

TRAINING NEEDS SURVEY 2017/2018

Summary

This report provides a summary of the responses the CMTO received for the 2017 Training Needs Survey over 2017/2018.

There were 58 responses in total. Responses came from individuals involved in Community Radio in all levels.

Respondents represented community radio stations all around Australia.

Main findings:

1. The highest need for training is in Interviewing Skills, Podcasting Skills and Outside Broadcasting.
2. Highest training needs in Management Skills are Strategic Planning, Compliance Skills and Governance Skills
3. Solid interest remains in accredited training
4. Growing interest in webinars
5. Strong interest in Facebook Live and online learning opportunities
6. There is a need for more qualified trainers at stations with a certificate in Training and Assessment (TAE41106).

Limitations and Recommendations

Whilst the results of this survey offered an insight into what the training needs of stations are, there were a number of limitations of the survey which the CMTO will make an effort to take into consideration in 2018/2019.

1. During the collection of the data, it was noted that particular elements of the survey could have been answered in a particular way depending on the role of the person at their station.

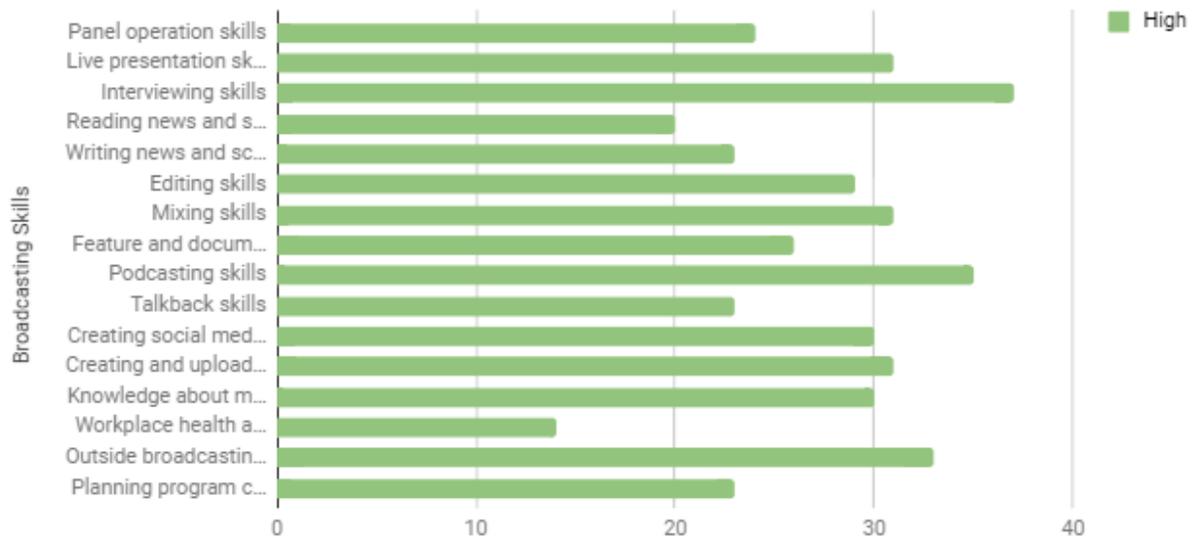
This was particularly apparent in the section of the survey where respondents were required to assess which areas of training in Management Skills were a high priority and which were a low priority. It is possible that respondents who were not involved in Management at all would have selected all as a low priority, or would not be familiar with certain skills to do with management.

Respondents were able to remain anonymous whilst completing the survey to be able to express their opinions freely. They also had the option to provide us with an email address to be contacted about training at their station. Whilst it is important to give individuals the right to express themselves freely, in the future The CMTO is looking at another mandatory field whereby respondents will provide us with a short description of their role at their station.

2. For most of the training needs questions, respondents answered on the basis of a spectrum. 1 being Low priority (we do not need training in this area), 2 being a medium level of need and 3 being High priority (we need training in this area). In the future it may be beneficial to offer 3 responses (“yes” - we need training in this area or “no” - we do not need training in this area and “I neither think this is a high priority or a low priority”). This would mean that the data is much more definitive and indicative of actual needs.

Training Needs in Broadcasting Skills

Training needs in broadcasting skills



Overall, respondents indicated that there is great need for training in Interviewing Skills, Podcasting Skills and Outside Broadcasting.

37 respondents or 63.8% answered that there is a high level of need for training in Interviewing Skills whilst only 6 or 10.3% said there was a low need for training in this area.

36 respondents or 60.3% indicated there was a high level of need for training in Podcasting Skills with 13 or 22.4% indicating there is a low level of need for training in this area.

Finally, 33 or 56.9% indicated that there is a high level of need in training in Outside Broadcasting Skills whilst only 8 or 13.8% indicated there is a low level of need for training in this area.

Training needs in broadcasting skills



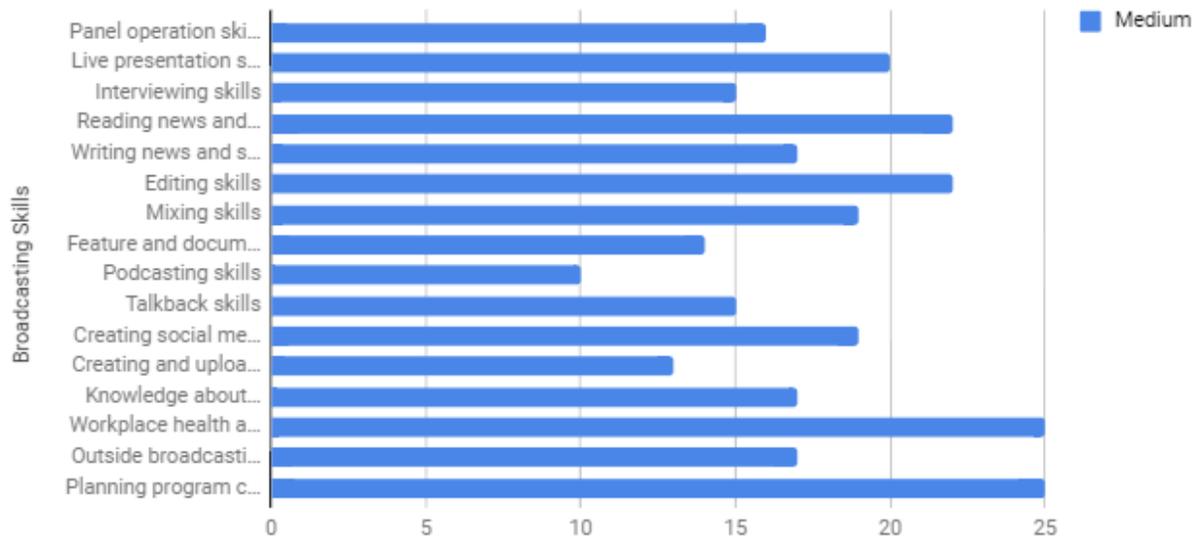
Overall, respondents indicated that there is a low need for training in Talkback Skills, Workplace Health and Safety, Panel Operating Skills, Writing News and Scripts and Feature and Documentary Making.

In the 'Talkback Skills' category, 20 respondents or 34.5% answered that there is a low level of need for training in this area whilst 23 respondents or 39.7% indicated that they would like training in this area. Whilst there were more that indicated that this was a high need than a low need, overall, this was the lowest priority for respondents.

Close behind was the 'Workplace Health and Safety' category. 19 respondents or 32.8% indicated that there is a low need for training in this area whilst 25 respondents or 43.1% indicated there was a medium priority. 14 or 24.1% indicated that they require training in this area.

Lastly, 18 people or 31% of respondents said that Panel Operation Skills, Writing News and Scripts and Feature and Documentary Making were low priority areas for training.

Training needs in broadcasting skills



Overall, most respondents indicated that there is medium level of need for training in Workplace Health and Safety, Planning Program Content, Reading News and Scripts and Editing Skills

In the 'Workplace Health and Safety' category, 25 or 43.1% of answered that there is a medium level of need for training in this area whilst 14 respondents or 24.1% indicated there was a high level of need of training in this area. 19 respondents or 32.8% indicated that they do not need training in this area.

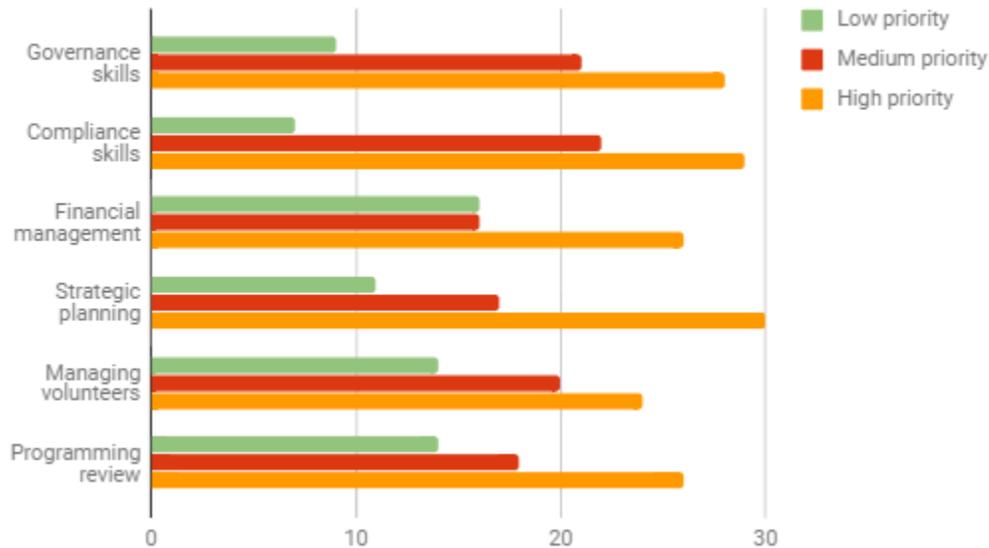
In the category of 'Planning Program Content', 25 respondents or 43.1% indicated that there is a medium need for training in this area whilst 23 respondents or 39.7% indicated there was a high level of need. 10 or 17.2% indicated that they do not require training in this area.

In the 'Reading News and Scripts' category, 22 respondents or 37.9% indicated a medium level of need for training in this category. 20 respondents or 34.5% indicated a high level of need whilst 16 or 27.6% showed that they don't need training in this area.

In the 'Editing Skills' category, 22 respondents or 37.9% indicated a medium level of need for training in this category. 29 respondents or 50% indicated a high level of need whilst 7 or 12.1% showed that they don't need training in this area.

Training Needs in Management Skills

Low priority, Medium priority and High priority



Overall, most respondents indicated that there is a high level of need for training in Strategic Planning, Compliance Skills and Governance Skills

In the 'Strategic Planning' category, 30 or 51.7% of respondents answered that there is a high level of need for training in this area whilst 17 respondents or 29.3% indicated there was a medium level of need of training in this area. 11 respondents or 19% indicated that they do not need training in this area.

In the category of 'Compliance Skills', a majority of respondents (29 or 50%) indicated that there is a high level of need for training in this area whilst 22 or 37.9% showed there is a medium level of need for training in this area. Only 7 respondents or 12.1% indicated that they do not need training in this area.

In the 'Strategic Planning' category, a majority of respondents (30 or 51.7%) indicated that there is a high level of need for training in this area whilst 17 or 29.3% showed there is a medium level of need for training in this area. 11 respondents or 19% indicated that they do not need training in this area.

Types of Training



We asked respondents to answer the following questions:

1. Is your station interested in accredited training? These are longer courses (3-6 months) which help to build teams in the station and vastly improve peoples' programs on air.
2. Is your station interested in short one-day courses which cover specific skills needed?

To question 1, 42 respondents or 72.4% were interested whilst 16 or 27.6% were not interested in receiving accredited training.

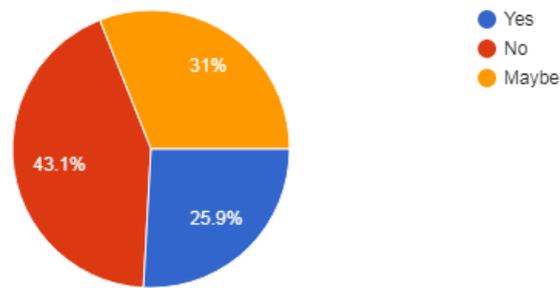
To question 2, 94.8% of respondents or 55 people answered they were interested in short one-day courses which cover specific skills needed.

Overall, respondents are more interested in shorter courses.

Trainers at Stations

Do you have a qualified trainer at your station who holds a certificate in training and assessment (TAE 40110)?

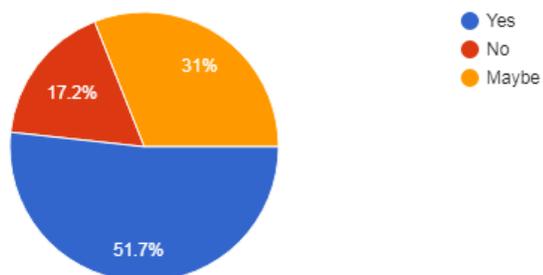
58 responses



Our survey results showed that less than half of respondents (25 or 43.1%) have a qualified trainer at their station with a certificate in Training and Assessment (TAE40110). 18 respondents or 31% were unsure whilst 15 or 25.9% have a qualified trainer at their station.

Do you have a great in-house trainer who does not hold the certificate but is skilled enough to provide coaching to large groups?

58 responses

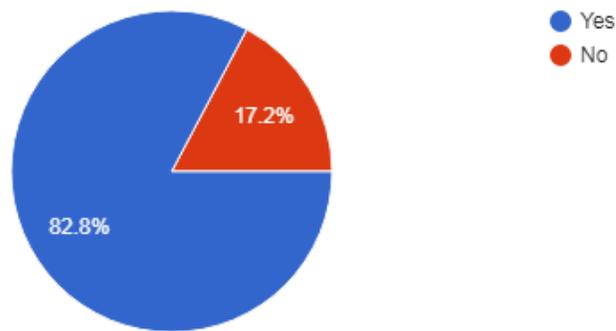


The results also showed that a majority of respondents (30 or 51.7%) have a great in-house trainer who is skilled but also unqualified. 18 people or 31% were unsure whilst 10 respondents or 17.2% do not have a great in house trainer who is skilled but also unqualified.

Webinars

Have you attended a webinar or are you likely to attend a webinar?

58 responses



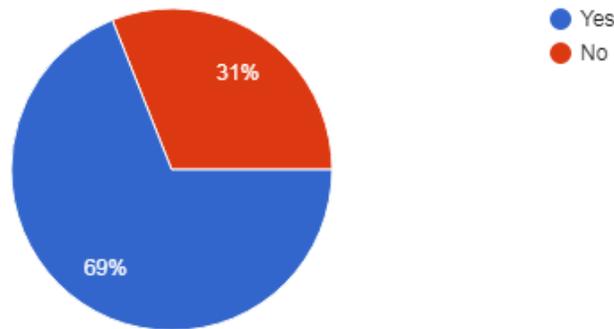
Most respondents (48 or 82.8%) would attend a webinar or have already attended a webinar put on by The CMTO. Only 10 respondents (or 17.2%) would not or have not.

We asked respondents if they have not attended a webinar if there is a reason they have not attended. We received a wide range of responses including:

- Regularly organise on a bad day and time for me
- Watched parts really - always mean to finish, but time or lack thereof stops this! Still love to catch up when possible.
- Many webinars have been missed due to clashes with other duties
- Timing
- English is a second language for most volunteer Broadcasters. Face to face training is best for us.
- Nothing I've come across has peaked my interest.
- No opportunity offered
- Just dont have an opportunity

Would you be interested in Facebook Live training sessions?

58 responses



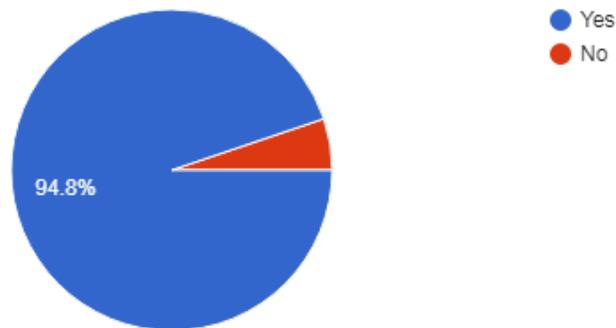
The CMTO has recently started looking at the benefits of using Facebook Live as a learning tool. 40 respondents or 69% indicated that they would be interested in Facebook Live training sessions whilst 18 or 31% indicated they would not be interested.

- Here are some suggestions they had for topics of the Facebook Lives:
- Financial management and marketing
- Making money from content
- Managing Social Media; Digital editing; Budgeting.
- Updated copyright law
- Interviewing skills, Podcasting
- Unsure? Privacy? Copyright? Fact-checking? Avoidance of joining a "bandwagon of abuse"
- Radio Program / Social Media Integration
- Reporting
- Audacity, Station Playlist/Creator
- All aspects of paneling
- presenting skills
- Planning a program, interviewing
- Program design and production sessions.
- Board succession planning, diversity, governance, strategic planning, ethics, risk management, volunteer management, CEO appraisals
- The roles and duties of the Committee of Management. Financial management. Contract management. Writing and presenting News. Program and content management Creating a news service.
- production and compliance for our ethnic presenters
- Engaging with local communities for content / Interview techniques

- Feature program production, the role of a program producer in community radio, how to engage your program audience without talkback, how to prepare a program that's for the audience and not the presenter
- Digital Editing
- Admin Responsibilities, Digital Downloads, OHS, etc.
- Gender and sensitive reporting

Would you promote online learning opportunities to broadcasters at your station?

58 responses



When asked whether or not people would promote online learning opportunities to broadcasters at their stations, 40 or 95.2% of respondents answered yes whilst only 2 or 4.8% said they would not.