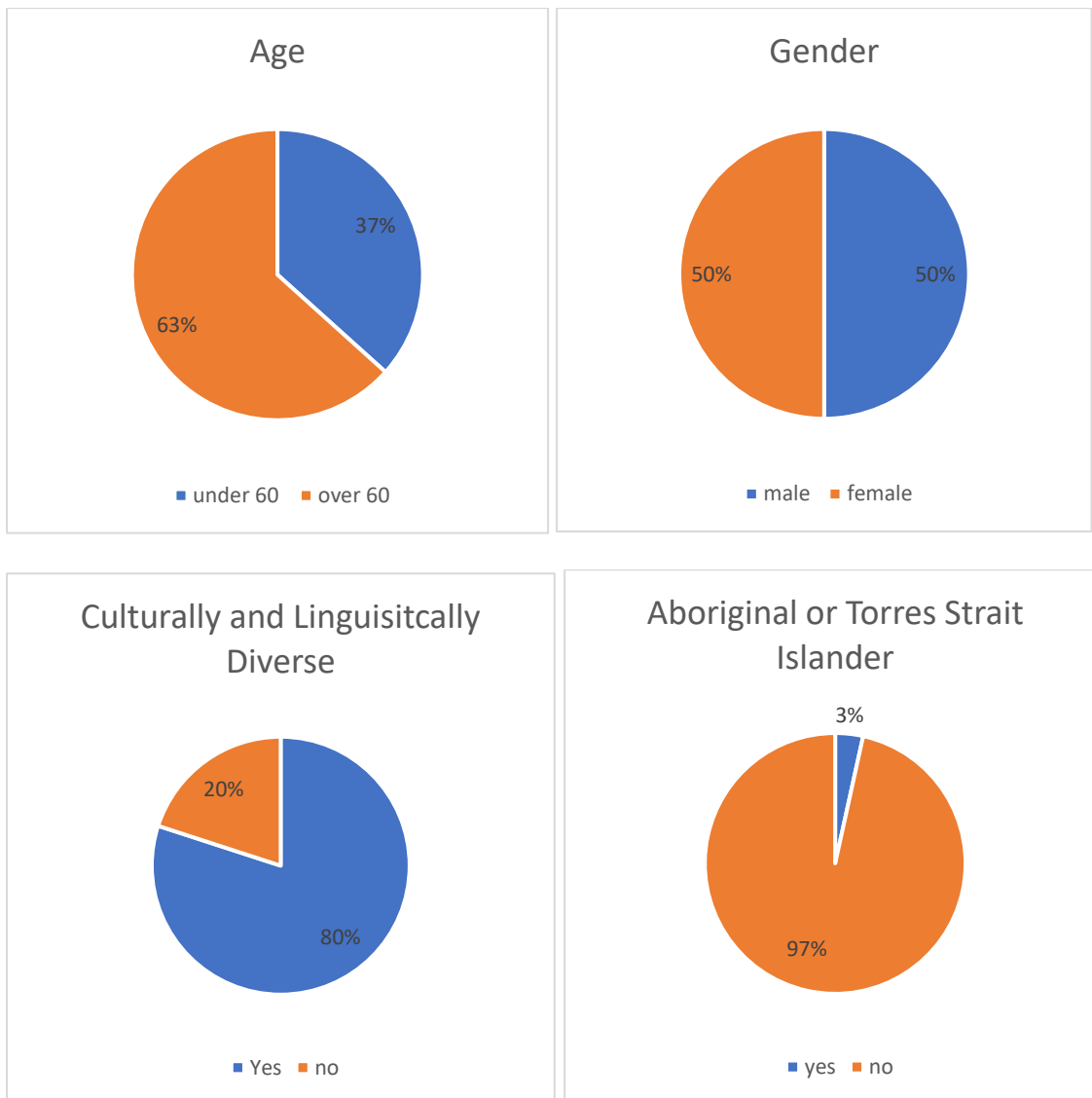


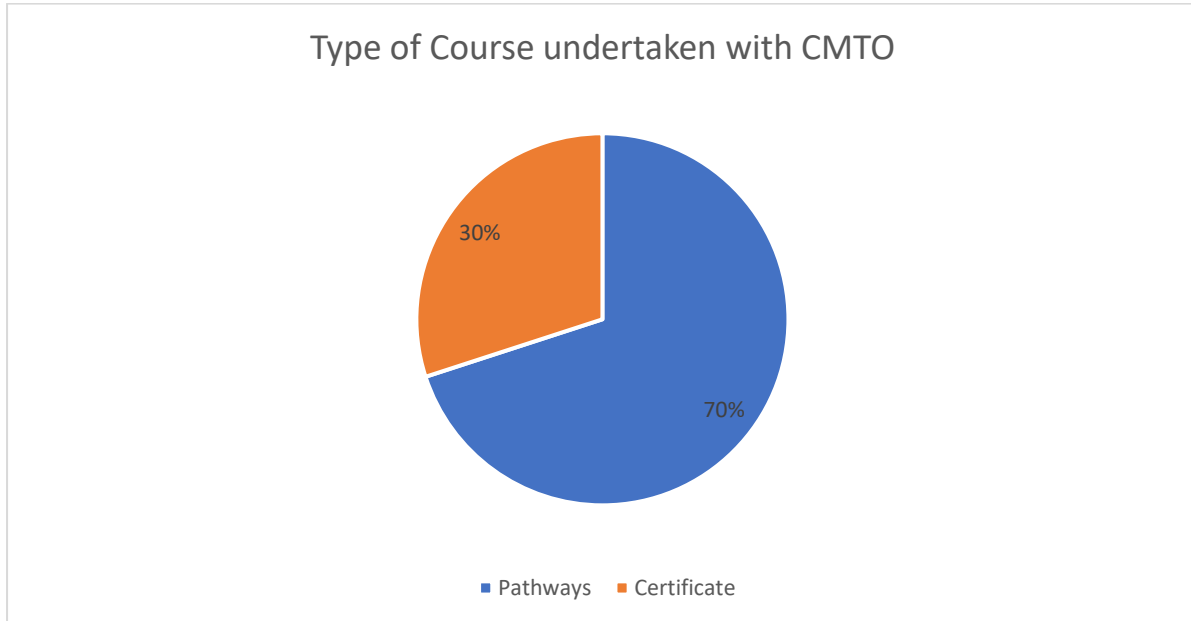
Graduate Destination Survey Report 2020

As part of our 2018 - 2023 Communications Strategy the CMTO has committed to better understand graduate employment and study outcomes of students after completing CMTO Training. This includes Pathways and Accredited Training, participation as a mentee in our Think Big and Take It On programs and online learning via our series of webinars.

28 graduates who completed training more than 12 months prior to December 2019 participated in our second annual Graduate Destination Survey. This is nearly a 100% increase on our 2018 participation results.

Respondent Profile





Working and volunteering

Engaged in paid work since course completion:

- 40% of respondents

Of these respondents:

- Casual & Part time: 45%
- Full Time: 54%

Industry employment is based in:

- Broad industries including media, education, music and finance
- Predominantly managerial roles in predominantly media organisations

Average hrs spent in unpaid work including volunteering at a radio station

- 11hrs per week

Further Study

Course type undertaking or intending to:

- 70% accredited
- 30% pathways

Preferred training provider:

- 80% responded with the CMTO

Preferred type of training for further study

- 31% Pathways
- 49% Accredited
- 20% did not specify

Looking at our Respondent Profile it is clear that in future surveys we need to focus on gaining more information from CALD and Aboriginal and Torres Strait Islander Broadcasters. This is an opportunity to customise our communications for these audiences.

From the Further Study category, the results provide us with a clear indication that accredited training is a pursuit for many CMTO Trainees. This finding supports our strategy around encouraging trainees to progress through Pathways courses and onto Accredited and formal training opportunities.

Qualitative Feedback

At the conclusion of the survey participants were asked “Have your studies with the CMTO led to other personal or professional opportunities you would like to tell us about?”. The following responses present a picture of quality training, relevant topics, and diverse personal and professional outcomes.

“The Course was great. Along with the tutelage I've sought and received from retired Professional Broadcasters, your course helped me develop a "standardized" Script (work sheet) that I could hand to anyone to present my program in my absence.”

“I have taught the Cert III in (Screen and) Media as a result, and use my studies in my day job as well. The skills are transferable.”

“I took notice of Pat Bryson sales trainer through Think Big and I was able to convert two sales for on air at WOW FM during COVID-19 result was \$1,500 came to the station. I also set in place COVID-19 procedures for WOW FM. Became confident by using Zoom for Think Big training. Now I set up Zoom meetings because of this.”

“I have a long time association with Commercial radio industry and about 10 years with Community Radio. The course has smartened my thinking at my age you can become complacent.”

“Position on board of Technorama. Knowledge about machinations of the community media sector.”