone in a week's time.

We can provide more details about the survey to help you explain it to your supervisor and get their consent to share their contact information. Once you have their consent, log back into your survey using the link in your email invitation.

(RESPONSE FRAME)

1. I have my supervisor's consent to provide their details *(GO TO SUPCONTACT)
5. I will forward the link to my supervisor directly *(GO TO EMAUTH)
2. I need my supervisor's consent 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 *(GO TO ESSREFUSE)

*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
By providing your supervisor's contact details, your supervisor will be shown information about you, such as the course you completed. This information will be handled in accordance with the Graduate Outcomes Survey Privacy Notice

(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

Supname **Name of current work supervisor**
<verbatim text box>

Supemail **Direct 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. IF THE EMAIL ENTERED IS CORRECT, CLICK 'NEXT' CONTINUE".
*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, do you have your work supervisor's consent to provide their contact details?

If you'd like, as an alternative we can email you a survey invitation 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 have my supervisor's consent to provide their contact details *(GO TO SUPCONTACT)
4. I need my supervisor's consent before providing their details *(GO TO TERM8)
3. Please send me the survey invitation pack *(GO TO EMAUTH)
2. I do not wish to provide my supervisor's details *(GO TO ESSREFUSE)

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

*(INTRO=2 OR SUPSKIP=4, WANTS TO SPEAK WITH SUPERVISOR FIRST)

ESSCLINFO*(DISPLAY IF ONLINE)

We understand that you need to seek consent from your work supervisor before providing their details. Click 'Save' to pause the survey and once you have consent, log back in via the email link and provide their details.

If you'd like, we can email you a survey invitation pack to forward to your supervisor. The pack provides further information on the survey and how your supervisor can provide their consent to participate.

(RESPONSE FRAME)

2. I have my supervisor's consent to provide their contact details (*GO TO SUPCONTACT)
1. Please send me the survey invitation pack (*GO TO EMAUTH)

*(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.

If you would like to download a copy, please click here as having additional information may be helpful when asking for your supervisor's consent to provide their details for the Employer Satisfaction Survey.

Click 'Save' to pause the survey and once you have consent, log back in via the email link and provide their details.

If you'd like, we can email you a survey invitation pack to forward to your supervisor. The pack provides further information on the survey and how your supervisor can provide their consent to participate.

+ 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 supervisors an opportunity to provide feedback about the skills and attributes important for recent graduates to have when coming into their organisation, and whether the higher education institution that graduates have attended prepared them well for employment.

+ 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?

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 mobile number rather than a direct landline.

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.

As an alternative, we can email you a survey invitation pack that you can forward to your supervisor. The pack would provide further information on the survey and how your supervisor can participate.

+ How do you ensure privacy is protected?

The Social Research Centre respects your privacy and complies with the Australian Privacy Principles. By providing your supervisor's contact details, you consent to the handling of your personal information in accordance with the Department of Education's Graduate Outcomes Survey Privacy Notice. This notice provides detailed information about the collection and use of your personal information for the purposes of this research.

+ 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 have my supervisor's consent to provide their details *(GO TO SUPCONTACT)
3. I need my supervisor's consent before providing their details (*GO TO TERM8)
4. Please send me the survey information pack *(GO TO EMAUTH)

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 *(GO TO TERM1)
2. I do not know the contact details of my supervisor *(GO TO TERM1)
3. My supervisor does not have an email address *(GO TO REFAV1a)
4. My job is temporary only/casual only *(GO TO TERM1)
5. My supervisor is busy and does not have enough time *(GO TO TERM1)
13. I have not been in my job long enough *(GO TO REFAV7a)
10. My job is not related to the study I did *(GO TO REFAV6a)
11. My supervisor does not speak English *(GO TO TERM1)
12. I have privacy concerns *(GO TO REFAV8a)
14. Supervisor not working / Business closed due to COVID-19 *(PROGRAMMER NOTE: SUPPRESS)
15. My supervisor did not consent / did not want to be contacted *(GO TO TERM1)
7. Other (Please specify) *(GO TO TERM1)
8. I have consent to provide my supervisor's contact details *(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=12, ONLINE AND PRIVACY CONCERN)
REFAV8a The Social Research Centre respects your privacy and complies with the Australian Privacy Principles.

By providing your supervisor's contact details, you consent to the handling of your personal information in accordance with the Department of Education's Graduate Outcomes Survey Privacy Notice. This notice provides detailed information about the collection and use of your personal information for the purposes of this research.

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=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)

*(INTRO=5 OR SUPSKIP=3 OR ESSCLINFO=3 OR ESSFACT=4, 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.

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

The Department of Education's Employer Satisfaction Survey Privacy Notice provides detailed information about the collection and use of your personal information for the purposes of this research. By participating in the ESS, you consent to the handling of your personal information in accordance with this privacy notice.

(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.

*(SUPAUTH_CONTACT=DETAILS PROVIDED)\
END 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, please contact:

- Beyond Blue on 1300 22 46 36
- Lifeline on 13 11 14

Please click 'Submit' to finalise your survey.

SUBMIT
*PROGRAMMER NOTE: FOR ONLINE SUBMIT BUTTON LINKS TO HTTPS://WWW.QILT.EDU.AU/SURVEY-SUCCESS/GRADUATE-OUTCOMES-SURVEY-THANK-YOU

*((REFAV1a OR REFAV6a OR REFAV7a OR REFAV8a OR REFAV9a=2) OR (ESSREFUSE=1,4,5,15)) 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:

- Beyond Blue on 1300 22 46 36
- Lifeline on 13 11 14

Your answers have been submitted. You may now close the page.

*(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:

- Beyond Blue on 1300 22 46 36
- Lifeline on 13 11 14

Your answers have been submitted. You may now close the page.

*(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. We will get in touch in a few days if we haven't heard back from you.

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:

- Beyond Blue on 1300 22 46 36
- Lifeline on 13 11 14

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.

Your answers have been submitted. You may now close the page.

*(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:

- Beyond Blue on 1300 22 46 36
- Lifeline on 13 11 14

*(ESSFACT=3, WANTS TO SPEAK WITH SUPERVISOR FIRST)

TERM8 Once you have spoken with your supervisor, you can log straight back into your survey by clicking the link in your email invitation. We will get in touch in a few days if we haven't heard back from you.

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

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=3 AND BROCHURECOUNT=0, STOPPED AT BRIDGE AND NO BROCHURE SENT)
I'm calling to follow up on the Graduate Outcomes Survey you recently completed, thank you for participating. *(DISPLAY IF ENDQ=EMAUTH OR ESSCLINFO OR ESSFACT) Have you had a chance to discuss the Employer Satisfaction Survey with your supervisor?

IF NECESSARY: We need your supervisor's consent to collect their name and contact details, so you need to seek your supervisor's consent before providing their contact details. If you still need to seek their consent or if you were worried about use of your personal information in the ESS, I'd be happy to provide more information.

*(DISPLAY IF ENDQ NE TO EMAUTH OR ESSCLINFO OR ESSFACT) Another important part of the research is speaking with employers as part of the Employer Satisfaction Survey and we'd like to invite your work supervisor to participate.

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 your supervisor has agreed to you providing their 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 supervisors enjoy expressing their views.

Has your supervisor agreed to you providing their contact details?

*(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.

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.

We need your supervisor's consent to collect their name and contact details, so you need to seek your supervisor's consent before providing their contact details. If you need to check with your supervisor first, we will contact you via email to assist you with this.

If your supervisor has agreed to you providing their 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 supervisors enjoy expressing their views.

Has your supervisor agreed to you providing their contact details?

1. Yes *(GO TO SUPNAME)
2. Language difficulty *(GO TO TERM)
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 *(GO TO EM1)
9. I need to seek consent from my supervisor before providing their details (GO TO EM1)
7. Graduate no longer employed (AVOID) *(GO TO TERM)
8. Graduate does not have a direct supervisor (AVOID) *(GO TO TERM1)

*(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 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
- We need your supervisor's consent to collect their name and contact details, so you need to seek your supervisor's consent before providing their contact details. If you need to check with your supervisor first, we will contact you via email to assist you with this.
- 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.
- Alternatively, 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)

Has your supervisor agreed to you providing their contact details now?

1. Yes *(GO TO SUPNAME)
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
4. I need to seek consent from my supervisor before providing their details *(GO TO EM1)

*(INTRO=6 OR INTRO=9 OR INFO=3 OR INFO=4 OR SUPNAME=2, WANTS COPY OF ESS INFORMATION PACK)

EM1 We understand your supervisor may want further information before consenting to their details being provided to participate in the Employer Satisfaction Survey. We can email you an ESS information pack that you can forward to your supervisor. The pack provides further information on the survey and how your supervisor can provide their consent to 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.

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

*(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 REFAV8=1 OR EM1=3, WANTS TO PROVIDE DETAILS)

SUPNAME By providing your work supervisor's contact details, you consent to the handling of your personal information in accordance with the GOS Privacy Notice.

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

1. Enter supervisor name <verbatim text box>
2. I need to seek consent from my supervisor before providing their details *(GO TO EM1)

*(INTRO=1 OR INFO=1 OR REFAV1=1 OR REFAV8=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 REFAV8=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?

PROGRAMMER NOTE: DISPLAY <SUPNAME> AND <SUPEMPNAME>

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

*(INTRO=1 OR INFO=1 OR REFAV1=1 OR REFAV8=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

*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. Has your supervisor agreed to you providing their contact details now?

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 REFAV8=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 *(GO TO TERM)
2. I do not know the contact details of my supervisor *(GO TO TERM)
3. My supervisor does not have an email address *(GO TO REFAV1)
4. My job is temporary only/casual only *(GO TO TERM)
5. My supervisor is busy and does not have enough time *(GO TO TERM)
13. I have not been in my job long enough *(GO TO REFAV7)
10. My job is not related to the study I did *(GO TO REFAV6)
11. My supervisor does not speak English *(GO TO TERM)
12. I have privacy concerns *(GO TO REFAV8)
14. Supervisor not working / Business closed due to COVID-19 *(SUPPRESS)
15. My supervisor did not consent / did not want to be contacted *(GO TO TERM)
7. Other (Please specify) *(GO TO TERM)
8. I have consent to provide my supervisor's contact details *(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. Has your supervisor agreed to you providing their contact 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=12, CATI AND PRIVACY CONCERN)

REFAV8 The Social Research Centre respects your privacy and complies with the Australian Privacy Principles.

By providing your supervisor's contact details, you consent to the handling of your personal information in accordance with the Department of Education's Graduate Outcomes Survey Privacy Notice. This notice provides detailed information about the collection and use of your personal information for the purposes of this research.

IF NECESSARY: If you'd like more information on our privacy policy, it is available online at qilt.edu.au/gos

Has your supervisor agreed to you providing their contact details?

1. Yes *PROGRAMMER NOTE: SNAP BACK TO SUPNAME
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 REFAV8=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 or so, please share this with your supervisor. 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
*(REFAV6=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, please contact:

- Beyond Blue on 1300 22 46 36
- Lifeline on 13 11 14

*(REFAV7=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, please contact:

- Beyond Blue on 1300 22 46 36
- Lifeline on 13 11 14

Appendix 3 Survey invitation pack workflow

Example ESS brochure

ESS

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.

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.

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.

94%

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

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.

QILT Quality Indicators for Learning and Teaching

Social Research Centre

Australian Government

For more information about the study

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

Example survey invitation pack

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 to better understand the specific skills and attributes needed in business today and how well higher education is preparing graduates for the workforce.

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

Register for survey

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

The Department of Education's Employer Satisfaction Survey Privacy Notice provides detailed information about the collection and use of your personal information for the purposes of this research. By participating in the ESS, you consent to the handling of your personal information in accordance with this privacy notice.

If you have any further questions regarding the Employer Satisfaction Survey, please contact us on 1800 055 818 (free call) or by emailing at ess@srcentre.com.au.

Thank you in advance for your time and feedback.

Graham Challice
Executive Director
The Social Research Centre

QILT
Quality Indicators for Learning and Teaching

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

Opt out

Appendix 4 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 REFCON

*(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.)

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).

Has your supervisor agreed to you providing their contact details?

IF NECESSARY: We need your supervisor's consent to collect their name and contact details, so you need to seek your supervisor's consent before providing their contact details. If you still need to seek their consent or if you were worried about use of your personal information in the ESS, I'd be happy to provide more information.

*(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).

Has your supervisor agreed to you providing their contact details?

IF NECESSARY: We need your supervisor's consent to collect their name and contact details, so you need to seek your supervisor's consent before providing their contact details. If you still need to seek their consent or if you were worried about use of your personal information in the ESS, I'd be happy to provide more information.

*(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).

Has your supervisor agreed to you providing their contact details?

IF NECESSARY: We need your supervisor's consent to collect their name and contact details, so you need to seek your supervisor's consent before providing their contact

details. If you still need to seek their consent or if you were worried about use of your personal information in the ESS, I'd be happy to provide more information.

*(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.

(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).

Has your supervisor agreed to you providing their contact details?

IF NECESSARY: We need your supervisor's consent to collect their name and contact details, so you need to seek your supervisor's consent before providing their contact details. If you still need to seek their consent or if you were worried about use of your personal information in the ESS, I'd be happy to provide more information.

*(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 respects your privacy and complies with 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.
- By providing your supervisor's contact details, you consent to the handling of your personal information in accordance with the Department of Education's Graduate

Outcomes Survey Privacy Notice. This notice provides detailed information about the collection and use of your personal information for the purposes of this research.

- If you'd like more information on our privacy policy, it is available online at qilt.edu.au/gos

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.

Has your supervisor agreed to you providing their contact details?

IF NECESSARY: We need your supervisor's consent to collect their name and contact details, so you need to seek your supervisor's consent before providing their contact details. If you still need to seek their consent or if you were worried about use of your personal information in the ESS, I'd be happy to provide more information.

*(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.

(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).

Has your supervisor agreed to you providing their contact details?

IF NECESSARY: We need your supervisor's consent to collect their name and contact details, so you need to seek your supervisor's consent before providing their contact details. If you still need to seek their consent or if you were worried about use of your personal information in the ESS, I'd be happy to provide more information.

*(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).

Has your supervisor agreed to you providing their contact details?

IF NECESSARY: We need your supervisor's consent to collect their name and contact details, so you need to seek your supervisor's consent before providing their contact details. If you still need to seek their consent or if you were worried about use of your personal information in the ESS, I'd be happy to provide more information.

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 (GO TO AUTH1)
8. I need to seek consent from my supervisor before providing their details (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 OR INTRO=8, WANTS SUPERVISOR INFORMATION PACK)

AUTH1 We understand your supervisor may want further information before consenting to their details being provided to participate in the Employer Satisfaction Survey. We can email you an information pack that you can forward to 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?

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: 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)

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

SUPNAME By providing your work supervisor's contact details, you consent to the handling of your personal information in accordance with the GOS Privacy Notice.

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)

SUPEMPNAMEAnd what is the business name of your current employer?

(INTERVIEWER NOTE: BUSINESS NAME IS NOT MANDATORY)

1. <verbatim text box>
2. No

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

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.

Do you know your supervisor's email address?

PROGRAMMER NOTE: DISPLAY <SUPNAME> AND <SUPEMPNAME>

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:

- *A mobile number is preferred*
- *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. Has your supervisor agreed to you providing their contact details now?

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?

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.

The Department of Education's Employer Satisfaction Survey Privacy Notice provides detailed information about the collection and use of your personal information for the purposes of this research. By participating in the ESS, you consent to the handling of your personal information in accordance with this privacy notice.

(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: ALL TEXT BOXES TO BE PRESENTED LEFT ALIGNED BELOW LEAD IN TEXT

SupnameAuth Your name
<verbatim text box>

SupempnameAuth 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.

Appendix 5 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 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 confirm the contact details you provided previously?

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)
SUPAGRE To contact your supervisor we need to collect a valid email address or phone number. Has your supervisor agreed to you providing their contact details now?

IF NECESSARY: We need your supervisor's consent to collect their name and contact details, so you need to seek your supervisor's consent before providing their contact details. If you need to check with your supervisor first, we will call you in a few days to follow up.

1. Yes *PROGRAMMER NOTE: GO TO SUPUPDATE
2. I need to seek consent from my supervisor before providing their details (SET APPOINTMENT WITH QR)

*(SUPAGRE=1, SUPERVISOR CONSENTED TO CONTACT)
SUPUPDATE

By providing your supervisor's contact details, you consent to the handling of your personal information in accordance with the Department of Education's Graduate Outcomes Survey Privacy Notice.

INTERVIEWER NOTE: TRY TO COLLECT BOTH EMAIL AND PHONE IF NOT ALREADY PROVIDED. **PHONE IS CRUCIAL TO SUCCESS OF JOB AND A MOBILE IS PREFFERD 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: <Supempnameb>
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.

Appendix 6 Supervisor contact protocol

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. Your responses will be aggregated with other employers' opinions and reported on the QILT website.

To start the survey, please click the button below:

Start survey now

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

The Department of Education's Employer Satisfaction Survey Privacy Notice provides detailed information about the collection and use of your personal information for the purposes of this research. By participating in the ESS, you consent to the handling of your personal information in accordance with this privacy notice.

If you have any further questions regarding the Employer Satisfaction Survey, please contact us on 1800 055 818 (free call) or by emailing at ess@srcentre.com.au.

Thank you in advance for your time and feedback.

Graham Challice
Executive Director
The Social Research Centre

QILT Quality Indicators for Learning and Teaching

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

Opt out

Example ESS survey reminder email

Dear Supervisor,

The Employer Satisfaction Survey will close this weekend, **Sunday 17 August 2025**.

We appreciate that you are busy but it's important for the Australian Government to get feedback from as many supervisors as possible. It should take approximately 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 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 to better understand the specific skills and attributes needed in business today.

If you have any further questions regarding the Employer Satisfaction Survey, please contact us on 1800 055 818 (free call) or by emailing at ess@srcentre.com.au.

Thank you for taking the time to participate.

Graham Challice
Executive Director
The Social Research Centre

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Opt 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 ESS questionnaire

The Graduate Attributes Scale – Employer (GAS-E) forms the core of the ESS.

A summary of all items included in the 2025 ESS core instrument (i.e. excluding any institution specific items) are provided in **Table 30** below.

Table 30 Questionnaire item summary

Question ID	Question	Response frame
	Module A: Screening and confirmation	
QS1	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.	1. Yes 2. No, but I used to be their supervisor 3. No, I have never been their supervisor
QS2	And, how long have you been <**E403**>'s supervisor?	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
QS3	Before today, were you aware that <**E403**> completed a qualification from <**E306C>**?	1. Yes 2. No
QS4	And, before today, were you aware that the qualification <**E403**> completed was a <**E308**>?	1. Yes 2. No
QS5	What is **<E403>**'s occupation in your business?	1. <verbatim text box>
QS6	What are the main tasks that they usually perform in their job?	1. <verbatim text box>
QS7	What is your occupation in your business?	1. <verbatim text box>
QS8	What are the main tasks that you usually perform in this job?	1. <verbatim text box>
	Module B: Overall graduate preparation	
QOP1	Is a <**E308**> or similar qualification a formal requirement for <**E403**> to do their job?	1. Yes 2. No
QOP2	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…	1. Not at all important 2. Not that important 3. Fairly important 4. Important 5. Very important
QOP3	Overall, how well did <**E403**>'s <**E308**> prepare <him/her> for their job?	1. Not at all 2. Not well 3. Well 4. Very well 5. Don't know / unsure
QOP4	What are the MAIN ways that <**E306C**> prepared <**E403**> for employment?	1. <verbatim text box> 2. Don't know/Unsure
QOP5	And what are the **MAIN** ways that <**E306C**> could have **better prepared** <**E403**> for employment?	1. <verbatim text box> 2. Don't know/Unsure
QS11	Based on your experience with <**E403**>, how likely are you to consider hiring another <**E308**> graduate from <**E306C**>, if you had a relevant vacancy?	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

	Module C: Graduate attributes scale (GAS-E)	
GAS Stem	For each skill or attribute, to what extent do you agree or disagree that <**E403**>'s <**E308**> from <**E306C**> prepared them for their job? If the skill is not required by <**E403**> in their role, you can answer 'Not applicable'.	
GAS (Foundation skills)	1. Oral communication skills 2. Written communication skills 3. Numeracy skills 4. Ability to develop relevant knowledge 5. Ability to develop relevant skills 6. Ability to solve problems 7. Ability to integrate knowledge 8. Ability to think independently about problems	1. Strongly disagree 2. Disagree 3. Neither disagree nor agree 4. Agree 5. Strongly agree 9. Not applicable
GAS (Adaptive skills)	9. Broad background knowledge 10. Ability to develop innovative ideas 11. Ability to identify new opportunities 12. Ability to adapt knowledge to different contexts 13. Ability to apply skills in different contexts 14. Capacity to work independently	1. Strongly disagree 2. Disagree 3. Neither disagree nor agree 4. Agree 5. Strongly agree 9. Not applicable
GAS (Collaborative skills)	15. Working well in a team 16. Getting on well with others in the workplace 17. Working collaboratively with colleagues to complete tasks 18. Understanding different points of view 19. Ability to interact with co-workers from different or multi-cultural backgrounds	1. Strongly disagree 2. Disagree 3. Neither disagree nor agree 4. Agree 5. Strongly agree 9. Not applicable
GAS (Technical skills)	20. Applying professional knowledge to job tasks 21. Using technology effectively 22. Applying technical skills in the workplace 23. Maintaining professional standards 24. Observing ethical standards 25. Using research skills to gather evidence	1. Strongly disagree 2. Disagree 3. Neither disagree nor agree 4. Agree 5. Strongly agree 9. Not applicable
GAS (Employability skills)	26. Ability to work under pressure 27. Capacity to be flexible in the workplace 28. Ability to meet deadlines 29. Understanding the nature of your business or organisation 30. Demonstrating leadership skills 31. Demonstrating management skills 32. Taking responsibility for personal professional development 33. Demonstrating initiative in the workplace	1. Strongly disagree 2. Disagree 3. Neither disagree nor agree 4. Agree 5. Strongly agree 9. Not applicable
	Module E: Institution specific issues **Module F: Close**	
C7	The Department of Education is undertaking some research to improve higher education. Do you consent to being contacted in future to participate in this research?	1. Yes 2. No
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
C4	Would you like your organisation to be acknowledged on the QILT website for supporting this important research?	1. Yes 2. No
C2	Can we confirm the best email address to contact you on?	1. My email address is <**supemail**> 2. The best email address to contact me on is: <verbatim text box>

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?	1. <verbatim text box>
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
END	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 year's results you can go to www.qilt.edu.au/ess	

Social Research Centre

Level 5, 350 Queen Street
Melbourne VIC 3000

PO Box 13328
Law Courts VIC 8010

Phone (61 3) 9114 1003

qilt@srcentre.com.au
www.qilt.edu.au

QILT
Quality Indicators for Learning and Teaching

SES
Student Experience Survey

GOS
Graduate Outcomes Survey

GOS-L
Graduate Outcomes Survey - Longitudinal

ESS
Employer Satisfaction Survey