

Media Producer and Program Director (Radio and Television)	Australia
ASCO Codes: 1296-11, 2536-21	April 2007
Labour market rating	No Shortage
Comment	

Employer and industry comments/current labour market

A survey of employers who had recently advertised for media producers was undertaken for this report. Media producers work producing films, television programs, theatre performances and music. The ASCO Code 1296-11 does not include radio producers but for the purpose of this survey radio producers were included so this report covers vacancies across the occupations of media producer and program director (radio and television).

Most surveyed vacancies were for employment with major radio and television networks, although a small number were with small production companies. A small number of vacancies were for producers who could also present 'on air'. Vacancies often required the successful candidate to have a strong background in the media and many also needed knowledge of the local geographic area or of the subject matter being presented. Strong research and writing skills as well as sound judgement and creativity were the main skills sought by employers.

Most employers surveyed received a large number of applications from suitably qualified media producers. Nationally 95 per cent of advertised vacancies were filled within six weeks of advertising. This result was consistent in both metropolitan and regional areas of all States and Territories. The vacancies which were unfilled required knowledge and experience of particular computer software, although some vacancies were being filled on a stop gap basis by workers who did not hold the full set of skills required for the position.

On average, employers received more than 30 applications for each advertised vacancy. However, there were a large number of applicants who did not meet the requirements of the advertised vacancies. Despite this, there were multiple applicants, overall 13 per vacancy, who were considered by the employers to be suitable. The main reason applicants were considered by employers to be unsuitable was a lack of relevant skills and experience. Employers commented they frequently received applications from people keen to work in television and radio but who did not have knowledge or experience in the industry.

Generally, employers were pleased with the response to their advertising and commented that the number and quality of applicants was typical for this occupation.

There was no evidence from the survey of any particular variation in the labour market between various media. However, none of the surveyed vacancies were for film producers.

Labour market outlook

There is no evidence to suggest the labour market for media producers will change significantly over the next six months.