

Journalist	Australia
ASCO Code: 2534-13, 15, 17	June 2007
Labour market rating	No Shortage
Comment	

Employer and industry comments/current labour market

A survey of employers who had recently advertised for journalists was undertaken for this report. Most of the surveyed employers who had advertised were seeking experienced and qualified journalists. A journalist professional's entry skill level, according to the Australian Standard Classification of Occupations (ASCO), is a bachelor degree or higher qualification or at least five years of relevant experience. Most employers required applicants with five years relevant experience in addition to formal qualifications.

More than 80 per cent of advertised vacancies were filled within six weeks of advertising. Employers in metropolitan areas received greater response to their advertisements than those in regional areas did. Most vacancies were filled relatively easily, and those vacancies which remained unfilled were generally for highly experienced journalists in particular specialist areas, for example rural issues or sports journalism. There were 16 responses per vacancy advertised, on average, with more than three suitable applicants per vacancy overall. Vacancies in regional areas took longer to fill, as employers sometimes had to advertise more than once to attract suitable applicants.

Regional employers received more responses from recent graduates than from experienced journalists and employers in rural areas commented there is high turnover of journalists with employees leaving once they achieve journalism grading to go to positions offering better pay or to urban positions.

Some employers noted that journalism has links with publishing and broadcasting technology, and employers seek competent journalists with exposure to all journalism skills including the ability to work in the electronic media. In the news industry, employers suggest journalism qualifications are not the only factor in applicants' suitability. Some journalism students gain practical experience by serving an internship of variable duration often leading to employment as a journalist or others enter journalism by virtue of special knowledge in a particular field or some other skill, and it is difficult to single out a single recognised career pathway for a competent journalist.

Labour market outlook

There is no evidence to suggest that there will be a significant change to the demand of journalists in the next six months.