

Give your graduates a bright start to their career.



## **Gen Z is the future of work, and they're making their presence known in the workplace in a major, unprecedented way.**

By 2027, the Australian workforce will lose 4 million workers due to our aging workforce.\* And with Gen Z now representing almost a third of employees, your early careers program has become an essential component for your organisation's talent pipeline and workforce resilience.

With 45+ combined years of early careers expertise at Brightworks, we know what works (and what to avoid). From program reviews and workforce planning, to recruitment support, graduate development and people leader training, our best-practice strategies ensure your program is aligned with your organisational goals to lay the foundation for long-term success.

In this document, you'll find a range of options for how we can partner with you to achieve your goals.

We'd love to continue the conversation and explore how we can best support your early careers program. Please feel free to [schedule a call](#) when you're ready to create a tailored solution that drives real results for your graduates, and your organisation.

**- The Brightworks Team**

*the Future of Work, The University of Melbourne*

*\*\*2023 State of*

*"I have had the privilege of collaborating with the team from Brightworks for an extensive annual graduate program. **The team's intelligence, dependability, creativity, and affable nature make them not only outstanding partners but also a joy to work with.** I highly recommend*

Brightworks – they truly **embody excellence** in early careers consultancy."

– Ainsley Burns, **Early Careers Lead** –

**JOHN**  
**HOLLAND**

# Brightworks: Your strategic partner in early careers

We're a specialist team, dedicated to helping our clients realise the full potential of their early career strategies by empowering them to attract, develop and retain emerging talent in the workplace. Brightworks is the 2025 AAGE Outstanding Industry Partner Winner.

## Who we are



Brightworks is the only strategic early careers consultancy in Australia that supports all stages of the emerging talent lifecycle.

We exist because we believe in the impact of early career talent. After 15 years in the industry - managing graduate programs in the corporate sector and internship programs in the university space - our founder, Lou Zoanetti, started Brightworks to reimagine the early careers landscape.

Now, we're on a mission to empower all employers to create innovative and engaging early career programs. Programs that not only capture the very best emerging talent but also drive significant business results. This vision has shaped our approach and our team.

### **A new era of early careers**

We're not just another consultancy that drops off a report and disappears. We know that your organisation and your early talent are unique - a one-size-fits-all approach simply won't cut it.

That's why we become strategic partners, creating tailored strategies that align with your early career goals, and broader People and Culture strategy. Our focus on supporting emerging talent throughout their lifecycle means we're with you every step of the way, from program strategy design and recruitment, to development, preboarding and retention. **Partnering with us means tapping into the potential of Gen Z talent, ensuring your organisation is future-ready.**



## Your team of experts

**Curious to see the talent behind the scenes? Here's the team of experts who will be partnering with you to develop your future leaders. From experienced Gen Z facilitators to consultants with 15+ years of early career development experience, we'll help you deliver a development program with real results.**



**Lou Zoanetti**  
Founder &  
Managing Director  
VIC



**Jen Williams**  
Head of Client Delivery  
VIC



**Emily Cotterill**  
Senior Consultant  
QLD



**Kelly Mann**  
Consultant  
VIC



**Tayla Burrell**  
Consultant  
QLD



**AJ Hodgson**  
Organisational  
Psychology Consultant  
NZ



**Michael Walter**  
Development Facilitator  
VIC



**Reece Wheelhouse**  
Development Facilitator  
VIC



**Amritha Mani**  
Development Facilitator  
NSW



**Sanna Rissanen**  
Development Facilitator  
NSW



**Jasmin Ward**  
Development Facilitator  
WA



**Kate Peardon**  
Development Facilitator  
QLD



**Ally Hunter**  
Development Facilitator  
QLD

## Trusted by





# Turn your early careers program into a strategic asset

Take the guesswork out of your early careers program. We'll help you build the foundations for a high-performing program that aligns with your organisational goals, scales with your needs and future-proofs your talent strategy.

## Early careers strategy

**A great strategy points your graduate program in the right direction and maximises graduate growth and ROI. Brightworks can help you get there.**

Your graduate program strategy lays the foundation for the success of not only your graduates, but your organisation's talent pipeline and workforce resilience.

As Australia's only strategic early careers consultancy, we help you craft an overarching roadmap to ensure your program:

- Aligns with business and ROI objectives
- Supports strategic workforce planning and future-proof your organisation
- Delivers an industry-leading graduate experience, while developing the essential skills required for success at your organisation

## Program start-up

**Ready to launch your graduate program?** Drawing from our extensive early careers experience, we'll help you design a scalable program built on proven, best-practice principles that drive talent retention and organisational success for years to come.

## Program tune-up

**Want to know where you stand?** Our program tune up is like a service for your graduate program – assess the vital metrics and providing a clear picture of its performance. You'll walk away with clear program benchmarking against your goals and industry standards, a data driven understanding of your program's strengths and opportunities, your program's ROI and clear areas of focus to strengthen.

## Program level-up

**Looking to enhance a key area of your graduate program?** After the Tune-Up, we focus on one critical area for improvement – whether it's attraction, selection, onboarding, development, or retention – and deliver targeted, high-impact solutions aligned with your business goals.



You'll receive:

- A deep analysis of the challenge, backed by data and industry best practices
- Clear, business-aligned solutions that fit your goals and capabilities
- A step-by-step improvement plan with practical, actionable recommendations
- Ongoing partnership and support to help you implement changes effectively

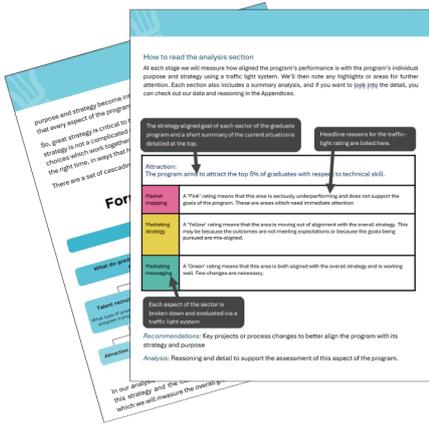


Refine, optimise, and future-proof your program — one strategic step at a time.

## Early careers success profile

### What does a successful graduate look like?

A clear graduate success profile forms the foundation for your entire program strategy. Articulating the critical behaviours that drive high performance at your organisation, the profile will ensure you attract and select the right candidates, and tailor your development program to build critical skills required for graduate success both today and in the future.



## Tailored support

Your graduate program is unique - so are your goals and challenges. We offer strategic support across the entire lifecycle of your graduate program. Whether it's workforce planning, targeted reviews, framework developments or business case support, we're here to help you build an award-winning program.



*" **Using Brightworks was a game-changer for us.** They really understood the Synergy Graduate Program and provided clear, actionable advice that was **easy to implement and had immediate impact.** The staff at Brightworks are true experts in early careers programs, and their advice helped me get up-to-speed in a new industry quickly. **Their strategic insights were spot on and significantly improved our approach to graduate recruitment and development.** I can't recommend Brightworks enough for anyone looking to improve their graduate programs."*

- Ian Tsolakis, **Graduate & Entry Level Program Lead, Synergy Energy** -



# Make graduate recruitment your competitive advantage

Too many graduate recruitment processes are inefficient, time-consuming, and miss the mark on securing the right talent. We help you refine your attraction strategy, streamline selection, and improve hiring outcomes — delivering the right candidates with the skills, motivation, and potential to thrive in your organisation.

## Recruitment Support

**Graduate recruitment is more complex than ever.**

The demand for top talent is high, but significant application volumes mean the right candidates can be difficult to identify. Without a strategic approach, this can lead to missed potential, costly turnover, and frustration for both hiring teams and graduates.

Our strategic recruitment solutions help you:

- Cut through application volume and pinpoint high-potential talent.
- Design selection processes that ensure a 360-degree assessment.
- Reduce hiring bias and improve diversity in your early talent pipeline.
- Enhance your employer brand and attract graduates who align with your values.
- Make data-backed hiring decisions that improve retention and performance.

By rethinking your approach to attraction and selection, you'll not only secure the best talent but also lay the foundation for

## End-to-end recruitment support

We take a unique approach to early careers recruitment. Our end-to-end support delivers a fair, efficient and data-driven recruitment process - while maintaining the personalised candidate care and human connection that will set your organisation apart for Gen Z talent. We also provide overflow support for:

- Application reviews
- Testing and video interview screening
- Assessment Centre facilitation and coordination

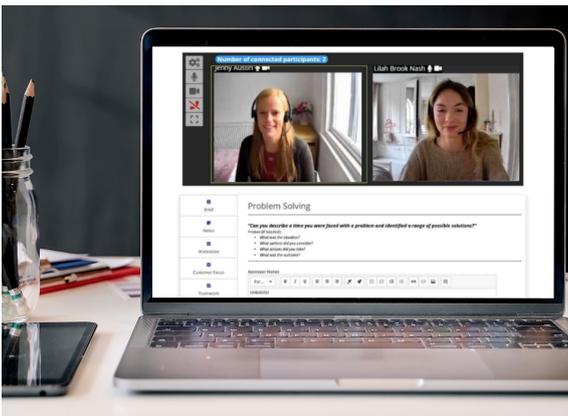
## Recruitment power-reviews

**Looking to get more from your recruitment budget?** Our Attraction and Selection Power-Reviews audit, analyse and elevate your recruitment strategy, providing you with a clear, actionable plan to maximise efficiency and meet targets.

## Selection Design

First impressions matter, and your selection process and employer brand are critical to attracting and retaining the best talent. We work with you to design:

long-term success.



- **Tailored video interview questions** and scoring rubrics, aligning with your competency framework.
- **Custom behavioural interview & individual presentation interviews** that reflect your organisation's values, engage candidates authentically, and identify best-fit talent.
- **Dynamic, real-world-inspired group exercises** designed to assess collaboration, problem-solving, and adaptability.

## Attraction and marketing support

**Looking for hands-on attraction support?** We step in as an extension of your team, supporting with all your marketing needs including:

- Creation of your marketing strategy, content plan and event calendar
- Copy development for your website, social media and employer job board profiles
- Identification of on-campus events and student society opportunities
- Regular campaign reviews, marketing analysis and reporting
- **Developing a compelling EVP** that differentiates your brand in a competitive talent market.

# Build confidence, connection & commitment before day one

**17% of candidates accept a job and continue to make new applications (2024 AAGE Candidate Survey). A structured, engaging preboarding experience is the key to keeping graduates engaged between offer and start date. Our approach ensures new hires feel connected, prepared, and valued from the moment they sign, reducing dropouts and improving first-year success.**

## Preboarding program

**A signed contract doesn't guarantee a start date.** Graduates are juggling multiple offers, and a poor preboarding experience leads to last-minute reneges and disengagement before they even begin.

Our preboarding solutions help you:

- Reduce reneges by strengthening the connection between graduates and your organisation.
- Create structured, engaging touchpoints between offer and start date.
- Set clear expectations and provide the information graduates need –without overwhelming them.
- Ensure a seamless transition into onboarding, reducing anxiety and increasing confidence.
- Reinforce your employer brand and build long-term commitment from day one.

Turn preboarding from an afterthought into a strategic advantage – and secure your investment in graduate talent.

## Preboarding workshops

**Are your graduates job-ready?** Our online workshops have been specifically designed to support students to transition from study to employment. With a short, 1.5-hour format, even your busiest talent will stay engaged. Popular workshop topics include:

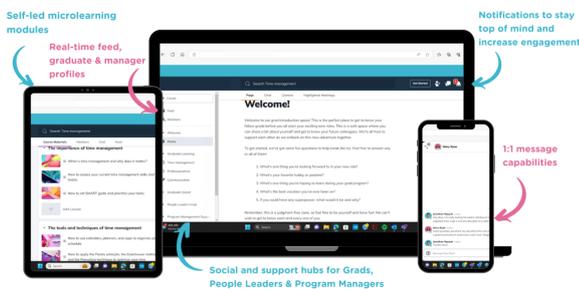
- Communicating in the workplace
- Transition to work and professionalism
- Taking initiative and time management

## BrightStart online platform

The BrightStart platform is a multifaceted space to upskill graduates, foster meaningful connections and integrate your grads into your company culture before their first day.

This portal provides your new hires with:

- A range of learning experiences online to access when convenient to them.
- Materials taking them step-by-step through topics like building competencies, work communication, ethics and professionalism.



- A dedicated space to connect online or face-to-face with their future manager, team members and graduate cohort, creating a sense of belonging before day one.

Engagement (or lack of) can also be used as an 'early warning system' to spot those that might be disengaged early and avoid renegees at induction.



*"Thank you Brightworks for successfully co-designing our global graduate development program! Our grads were engaged throughout thanks to your enthusiasm and expertise. They enjoyed the sessions and gained valuable insights and skills."*

– Sandro Tozzi, **Early Careers Lead** –



# Turn graduate potential into real workplace impact

**Did you know that 30% of candidates rank the quality of training and development programs among the top three factors when choosing an employer? Your graduate hires are full of potential – our programs help turn that potential into performance.**

## Graduate and People Leader development

**Your graduates have strong academic achievements – but many lack the workplace-ready skills to become productive, high-performing employees.**

New talent often struggles with unstructured environments, complex workplace dynamics, and autonomous work, directly impacting their productivity and your bottom line. When employers invest in bridging these gaps – particularly in communication, feedback reception, and problem-solving – they see faster ramp-up times, improved retention, and stronger overall performance.

Our development programs set graduates up for success by:

- Focusing on real employer needs, building practical skills that drive performance and retention.
- Equipping people leaders with the tools to coach, manage, and retain early career talent.
- Bridging the gap between learning and application with an embedded learning journey.

## Graduate development workshops

Our workshops are specifically designed for graduates upon commencing at your organisation and focus on:

- Interactive activities delivered by facilitators who truly connect with your grads
- A shorter modular method to meet the unique learning needs of early talent, and in particular Gen Z
- Pre and post-workshop resources for graduates and their People Leaders to support embedding of learning
- Pre and post-workshop 'pulse check' surveying, enabling you to measure ROI

Choose from 16 workshop topics, all designed in the past 12 months and tailored to your organisation, or request a custom-designed workshop to fit exactly what you need.

## People leader workshops

**Managers determine 70% of employee engagement\* – our training transforms them into graduate development experts.**

- Designing workshops that reflect your culture, values, and business priorities, ensuring relevance and long-term impact.
- Delivering measurable outcomes, with reporting and continuous refinements for real behavioural change.

By investing in graduate and leadership development, you accelerate productivity, reduce costly turnover, and build a workforce that delivers immediate value while growing into your future leaders.

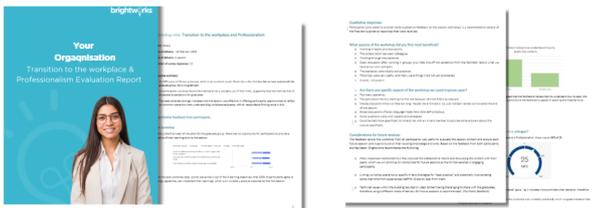
### Development Offering: Preview

Your graduates' workshops



### Development Offering: Preview

Your evaluation report



\*Peoplebox, 2025

Leading graduates and interns demands specialised skills that even experienced managers often lack, particularly when guiding Gen Z talent in today's rapidly evolving workplace. When your people leaders excel at early talent development, your organisation sees faster productivity gains, stronger retention rates, and a more robust talent pipeline.

Brightworks deliver five targeted, high-impact 90-minute workshops that equip your People Leaders with research-backed techniques to:

- Accelerate graduate productivity through structured onboarding and clear expectations
- Build confidence and autonomy while providing the right level of support
- Deliver feedback that drives growth without diminishing motivation
- Develop future leaders while meeting current business objectives
- Foster a culture where early talent thrives and contributes meaningful value from day one

Invest in your managers' capabilities and watch your graduate program ROI multiply.

## Mentoring

**Mentoring programs are a powerful way to support your graduates, helping them turn their workshop learnings into solid capabilities that elevate their day-to-day work.**

Powered by GOJII, our mentorship program goes beyond just connecting grads with mentors - it builds a support system that sets graduates up to thrive, with:

- Tailored, strategic matches to build meaningful, supportive relationships
- Regular check-ins for accountability and consistent skill reinforcement
- Guided resources to keep sessions productive and focused
- Clear expectations and support to simplify the process

Pairing grads with both a mentor to guide and a People leader to provide technical learning and skills creates a more rounded approach to growth.

## Case Study: Graduate Development

Brightworks partnered with **one of Australia's largest accounting associations** to deliver a **national graduate development program** across multiple offices. Our workshops covered:

- Transition to the workplace and professionalism,
- Time management and prioritisation,
- Influencing and managing up, and
- Understanding and leveraging strengths.

As a result, we saw excellent feedback from learners in these groups.

- 90% of participants agreed they would apply what they learned into their role
- 95% of participants agreed that the facilitator helped them understand how to apply the content,
- 95% of the participants agreed that the facilitator kept them engaged.

## Case Study: People Leader Training

Brightworks was engaged by a **state energy distributor** to train over **40 graduate managers and supervisors** responsible for developing early-career engineers.

- 100% of leaders achieved the learning objectives
- 100% of leaders said it was a valuable use of time
- 95% of leaders said the training addressed the needs of their role
- 100% of leaders will apply the learning
- 100% of leaders gave a positive rating for facilitation
- The training achieved an overall NPS score of 47.

## **Our Approach: Why These Results Matter**

These results reflect our deep understanding of organisations and their graduates. We take a strategic, tailored approach, adapting content, activities, and real-world examples to ensure maximum relevance and impact across different industries and specialties. By working closely with our clients, we optimise learning, engagement, and long-term graduate success.

**This flexible and responsive approach ensures that all graduates, regardless of their field or experience, receive the support they need to thrive.**

## Next Steps

Thank you for considering Brightworks as your partner in enhancing Website Overview's graduate program. We're excited about the opportunity to help you strengthen your program and maximise the return on your graduate investment.

When you're ready to elevate your graduate program strategy, [schedule a call](#) with us, and we'll plan and provide a quote for your perfect solution.

**Your graduate program has tremendous potential – we look forward to helping you unlock it.**



*"Working with Brightworks has been an exceptional experience, **truly the best I've had in the early careers industry.** From our very first interaction, the team demonstrated a deep understanding of my needs – they provided clear objectives, deliverables, and timelines, ensuring a shared understanding of expectations and outcomes. **I would highly recommend the Brightworks team to anyone looking to elevate their early careers strategy.**"*

– Zoe Siebold, **Early Careers Advisor**–

