

*Generation*

AUSTRALIA

**ANNUAL REPORT 2021**



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## ACKNOWLEDGEMENT OF COUNTRY

Generation Australia acknowledges Aboriginal and Torres Strait Islander peoples as the First Australians and Traditional Custodians of the lands where we live, learn and work. We pay our respect to the Custodians of this land, Elders, past, present and emerging.



## SUPPORT

Generation Australia promotes a safe space for all, and we proudly support and welcome people of any gender and identity.



## A MESSAGE FROM OUR CEO

**In a continued climate of uncertainty, I am proud of everything that Generation Australia has achieved in 2021.**

A story I love to share that demonstrates the difference the Generation methodology makes to our learners is that of Meng, who moved to Australia in 2015. Despite having a tech background, he spent 5 years trying to land a sustainable job in the sector - without success. In 2021, Meng enrolled in our Junior Web Developer program and described it as a “whirlwind of learning”. The behaviour and mindset skills in particular were new to him, and those, together with the Generation community of instructors and mentors gave him a new perspective on jobseeking and employment.

Meng was such an outstanding graduate that we hired him to fill a newly created position of Tech Administrator, and he became a true rockstar on our team. His service did not go unnoticed by our learners either - in every graduation ceremony I’ve attended, he has garnered a special mention by the cohort!

Now, Meng has fulfilled his dream of becoming a software engineer in a Big 4 bank, and while we will miss him and his contributions deeply, I know I speak for the team when I say we wish him the absolute best on the next stage of his career.

This is what Generation was created to be - a launchpad for a life-changing, sustainable, meaningful career.

In Meng’s words, “It hasn’t been an easy journey, but without Generation, the journey wouldn’t even have begun”.

As you can gather from this story, our relationship with our learners is mutually beneficial: we are lucky to receive wonderful contributions and input from them. I’m delighted to share that graduates like Meng continue to report high satisfaction with our programs, rating us 82 on the Net Promoter Score, which is considered to be among the leading endorsement scores in our industry.

We cannot do this work alone: our partners and funders are integral to the successes outlined in this report. Thank you. I’d also like to thank the Generation Australia team and board for your excellent work. Finally, I congratulate all Generation Australia learners and Alumni for taking a leap with us to launch your life-changing careers.

**Malcolm Kinns**  
Chief Executive Officer

**GENERATION AUSTRALIA**



## OUR MISSION

To transform education to employment systems to prepare, place and support people into life-changing careers that would otherwise be inaccessible.



## OUR VISION

A meaningful career and sustained well-being for every person, anywhere in the world



# OUR HISTORY

**Generation was launched in 2015 to empower people with significant barriers to employment to build thriving, sustainable careers and to provide employers the highly skilled, motivated talent they need.**

Our research and observations demonstrate that traditional education systems typically:

- Fail to prepare people for real jobs
- Lack a strong connection to employers
- Are slow to react to changes in the employment landscape

At the same time, employers are still heavily reliant on academic credentials and certifications in making employment decisions. This leaves a large employment gap in most markets, with a significant proportion of people “marginalised” by the systems and their biases

Generation Australia was launched in 2019 to help people across Australia to enter a meaningful career and long-term employment. The launch followed a feasibility study undertaken in partnership with Macquarie Group Foundation and McKinsey & Company in 2017, that validated the need for a Generation program in Australia and highlighted unemployment and under-employment as a growing concern.

Through our programs, adults of all ages and backgrounds—whether unemployed, underemployed, or at demonstrable risk of unemployment — can successfully gain employment in a career-building role for which they have passion.





## OUR IMPACT

748

Learners supported through our programs to-date\*

80%

Of enrolled learners graduated

71%

Of graduates were employed within 3 months

\*From inception to end of 2021, with an additional 41 learners supported in *Powered by Generation* programs



## WHO WE SERVE

**100%**

Unemployed or under-employed before joining a Generation program

**54%**

Women

**50%**

From a CALD background\*

**52%**

Have one or more dependant

\*Culturally and Linguistically Diverse





## OUR IMPACT MODELS

**At Generation Australia, we like to think outside of the box to find ways to support as many people as possible to access careers that would have otherwise been inaccessible.**

In 2021, we delivered programs directly across 4 professions via our *Delivered by Generation* model - this includes recruiting, training and placing hundreds of people into careers as Disability Support Workers, Salesforce Developers, Cloud Developers and Junior Web Developers.

We also developed two innovative models to share our methodology and scale our impact: *Powered by Generation* and *Influenced by Generation*.

Our *Powered by Generation* model focuses on transferring capabilities to other delivery partners who will use our methodology to train, prepare and participants into employment.

Our *Influenced by Generation* model seeks to shape the overall education-to-employment system and drive the Diversity, Equity and Inclusion agenda across Australia.

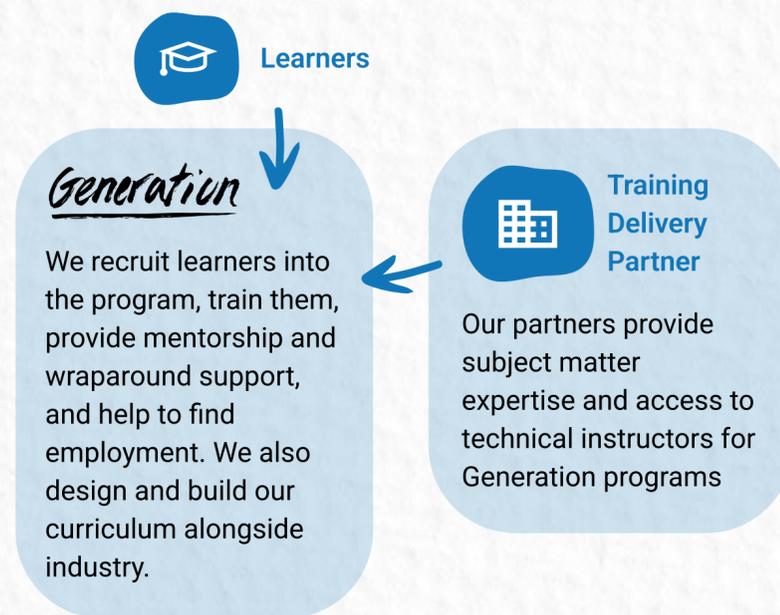
Our three impact models allow us to deliver our mission at scale and ensure thriving and sustainable careers for all.



# OUR IMPACT MODELS

## DELIVERED BY GENERATION

We directly deliver education-to-employment programs that support people facing barriers to employment. Our programs are demand-led and provide a holistic learning experience and extensive wraparound support to participants.



## POWERED BY GENERATION

We transfer capability to other education and training organisations to help them develop and run programs which leverage all aspects of the Generation methodology. We provide ongoing quality assurance support and additional training as required.



## INFLUENCED BY GENERATION

We work with government and other key stakeholders to shape the overall education-to-employment system. This involves developing thought leadership, providing input into key policy decisions, and collaborating on employment-related initiatives and projects.



## OUTCOME

Learners graduate from a Generation Australia program, enter employment, and remain connected to the Generation community

Learners graduate from a Powered by program, and as a graduate of the Partner organisation.

A more diverse and inclusive Australia, with strong employment pathways and outcomes for all.

## OUR PROGRAMS

In 2020, we launched our first program, preparing people for roles in the care sector. Fast forward to 2021, we ran programs directly across 4 professions in tech and care and launched our first program via our *Powered by* model.



## 2021 Highlights

- ✓ Doubled the number of people supported in our programs since last year
- ✓ Launched two new *Delivered by Generation* programs, Cloud Practitioner and Salesforce Developer; and one pilot program via *Powered by Generation*, our Aged Care Employment Program
- ✓ Secured significant funding and piloted approaches to increase participation of First Nations people and people living with disabilities in the tech sector
- ✓ Grew our team by almost 2x to scale our programs
- ✓ Achieved high levels of learner satisfaction despite pivot to fully-online program delivery



## LEARNER SPOTLIGHT



*Generation Australia gave me a platform to grow as an individual. It provided me the opportunity to be myself and utilise my strengths. I am really amazed with how far I've come. It's like I've brushed all the dirt and the dust off and have a new set of skills, strengths and abilities that will help me gain a meaningful career.*



**Rabia Zafar**

Salesforce Developer Graduate 2021





## DELIVERED BY GENERATION

### Disability Support Worker Program

This program trains participants to become Disability Support Workers, supporting people with a disability to thrive in their daily lives and achieve their goals. Graduates of the program receive a partial qualification in the Certificate III in Individual Support. This program was delivered in partnership with Cerebral Palsy Alliance.

#### HIGHLIGHTS

- Program was expanded to 3 new regions in New South Wales and Victoria
- 69% of participants were Women
- 75% of participants relied on government welfare as their main source of income

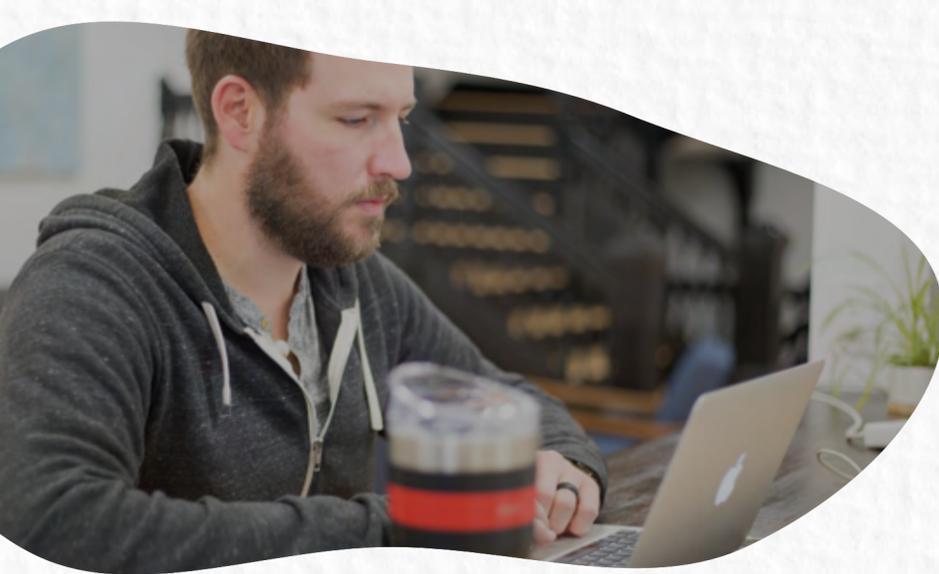
### Junior Web Developer Program

This program is an introduction to programming, and trains participants in Front-End Development. Participants learn how to scope problems, develop and test solutions, fix errors and collaborate with teams and other stakeholders. This program was delivered in partnership with Academy Xi.

#### HIGHLIGHTS

- 52% of participants were women (significantly higher than current female participation in the Australian tech sector, which stands at 28%) with a strong focus on women returning to work after caring for a dependent
- 56% of participants were from CALD backgrounds
- Launched a partnership with Tauondi Aboriginal College to support First Nations learners into tech careers





## DELIVERED BY GENERATION

### Cloud Practitioner Program

This program was built and launched in 2021 with critical input and support from Accenture and Microsoft. The program trains people to deploy, configure and manage cloud infrastructure in collaboration with developers, testers and database administrators. Graduates of the program receive a certification for Microsoft Azure (AZ900, AZ104). This program was delivered in partnership with Academy Xi.

#### HIGHLIGHTS

- 57% of participants were Women
- 53% of participants were from CALD backgrounds
- Adapted the program to support neurodivergent Australians into tech roles, in partnership with Xceptional

### Salesforce Developer Program

This program was built and launched in 2021 with critical input and support from Salesforce and the Trailhead Community. The program trains participants in Salesforce Developer skills, including hands-on Salesforce platform training. Graduates are also encouraged and supported to take the Salesforce Platform Developer 1 certification. This program was delivered in partnership with Mr and Mrs Cloud.

#### HIGHLIGHTS

- 62% of participants were women
- 71% of participants had 1 or more dependants



## LEARNER SPOTLIGHT

Des joined Generation Australia's Disability Support Worker program in Victoria and secured a role with Life Without Barriers within 3 weeks of graduation.



*Never have I had an opportunity like this, the team were so proactive, I felt listened to and it shows Generation are really working hard to fight these issues of unemployment. So thank you!*



**Des Watson**

Disability Support Worker Program Graduate



## DELIVERED BY GENERATION EMPLOYMENT PATHWAY SPOTLIGHT

### SUPPORTING FIRST NATIONS PEOPLE INTO TECHNOLOGY CAREERS

First Nations peoples are under-represented in the tech workforce, and we are making it a priority to strengthen and sustain pathways for their meaningful participation in the sector. We worked with Tauondi Aboriginal College and the Adelaide Crows Football Club to offer our technology programs to First Nations students in Adelaide, thanks to a partnership with the Department of Education, Skills and Employment.

Flagship funding from Bank of America will allow us to expand our efforts in this space, working alongside First Nations communities and leaders, employers and other partners to enhance our program delivery and support more First Nations Australians into in-demand, career-launching jobs.

#### PILOT HIGHLIGHTS

**7** First Nations learners enrolled in our tech programs



Coaching from a dedicated First Nations mentor



Access to an in-person hub and IT facilities at Tauondi Aboriginal College

#### IN 2022, WE PLAN TO:

- Engage First Nations communities to gain feedback and insights into how we can better train and support First Nations people into tech careers
- Stand up a First Nations portfolio within Generation Australia with dedicated roles
- Reinvigorate our First Nations Advisory Board
- Adapt and run a modified technology program, with tailored support for First Nations learners





## LEARNER SPOTLIGHT

Sam is a proud Arrernte man who has a passion for designing video-games and a keen interest in IT. After graduating high school, he joined Generation Australia's Junior Web Developer program with the goal of learning as much as possible about development and tech in general. Sam graduated from the program in 2021 and now works at SA Water as an IT Trainee while completing his Certificate IV in IT.



*Before the program, I didn't have a tech background, but I didn't let that stop me from making a career for myself.*



**Sam Solomann-Smith**

Junior Web Developer Program Graduate

**DELIVERED BY GENERATION  
EMPLOYMENT PATHWAY SPOTLIGHT**

**IMPROVING OUTCOMES  
FOR OUR  
NEURODIVERGENT  
POPULATION**

There are 660 million neurodivergent people in the APAC region and according to the UN, 80% of autistic people are unemployed and underemployed. Diversity, Equity & Inclusion (DEI) is a key part of the Generation Australia mission and supporting people living with a disability into employment is a priority.

We worked with Xceptional, a leader in improving employment outcomes for neurodivergent Australians, to make our tech

programs more accessible and develop a pipeline of talent for the tech sector.

We completed a full suite of modifications to our tech programs to tailor our support for neurodivergent learners. This included making our program recruitment more accessible, hiring a Specialist Instructor & Mentor to deliver training to neurodivergent learners, adapting our content and delivery style, and working with Xceptional to build awareness within, and capability of our employer partners.

This project aims to support 50 people living with a disability, starting with neurodivergent learners, and was made possible by funding from the Department of Social Services' Information Linkages and Capacity Building program.



*The team at Xceptional are proud to be working closely with Generation Australia in supporting neurodivergent people into meaningful and sustainable employment. At a time of critical skills shortages, our organisations have a shared vision of the potential of neurodivergent people. Our partnership has involved community outreach, inclusion training, peer to peer support and activity-based skills assessments all aimed at levelling the playing field for neurodivergent people.*



**Aron Mercer**

Chief Growth Officer, Xceptional

**7**

Neurodivergent learners enrolled in our modified Cloud program

**20+**

Employers engaged and upskilled on benefits of a neurodiverse workforce

# POWERED BY GENERATION

Australia's aged care sector is facing immense shortages, with an expected shortfall of over 30,000 workers annually. We partnered with Catalyst Education to design and build a new *Powered by Generation* pilot to train people for careers in the Aged Care sector. This innovative program consists of a purpose-built 'work readiness' program, followed by a nationally-recognised Aged Care qualification to ensure that individuals have the skills and knowledge to be confident Aged Care workers from day one. We shared all aspects of the Generation methodology to enable Catalyst to continue delivering the program.

We look forward to bringing the program to more regions and partners beyond the pilot phase, while pursuing our goal of democratising the Generation methodology across Australia.

## 2021 PILOT PROGRAM

41

Participants

89%

of eligible graduates from the Work Readiness Program commenced a traineeship in the sector





## LEARNER SPOTLIGHT

Ayushi migrated to Australia from India and struggled to enter the job market in Australia. She has been unemployed for 18 months due to COVID-19 when she decided to pursue further education. She chose Generation Australia's Junior Web Developer program for its holistic approach to training, combining soft and technical skills. She is now a Software Delivery Engineer at Clear Dynamics Pty Ltd.

*“I wanted to transform my career. I began looking for a short, hands-on course in a technical field. That’s when I found the Generation Australia Web Developer course. The program has helped shape me and ultimately carve out a career for myself that I am passionate about.”*

**Ayushi Karn**

Junior Web Developer Program Graduate

# INFLUENCED BY GENERATION

**We engaged with like-minded organisations to re-define how Australia develops and hires tech talent.**

According to the Tech Council of Australia, around 150,000 workers will need to transition into tech roles via reskilling or upskilling from other roles. We are committed to closing the digital skills gap and worked with multiple stakeholders to uplift the capability of training organisations and improve the quality of digital training delivery.

**We developed the Career Charter for Change; a set of principles and commitments to transform the way Australian businesses hire, train and foster innovative and diverse workforces.**

The Charter creates a clear action plan for Australian businesses to play a critical role in removing barriers to employment and supporting more Australians into jobs. The signatories of this Charter will commit to inclusive hiring practices, support for diversity, equity and inclusion, data-sharing and public reporting of progress.



# OUR PARTNERS

We are proud to call some of Australia's leading employers, industry bodies, community organisations and Employment Service Providers part of our partner community.

In 2021, our partners played a variety of important roles in helping Generation Australia achieve our mission:

- Market research to help us identify skills shortages and future industry needs
- Expert and industry input into our curriculum design process
- Co-delivery of programs
- Recruitment of learners
- Commitments to interview and hire our graduates
- Financial support so we can serve more learners (see more in Funders section)



## TRAINING DELIVERY PARTNERS



**Cerebral Palsy**  
ALLIANCE

**Academy X<sup>i</sup>**



# PARTNER COMMUNITY STORIES

## ACCENTURE

Accenture is committed to impact hiring through a range of initiatives. Accenture ANZ worked closely with Generation Australia to co-create our Get Into Cloud Program. This collaboration has enabled us to accelerate tech skill development and build a pathway to full-time roles at Accenture and other leading organisations.

*We firmly believe that if the next generation of workers is equipped with critical skills, both them and Australia will prosper. Partnerships such as ours with Generation Australia provide people with the opportunity to reskill into in-demand tech jobs, whilst creating a more inclusive workforce by accessing talent from all parts of society.*

### Pete Burns

Chief Executive Officer  
ACCENTURE ANZ

## AVANADE

Avanade and Generation Australia have a shared passion for increasing participation within the tech sector. Since the partnership began, we have been developing new pipelines of tech talent and creating diverse pathways to support individuals into roles. Avanade has had an immense impact on our learners by helping them to embrace new opportunities, and making an immediate difference on individuals and society.

*Finding talent in the Australian market has become increasingly difficult in the last few years. Our partnership with Generation Australia will help us continue to nurture emerging tech talent, and help even more graduates continue their learning and growth in the tech sector.*

### Deirdre McIntosh

Senior Director, Regional Capability Lead  
AVANADE

# MICROSOFT

Microsoft and Generation Australia share an ambition of skilling for jobs, and together we've been tackling important challenges for the Australian economy - growing net-new tech talent, and improving diversity in the sector. Microsoft has contributed significantly to the development and design of our Get Into Cloud Program, helped to secure significant government funding to skill-up more future tech workers, and connected our graduates to leading employers in their ecosystem.



*Together we are focused on the most critical areas of growth as projected by the Tech Council of Australia – Cloud, Data, Cyber and Engineering. Together we work to navigate the best ways to create momentum for entry level talent, and whilst it is challenging, we know that we play a critical role in reshaping our nation as the technology sector continues its rapid growth. Skilling to lift capability is important, but skilling for jobs is impactful, and that is why we love our partnership with Generation Australia.*



## Narelle Stefanac

Program Manager, Skills (ANZ Region)  
MICROSOFT



# PARTNER COMMUNITY STORIES

## CATHOLICCARE

CatholicCare and Generation Australia have been working together to support and place our graduates in Disability Support Worker roles. Our partnership has been growing from strength to strength, creating a tangible pipeline of DSW candidates who are skilled, motivated and ready to add value in the lives of CatholicCare's clients from day one. Since securing roles with CatholicCare, graduates have been able to put into practice the skills they learned while in program, directly impacting their clients' lives in a meaningful way.



*Hiring graduates through Generation has been a fantastic experience. We have been able to add members to our team who are qualified and passionate about working in the industry, the graduates we have hired have been able to make an immediate impact in the lives of those they are supporting. We look forward to continuing our partnership with Generation Australia and would highly recommend it to any prospective employer.*



## Brad Napper

Service Coordinator - Disability Services  
CatholicCare Western Sydney & Blue Mountains

## OUR FUNDERS

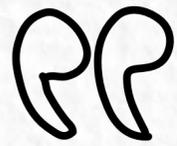
Our generous funders deserve a special and heartfelt thank you, as they provide a solid foundation on which we can work to forge meaningful career pathways for un- and under-employed Australians.

Our funders include government agencies, the corporate sector, and foundations.

## FUNDERS

- Accenture
- AVPN – KKR
- Bank of America
- Department of Social Services, Australian Government
- Department of Education, Skills and Employment, Australian Government
- Macquarie Group Foundation
- Microsoft Corporation
- Salesforce
- Verizon Foundation
- Department of Jobs, Precincts and Regions, Victorian Government
- Workday, Inc





**We've been really pleased to see how Generation Australia's work has developed since we first partnered with McKinsey in 2017 to consider how Generation's model might apply in Australia.** In 2018, the Macquarie Group Foundation provided unrestricted seed funding to support their establishment and pilot a roll out, and Macquarie staff also contributed in advisory and board roles.

What's most impressive is that many of [the learners] faced significant barriers to employment and had little or no working experience in the industries where they are now employed.

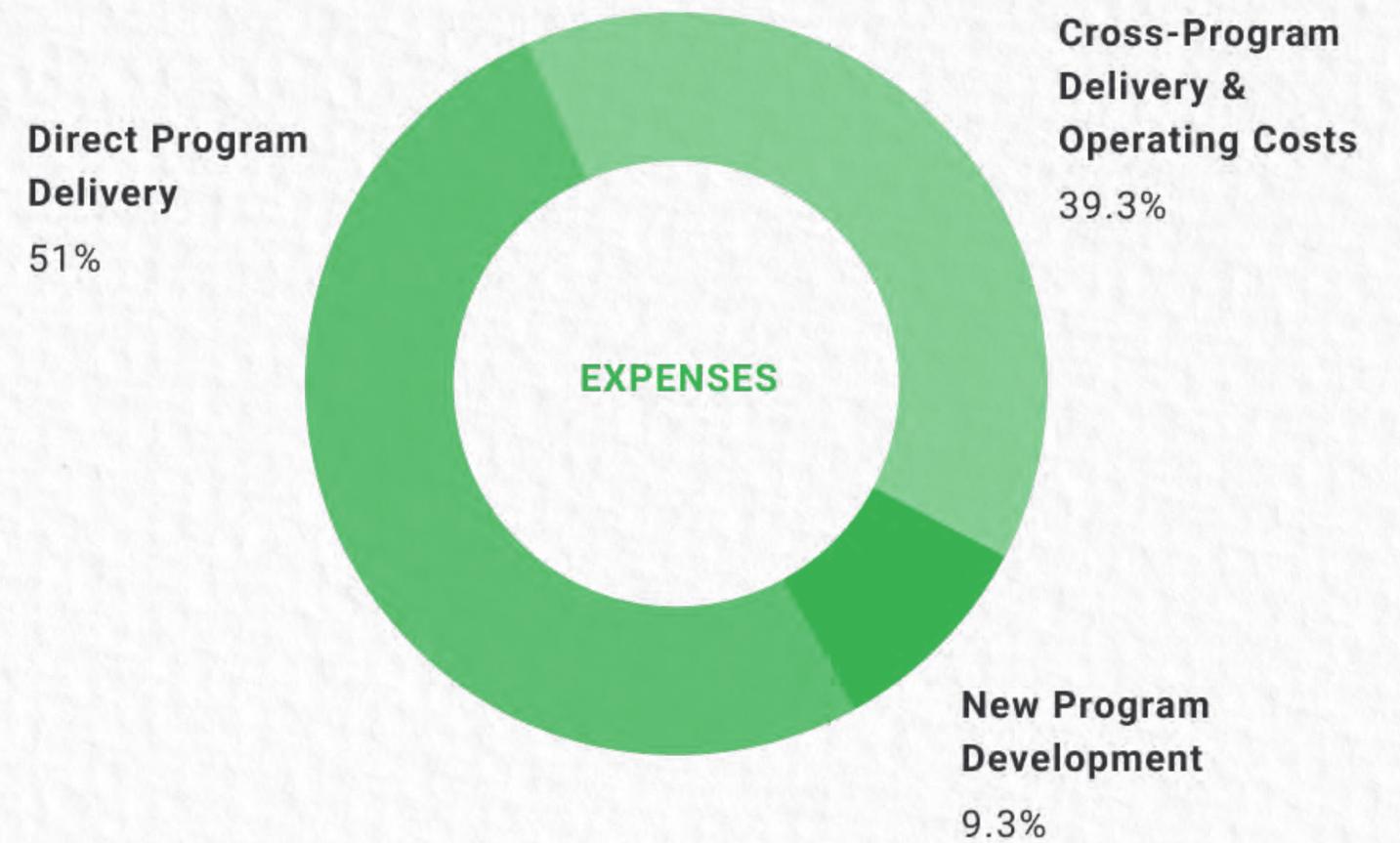
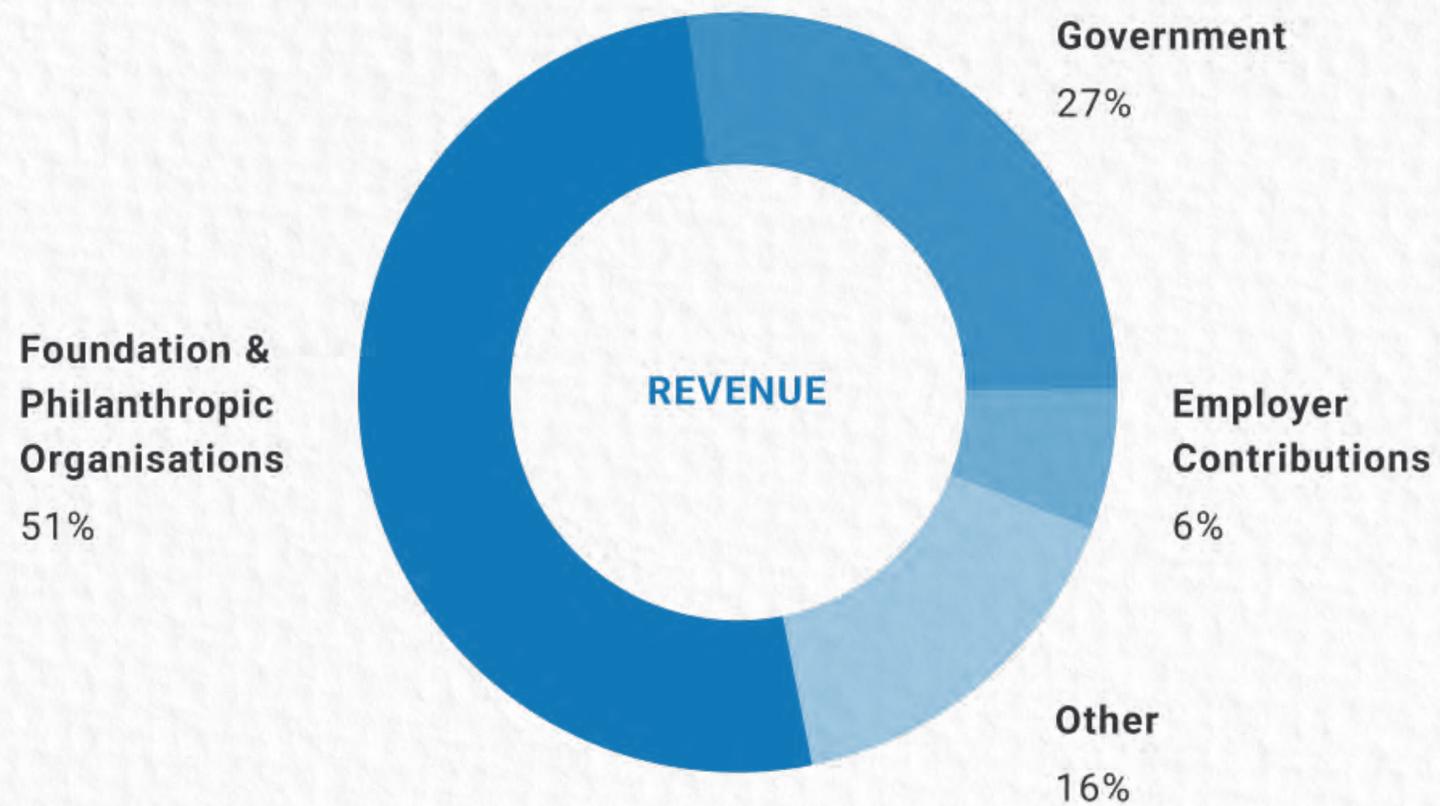
It shows that supporting organisations focused on both the supply and demand sides of the workforce equation has tangible real-world impact. Our experience working with Generation locally also informed Macquarie's partnership with their UK arm through the Green Jobs program; this has been an exciting initiative for us more broadly.



**Lauren O'Shaughnessy**  
Grants Director, ANZ  
**MACQUARIE GROUP FOUNDATION**



# OUR FINANCIALS



For more information, and to view our 2021 Financial Report, please visit the Australian Charities and Not-for-profits Commission website [here](#)

## LOOKING AHEAD

We are committed to a diverse and inclusive Australian workforce and are ready to partner with institutions across the public, private and social sectors to jointly support the most vulnerable communities, disseminate our methodology and drive systemic change.





# Generation

AUSTRALIA

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