The Business of Creativity

Industry Skills Survey Results 2019

AFTRS

Conducted by:

SARA

Screen Audience Research Australia

Who We Spoke To

Research Methodology

WHAT

15 minute online survey
Optimised across devices (mobile, tablet, laptop and desktop)

WHO

Companies and individuals in the creative business sector with a focus on media content production

Company responses
n=75

Individual responses
n=534

WHEN

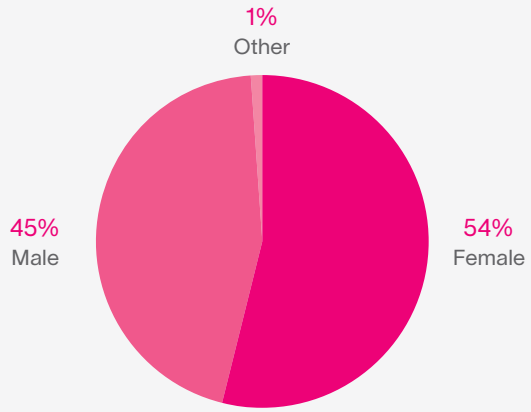
Fieldwork started:
May 2019

Fieldwork closed:
June 2019

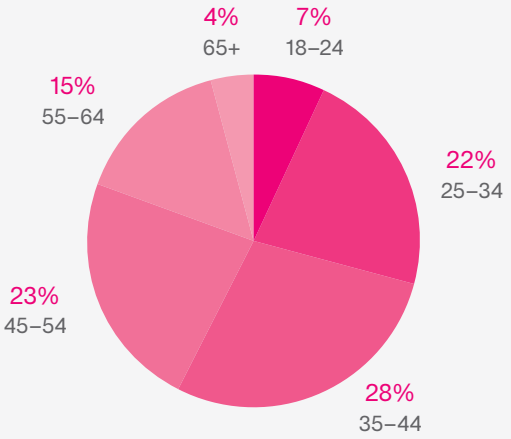
Just over half of those surveyed were female and have a bachelor or postgraduate degree

Individual survey

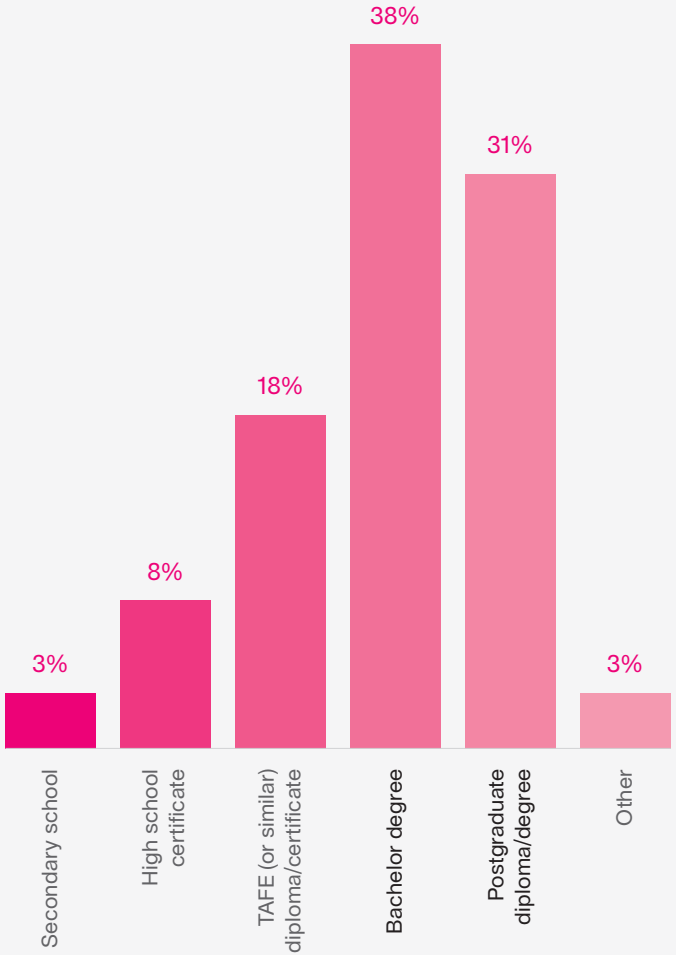
GENDER



AGE



EDUCATION

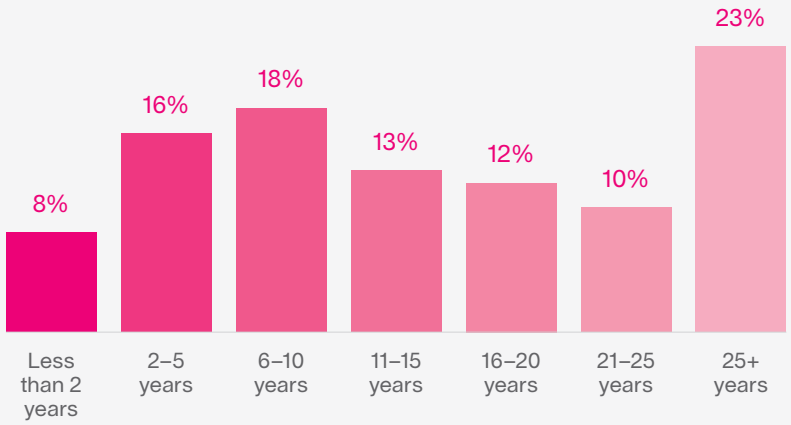


S3. Please indicate your gender *S4.* And please tell us your age range *Q5a.* What is the highest level of education you have completed?

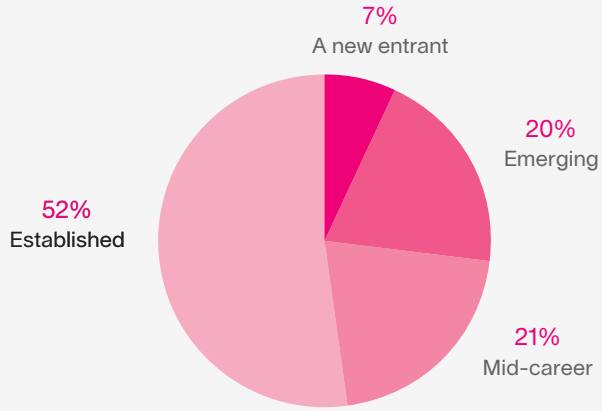
Around half of those surveyed were considered established with more than three professional credits

Individual survey

NUMBER OF YEARS IN INDUSTRY



CAREER CLASSIFICATION



Q3. How many years have you been working in this industry? *Q4.* Would you classify yourself as... new entrant/emerging/mid-career/established *Other = "Indeterminate / Intersex / unspecified"

Companies ranged from small to large, with most staff working full time

Company survey

COMPANY SIZE

0–4 employees 20%

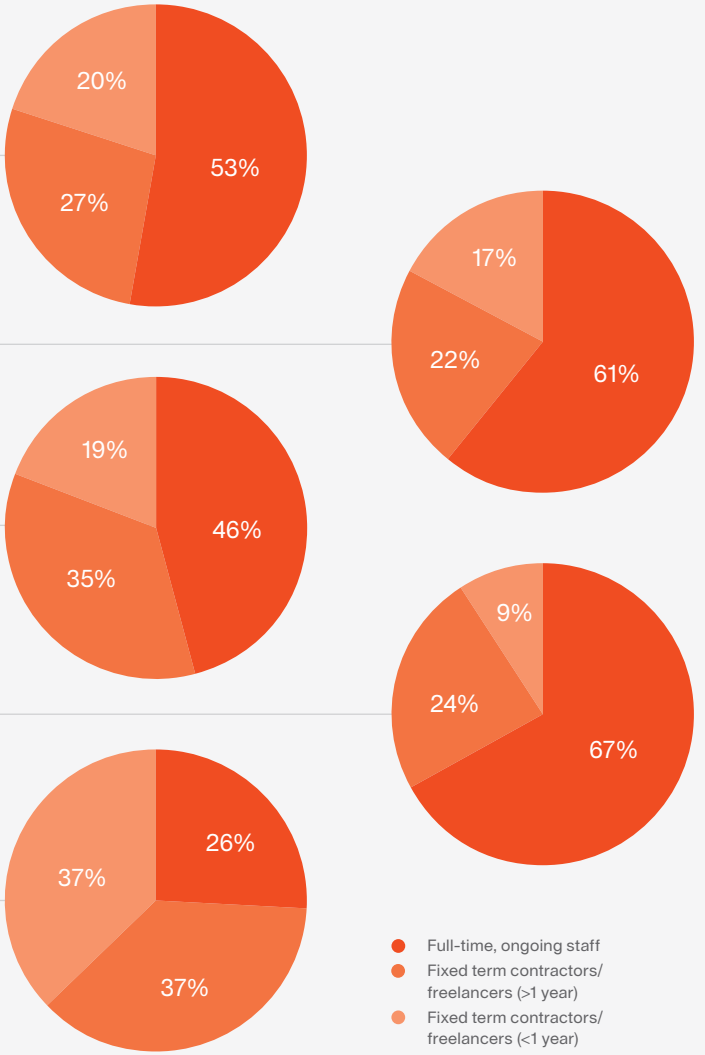
5–9 employees 21%

10–19 employees 8%

20–49 employees 16%

50 or more employees 35%

PROPORTION OF EMPLOYEE TYPE

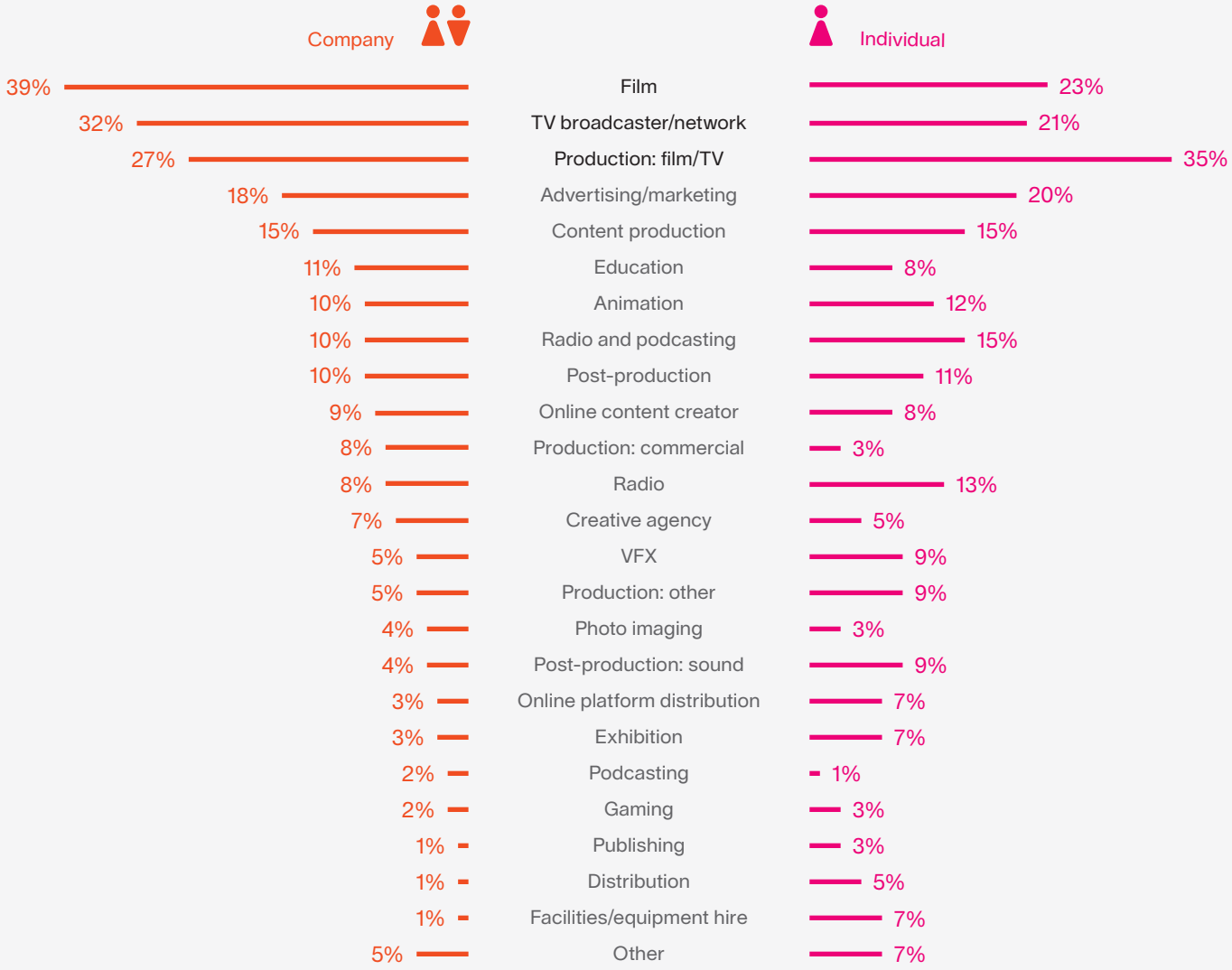


Caution: Low Base Size

S5. In which state/territory is your primary place of work based? *S6.* And how would you classify the area in which your primary place of work is based? *Q2.* How many people does your company currently employ? *Q3.* Approximately how many are... [Full-time, ongoing staff / Fixed term contractors / freelancers (1yr+) / Fixed term contractors / freelancers (<1yr)]? | Base: Company n=75

Production, film and TV were the most dominant creative business sectors surveyed

CREATIVE BUSINESS SECTORS (%)



Caution: Low Base Size

Individual/Company: *Q1.* Please select the creative business sector(s) you operate in or that best describes your activity | Base (Individual/Company): n=534 / 75

Industry Training Gaps

There are considerable recognised skills gaps within the industry

SKILLS GAPS: AWARENESS AND MAIN SKILLS GAPS

	Company	Individual
Skills gaps awareness	69%	77%
Difficulty hiring specific roles/skill sets	65%	n/a
By career classification	n/a	87% New/emerging 86% Mid-tier 69% Established

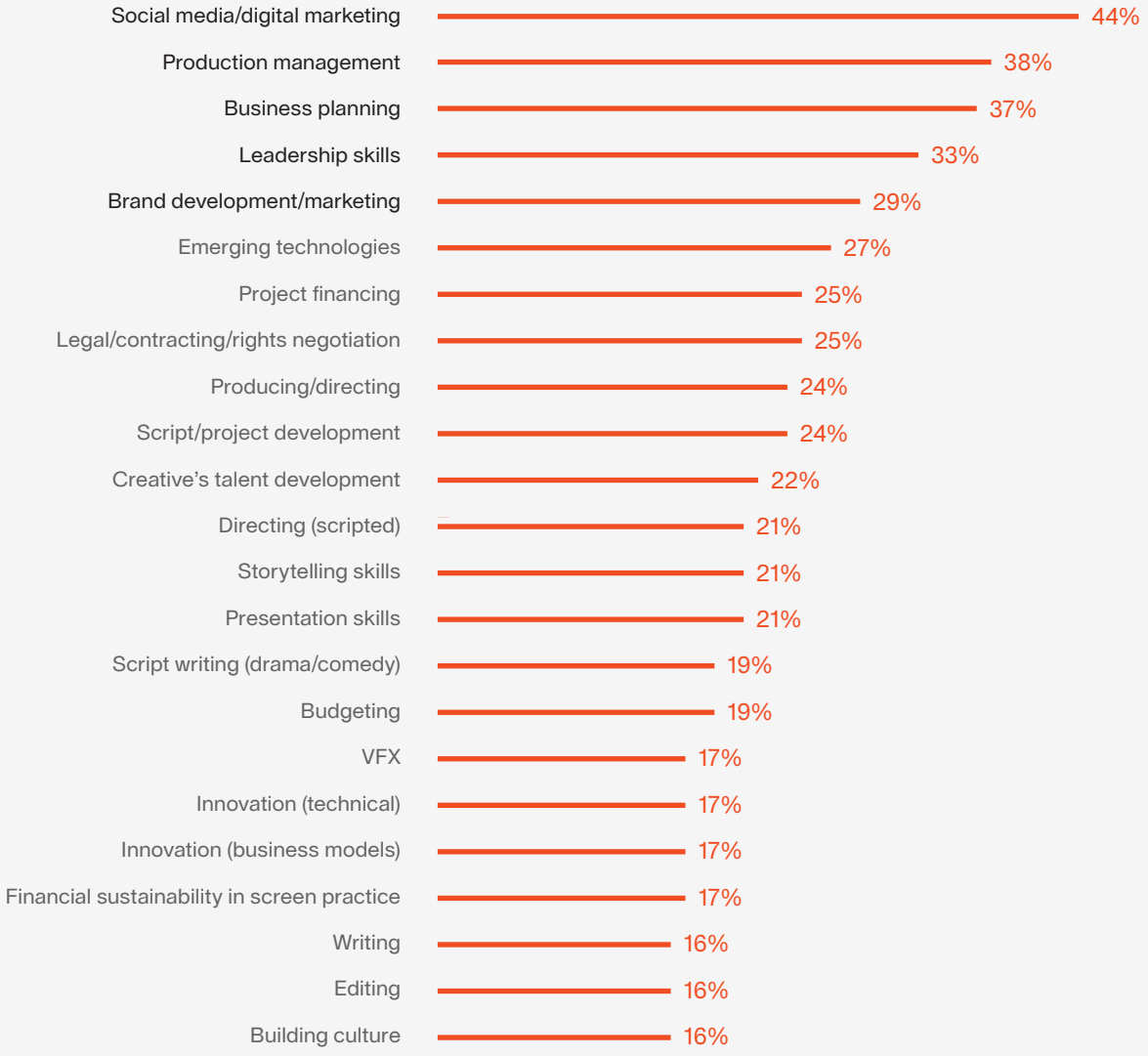
Caution: Low Base Size

Individual/Company: *Q11.* Do you feel there are any gaps in your current skill base or knowledge? *Q12a.* What would you consider to be the main gap in your current skill base or knowledge? *Q7/a.* Are you aware of any gaps in your company's current skill base or knowledge? Do you have difficulty hi ring for a particular role or skillset? *Q8.* What would you consider to be the main skills gap in your company's current skill base or knowledge? What would you consider to be the main skills gap in your company's current skill base or knowledge? | Base (Individual/Company): n=534 / 75

Company skills gaps are broad, with digital marketing at the top of the list

Company survey

AVAILABLE/APPLICABLE TRAINING (%)



Caution: Low Base Size

Q9. What other areas may be most applicable/relevant to you company? | Base: Company n=63

Business planning and social media/ marketing are the largest skills gaps

Company survey

TOP FIVE SKILLS GAPS

	Film	TV	Advertising/marketing	Radio and podcasting
1	56% Legal/contracts	31% Business planning	54% Business planning	78% Social media/digital
2	38% Directing	31% Social media/digital	54% Social media/digital	56% Leadership skills
3	38% Business planning	25% Legal/contracts	46% Project development	56% Interview skills
4	38% Emerging technology*	25% Leadership skills	38% Legal/contracts	44% Building culture
5	31% Project financing	25% Producing/directing	38% Production management	44% Presentation skills
Average number of employees	49	643	656	260

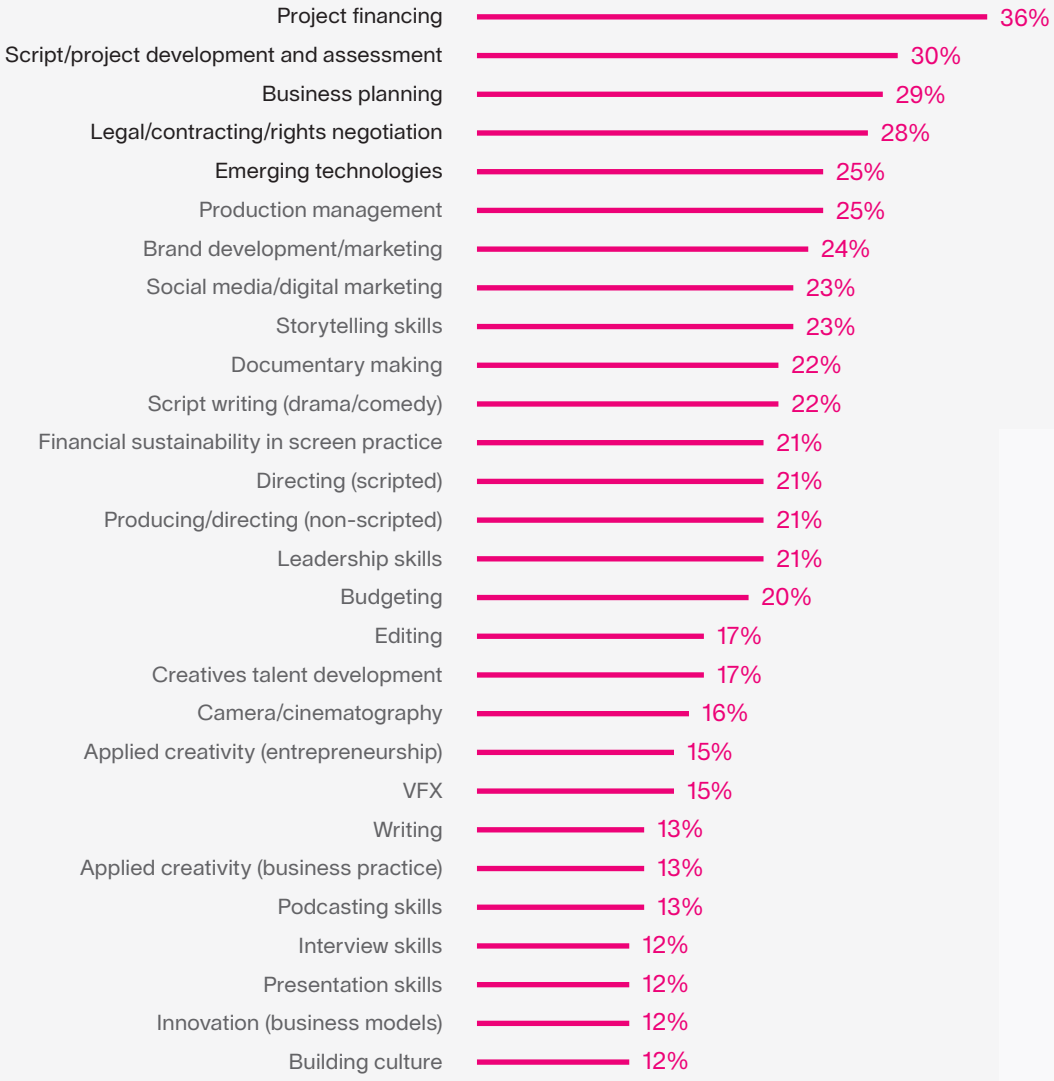
*Note: 'Emerging technology' referenced as 'Emerging technologies (e.g. VR, AR)' in survey

Caution: Low Base Size
Q9. What other areas may be most applicable/relevant to you company? *Production= Film/TV Prod., Content, Commercial, Other. **Audio= Radio, Podcasting *Q3.* Approximately how many are Full-time, ongoing staff, Fixed term contractors / freelancers (more than 1-year contracts), Fixed term contractors / freelancers (less than 1-year contracts)? | Base: Film n=16, TV n=16, Advertising/Marketing n=13, Production n=28, Audio n=9

Skills gaps for individuals are equally broad, with financing the largest

Individual survey

AVAILABLE/APPLICABLE TRAINING (%)



New/emerging

Script/project development 47%
Project financing 42%
Production management 39%

Mid-career

Project financing 44%
Business planning 41%
Legal/contracting 32%

Established

Project financing 28%
Emerging technology 27%
Script/project development 24%

Q13. What other areas may be most applicable/ relevant to your needs | Base: n= 413

Even for individuals, financing leads, but storytelling is key for audio

Individual survey

TOP FIVE SKILLS GAPS

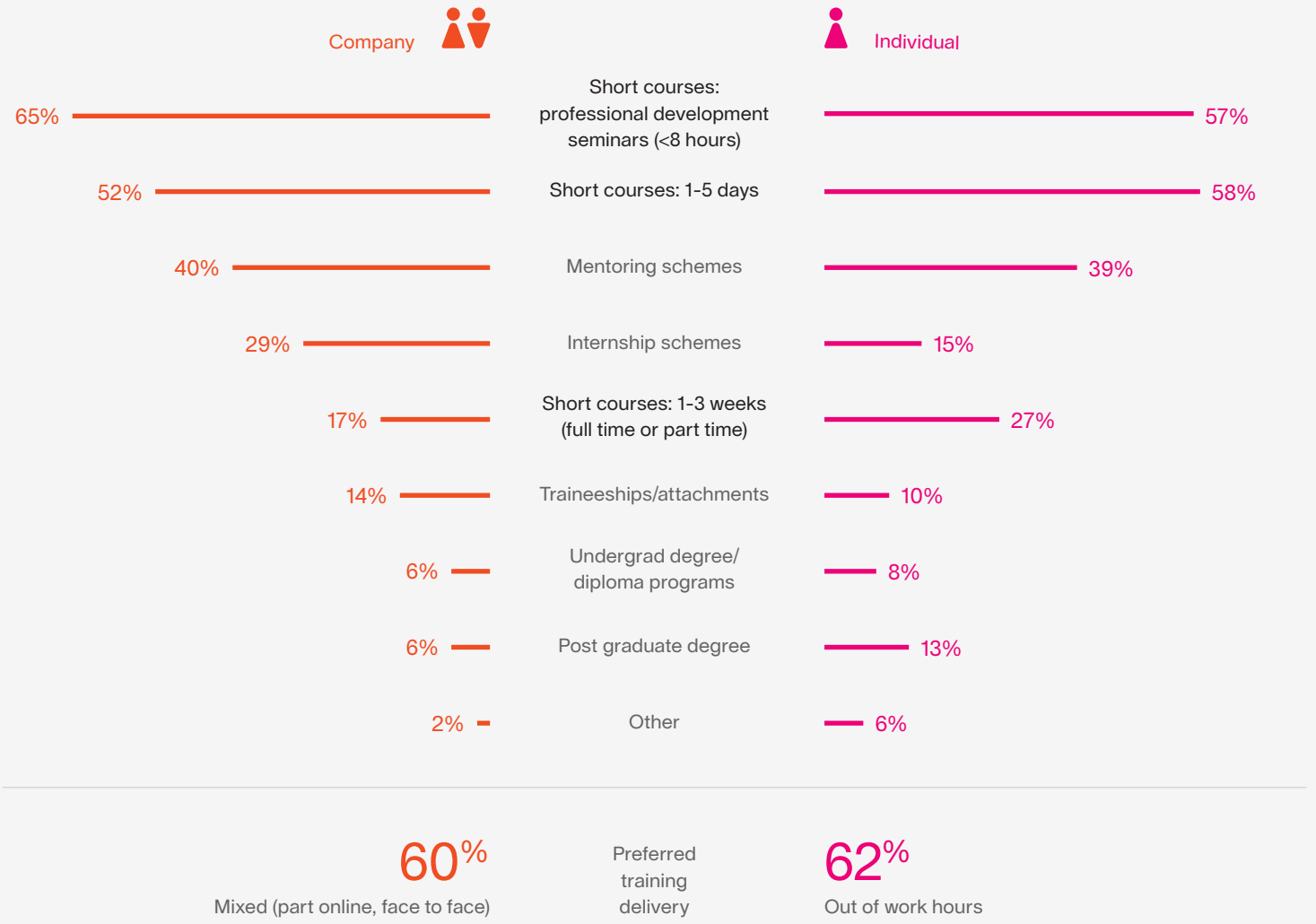
	Film	TV	Advertising/marketing	Radio and podcasting
1	41% Project financing	32% Project financing	38% Project financing	36% Storytelling skills
2	33% Legal/contracts	31% Emerging technology*	32% Script/project development	33% Social media/digital
3	31% Script/project development	28% Script/project development	30% Emerging technology*	33% Business planning
4	31% Business planning	25% Legal/contracts	30% Project management	33% Brand development
5	31% Emerging technology*	23% Business planning	30% Social media/digital	33% Leadership skills

*Note: 'Emerging technology' referenced as 'Emerging technologies (e.g. VR, AR)' in survey

Q13. What other areas may be most applicable/ relevant to your needs *Production= Film/TV Prod., Content, Commercial, Other.
**Audio= Radio, Podcasting | Base: Film n=163, TV n=132, Advertising/Marketing n=79, Production n=182, Audio n=36

Lower commitment, short courses are the preferred way to educate

TRAINING/EDUCATION PREFERENCE (%)

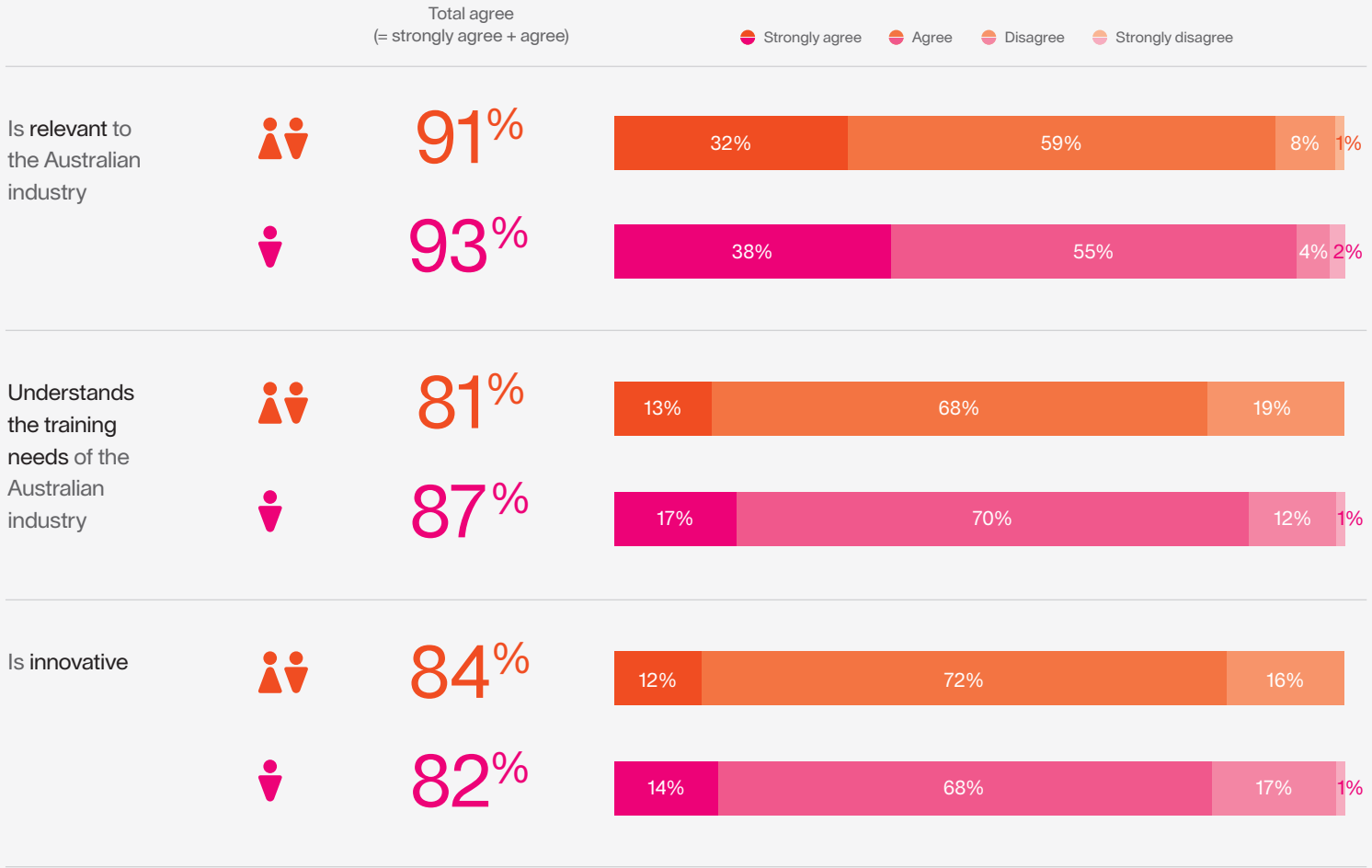


Caution: Low Base Size
Individual/Company: *Q10.* What type of training / education experience do you feel is best suited for your company's employees? |
Individual: *Q14.* What type of education experience do you feel best fits your current situation? | Base n=413/n=63

What About AFTRS?

The vast majority of those in creative industries recognise AFTRS' positive contribution

AFTRS' KPIS: IMPACT ON INDUSTRY (%)



84% of individuals have also applied the knowledge and skills learnt in their AFTRS course in their work

Caution: Low Base Size

Individual / Company: *Q17/Q13.* To what extent would you agree with the following statements? *Q13.* To what extent would you 3 with the following statements? Base: n=534/75 | Individual: *Q6b.* Are you applying the skills/knowledge you learned in your AFTRS course in your work? | Base n=269

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