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### **GRADUATES PREFER RESPONSIBILITY AND COMPANY REPUTATION OVER BIG PAY CHEQUE**

Money is not a priority for graduates looking for their first job out of university according to the results of the latest survey by CareerOne.com.au.

Of the 339 graduates surveyed, 30 per cent said that the duties and responsibilities of a role would influence them most during the job hunting process.

Another 25 per cent said they were most influenced by a company's brand, reputation and culture.

Training and progression plans rated as a major influence with 17 per cent and salary trailed the list with 16 per cent of the survey group.

Kate Southam, editor of CareerOne.com.au said graduates are defying the stereotypes created around the older Gen Ys during the boom times.

"Generation Y's were said to be obsessed with money and status demanding big starting salaries and rapid promotions. Our survey shows the current crops of grads have adjusted their expectations in line with market conditions.

"Companies need to focus on providing interesting jobs to grads that offer career development.

"A graduate's priority is gaining the experience through the type of role they take on and the responsibility it offers."

The survey also found:

- 69 per cent of respondents said that they aware how difficult it would be to secure a graduate position in their chosen field because of current economic conditions.
- 47 per cent aren't working in the field they originally studied in
- 35 per cent reported greater competition for graduate roles was the reason they were not working in the area that reflected their academic background.
- 24 per cent of graduates said the greatest misconception they had about entering the workforce was how "meaningful" their work would be
- Another 20 per cent struggled with having to start at the bottom and identified the time it takes to climb the ladder as another misconception

Ms. Southam told graduates still searching for their first job not to give up, even in the current economic climate.

"There are many things graduates could do to help increase their chances at securing their first job out of uni.

“Many professional associations offer low cost membership so grads can start networking; keep job searching because the day you stop looking might be the day the perfect job is advertised; be aware of the stereotypes about Gen Y and play against type – be interested, on time and don’t just focus on what an employer can do for you – be prepared to sell yourself.

“You have to be proactive in this market and those who can demonstrate they have the contacts and credentials as part of these industry groups will have the edge when looking for roles.”

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