

# Information media and telecommunications

*...covers publishing, motion picture and sound recording activities, broadcasting, internet publishing and broadcasting, telecommunications services, internet service providers, web search portals and data processing services and library and other information services such as news collection services.*

This suite of Industry Snapshots complements *Future Focus*, the 2013 National Workforce Development Strategy. These snapshots provide additional information and analysis on each industry to assist stakeholders in planning for the future of their industry or sector. It should be noted that the longer term data contained in this publication is based on AWPA's four scenarios for Australia to 2025 and is not intended to be compared to other data sources or projections.

## Key points

- ▶ Information media and telecommunications employs approximately 219,000 people, accounting for around two per cent of the total Australian workforce.
- ▶ The majority of the workforce (58 per cent) is employed in large enterprises (i.e. those that employ 200 workers or more), with 21 per cent employed in small-sized enterprises (i.e. those which employ less than 20 workers).
- ▶ Employment in information media and telecommunications is spread over a large number of different occupations, with the top ten occupations accounting for a little over one-third of total employment within the industry.
- ▶ The industry workforce has a relatively young age profile, with 69 per cent of workers aged under 45 years compared to 62 per cent for all industries.
- ▶ Workers in information media and telecommunications are predominantly male (58 per cent), based in state capital cities (79 per cent), and work full-time (81 per cent).
- ▶ A relatively high proportion of the information media and telecommunications workforce has completed a Bachelor degree or higher, with 38 per cent compared to 27 per cent for all industries.
- ▶ A detailed employment profile for information media and telecommunications (including information on its workforce, industry and occupational characteristics) can be found at [www.skillsinfo.gov.au](http://www.skillsinfo.gov.au).

## Industry outlook

The information media and telecommunications sector is a small but important industry which provides essential services to the economy. In terms of industry value added, the information media and telecommunications industry contributed 3.0 per cent (\$41.8b) to the Australian economy in 2011–12.<sup>1</sup>

<sup>1</sup> 'Industry value added' is the measure of the contribution by industry to gross domestic product (GDP) at basic prices. ABS (2012) *Australian System of National Accounts*, cat. no. 5204.0, Table 11

## Short-term growth

The information media and telecommunications industry is a small employing industry, with almost half of its 219,000 workers employed in the Telecommunication Services subsector. While employment has been strong in some industry subsectors over the last five years, particularly within Motion Picture and Sound Recording Activities, others have experienced substantial declines in employment resulting in negative employment growth across the industry as a whole.

**Table 1 Current and past employment in information media and telecommunications**

Industry	Current employment		Past growth: five years	
	'000	% of total	'000	%
<b>Information media and telecommunications</b>	<b>219.0</b>	<b>1.9</b>	<b>-9.0</b>	<b>-4.0</b>
Publishing (except Internet and Music Publishing)	42.6	0.4	-7.2	-14.4
Motion Picture and Sound Recording Activities	28.2	0.3	4.7	19.9
Broadcasting (except Internet)	29.4	0.3	1.8	6.4
Internet Publishing and Broadcasting	0.3	0.0	0.1	0.0
Telecommunications Services	94.7	0.8	2.7	3.0
Internet Service Providers, Web Search Portals and Data Processing Services	8.3	0.1	-10.9	-56.7
Library and Other Information Services	12.6	0.1	-2.6	-17.1
<b>All industries</b>	<b>11,588.7</b>	<b>100.0</b>	<b>798.1</b>	<b>7.4</b>

Note: Data for industry subsectors may not sum to the industry total because data for each subsector have been separately seasonally adjusted and trended and at the higher levels include 'not further defined' categories. Source: ABS (2013) *Labour Force Australia*, February, cat. no. 6291.0.55.003 (DEEWR trend).

## Long-term growth

Australia needs to position itself in a world where work is changing rapidly. Technological innovation, globalisation, the Asian century and new patterns of work are impacting on the demand for skills and the speed of change is making it hard to predict and plan for the future.

To deal with this uncertainty, AWPA has adopted a scenario planning approach to help us overcome these limitations in making projections about the future. Scenarios are alternative visions of potential futures, and provide a means to make decisions that take account of uncertainty.

AWPA developed four possible, plausible scenarios for Australia to 2025.

- ▶ In the **Long Boom** scenario, the high demand for resources traded with China and other countries continues. Industries challenged by the high terms of trade undertake structural adjustment. This results in a scenario of sustained prosperity and a restructured economy.
- ▶ In **Smart Recovery**, the challenges facing Europe and the United States affect financial markets. This means low growth for Australia to 2014–15. Growth then improves and Australia benefits from industry and government strategies to implement a knowledge economy.
- ▶ In **Terms of Trade Shock**, resource prices fall mainly due to increased supply from other countries, the Australian dollar falls and we move to a broader-based economy.
- ▶ **Ring of Fire** is a risky world with multiple economic and environmental shocks resulting in ongoing lower growth.

Economic modelling against each of these four scenarios was undertaken by Deloitte Access Economics (DAE) to determine the skills demand for the economy into the future.<sup>2</sup>

As Table 2 shows, employment within the information media and telecommunications industry is expected to grow by between 1.1 and 1.9 per cent per annum to 2025 across the four scenarios. Among the industry subsectors, Internet Publishing and Broadcasting; Motion Picture and Sound Recording Activities; and Library and Other Information Services are expected to experience the strongest employment growth to 2025 across all four scenarios, with growth in Internet Publishing and Broadcasting expected to accelerate in the years between 2018 and 2025.

Employment within Publishing (except Internet and Music Publishing) is anticipated to decline to 2025 across all four future worlds, with employment in Telecommunications Services also expected to contract slightly in the medium term.

**Table 2 Average annual industry employment growth in four scenarios, 2011–18 and 2011–25 (% per annum)**

Industry	Long Boom		Smart Recovery		Terms of Trade Shock		Ring of Fire	
	2018	2025	2018	2025	2018	2025	2018	2025
<b>Information media and telecommunications</b>	<b>1.7</b>	<b>1.9</b>	<b>1.3</b>	<b>1.4</b>	<b>1.7</b>	<b>1.6</b>	<b>1.2</b>	<b>1.1</b>
Publishing (except Internet and Music Publishing)	-6.5	-6.3	-6.9	-6.7	-6.5	-6.5	-6.9	-7.0
Motion Picture and Sound Recording Activities	9.4	6.4	9.0	5.8	9.4	6.1	8.9	5.6
Broadcasting (except Internet)	4.6	3.5	4.3	3.0	4.6	3.2	4.2	2.8
Internet Publishing and Broadcasting	9.7	17.1	9.2	16.5	9.6	16.8	9.1	16.2
Telecommunications Services	-0.2	0.3	-0.5	-0.2	-0.1	0.0	-0.6	-0.5
Internet Service Providers, Web Search Portals and Data Processing Services	4.6	1.7	4.2	1.2	4.6	1.4	4.1	0.9
Library and Other Information Services	7.2	5.6	6.8	5.1	7.2	5.3	6.8	4.8
<b>All industries</b>	<b>2.1</b>	<b>2.0</b>	<b>1.5</b>	<b>1.5</b>	<b>1.7</b>	<b>1.6</b>	<b>0.8</b>	<b>0.7</b>

Source: Deloitte Access Economics (2012) *Economic modelling of skills demand and supply*, Scenario output—detailed employment results.

## Occupation outlook

### Key occupations

The top ten information media and telecommunications occupations account for a little over one-third of total employment, reflecting the diversity and spread of occupations across the industry. The largest occupations are Journalists and Other Writers (accounting for 7.7 per cent of the total workforce), Telecommunications Trades Workers (5.4 per cent) and Artistic Directors, and Media Producers and Presenters (4.1 per cent).

<sup>2</sup> A description of the scenarios and the Deloitte Access Economics modeling of employment in each, with state and territory breakdowns, is available at the AWPAs website [www.awpa.gov.au](http://www.awpa.gov.au).

**Table 3 Top ten information media and telecommunications occupations**

Occupation	People employed	Industry employment
	'000	% of total
2124 Journalists and Other Writers	17.5	7.7
3424 Telecommunications Trades Workers	12.3	5.4
2121 Artistic Directors, and Media Producers and Presenters	9.3	4.1
1311 Advertising and Sales Managers	7.8	3.4
2123 Film, Television, Radio and Stage Directors	7.8	3.4
2246 Librarians	7.5	3.3
6113 Sales Representatives	7.5	3.3
2633 Telecommunications Engineering Professionals	7.1	3.1
1351 ICT Managers	6.1	2.7
6212 ICT Sales Assistants	6.1	2.7
<b>Total information media and telecommunications</b>	<b>228.4</b>	<b>39.1</b>

Source: ABS (2013) *Labour Force Australia*, detailed quarterly report, 2012 average of four quarters, cat. no. 6291.0.55.003.

### Short-term growth

Table 4 shows current employment and past growth for the occupations that feature prominently within the industry. **Note that the figures refer to the expected number of people in these occupations across all industries, not just in the information media and telecommunications sector.**

Employment growth in the top ten occupations within the industry has been variable over the short term. Employment growth for Journalists and Other Writers has been substantial, increasing by more than one third over the past five years. Similarly, employment of ICT Managers has increased by 29.7 per cent, with modest growth experienced by Artistic Directors, and Media Producers and Presenters over the same period. In comparison, employment of Film, Television, Radio and Stage Directors; Telecommunications Engineering Professionals; ICT Sales Assistants; and Telecommunications Trades Workers has declined significantly over the past five years.

**Table 4 Current and past employment in key occupations**

Occupation	Current employment (all industries)		Past growth: five years	
	'000	% of total	'000	%
2124 Journalists and Other Writers	27.1	0.2	7.0	34.8
3424 Telecommunications Trades Workers	23.4	0.2	-1.5	-5.9
2121 Artistic Directors, and Media Producers and Presenters	12.3	0.1	0.7	5.8
1311 Advertising and Sales Managers	124.0	1.1	0.9	0.7
2123 Film, Television, Radio and Stage Directors	8.2	0.1	-1.8	-18.0
2246 Librarians	12.9	0.1	0.2	1.4
6113 Sales Representatives	94.2	0.8	-4.0	-4.1
2633 Telecommunications Engineering Professionals	8.1	0.1	-1.8	-17.9
1351 ICT Managers	47.5	0.4	10.9	29.7
6212 ICT Sales Assistants	16.2	0.1	-1.1	-6.3
<b>All employed</b>	<b>11,588.7</b>	<b>100.0</b>	<b>798.1</b>	<b>7.4</b>

Source: ABS (2013) *Labour Force Australia*, February, cat. no. 6291.0.55.003 (DEEWR trend).

### Long-term growth and job openings

Table 5 indicates the long-term net job growth per annum expected in these occupation groups, according to Deloitte Access Economics' economic modelling of the scenarios.

In the longer-term, to 2025, occupations such as Film, Television, Radio and Stage Directors; Artistic Directors, and Media Producers and Presenters; ICT Managers; Advertising and Sales Managers; and ICT Sales Assistants are all expected to experience employment growth that is well above the all occupations average.

Conversely, employment of occupations such as Telecommunications Trades Workers and Telecommunications Engineering Professionals is expected to contract across all four scenarios, while Sales Representatives and Librarians are forecast to experience low or negative employment growth to 2025.

**Table 5 Average annual occupation growth in four scenarios, 2011–18 and 2011–25 (%pa)**

Industry	Long Boom		Smart Recovery		Terms of Trade Shock		Ring of Fire	
	2018	2025	2018	2025	2018	2025	2018	2025
2124 Journalists and Other Writers	2.2	2.0	1.4	1.5	1.8	1.7	0.9	1.0
3424 Telecommunications Trades Workers	-4.2	-2.0	-5.2	-2.7	-5.2	-2.8	-5.9	-3.6
2121 Artistic Directors, and Media Producers and Presenters	6.0	4.3	5.2	3.7	5.6	3.9	4.6	3.1
1311 Advertising and Sales Managers	3.5	3.1	2.9	2.6	3.0	2.7	2.4	2.1
2123 Film, Television, Radio and Stage Directors	7.6	5.2	6.9	4.7	7.3	4.9	6.5	4.2
2246 Librarians	1.2	1.8	0.5	1.3	1.3	1.6	-0.2	0.4
6113 Sales Representatives	0.2	0.7	-0.1	0.2	-0.1	0.2	-0.4	-0.2
2633 Telecommunications Engineering Professionals	-2.5	-0.1	-3.6	-0.8	-3.4	-0.6	-4.5	-1.6
1351 ICT Managers	4.0	3.9	2.7	3.1	2.9	3.3	1.7	2.4
6212 ICT Sales Assistants	3.0	2.4	2.4	1.9	2.6	2.0	2.1	1.4
<b>All occupations</b>	<b>2.1</b>	<b>2.0</b>	<b>1.5</b>	<b>1.5</b>	<b>1.7</b>	<b>1.6</b>	<b>0.8</b>	<b>0.7</b>

Source: Deloitte Access Economics (2012) Economic modelling of skills demand and supply, Scenario output—detailed employment results.

As noted, the data in Table 5 concerns employment growth in an industry. The number of total **job openings** which includes both employment growth and **the replacement resulting from individuals leaving the occupation net of those re-entering** can also be estimated. This replacement requirement is particularly significant in industries where there are high numbers of people retiring or leaving the occupation.

Table 6 shows the average annual job openings projected in key information media and telecommunications occupations to 2025.

Under all four scenarios, the highest rate of average annual job openings is forecast for Film, Television, Radio and Stage Directors; ICT Sales Assistants; Artistic Directors, and Media Producers and Presenters; Advertising and Sales Managers; and Librarians—all of which are expected to experience job openings well above the the all-occupation average to 2025.

By contrast, Telecommunications Engineering Professionals and Telecommunications Trades Workers are forecast to have a relatively low proportion of job openings per annum to 2025.

**Table 6 Average annual job openings per annum, 2011 to 2025, in four scenarios**

Occupation	Long Boom		Smart Recovery		Terms of Trade Shock		Ring of Fire	
	('000)	%	('000)	%	('000)	%	('000)	%
2124 Journalists and Other Writers	1.1	4.1	1.0	3.6	1.0	3.8	0.8	3.0
3424 Telecommunications Trades Workers	0.8	1.9	0.7	1.2	0.7	1.1	0.6	0.4
2121 Artistic Directors, and Media Producers and Presenters	0.7	5.6	0.6	5.1	0.7	5.3	0.6	4.5
1311 Advertising and Sales Managers	8.1	5.2	7.2	4.7	7.3	4.8	6.2	4.2
2123 Film, Television, Radio and Stage Directors	0.8	7.3	0.7	6.7	0.8	6.9	0.7	6.2
2246 Librarians	0.8	5.0	0.7	4.5	0.7	4.8	0.5	3.6
6113 Sales Representatives	4.0	3.2	3.4	2.7	3.5	2.7	3.0	2.2
2633 Telecommunications Engineering Professionals	0.7	1.5	0.6	0.7	0.6	1.0	0.5	0.0
1351 ICT Managers	3.3	4.9	2.8	4.2	2.9	4.4	2.3	3.5
6212 ICT Sales Assistants	1.6	6.8	1.4	6.3	1.5	6.3	1.3	5.7
<b>All occupations</b>	<b>576.4</b>	<b>4.4</b>	<b>500.9</b>	<b>3.9</b>	<b>513.3</b>	<b>4.0</b>	<b>391.4</b>	<b>3.1</b>

Source: Deloitte Access Economics (2012) *Economic modelling of skills demand and supply*, Scenario output—detailed employment results. Net replacement demand by AWPA (2013).

As Table 7 shows, nearly as many, or in some cases, more job openings are created by replacement as by new growth.

In the Long Boom scenario, around half of the key occupations within the information media and telecommunications industry have job openings driven primarily by replacement demand rather than new growth. For example, the majority of job openings among Telecommunications Trades Workers; Sales Representatives; ICT Sales Assistants; and Librarians are expected to be created by replacement demand rather than growth (that is, new jobs). This is attributable to workforce demographics such as the age profile of the current workforce, and workforce dynamics such as the rate of job turnover.

In comparison, job openings to 2025 for ICT Managers; Telecommunications Engineering Professionals; Artistic Directors, and Media Producers and Presenters; and Film, Television, Radio and Stage Directors are expected to be driven by new growth across all four scenarios.

**Table 7 Total job openings (growth and net replacement) in four scenarios, 2011 to 2025**

**7.1 Long Boom**

Occupation	Total growth (persons)		Net replacement estimates (persons)		Total job openings (persons)	
	('000)	%	('000)	%	('000)	%
2124 Journalists and Other Writers	8.3	49.9	8.3	50.1	16.6	100.0
3424 Telecommunications Trades Workers	2.1	17.2	10.2	82.8	12.4	100.0
2121 Artistic Directors, and Media Producers and Presenters	8.1	72.6	3.0	27.4	11.1	100.0
1311 Advertising and Sales Managers	69.8	57.1	52.4	42.9	122.2	100.0
2123 Film, Television, Radio and Stage Directors	8.3	67.2	4.1	32.8	12.4	100.0
2246 Librarians	4.8	41.2	6.9	58.8	11.7	100.0
6113 Sales Representatives	20.6	34.1	39.9	65.9	60.5	100.0
2633 Telecommunications Engineering Professionals	7.7	72.9	2.9	27.1	10.6	100.0
1351 ICT Managers	40.1	80.4	9.8	19.6	49.9	100.0
6212 ICT Sales Assistants	8.8	36.6	15.2	63.4	24.0	100.0
<b>All occupations</b>	<b>3,889.7</b>	<b>45.0</b>	<b>4,755.6</b>	<b>55.0</b>	<b>8,645.3</b>	<b>100.0</b>

**7.2 Smart Recovery**

Occupation	Total growth (persons)		Net replacement estimates (persons)		Total job openings (persons)	
	('000)	%	('000)	%	('000)	%
2124 Journalists and Other Writers	6.7	45.7	8.0	54.3	14.7	100.0
3424 Telecommunications Trades Workers	1.1	10.1	9.6	89.9	10.7	100.0
2121 Artistic Directors, and Media Producers and Presenters	6.8	70.2	2.9	29.8	9.7	100.0
1311 Advertising and Sales Managers	56.9	53.1	50.3	46.9	107.3	100.0
2123 Film, Television, Radio and Stage Directors	7.3	65.1	3.9	34.9	11.2	100.0
2246 Librarians	3.7	36.0	6.6	64.0	10.3	100.0
6113 Sales Representatives	12.4	24.3	38.8	75.7	51.2	100.0
2633 Telecommunications Engineering Professionals	6.3	70.3	2.7	29.7	9.0	100.0
1351 ICT Managers	32.8	78.3	9.1	21.7	41.8	100.0
6212 ICT Sales Assistants	7.0	32.4	14.6	67.6	21.6	100.0
<b>All occupations</b>	<b>2,953.2</b>	<b>39.3</b>	<b>4,559.6</b>	<b>60.7</b>	<b>7,512.9</b>	<b>100.0</b>



### 7.3 Terms of Trade Shock

Occupation	Total growth (persons)		Net replacement estimates (persons)		Total job openings (persons)	
	('000)	%	('000)	%	('000)	%
2124 Journalists and Other Writers	7.1	46.5	8.1	53.5	15.2	100.0
3424 Telecommunications Trades Workers	0.8	7.5	9.6	92.5	10.4	100.0
2121 Artistic Directors, and Media Producers and Presenters	7.3	71.1	3.0	28.9	10.3	100.0
1311 Advertising and Sales Managers	58.4	53.6	50.5	46.4	108.9	100.0
2123 Film, Television, Radio and Stage Directors	7.7	65.8	4.0	34.2	11.7	100.0
2246 Librarians	4.3	38.6	6.8	61.4	11.1	100.0
6113 Sales Representatives	13.6	26.1	38.7	73.9	52.3	100.0
2633 Telecommunications Engineering Professionals	6.7	71.1	2.7	28.9	9.5	100.0
1351 ICT Managers	34.6	79.0	9.2	21.0	43.8	100.0
6212 ICT Sales Assistants	7.2	32.9	14.7	67.1	22.0	100.0
<b>All occupations</b>	<b>3,080.4</b>	<b>40.0</b>	<b>4,619.3</b>	<b>60.0</b>	<b>7,699.6</b>	<b>100.0</b>

### 7.4 Ring of Fire

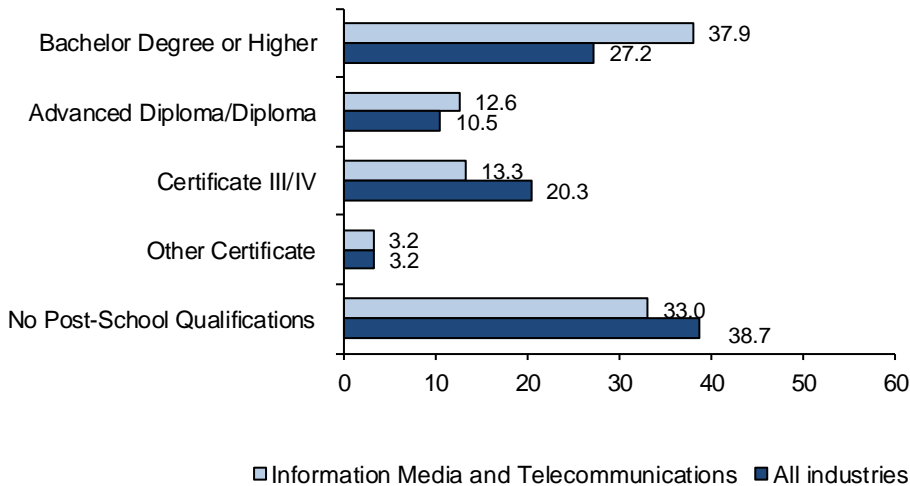
Occupation	Total growth (persons)		Net replacement estimates (persons)		Total job openings (persons)	
	('000)	%	('000)	%	('000)	%
2124 Journalists and Other Writers	5.0	39.4	7.7	60.6	12.6	100.0
3424 Telecommunications Trades Workers	0.2	2.4	9.1	97.6	9.3	100.0
2121 Artistic Directors, and Media Producers and Presenters	5.7	67.3	2.8	32.7	8.5	100.0
1311 Advertising and Sales Managers	44.4	47.7	48.6	52.3	92.9	100.0
2123 Film, Television, Radio and Stage Directors	6.4	62.7	3.8	37.3	10.1	100.0
2246 Librarians	1.9	23.5	6.2	76.5	8.1	100.0
6113 Sales Representatives	6.6	14.9	37.8	85.1	44.5	100.0
2633 Telecommunications Engineering Professionals	5.1	67.0	2.5	33.0	7.7	100.0
1351 ICT Managers	26.5	75.6	8.5	24.4	35.0	100.0
6212 ICT Sales Assistants	5.2	27.1	14.1	72.9	19.4	100.0
<b>All occupations</b>	<b>1,532.9</b>	<b>26.1</b>	<b>4,338.5</b>	<b>73.9</b>	<b>5,871.4</b>	<b>100.0</b>

Source: Deloitte Access Economics (2012) Economic modelling of skills demand and supply, Scenario output—detailed employment results. Net replacement demand by AWPA (2013).

## Education and training profile

The information media and telecommunications workforce is characterised by a high proportion of tertiary attainment, with 37.9 per cent having completed a Bachelor degree or higher qualification, compared to 27.2 per cent across all industries.

**Figure 1 Education profile of the information media and telecommunications workforce (%)**



Note: Excludes 'Level of education not stated' from total.

Source: DEEWR (2012) *Australian Jobs 2012* (ABS 2011 Census data).

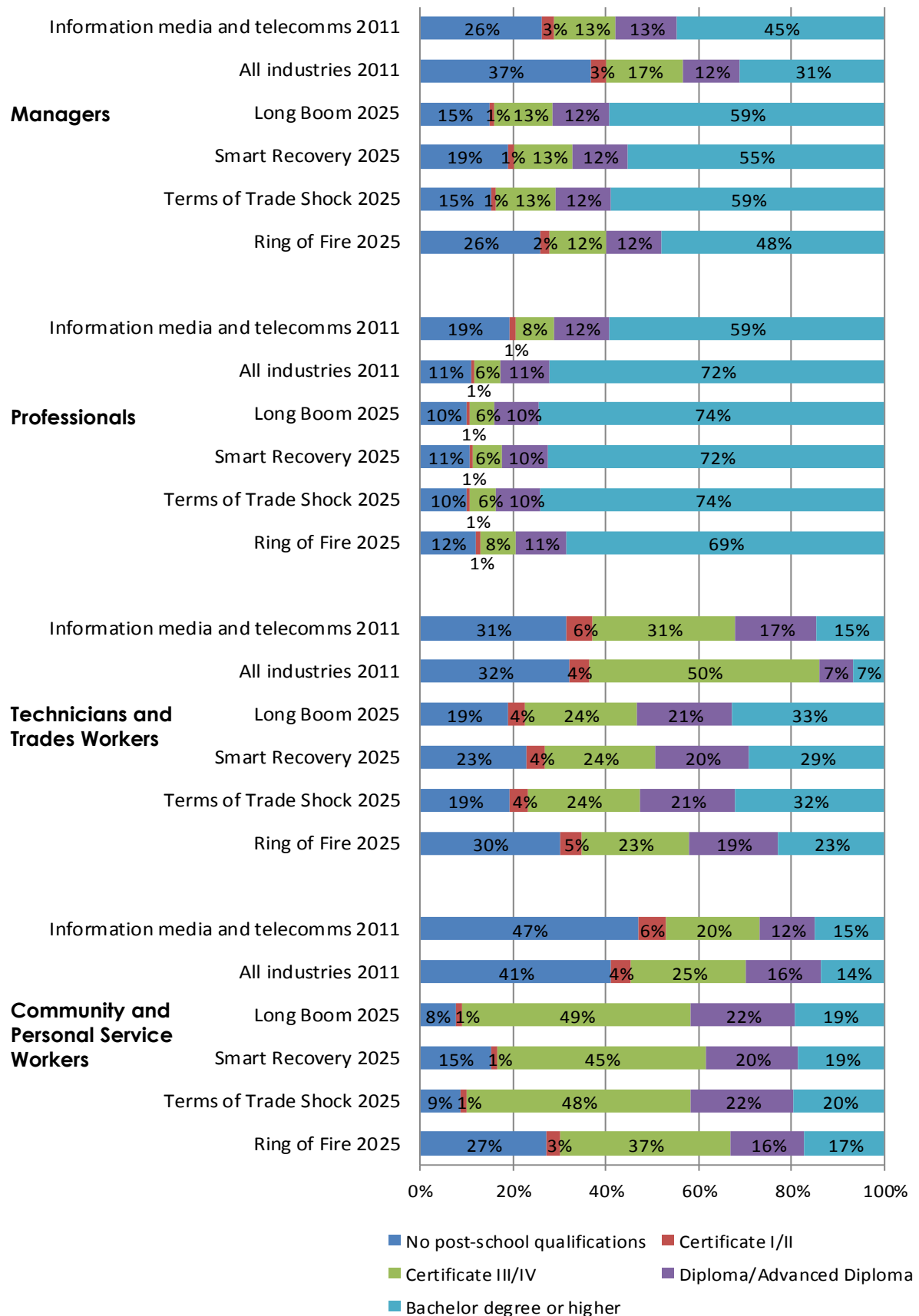
Figure 2 illustrates how demand for qualifications is expected to change over time. It shows the current education profile for each respective occupation: across all industries and within the information media and telecommunications industry. It also shows projected levels of educational attainment to 2025 by each occupation group depending on which of the four scenarios eventuates.

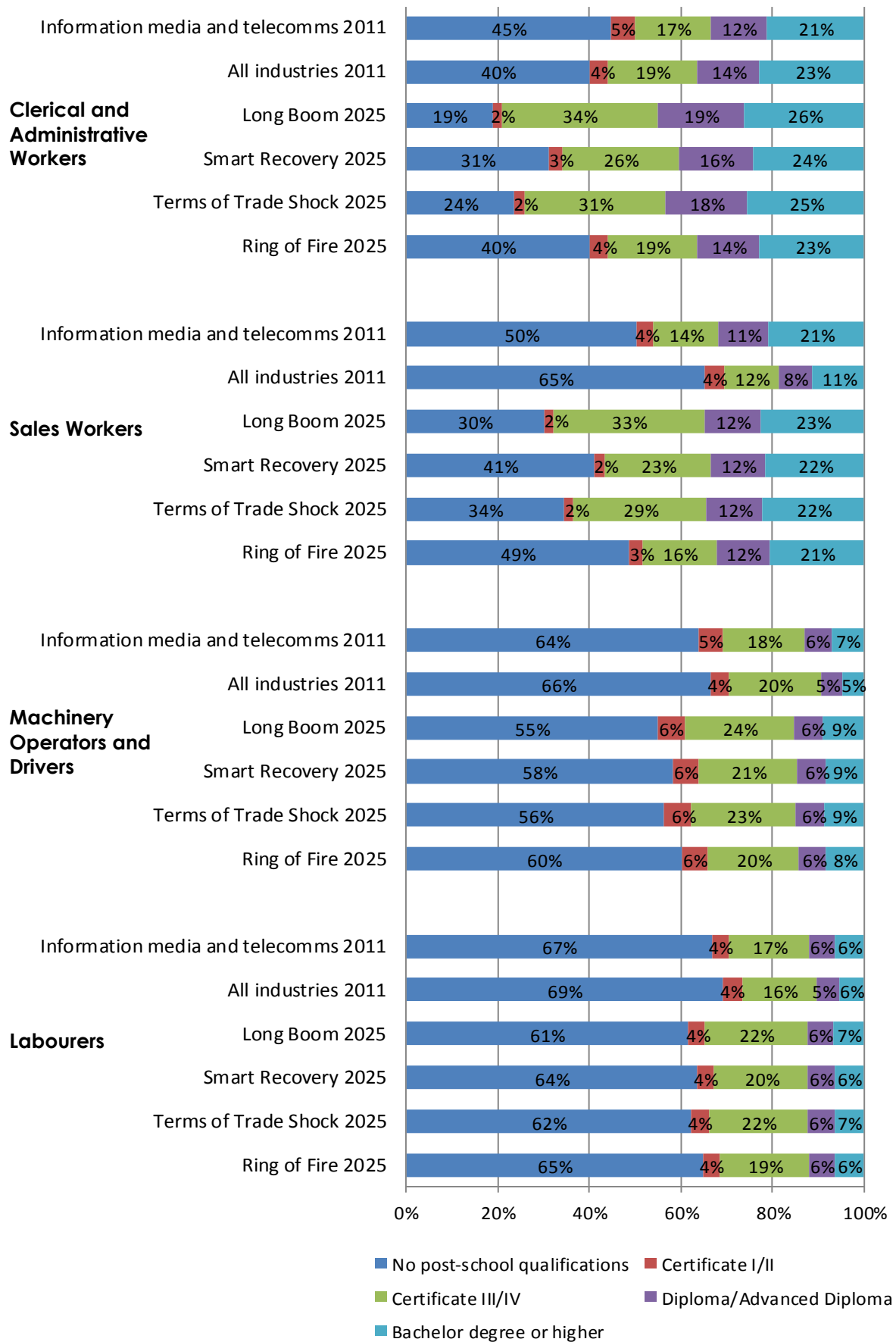
As Figure 2 shows, managers and professionals within the information media and telecommunications industry typically have high skill levels, and this is expected to continue into the future under all four scenarios. The proportion of managers holding a Bachelor degree or higher, for example, is predicted to increase from 45 per cent in 2011 to 59 per cent in 2025 under the Long Boom scenario. Professionals, meanwhile, are expected to build on the already high proportion of workers holding tertiary qualifications, with the proportion with a Bachelor degree or higher rising from 59 per cent in 2011 to 74 per cent in 2025 under the Long Boom.

This trend of upskilling is also reflected among technicians and trades workers; clerical and administrative workers; and sales workers. Each occupational group is expected to dramatically decrease the proportion of workers with no post-school qualifications in the years to 2025, particularly under the three higher growth scenarios.

It should be noted that the number of community and personal service workers in the information media and telecommunications industry is very small, accounting for just under one thousand workers. Projections for qualification holding within this occupation/industry breakdown should therefore be treated with caution.

**Figure 2 Educational attainment in the information media and telecommunications industry by occupation, 2011 and projections to 2025 (%)**





Source: ABS (2012) *Survey of Education and Work 2012*, cat. no. 6227.0; and DAE (2012) Unpublished data.

## Specialised occupations

In *Future Focus*, the 2013 National Workforce Development Strategy, AWPA has proposed that national planning for skills and industry workforce development should focus on **specialised occupations**. Specialised occupations are defined as those 'where specialised skills, learned in formal education and training, are needed at entry level and where the impact of market failure is potentially significant for the economy and/or the community.'

Specialised occupations demonstrate these characteristics:

- ▶ long lead time—skills are highly specialised and require extended learning and preparation time over several years;
- ▶ high use—skills are deployed for the uses intended (i.e. good occupational 'fit');
- ▶ high risk—the disruption caused by the skills being in short supply is great, resulting either in bottlenecks in supply chains or imposing significant economic or community costs because an organisation cannot operate; and
- ▶ high information—the quality of information about the occupation is adequate to the task of assessing future demand and evaluating the first three criteria.

Monitoring skills supply, especially for specialised occupations, will remain a critical element in meeting our workforce needs.

Specialised occupations associated with the information media and telecommunications industry include:

**ICT Business and Systems Analysts**  
**Software and Applications Programmers**  
**Computer Network and System Engineers**  
**Telecommunications Engineering Professionals**  
**Telecommunications Technical Specialists**  
**Telecommunications Trades Workers**

More detailed information about specialised occupations is available in *Future Focus, 2013 National Workforce Development Strategy* at <http://www.awpa.gov.au>.

## Example workforce development initiatives

Investment in workforce development has been shown to maximise people's capabilities, lift productivity and increase workforce participation. Employee satisfaction levels and engagement also increase when enterprises make better use of their employees' skills.<sup>3</sup> Current workforce development initiatives in information media and telecommunications include the following examples:

Current workforce development initiatives in information media and telecommunications include the following examples:

- ▶ **Innovation Business Skills Australia Integrated Workforce Development:** Innovation Business Skills Australia offer up to date workforce development advice through a series of factsheets on their website. More information can be found at [www.ibsa.org.au](http://www.ibsa.org.au).
- ▶ Through the RMIT University's **International Industry Experience and Research Program**, undergraduate students are supervised by industry professionals while they complete six- to 12-month placements with companies and organisations in Asia, Europe and North America. The aim of the program is to ensure graduates are equipped as global citizens to be globally employable. More information can be found at [www.rmit.edu.au](http://www.rmit.edu.au).
- ▶ IBM and the University of Ballarat's School of Science, Information Technology and Engineering have formed a partnership with support from the Victorian Government to create an **IT cluster** in Ballarat. One of the key offerings arising out of the partnership is the Bachelor of Information Technology (Professional Practice) undergraduate program, where students work with IBM during their four-year degree, receiving valuable industry experience. More information can be found at [www.invest.vic.gov.au](http://www.invest.vic.gov.au).

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<sup>3</sup> Skills Australia (2012) *Better use of skills, better outcomes: A research report on skills utilisation in Australia*.