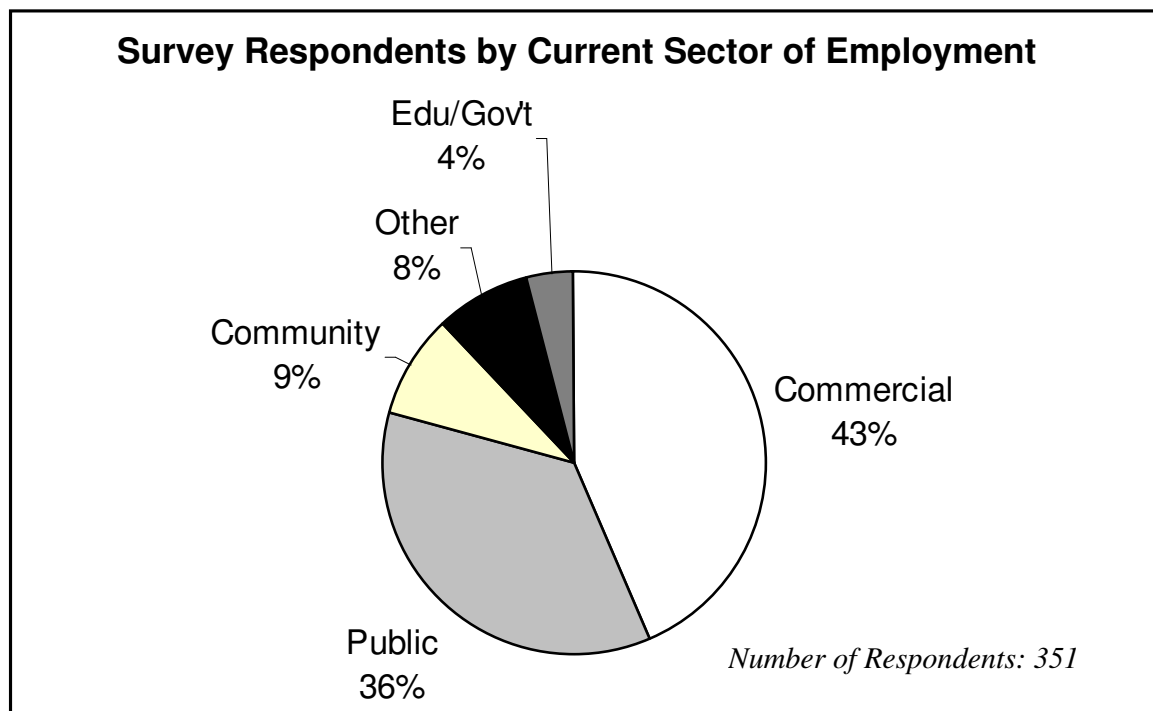


COMMUNITY MEDIA AND INDUSTRY TRAINING

SURVEY RESULTS NOVEMBER 2007

Researchers at the ARC Centre of Excellence for Creative Industries and Innovation recently conducted an online survey on the career pathways of media workers. In total, 351 media industry employees from **across all media sectors** completed the survey.

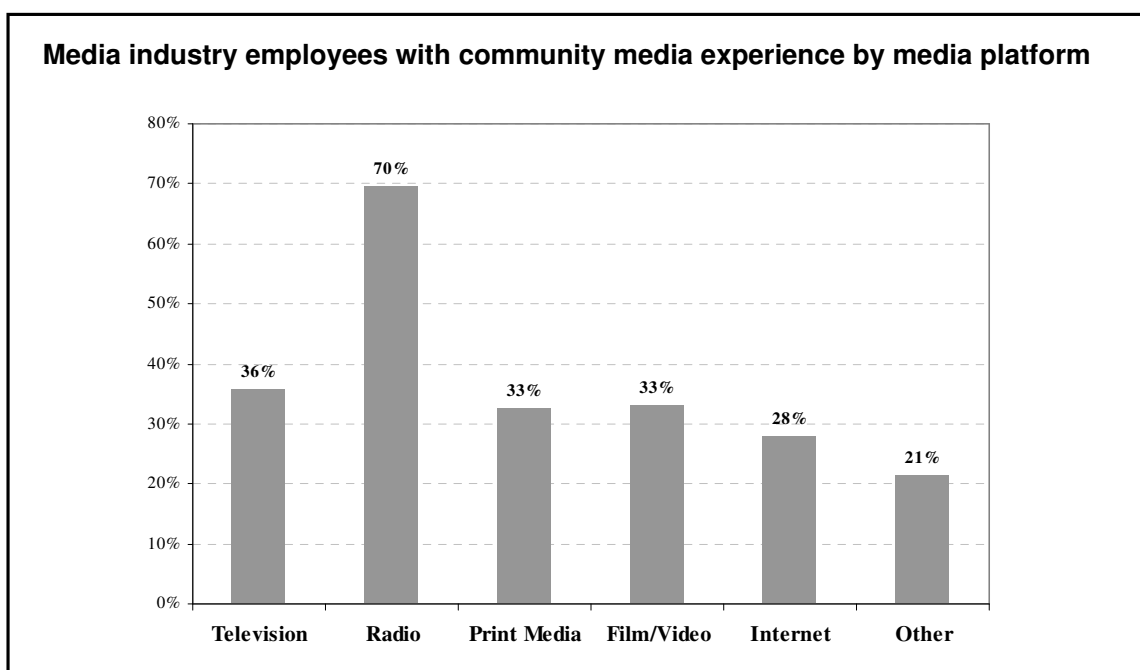


The survey provides a snapshot of **educational qualifications, voluntary/work experience history** and **other factors** which assisted media industry employees to make the **transition to paid employment**.

The CCI survey reveals that **community media contributes substantially to the media industries**, providing training and networks which lead to **real career opportunities** across the commercial, public, community and education sectors.

KEY FINDINGS RELATED TO COMMUNITY MEDIA

- 53.5% of respondents have had some involvement in community media
- 64.2% of respondents under 30 have been involved in community media, suggesting that community media is becoming an increasingly important training ground.
- Community media experience was particularly important for women attempting to enter the media industries
- Media workers in urban areas were more likely to have participated in community media than those working in rural areas
- Media workers under 30 were more likely to have a media qualification
- 83% of respondents over 30 found community media accessible, while 75% of those under 30 found it accessible.



- The vast majority of respondents who have volunteered/worked in community media were involved in community radio (70%). 36% were involved in community television.
- Despite the small number of community television stations in Australia, a significant number of media workers have been involved in that sector
- Out of those who have worked/volunteered in the community media sector, 94% worked across 2 or more different community media platforms (radio, television, web, film/video and print). 55% worked across 3 or more different community media platforms.

Contact: Dr Ellie Rennie: erennie@swin.edu.au (03) 9214 5303