

## CMTO Training Needs Report 2021-2022

### Summary of Findings:

The 2021/2022 CMTO Training Needs Survey was conducted from July-August 2021 and was answered by 58 stations around Australia.

Applications for the 2022 Training Round were open throughout August-Sept 2021 and 80 applications were received.

This report summarises the findings from these two data collection points.

- The survey showed a critical need for skills in Technology.
- This trend was mirrored in the requests for training, with a majority of respondents requesting training in Technology skills.
- Face-to-face Pathways is the preferred training mode for respondents with a strong push toward taking up blended learning options.

### Recommendations:

#### CMTO Strategic Priorities

The CMTO has several strategic priorities for 2021-2024 which address the critical and emerging needs areas:

- **Technology**
  - Development of Certificate IV in Screen and Media Broadcast Technologist Specialisation Skill Set in 2022-2023, then offer the program annually under the NTP.
- **Enterprise Development**
  - Development and delivery of the CUASS00043- Community Broadcasting Marketing Skill July 2021- June 2022 to 15 participants.
- **Online and self-paced learning**
  - Develop and implement 3-year innovation strategy for CMTO online learning design and infrastructure.

#### Survey Methodology

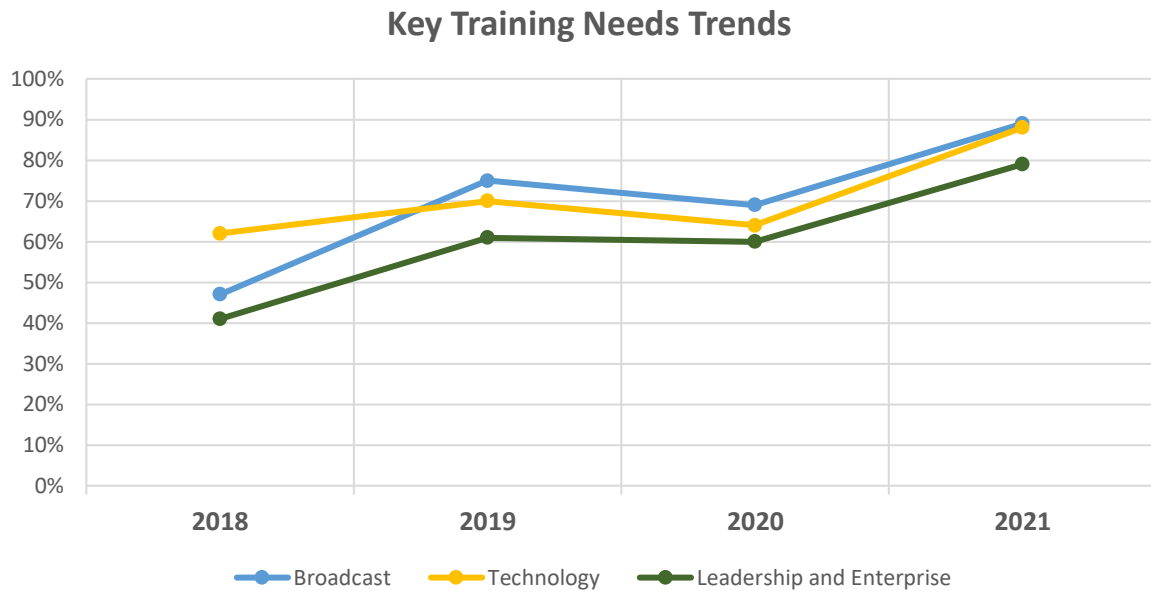
Future surveys should focus on engaging with more stations from the Territories and from WA to get a better view of training needs in these regions.

The survey could also be published on Radio Info and Radio today to get a wider view of Training Participation in the sector outside of the CMTOs remit.

The CMTO would like to thank the CBAA for their support and assistance in developing this year's survey, in particular Heidi Martin, Head of Strategy & Insights.

## The Stats

### Key Trends

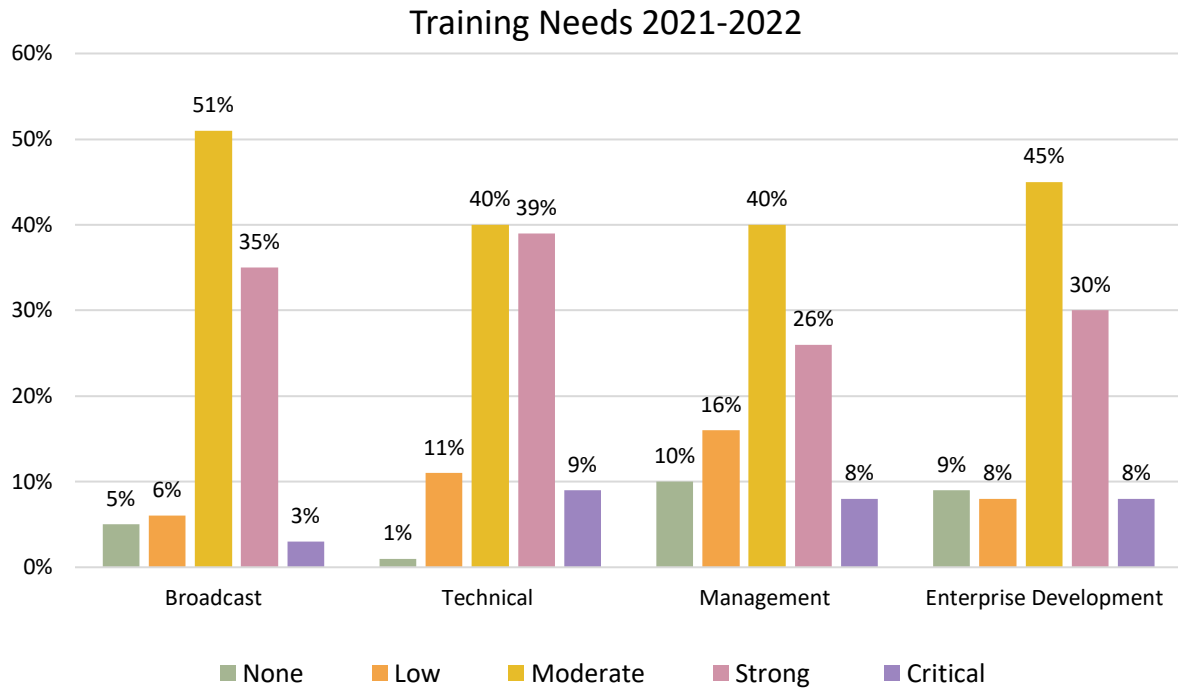


> 80% = Critical Need  
 70% – 80% = High Need  
 50% – 70% = Moderate Need  
 < 50% = Low Need

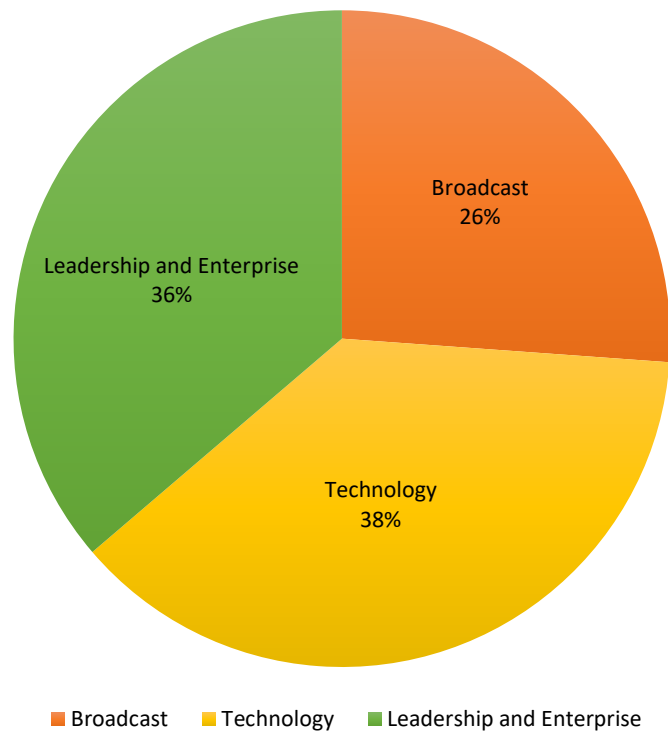
### Critical Training Needs

- This year, Technology skills moved from Moderate Need into the Critical Need training category.
- Leadership and Enterprise skills moved from Moderate to the High Category.

## Training Needs and Requests



### Training Applications 2022



Where participants answered “Strong” or “Critical” need, these were the top areas of skills development requested:

- **Technical**
  - Broadcast Chain
  - Troubleshooting (basic tech and playout software)
  - Advanced editing and mixing
  
- **Broadcast**
  - Journalism
  - Production
  - Podcasting
  
- **Enterprise Development**
  - Succession Planning
  - Income diversification (sponsorship and fundraising)
  - Management

### **Emerging Training Opportunities:**

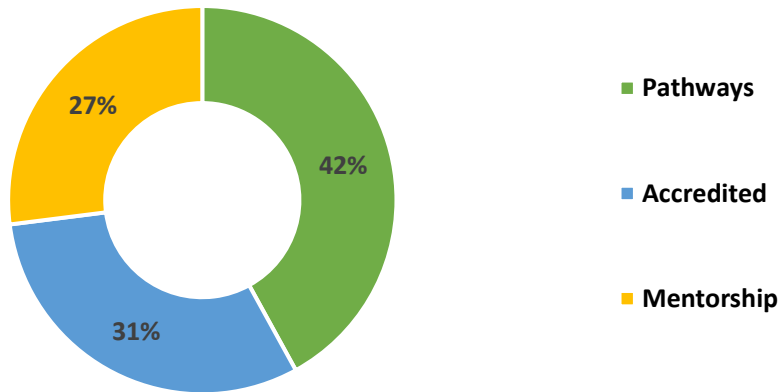
The top three emerging skills areas were identified as:

- Video Editing
- Succession Planning
- Philanthropy / Reserve building

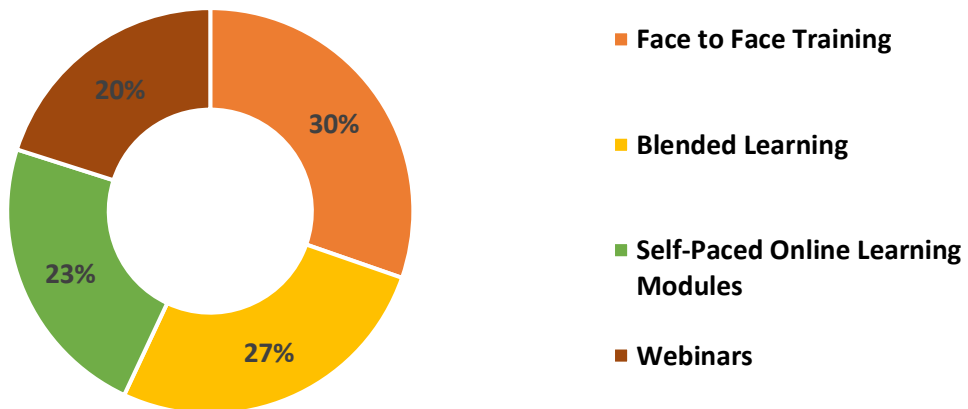
**Delivery Modes:**

Face-to-face Pathways training was identified as the preferred mode of delivery, with a strong interest in blended learning options:

**Preferred Training Type**



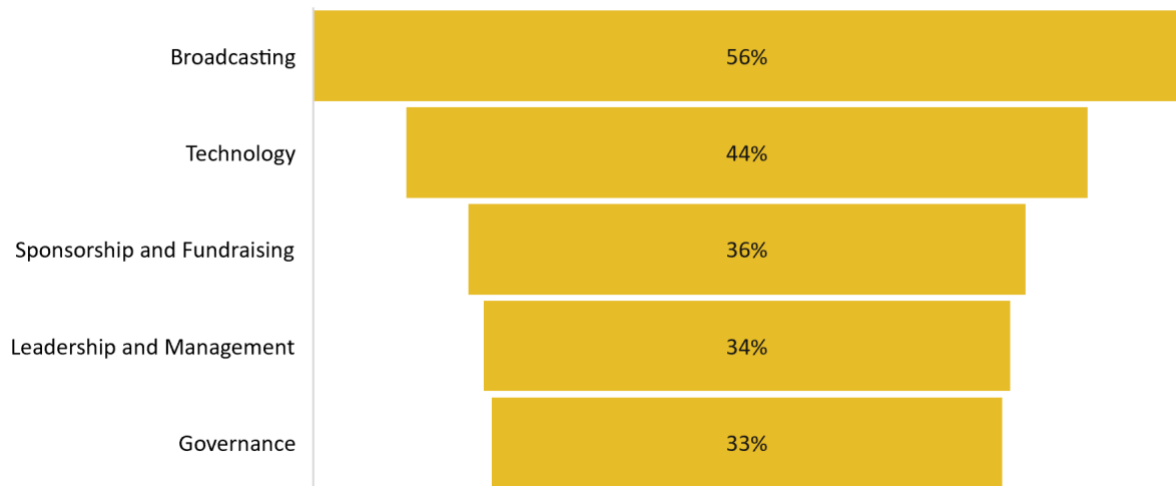
**Delivery Mode Preferences**



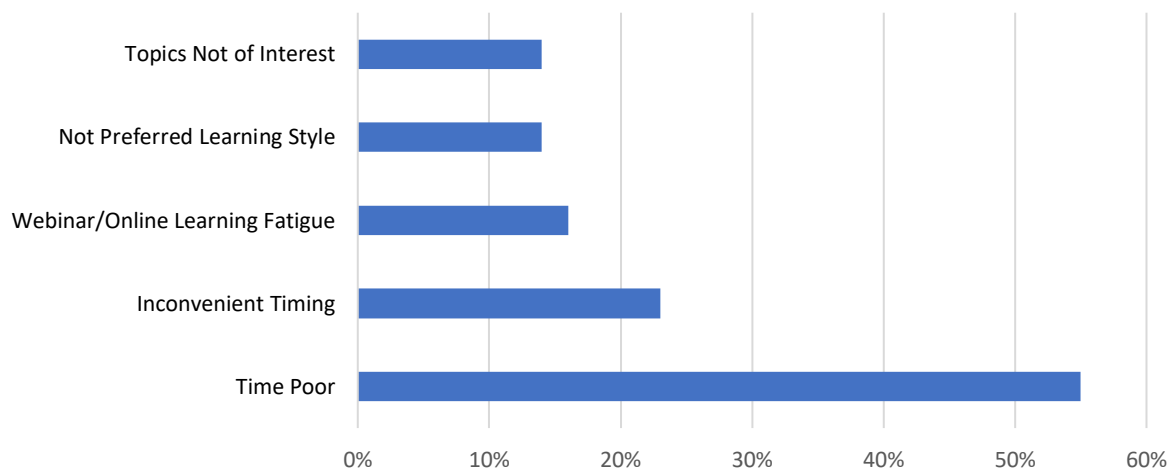
**Webinars:**

Participants responded they were most interested in webinars in practical skills such as broadcasting and technology and the biggest barriers to attendance were being time poor and inconvenient timing.

**Webinar Topics by Popularity**



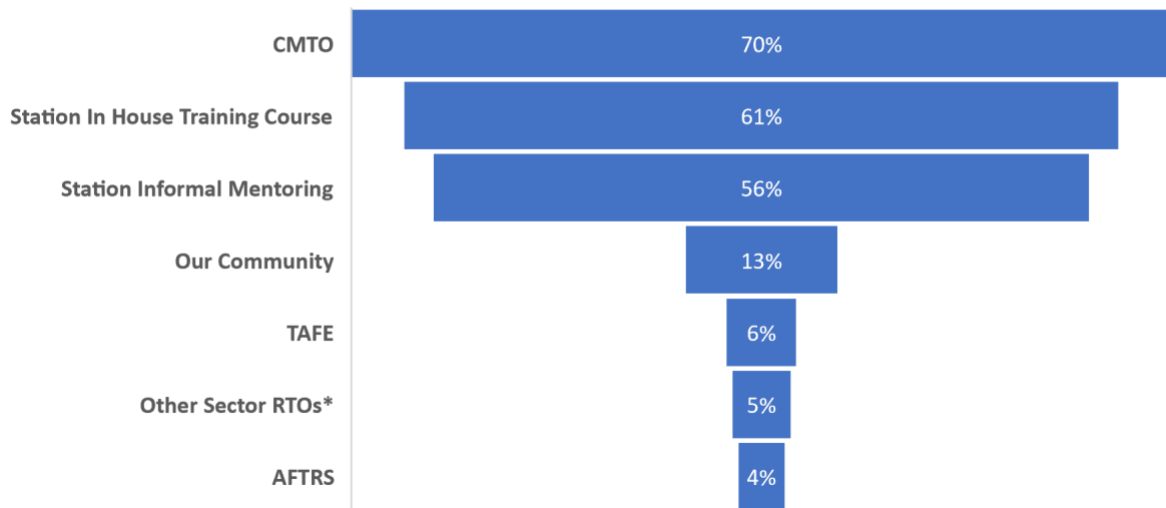
**Barriers to Webinar Participation**



### Training Providers:

This year the CMTO asked participants to identify training providers they have engaged with. While an expected bias towards CMTO training delivery was shown, there was a significant uptake of training from other providers, including Our Community.

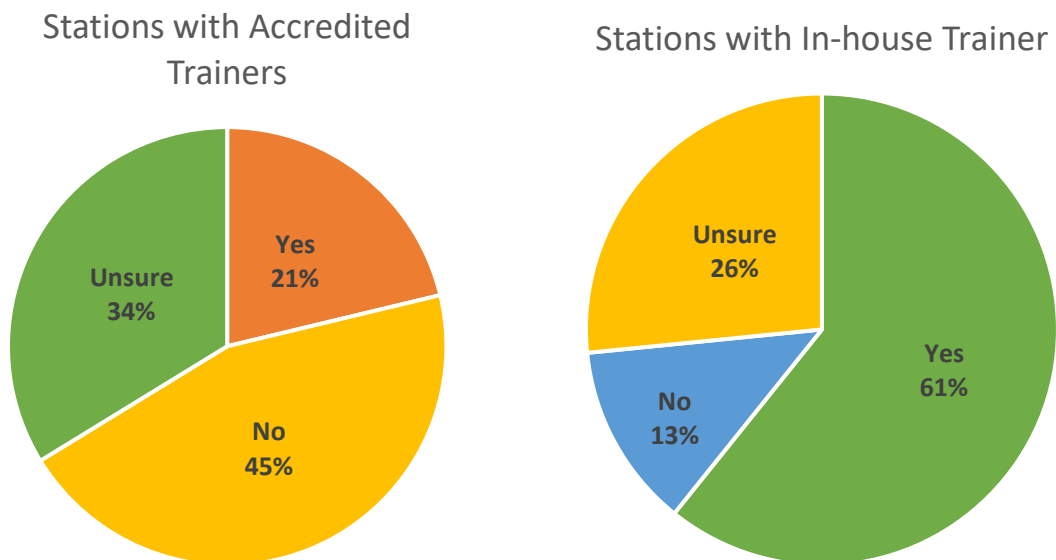
**Participant Engagement with Training Providers**



\* Triple A Training, Goolarri Media, 99.9 Live FM (YWAM), Batchelor Institute, Diversitat.

### Trainers:

Over 60% of stations responded that they have an in-house trainer great in-house trainer who does not hold the certificate but is skilled enough to provide coaching to large groups:

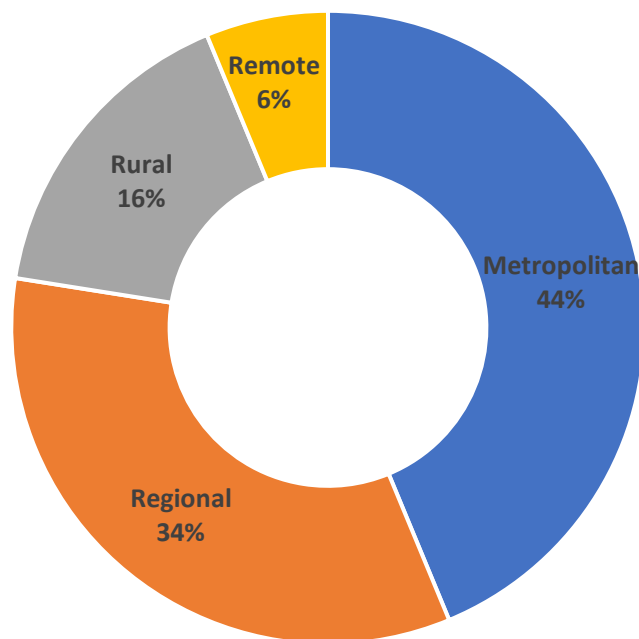


### Training Needs Survey Participation:

This year, we received

- 80 responses, a 20% increase upon our 2020 survey results.
- 58 Individual stations represented
- 47% of respondents were broadcasters
- 43% of respondents were Board or Committee Members

What region of Australia is your station / organisation based?



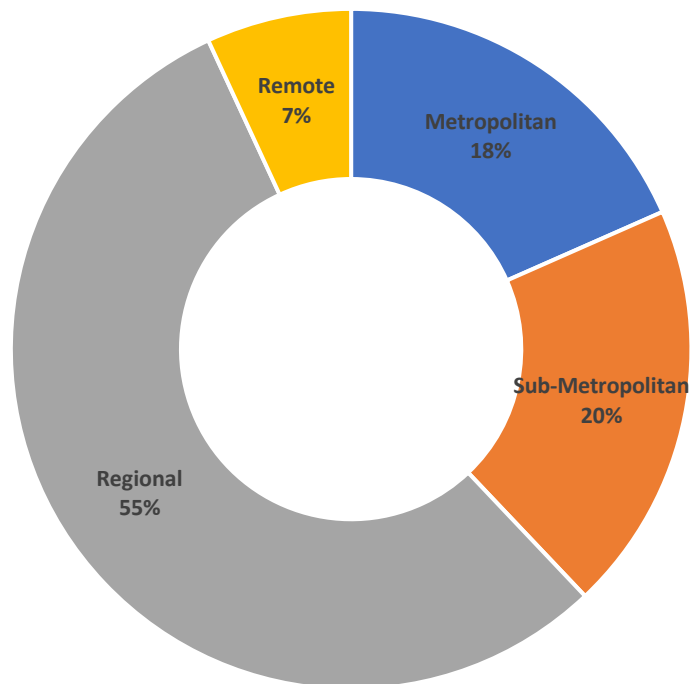


### Training Round Applicants:

This year we received

- 80 individual stations applied for training
- 42% were from stations that had not received CMTO training in the past
- 58% from stations that have received CMTO Training in the past

What region of Australia is your station / organisation based?





1. Illustrative wordcloud showing training areas most requested in the 2021-2022 Training Needs Survey