CMTO Training Needs Survey 2022-23 Report

Overview

The CMTO is committed to providing training, mentoring and skills development opportunities that continue to be relevant and responsive to the needs of community media organisations and individual practitioners.

The CMTO annual Training Needs Survey invites media organisations, radio stations, volunteers and staff to identify current training needs. The data helps the CMTO to identify skills development trends and informs development priorities for the year.

Snapshot

- The 2022-23 Survey was conducted between 25/07/22 and 31/08/22
- 93 individual responses were collected, increasing from 80 the previous year
- 57% answered as a station representative
- 43% of answers were from individuals involved at stations
- 55% of respondents identified as acting in leadership roles - Board, staff or working group involvement
- Almost half of survey participants are from metropolitan areas
- 32% are from regional and 19% rural and remote radio stations.

Summary of Findings

The survey results continue to confirm skills priority areas identified through broader ongoing sector consultation, specifically highlighting the need for Technical and Enterprise Development training. While the data collection was slightly different from the previous year, there was a clear increase from moderate to strong need in both areas and Broadcast Skills remains an area of high need.

Blended learning opportunities combining face-to-face and online delivery continue to increase in popularity whilst webinar preferences have unsurprisingly decreased since peak engagement during COVID19 lockdowns.
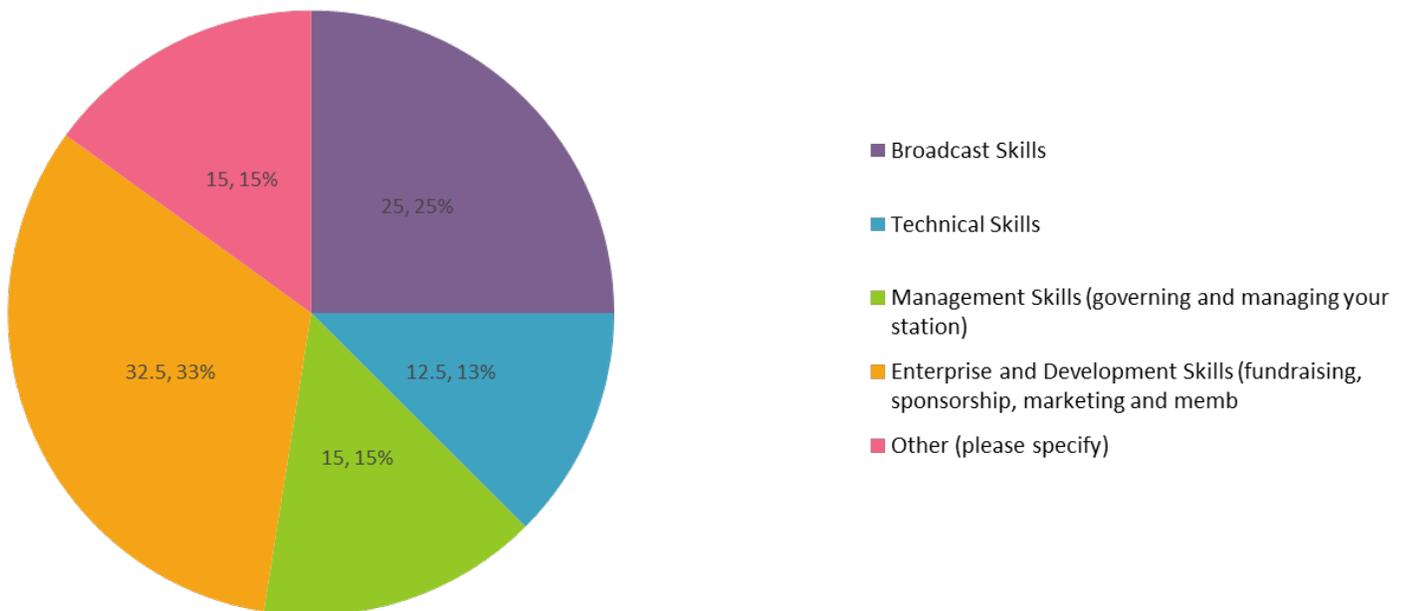
Roles

We asked participants to tell us about their roles within their organisations. The answers highlighted the multi-tasking nature of community media involvement. Nineteen people listed multiple roles and 6 were involved in organising and delivering training at their station:

- 23% listed Station Manager/General Manager/CEO, roles which often indicate staff positions

- 32% were involved as Chair/President, Board, Committee, or Working Group members

- 34% listed Program Maker/Radio Presenter

Training Plans

To gauge the level of forward planning and overall engagement with training, respondents were asked about their plans for the next 12 months. The results showed that 81% personally intend to undertake training, 97% intend to organise training at their station, and 30% have a current training plan in place.

We also asked what skills area participants had completed training in most recently - 25% listed broadcast skills and 13% had taken part in technical training. Almost half listed leadership and enterprise related skills which reflects the increased range of CMTO training, mentoring, and online workshop opportunities available over the past 2 years.

Legend:
- Broadcast Skills
- Technical Skills
- Management Skills (governing and managing your station)
- Enterprise and Development Skills (fundraising, sponsorship, marketing and memb
- Other (please specify)

Training Experience

When asked about previous training, 51% of respondents had engaged with CMTO opportunities in the past 12 months.

- 77% of participants rated CMTO services 4 & 5 out of 5

The scores were based on:

- Overall training experience
- Trainer industry knowledge and expertise
- Quality and relevance of the training materials
- Balance between practical activities and theory
- Appropriate adjustments made for specific trainee needs

A sample of some of the feedback comments are below:

"CMTO training is outstanding! I truly mean that!! It`s run very professionally & awesome that the trainer was so flexible in being able to train at the days/times we requested".

"The trainers are very engaging, knowledgeable, flexible, and supportive of the participants' needs. A good mixture of engagement, online support, engagement with participants".

"My team undertook the Grant Writing workshop and all left with the tools they needed to step up and write their own applications".

The majority of respondents had most recently participated in CMTO training in Broadcast and Technical Skills :

- 38% Broadcast & Technical Skills
- 15% Management & Governance
- 33% Enterprise Development - Fundraising, Sponsorship, and Membership
- Other skills included Training & Assessment, Media Law, and Community Journalism

Training Needs

We asked respondents to rate their training needs in the following skill areas:

- Broadcast
- Technical
- Management
- Enterprise & Development.

These skills were ranked by need from None to Critical Need.

- Answers for all categories trended from Moderate to Strong Need.
- The most Critical Need was identified for Technical Training at 22% and Enterprise Development Training 21%
- This represents an increase of 12% from the previous year

- A Strong Need was distributed reasonably evenly across each category with Technical Training slightly higher at 59%

- Interestingly, a combined total of 25% identified no training need for Management and Enterprise Development skills.

- 55% of respondents listed Board, Committee, Staff or Working Group involvement, with almost half focused on program making and production

- This suggests a need for more education around the skills involved in these areas for community media compliance and growth for community media practitioners not currently involved in the running of their organisations.

SKILLS	CRITICAL NEED	STRONG NEED	MODERATE NEED	NONE
Broadcast				
Count	13	40	35	5
Percentage	14%	43%	37.6%	5.4%
Technical				
Count	21	55	15	2
Percentage	22.6%	59.1%	16.1%	2.2%
Management				
Count	10	40	32	11
Percentage	10.8%	43%	34.4%	11.8%
Enterprise Development				

Count	20	41	21	12
Percentage	21.5%	44.1%	21.5%	12.9%

Training Priorities

Of the four skills areas, respondents were asked to identify priority training for the next 12 months.

- Broadcast skills are the highest at 34%

- Both Technical and Enterprise Development are equal priorities at 28%
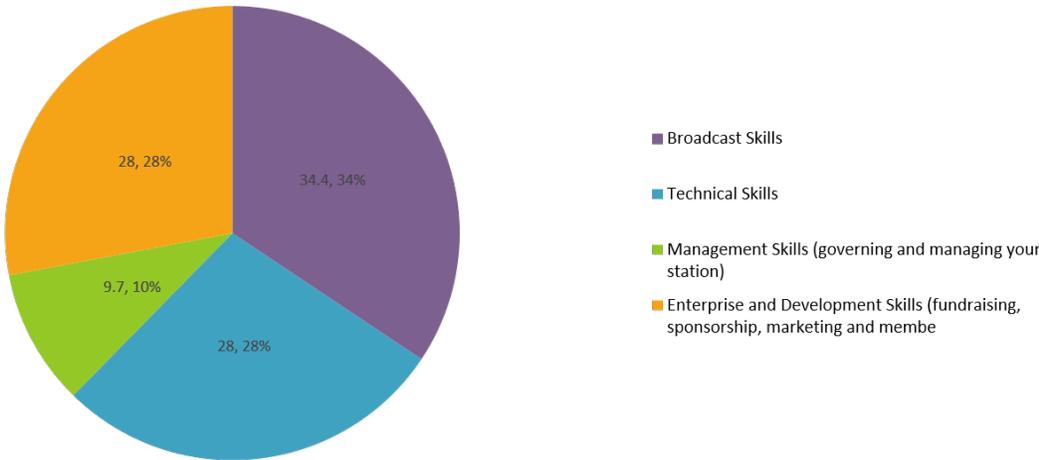
Skills Needs

Two follow-on questions focused on specific skills needs at stations.

Firstly, we asked what skills and expertise respondents felt were lacking at stations.

We then asked what training the CMTO could provide to fill the skills gaps.

The responses revealed common themes which are presented in order based on the number of times mentioned:

1. Grant writing, fundraising, and running successful campaigns - 12
2. Membership and sponsorship - 11
3. Presenting & interviewing - 10
4. Volunteer engagement, training & accessibility - 10
5. Editing & production - 8
6. Playout software - 7
7. Broadcast engineering & distribution technology - 7
8. Social media management - 3
9. News & journalism - 3
10. Governance & compliance - 3

Training Delivery

When asked about modes of training, face-to-face delivery remains the preferred option at 62%.

This is closely followed by a 56.5% preference for a blended learning mix of online delivery, meetings and face-to-face.

Self-paced online learning is an increasingly popular option for short courses, with 40% of respondents expressing a preference.
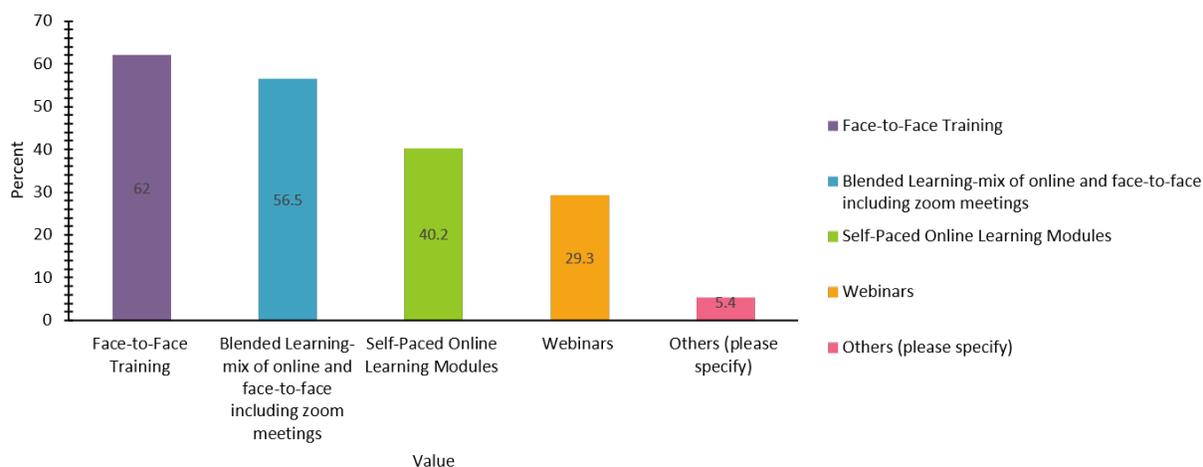
Webinars

- 29% of respondents listed webinars as their preferred mode of training. This is a drop of 20% since the previous survey and reflects the spiking of webinar engagement through COVID19 lockdowns.

- On average, participants indicated that they attend 2-4 webinars per year hosted by community media sector bodies.

- 44% of respondents attend 0-1.

- The top four most popular topics for webinar attendance were Broadcasting; Technology; Leadership & Management; Sponsorship & Fundraising.

- Participants indicated the main barrier to webinar participation was being time-poor, with 48% of respondents marking it as their primary barrier.

- Other common reasons included lack of awareness and internet connectivity issues.

Trainers

- 30% of participants indicated there is a qualified trainer at their station who holds a Certificate IV in Training and Assessment (TAE40116).

- 42% indicated that they have a great in-house trainer with the skills to provide coaching to large groups.

- 42% of all participants expressed interest in becoming a CMTO trainer in the future.

Recommendations

- In future surveys, a stronger push could be made to engage with stations from the Northern Territory and Western Australia.

- Delineate paid and unpaid work in the station role section to determine how many people are paid to keep on top of sector changes and training opportunities.

- Demographic information on Age, Gender, CALD, ATSI, LOTE would be useful.

- To get a better snapshot of training in the sector, the survey could be promoted on Radio Info and Radio Today to gain a broader picture of participation and engagement.