

# Transforming the way you think about the labour market

At Qualski, our core business is applying cutting-edge technology to vast quantities of text found in 7.3 million Australian job ads published since 2016 to create unique datasets – unlocking direction-finding patterns within an ocean of data.

Qualski technology identifies and categorises information from the text of online job ads, producing localised, customised labour market intelligence.

We can help you identify and understand labour market opportunities and challenges.

## How is Qualski different?

Would you rather buy thousands of licences for stock-standard information, or would you prefer a customised, granular answer that supports quality and timely decision-making?

By choosing Qualski you will have the best possible data to guide you. Similar products lock you into existing formulas and structures which may mean that you do not have ready access to the information you need.

### the benefits of labour market intelligence



#### Governments

Information on skill shortage. Understand employer demand to identify skills shortages.

Better skills forecasting.

Data-driven workforce policies.

Purposeful collaboration between employers, local communities & training providers.



#### Employers

Understand market conditions.

Uncover pathway or adjacent jobs to cover labour market gaps.

Data informed workforce planning and more efficient recruitment processes.



#### Employees

Know the jobs in demand in your areas.

Know where your skills are most in demand.

Understand employer-specific skill requirements.

Create greater mobility and pathways to high-demand occupations.



#### Training providers

Understand the skill supply gaps at a macro and micro level, including trends over time.

Align training programs to local employer needs.

Targeted campaigns to support local workforce capability uplift or local employer needs.

**Our major clients, including the Queensland Department of Employment, Small Business and Training, the Aged Care Workforce Industry Council, and the Minerals Council of Australia, have used Qualski insights to drive innovation.**

### The Qualski advantage



Bespoke, fully customisable solutions delivered to your specific needs



Reporting at regional and local levels enabling targeted strategy and policy responses



Agile and responsive Australian-based technology and support team

### Our competitors



Off the shelf product providing limited flexibility



Restricted geographic segmentation making local interpretation difficult



Are typically overseas-based firms that are less adaptable to changing needs

# Our flagship projects

## Queensland Department of Small Business, Education and Training (Jobs Queensland)

Jobs Queensland was seeking to understand the skill and qualification requirements in the Queensland security industry, across:

- 9 occupations
- 22 skills and qualifications
- 6 transferable or 'soft' skills
- 15 geographic regions.

Qualski produced detailed analysis of the similarities and differences in qualification and skill requirements between roles, occupations and regions – and compared this data with findings across the Queensland security industry as a whole. Industry trends were produced over a four-year period.

This work is informing the development of Jobs Queensland's Security Industry Five Year Workforce Plan (2020 – 2025), with excellent feedback received from all stakeholders.

### What does this mean for you?

Qualski can identify relevant advertised jobs within a specific industry and can produce detailed analysis of job requirements based on parameters set by you – delivering a rich dataset of highly targeted insights.

## The Minerals Council of Australia (MCA)

The MCA was seeking to understand the core blue collar qualification requirements in the mining industry and the extent of Fly In Fly Out (FIFO) employment across 28 high risk work licences types and five other high priority qualifications.

Geographic segmentation was required at a State and Territory level, as well as nationally. Quarterly reporting periods were selected to understand trends over time, so that different interventions could be tracked historically and into the future.



Qualski data was used to inform the Mining Industry's response to COVID-19, including changes to FIFO rostering arrangements



Qualski data has also been used by MCA in: sector-wide recruitment materials; a submission to the Australian Productivity Commission; and various media releases and publications.

**“This analysis will help people wanting to work in mining to target their choice of qualification. Training institutions will also now have better information on which qualifications are most in demand across mining regions.”** Dr. Gavin Lind,

General Manager Workforce and Innovation

**What does this mean for you?** Qualski can report and update the data on a periodic basis to keep you abreast of the latest trends. To keep ahead of the curve, we recommend updating quarterly at a minimum. Feeds are also available.

## Aged Care Workforce Industry Council (ACWIC)

ACWIC was looking to quantify the diverse requirements of the aged care workforce to better support the implementation of the Australian Government's Aged Care Workforce Strategy.

Qualski classified 235,000 job ads by mapping each to one of four service categories, ten job families, six qualification levels and seven transferable or 'soft' skills. Incorporated into this rich dataset was the greatest possible geographical granularity, as well as the date each ad was published.

We provided the data to ACWIC within 4 weeks of our engagement, for their own analysis and use over time.

### What does this mean for you?

Qualski can undertake the analytics for you, or we can provide you with a bespoke dataset so that you can investigate on a timeframe that best meets your needs and further investigate key findings (with our support, if needed).