

*Generation*

AUSTRALIA

Find your next  
motivated team  
member

# 2024 Annual Report



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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 the CEO

**It has been a profound privilege to take on the role of CEO at Generation Australia this year, one made even more meaningful as we celebrated five years of impact. I want to acknowledge Malcolm Kinns, whom I have the honour of succeeding as CEO.**

His leadership laid the groundwork for the impact we celebrate today. Stepping into this role at such a key moment allowed me to witness firsthand the meaningful power of our work: the dedication of our team, the commitment of our partners, and, most importantly, the courage of our learners.

This year, we are proud to have supported over 2000 learners through our programs since Generation Australia launched, each taking bold steps toward meaningful, life-changing careers. Each learner's journey reminds us of what's possible when people are given the tools, support, and belief to pursue their potential. One of them is Eva Hopewell, who transitioned from project management into data analytics and now works as a Senior Analyst at Accenture, a journey we highlight later in this report as an example of what's possible.

Our partnerships with major employers like Australian Unity and Westpac have deepened, ensuring our programs not only train, but also connect and support talent into meaningful careers.



**Karena Newland**  
CEO

“

**Together, we're not just transforming careers, we're helping build a fairer, more skilled Australia.**

This year also marked the second chapter of our three-year strategy, grounded in three unwavering priorities: expanding our impact, deepening employer collaboration, and advocating for systemic change. As we plan for 2025, we're focused on consolidating what works, innovating where needed, and above all ensuring every learner who walks through our doors leaves not just with skills, but with a career that transforms their life.

This commitment is already taking shape as we build on strong foundations: New partnerships with Hero Foundation by Employment Hero that further expands pathways into careers through their innovative employment platform; relaunching our Disability Support Work program; and our ongoing commitment to First Nations participants and those living with disabilities.

We're also incredibly grateful for the strong support we've received this year from both state and federal governments. Their investment in our mission has enabled us to grow our programs, extend our reach, and deliver impact in the communities that need it most, particularly among women, First Nations people, and culturally and linguistically diverse communities.

None of this impact happens alone. It takes the trust of our partners, the determination of our learners, and the creativity of our team. Together, we're not just transforming careers - we're helping build a fairer, more skilled Australia.

**Thank you to those who continue to be a part of this important work.**



**Karena Newland**

*Chief Executive Officer*





# Who We Are

## Our History

Generation was founded globally by McKinsey & Company in 2015 to empower people with significant barriers to employment to build thriving, sustainable careers and to provide employers with the highly skilled, motivated talent they need.

Our research and observations found that traditional education systems typically:

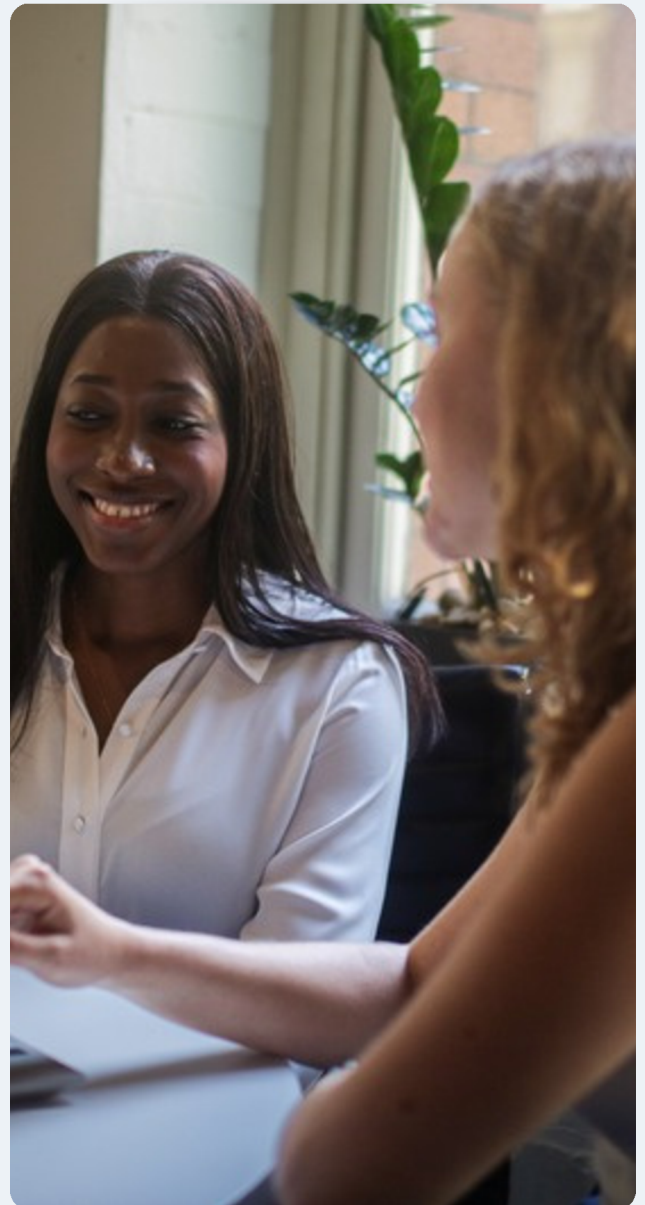
- Do not sufficiently prepare people for real jobs
- Lack strong connections to employers and industry
- Are slow to react to changes in the employment landscape

Generation's unique approach includes intensive training, coaching, and job placement support, with programs that are custom-built for in-demand roles in the local market. Through our programs, adults of all ages and backgrounds, whether unemployed, underemployed, or in need of a career change, can successfully gain employment in a career-building role they're passionate about.

Generation is now a global organisation operating in over 15 countries, with more than 100,000 graduates worldwide. Our methodology is globally proven to support people, particularly those from vulnerable backgrounds, into thriving new careers.

**Our Mission.** We 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 7-Step Holistic Methodology

Our methodology is designed to deliver lasting employment outcomes across all programs.





# Our Impact at a Glance

From day one, our work has delivered impact marked by...

## Breadth

The scale and reach of our programs, made possible through strong partnerships with employers, community organisations and government.

**1500+**

job-seekers graduated from our programs

**7**

pre-employment programs designed to support people into in-demand careers

**450+**

employers hired our talent

## Depth

The immediate outcomes for our graduates within 3–6 months of completing a program, demonstrating the effectiveness of our training and support model.

**\$60K+**

average starting salary, representing a life-changing impact for many

**77%**

placed in jobs related to their Generation training

**85%**

are retained in employment 1 year later

## Durability

The long-term impact of our programs, which are tracked for up to five years after graduation to ensure sustained success in the workforce.

**73%**

feel optimistic about the future

**89%**

can meet their daily financial needs

**83%**

engage in permanent roles

*All data presented is cumulative since Generation Australia's establishment. Durability data is based on our 2023 alumni survey.*

# Who We Serve

Our goal is to support people who have been systematically disadvantaged, those who face significant barriers to employment and for whom our programs would make the biggest difference. As a result, we support some of Australia's most vulnerable communities including youth, women, First Nations people, Culturally and Linguistically Diverse people and people living with disabilities.



## 100%

are unemployed or underemployed prior to Generation

## 60%

identify as women

## 72%

are people from Culturally and/or Linguistically Diverse (CALD) communities

## 46%

have dependents

## 85+

identify as Aboriginal & Torres Strait Islander

## 130+

identify as neurodivergent or living with disability

## 20%

are youth (aged 18-29)

## 33%

are long-term unemployed (out of work for 12+ months)



# Our Programs

**In 2024, we delivered a range of high-impact and holistic programs, helping learners gain the skills and confidence to pursue meaningful employment.**

Our programs combine technical training with soft skills and wraparound support, and are delivered free-free to participants through the support of government, philanthropic and employer partners.



## Aged Care



## Cloud Computing



## Cyber Security



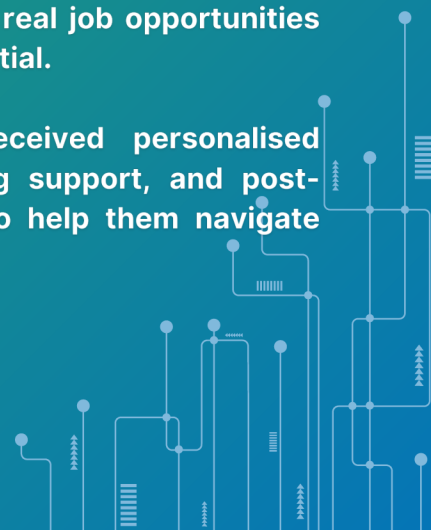
## Data Analytics



## Web Development

Designed in collaboration with industry, these programs enabled learners to build in-demand skills, transition into new sectors, and access real job opportunities with long-term potential.

Each participant received personalised mentoring, wellbeing support, and post-program coaching to help them navigate their next steps.





**Eva Hopewell**  
Data Analytics Grad

# Graduate Spotlight

Eva Hopewell is a proud Aboriginal woman of the Bundjalung nation. After working in roles across finance and consulting, she felt like it was time for a change. Seeking greater alignment with her skills and goals, she left her job, relocated from Sydney to Brisbane, and enrolled in **Generation Australia's Data Analytics program**.

The course provided the structure, confidence, and space she needed to sharpen her technical skills and find a role that truly fit. Today, she's thriving as a Senior Analyst at Accenture. With the right support, bold moves can lead to life-changing outcomes.



I wanted to move from a series of project manager roles to a data-focused analyst role, which Generation Australia helped me to achieve.

The biggest thing the program granted me was the skills and time to continue my job hunt so I could find a team that was a good fit, rather than accepting the first offer I received.





# 2024 Highlights

# Government Support & Collaboration

We worked closely with government partners to expand access to training and job pathways, especially for mid-career workers, women, and culturally diverse communities. Their support helped us deliver targeted pre-employment programs that are already making a real impact nationwide.

In addition to dedicated funding from the NSW & Victorian state governments, funding from the Federal Government's Department of Social Services was renewed for a further year to support people with disabilities into technology careers, further strengthening our commitment to inclusive, skills-first training across Australia.

## Victorian Government

Generation Australia kicked off 2024 with the launch of our first program of the year: a Cloud Computing cohort delivered in partnership with the Victorian Government's **Digital Jobs Program**. The initiative supported mid-career learners through an industry-aligned program, equipping them with the technical and professional skills needed to transition into digital roles. This program is part of a broader effort to strengthen Victoria's digital workforce and create more accessible pathways into tech careers for people seeking to reskill.

## NSW Government

We've long been working deeply within communities across NSW to support meaningful employment pathways, particularly in regions where opportunities have been historically limited.

This year, that work has been bolstered by new multi-year funding from **Women NSW**, which will enable us to expand our programs supporting women from culturally diverse and Aboriginal and Torres Strait Islander backgrounds.







## Championing Alternative Pathways through the NSW Digital Skills & Workforce Compact

**In alignment with state-led efforts to diversify the tech sector, Generation Australia proudly joined the NSW Digital Skills & Workforce Compact and signed the 20% Alternative Pathways Pledge.**

This collective commitment aims to ensure that 20% of all digital entry-level hires come from alternative pathways by 2030.

Generation Australia was proud to be among the inaugural signatories of this pledge, reinforcing our long-standing mission to expand equitable access to tech careers through skills-first hiring approaches.

Our CEO, Karena Newland, and Head of Strategy and Product, Jessica Dharmasiri, represented Generation at the event, standing alongside industry leaders to champion a more inclusive digital workforce.

In joining the Compact, Generation senior leaders have been deeply engaged in efforts to reshape how Australia approaches digital talent. In September 2024, we supported a Compact-hosted workshop that brought together HR executives to rethink hiring practices and recognise the value of candidates from non-traditional backgrounds. It's all part of our broader push to build a more inclusive, skills-first workforce.

## Working in the Care Sector Mobilisation Project

We launched a series of workshops focused on working in the care and support services industry across Western Sydney, funded by the Federal Government's **Local Recovery Fund** which supports locally-driven employment initiatives.

Over 300 participants engaged in our mobilisation workshops, which were delivered in partnership with training providers and employers. These sessions helped raise awareness of aged care and disability support work, and inspired participants to explore career opportunities in this industry.





# Employer Partnerships & Engagement

We work with a broad network of employer and program partners to ensure our learners aren't just trained but meaningfully connected to real job opportunities, hands-on experience, and the support they need to thrive. In 2024, several standout partnerships helped drive long-term employment outcomes for underrepresented communities.

## Australian Unity Aged Care Partnership

In 2024, we scaled up our partnership with Australian Unity, deepening our shared commitment to building a sustainable aged care workforce. After the first cohort graduated in 2023 and progressed into paid traineeships based in Victoria, we expanded the program across Victoria and into New South Wales to support even more job seekers into meaningful roles. To date, **more than 30 learners** have been employed with Australian Unity through this partnership.

Through a tailored Aged Care Foundations Program, learners gained essential skills, practical experience, and the confidence to thrive in the care sector. This continued collaboration shows how industry-aligned training can address workforce shortages while opening life-changing opportunities for people who have been excluded from stable employment.







## Westpac Partnership

Generation Australia continued as a proud delivery partner of Westpac's MobTech Indigenous Cadetship Program in 2024, supporting First Nations talent to build careers in the digital & technology sector.

MobTech, an initiative led by Westpac, brings together like-minded organisations to create culturally safe training-to-employment pathways for Aboriginal and Torres Strait Islander peoples. Through Dyilya by Generation, our dedicated First Nations arm, we deliver tailored technology pre-employment training and support that prepares learners for cadetship roles within Westpac's technology teams.

To date, the partnership has seen over **25 cadets trained and supported** through Generation's programs, with a strong focus on building digital skills, workplace readiness, and long-term career confidence. This continued collaboration, first launched in 2023, reflects a shared commitment to creating inclusive opportunities and systemic change across the sector.

## Hero Foundation Partnership

Generation Australia partnered with Hero Foundation, the philanthropic arm of Employment Hero, to support job seekers facing barriers to employment. As one of Hero Foundation's founding partners, our graduates now have access to SmartMatch, an AI-powered recruitment platform that directly connects job seekers with small and medium-sized businesses across Australia.

This collaboration strengthens our ability to support learners, many of whom are women, young people or First Nations individuals, to showcase their skills and transition with confidence from training into meaningful work.

# Events and Industry Recognition

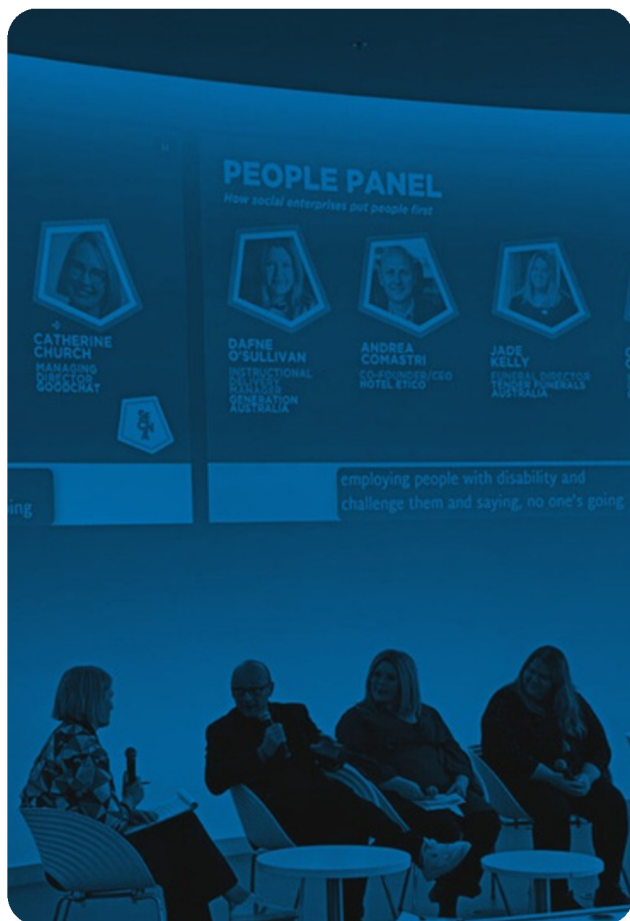


## Celebrating 5 Years of Impact

2024 marked five years of Generation Australia supporting individuals into life-changing careers through skills-first, employment-focused programs. To commemorate this milestone, we gathered with benefactors, partners, alumni, and supporters at an event hosted by founding partner McKinsey & Company. Former CEO Malcolm Kinns reflected on the organisation's journey before formally introducing our new CEO, Karena Newland, ushering in the next chapter of Generation Australia's growth and impact.

A panel discussion brought powerful stories to the fore, featuring speakers Jess Magro (Westpac), Anna Le Masurier (Macquarie Group Foundation), and program graduates Carrie Grimes and Emily Jiang, who shared the personal and professional transformation enabled by our programs. The event celebrated how inclusive partnerships and dedicated support can create real change. As we look to the future, we remain focused on expanding opportunity and addressing skills gaps across Australia.





## Social Enterprise Festival 2024

Generation Australia was featured at the Social Enterprise Festival 2024, held at the UTS Business School in Sydney. This event, organised by the **Social Enterprise Council of NSW & ACT (SECNA)**, brought together over 70 social enterprises and more than 1,000 attendees.

Our Instructional Delivery Manager, Dafne Araya-O'Sullivan, represented Generation Australia on a panel discussing how social enterprises prioritise people in their missions. She shared insights into our innovative employment models and the importance of inclusive hiring practices.



## Global Recognition

Generation, the global organisation of which Generation Australia is a proud affiliate, was ranked 59th among the world's top 200 social good organisations by **thedotgood**, a platform that connects and highlights innovative impact initiatives.

This marks a rise of three places from the previous year, reflecting Generation's continued leadership in the areas of impact, innovation, and governance. The ranking is based on a rigorous evaluation process conducted by a multidisciplinary team using publicly available data from across the globe.

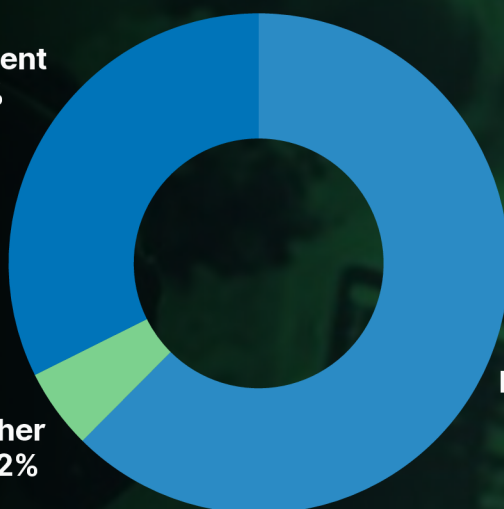


# Financials

For more information, and to view our 2024 Financial Report, please visit the Australian Charities and Not-for-profits Commission website [here](#).

Government  
32.4%

Other  
5.2%



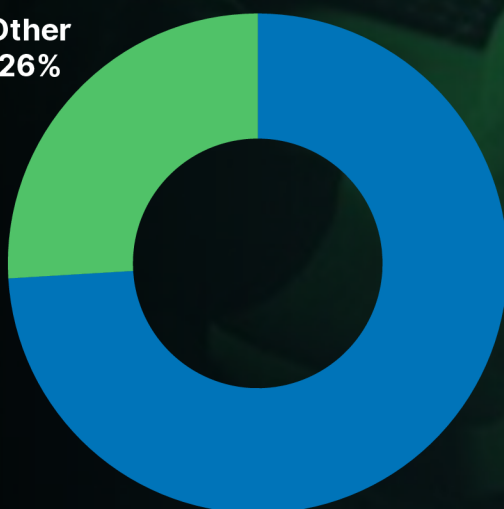
Revenue

**\$3,695,358**

Philanthropy  
62.5%

*\*Figures may not add to exactly 100% due to rounding*

Other  
26%



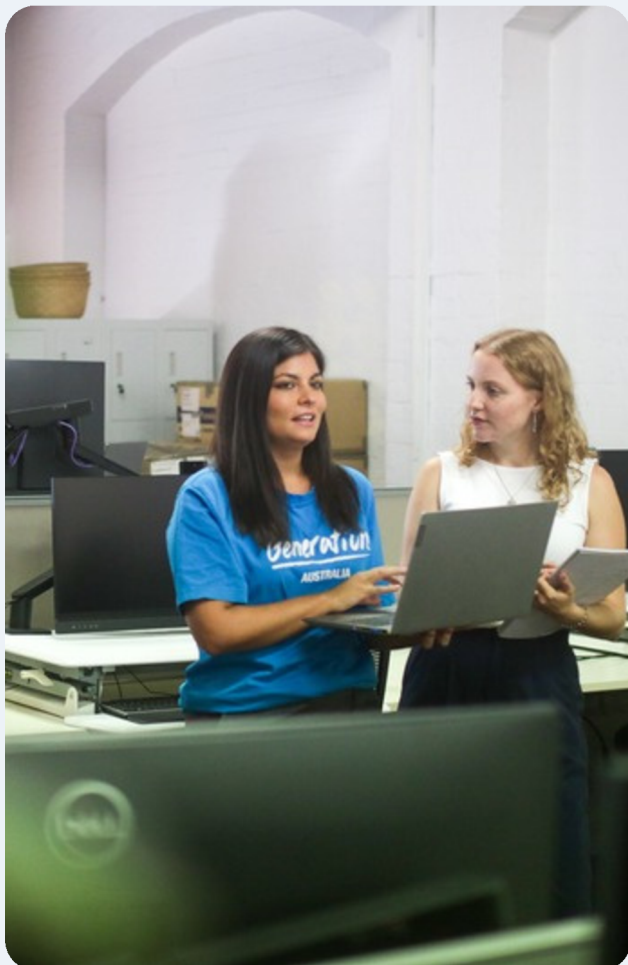
Expenses

**\$2,991,454**

Program Delivery & Operating Costs  
74%

# Our Funders

**No single institution can solve the complex challenge of unemployment alone. We are deeply grateful to the many generous supporters, including philanthropic partners, employers, and government agencies, who make our work possible and help open doors to life-changing opportunities for our learners.**



- Accenture
- Bank of America
- Cognizant
- Collier Charitable Foundation
- FactSet
- Federal Government:
  - Department of Employment and Workplace Relations (DEWR)
  - Department of Social Services (DSS)
- KKR Strategic Philanthropy Fund
- Macquarie Group Foundation
- Motorola Solutions Foundation
- NSW Government: Women NSW (WNSW)
- Paul Ramsay Foundation
- Scanlon Foundation
- Victorian Government: Department of Jobs, Skills, Industries & Regions (DJSIR)
- Westpac

# Supporting Generation Australia

**We are deeply grateful for the opportunity to do this work and for the continued support of our funders, employer partners, graduates, mentors, and community. We invite you to partner with us in creating a more inclusive and skilled workforce. Here are a few ways you can help expand our impact:**

## Funding

Support the creation and delivery of job-readiness programs designed to address Australia's most pressing skills gaps. Invest in initiatives tailored to your strategic priorities, whether that's supporting particular communities, regions, or industry sectors.

## Employment Pathways

Build the future of work with us. Hire incredible talent from Generation Australia, and tap into our expertise to revitalise your early careers strategy. Whether you're looking to diversify your workforce, explore skills-based hiring, or co-create a bespoke talent initiative, we're here to collaborate.

## Volunteering

Contribute tools, content, or certifications that strengthen our training programs. Share your expertise to help shape curriculum, boost learner confidence, and refine program design. Volunteer your time or services to support both our learners and our organisation's impact.

**At Generation Australia, we believe employment changes lives. Your support helps us ensure more people can gain the skills, support, and opportunities they need to thrive in the workforce.**

**Together, we are building pathways to meaningful employment for people across Australia, regardless of background, gender, age, or life circumstances.**



A black and white photograph of three people—two women and one man—collaborating at a round table. They are all looking at laptops. The woman on the left is leaning over her laptop. The woman in the center is seated and looking at her laptop. The man on the right is seated and looking towards the other two. In the background, there is a large window with a view of a building and a potted plant.

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