Davidson

TECHNOLOGY

DiversIT Report May 2016

A study of the population of females in specific IT job types in Australia

EXECUTIVE SUMMARY

There are over 435,000 people in Australia that list themselves on LinkedIn as working in IT fields.

In a time of keen focus on the number of females represented in all business sectors, the IT sector is one of the poorest performers when it comes to gender diversity. Female representation is high on the agenda when it comes to diversity across all levels of organisations.

There is much discussion and conjecture about the gender targets that businesses should be aiming for in order to develop a healthy, balanced and sustainable work environment. Some organisations are aiming for 50 per cent female participation while others are more pragmatic, aiming for 70/30.

There are simply not enough females in the IT sector to meet growing demand. This report does not aim to solve the underlying supply problem of females but rather highlight the number of participating females in the IT sector.

To determine targets, businesses need to be informed. We were inspired to develop this report as there is no source of information in the public domain that accurately determines how many people work in any one sector, their geographic location and their gender. The best information we have at our disposal is from the world's largest professional network, LinkedIn.

Davidson Technology has worked with LinkedIn to harness its expertise and resources to endeavor to create an informed insight into the IT participation rates in Australia and representation of females in key job types.

The overall results are not surprising. Males generally outnumber females 2:1 and this is consistent in all states. Of the total IT participation, 69 per cent are male and 31 per cent female.
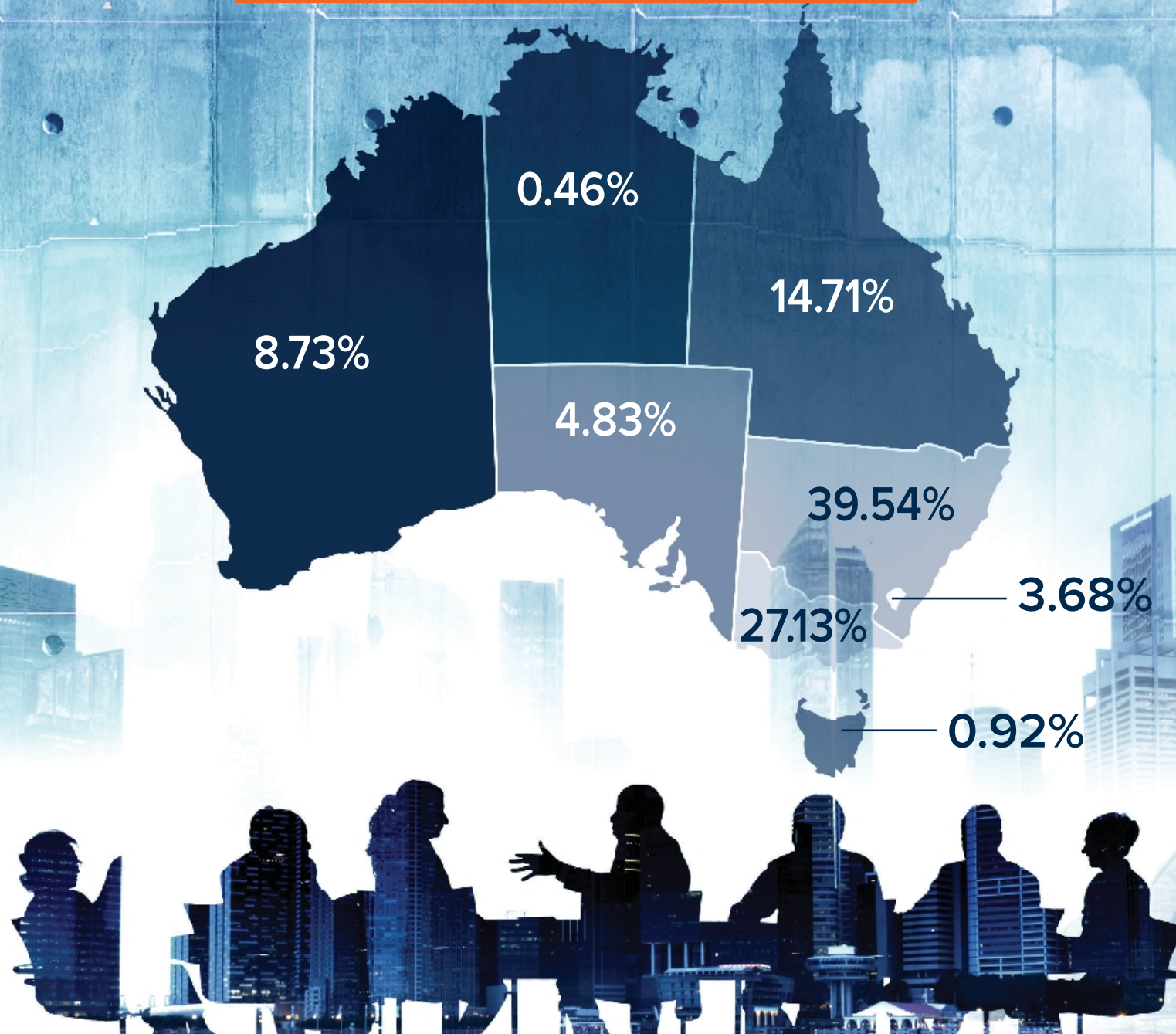
The true value in this report is analysis of population size within role types. This data enables us to assist organisations to set best practice targets for female participation.

435,000 people in IT
listed on LinkedIn
in Australia

Total IT Population By State

0.46%

14.71%

8.73%

4.83%

39.54%

3.68%

27.13%

0.92%

69% of IT workers in Australia **are male**

31% of IT workers in Australia **are female**

Project Manager IT

Developer / Analyst Programmer

Designer

Business Analyst

Architects

These IT role types have the highest population of IT professionals (male & female) in Australia.

Other Key IT Role Types in Australia (by population)

Ranking	Role Type	Population
6	Systems Engineers	19,000
7	Program Manager/Project Director	14,000
8	Help Desk	11,000
9	Test Managers	7,000
10	Product Managers	7,000
11	IT Manager	7,000
12	Network Engineer	6,000
13	CIO	5,000
14	Infrastructure Managers	5,000
15	Data Engineer	4,000
16	Business Intelligence Consultant	3,000
17	CDO	3,000
18	Release Managers and/ or Change Managers	2,000
19	Security Engineer	2,000
20	SAP Functional Consultant	2,000
21	Mobile Developers (Front end)	2,000
22	UI/UX Consultant	2,000
23	Network Managers	1,000
24	PMO	1,000
25	Cloud Engineers	>1,000

14%

of IT executives
in CIO, CDO & IT
Management roles
are female

Percentage of Females Per Role Type

Role Type	%
Program Manager/ Project Director	54%
Release Manager and/ or Change Manager	50%
Designer	47%
Business Analyst	43%
Test Manager	40%
Data Engineer	33%
Product Manager	33%
Project Manager IT	28%
Developer/ Analyst Programmer (back end)	27%
Architect	21%
Help Desk	20%
Systems Engineer	18%

There are certain job types that appeal more to females and therefore have a greater representation of women working in these areas. These roles are Program Manager/ Director, Release Manager, Designer, Business Analysts and Test Managers.

Key features of roles that attract women are:

- Strong interpersonal skills

- Emotional Intelligence

- Logistics, project management, scheduling, work flows

- Design

- Empathy

- Customer engagement

Role Types With Largest Number of Females

Role Type	Male	Female	Total	Unknown	% Female
Project Manager IT	54,000	**21,000**	81,000	6,000	28%
Developer/Analyst Programmer (back end)	30,000	**11,000**	46,000	5,000	26.8%
Designer	12,000	**11,000**	26,000	3,000	47.8%
Business Analyst	12,000	**9,000**	23,000	2,000	42.85%
Program Manager/ Project Director	6,000	**7,000**	14,000	1,000	54%
Architects (platform, infrastructure, solutions & enterprise)	15,000	**4,000**	22,000	3,000	26.66%

Project management is a strong area of participation for females.

Based on these findings, the Projects area within the IT sector has a significant rate of transitioning women through the ranks from Project Managers to Program Managers and Project Directors.

Organisations may wish to consider these high participation role types from which to develop future female leaders.

CONCLUSION

The limited number of females in the IT sector is a major challenge in Australia and other global markets. Tackling it requires a multi-pronged approach that harnesses government, education, industry and, in some respects, the media.

Organisations need to play their role to achieve a more balanced IT workforce.

This report provides valuable insights into the female population within job types and thus a strong platform for businesses to develop realistic gender targets, while still achieving best practice.

METHODOLOGY

The reports were developed by LinkedIn based on the information professionals provide on their LinkedIn profiles. The reports were run in March 2016.

The research sample covered all people in Australia on LinkedIn that selected "Information Technology OR Product, Program OR Project Management" as their Job Function. Job Function and Job Types are self-selected, so represent the most appropriate description of roles as determined by each individual. Throughout this report we have collectively referred to the total sample population as 'IT Workers' or 'population'.

These results were then broken down by gender and state and rounded to the nearest thousand.

LinkedIn does not capture gender specifically; however, it is able to run a program to decipher gender based on name. At times the gender of some names is indeterminable and these are reflected in our results.

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