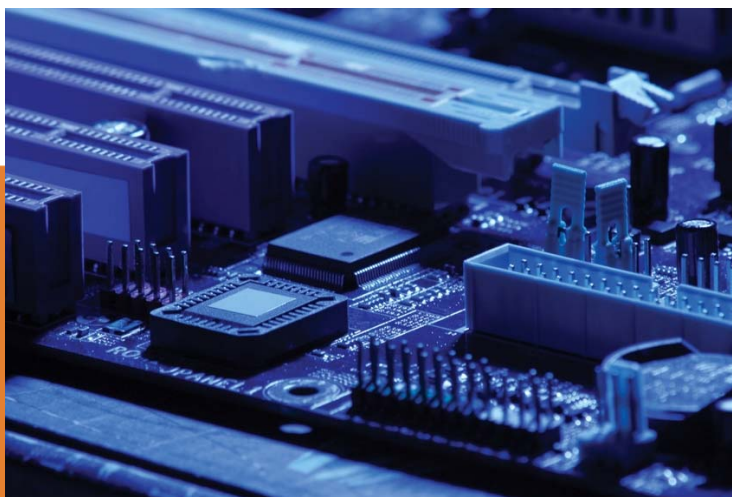




Australian Government  
Department of Education, Employment  
and Workplace Relations



# Employment Outlook for Information Media and Telecommunications



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Making the skills connection

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## Introduction

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The Information Media and Telecommunications industry is a small employing industry in the Australian economy, with 225 300 workers (or 2.1 per cent of the total workforce) as at February 2009.

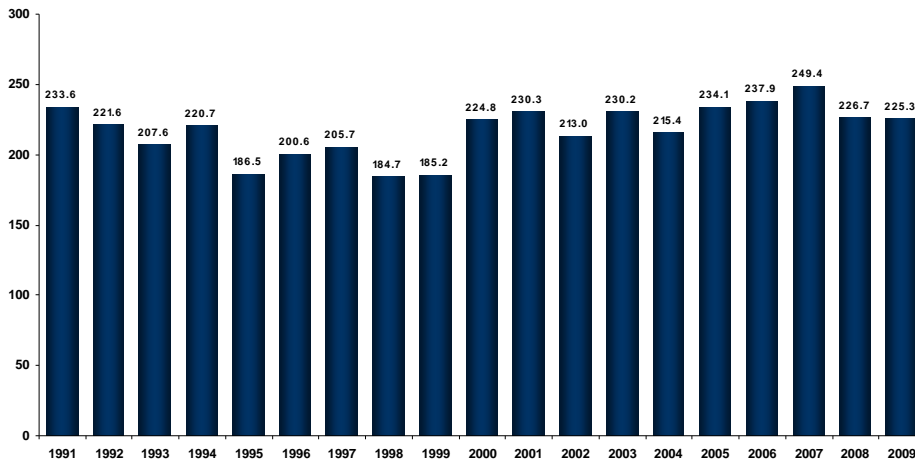
The industry is made up of twelve sectors: Software Publishing; Internet Service Providers and Web Search Portals; Sound Recording and Music Publishing; Telecommunications Services; Television Broadcasting; Motion Picture and Video Activities; Data Processing, Web Hosting and Electronic Information; Radio Broadcasting; Newspaper, Periodical, Book and Directory Publishing; Libraries and Archives; Internet Publishing and Broadcasting; and Other Information Services.

The discussion below focuses on employment characteristics, trends and prospects in the Information Media and Telecommunications industry, including an examination of these issues in each of its main sectors. The analysis of characteristics includes workforce ageing, employment share by gender, educational profile, weekly earnings, average hours worked, regional and occupational employment and vacancies.

## Employment Growth

In the ten years to February 2009, employment in the Information, Media and Telecommunications industry grew by 40 200 (or 17.8 per cent) to 225 300 (see Figure 1). This equates to an increase, on average, of 2.0 per cent per annum.

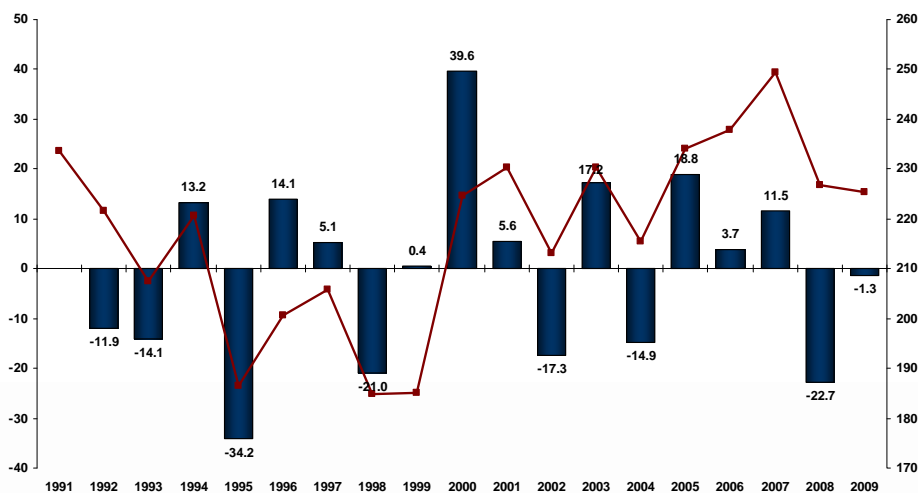
**Figure 1: Employment Level ('000) - February 1991 to February 2009**



Source: ABS Labour Force Survey (DEEWR trend data)

Information, Media and Telecommunications experienced a decline in employment in the early 1990s, due to the recession (see Figure 2). A further decline occurred in the year to 1998 (down by 21 000) associated with the impact of deregulation and privatisation on the industry. There was a sharp increase in employment recorded in 2000 (up by 39 600) followed by a substantial fall in 2002 (down by 17 300), which may have been associated with more general strength and downturn in the broader information and communications technology sector. More recently, in the year to February 2009, employment declined by 1300, and by 22 700 in 2008.

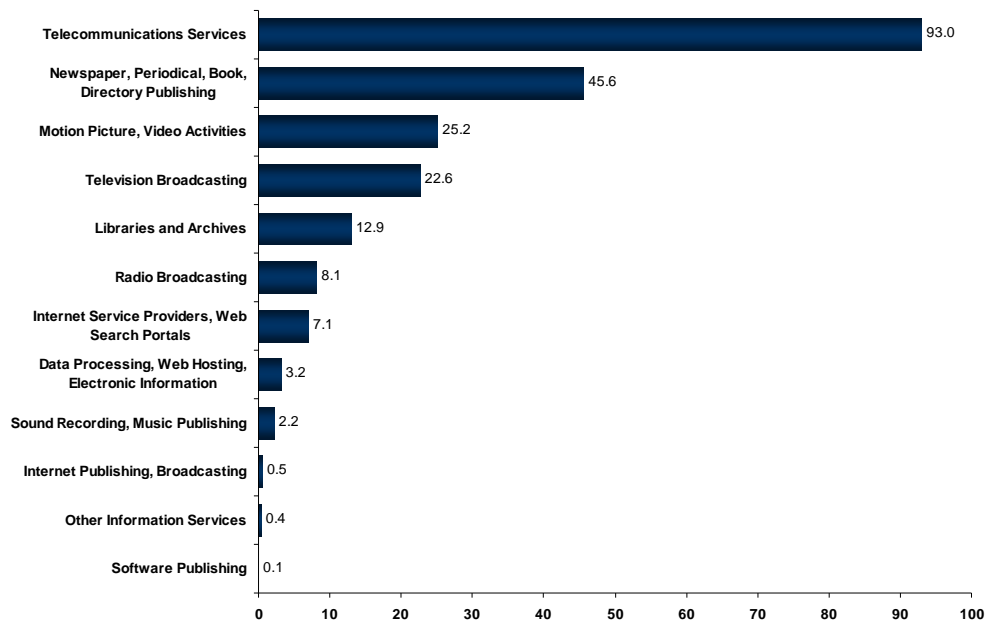
**Figure 2: Employment Level (line RHS) and Annual Change ('000) - year to February (cols LHS)**



Source: ABS Labour Force Survey (DEEWR trend data)

When employment in the Information, Media and Telecommunications industry is broken down into specific sectors, the main contributors to employment can be identified. In February 2009, 42.1 per cent (93 000) of persons employed in the Information Media and Telecommunications industry were employed in Telecommunications, while 20.6 per cent (45 600) were employed in Newspaper, Periodical, Book and Directory Publishing (see Figure 3).

**Figure 3: Information, Media and Telecommunications Sectors - Employment Levels ('000) - February 2009**



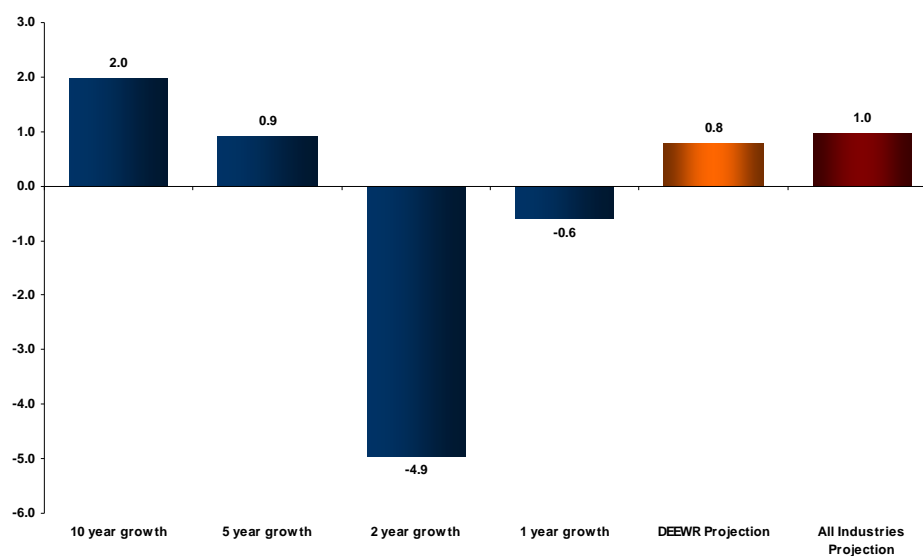
Source: ABS Labour Force Survey (DEEWR trend data)

## Employment Prospects

The Department of Education, Employment and Workplace Relations (DEEWR) prepares annual updates of employment projections for industries for the next five years. These are based in part on the Monash model developed by the Centre of Policy Studies at Monash University, but also take into account recent employment trends and prospective industry developments. It should be noted that a certain degree of uncertainty is attached to these employment projections, especially for sectors within the broader Information Media and Telecommunications industry.

In the five years to 2013-14, employment in Information Media and Telecommunications is expected to grow by an average of 0.8 per cent per annum (see Figure 4). In comparison, the projection over the five years to 2013-14 for all industries is an average increase of 1.0 per cent per annum.

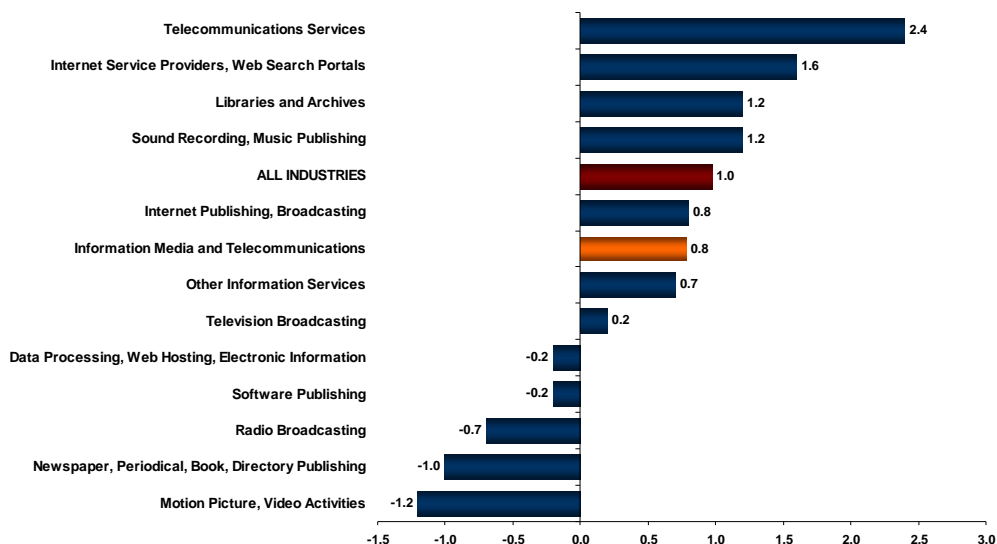
**Figure 4: Recent and Projected Employment Growth (% pa) – to February 2009 (past) and 5 years to 2013-2014 (projected)**



Source: ABS Labour Force Survey (DEEWR trend data); DEEWR projections

The sector with the highest employment growth is projected to be Telecommunication Services, with an average growth rate of 2.4 per cent per annum over the five years to 2013-14 (see Figure 5). The sector least favourable to employment growth is expected to be Motion Pictures and Video Activities, with a decrease of an average 1.2 per cent per annum.

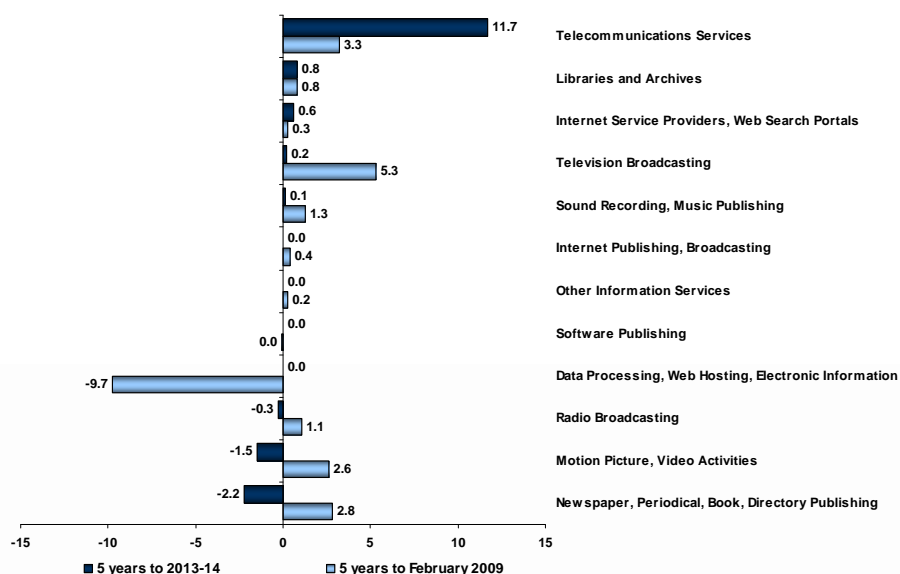
**Figure 5: Information, Media and Telecommunications Sectors – Projected Employment Growth (% pa) to 2013-2014**



Source: DEEWR projections

The main contributor to growth over the last five years is seen to be Television Broadcasting (see Figure 6). In the five years to February 2009, employment in this sector grew by 5300 while employment in Telecommunications Services grew by 3300. Looking ahead, in the five years to 2013-14, further employment growth of 11 700 is expected for Telecommunications Services.

**Figure 6: Information, Media and Telecommunications Sectors - Recent and Future Employment Growth ('000) - 5 years to February 2009 (past) and to 2013-14 (projected)**

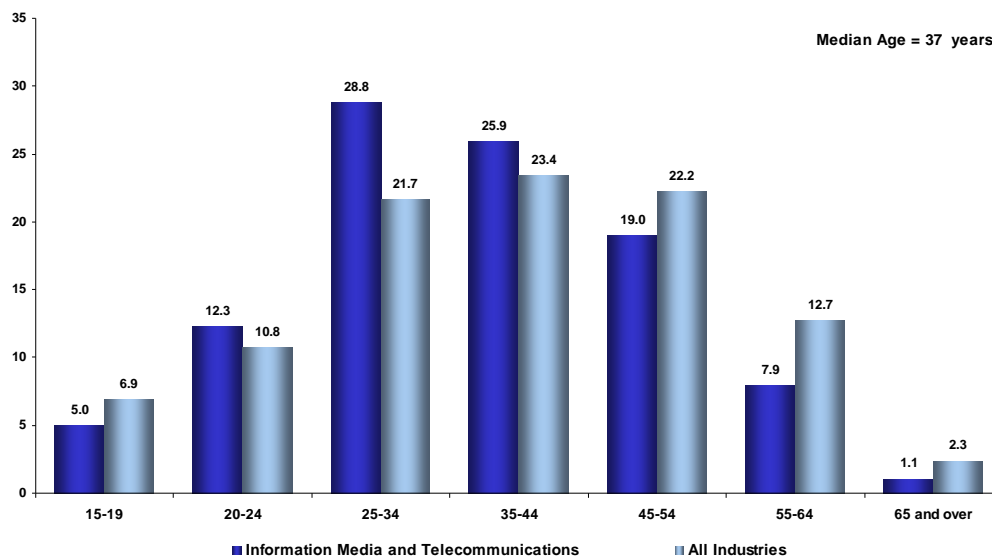


Source: ABS Labour Force Survey (DEEWR trend data); DEEWR projections

## Workforce Ageing

The age group with the largest share of employment in the Information, Media and Telecommunications industry as a whole is for workers aged 25 to 34 years (28.8 per cent), with a large number of workers also aged 35 to 44 years (25.9 per cent) and 45 to 54 years (19.0 per cent). The age profile for the Information, Media and Telecommunications industry is broadly comparable with that for all industries (see Figure 7) but has a higher proportion of 'prime age' workers of 25 to 44 years (54.7 per cent compared to 45.1 per cent).

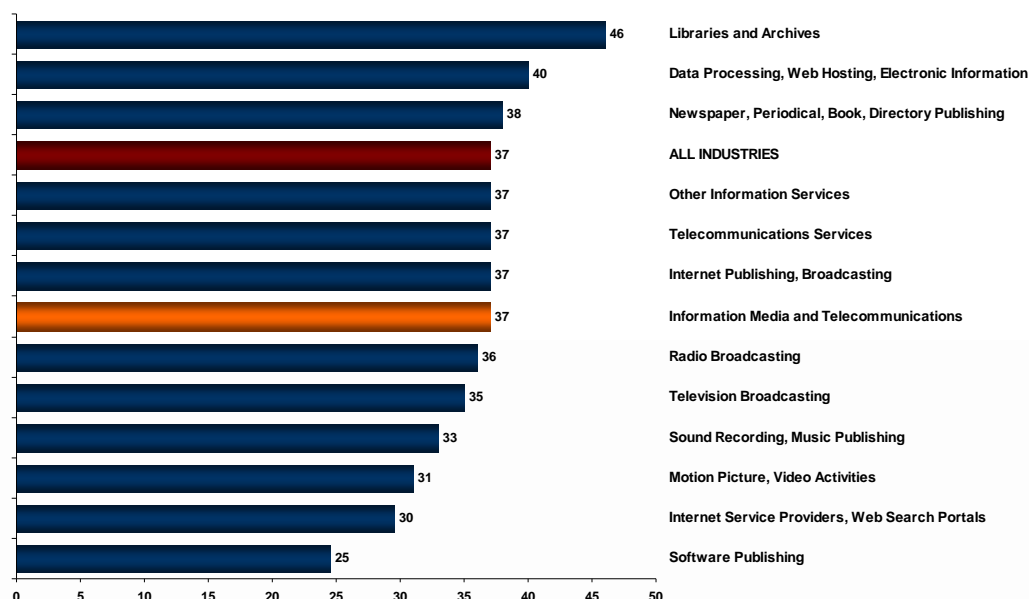
**Figure 7: Employed by Age compared with All Industries (% share of employment) - 2008**



Source: ABS Labour Force Survey

Workers in the Information Media and Telecommunications industry have a median age equal to the average across all industries (37 years) (see Figure 8). When examining the median age within each sector, Libraries and Archives has a high median age of 46 years, while Software Publishing has a lower than average median age of 25 years.

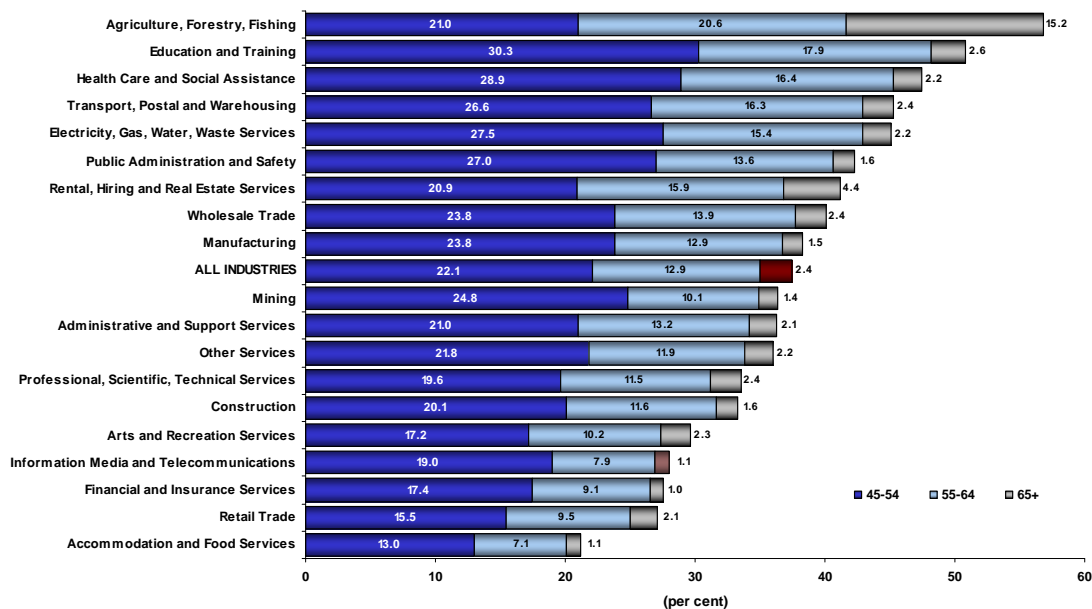
**Figure 8: Information, Media and Telecommunications Sectors - Median Age (years) - 2008**



Source: ABS Labour Force Survey

Information Media and Telecommunications has a lower than average proportion of mature age workers with 28.0 per cent of its workforce aged 45 years or over in 2008 compared to 37.4 per cent for all industries (see Figure 9).

**Figure 9: Mature Age Workers (45+ years) - % share of employment - 2008**



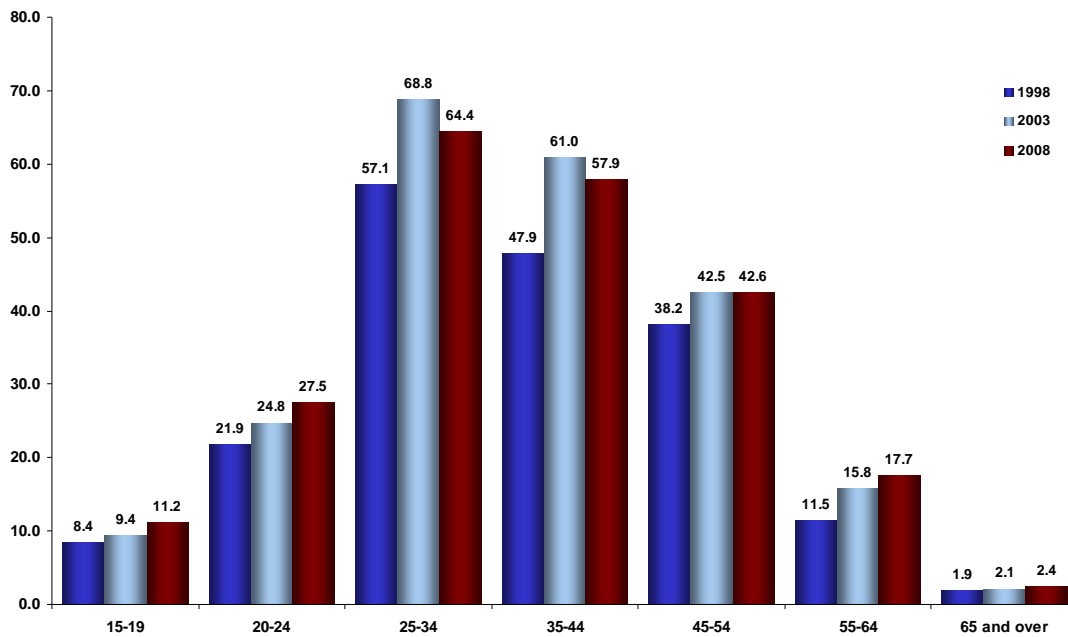
Source: ABS Labour Force Survey

Figure 10 shows employment by age group for three calendar years: 1998, 2003 and 2008. This provides a guide to changes in the employment mix by age group in the Information Media and Telecommunications industry.

As the Australian workforce experiences an increase in the median age of the population, it is important that there is a supply of prime age and mature age workers entering the workforce.

In the ten years to 2008, the number of workers aged 35 to 44 years has increased by 10 000, while employment of workers aged 25 to 34 years rose by 7300.

**Figure 10: Employment by Age ('000) - 1998, 2003 and 2008**

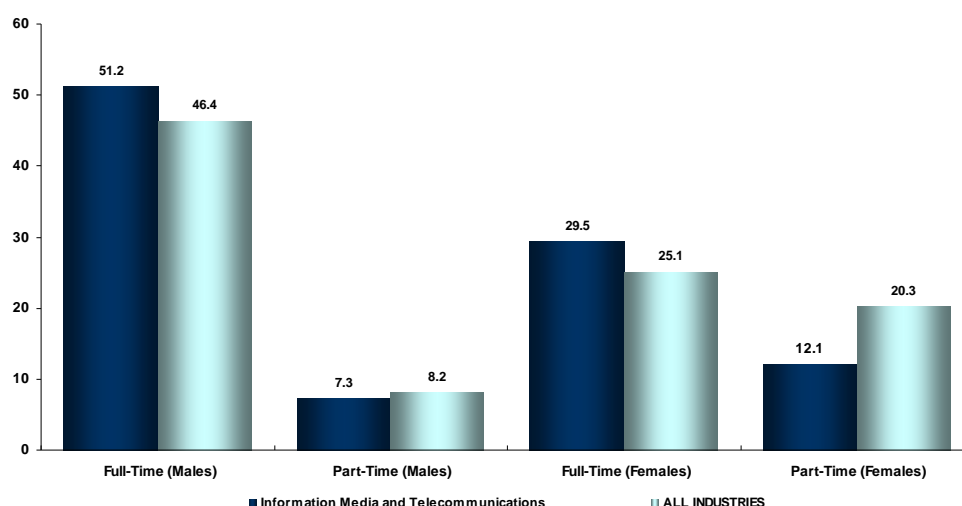


Source: ABS Labour Force Survey

## Employment by Gender and Full-time/Part-time

The majority of workers in Information Media and Telecommunications are male workers employed full-time (see Figure 11). In the year to February 2009, this category made up 51.2 per cent of all workers in the industry, in comparison with 46.4 per cent of the workforce across all industries. Female full-time workers account for 29.5 per cent of employment in Information Media and Telecommunications compared with 25.1 per cent for all industries.

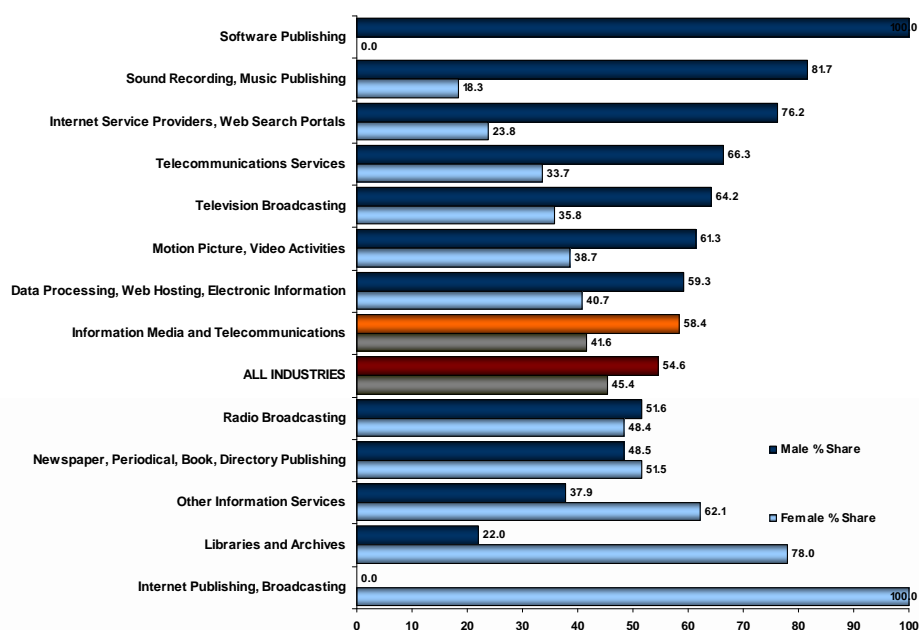
**Figure 11: Employment by Gender and Full-Time/Part-time (% share) – year to February 2009**



Source: ABS Labour Force Survey

The female share of employment is larger than the male in four sectors within this industry: Other Information Services; Internet Publishing and Broadcasting; Libraries and Archives; and Newspaper, Periodical, Book and Directory Publishing (see Figure 12).

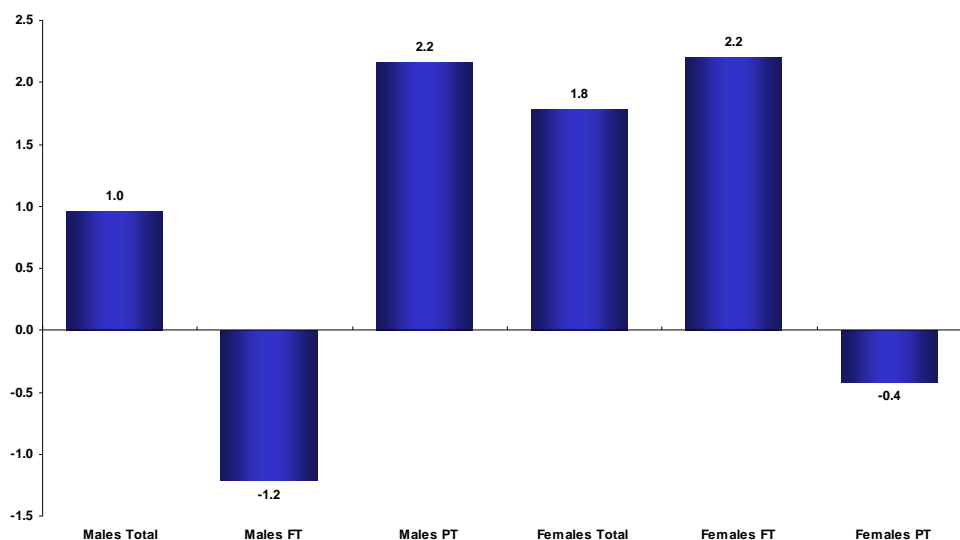
**Figure 12: Information, Media and Telecommunications Sectors - Employment by Gender (% share) - year to February 2009**



Source: ABS Labour Force Survey

In the five years to February 2009, both male and female total employment in the industry have grown (up by 1000 and 1800 respectively). In contrast, both male full-time and female part-time employment have dropped (see Figure 13). The largest growth has been for male part-time and female full-time workers, with an additional 2200 each employed in the five years to February 2009.

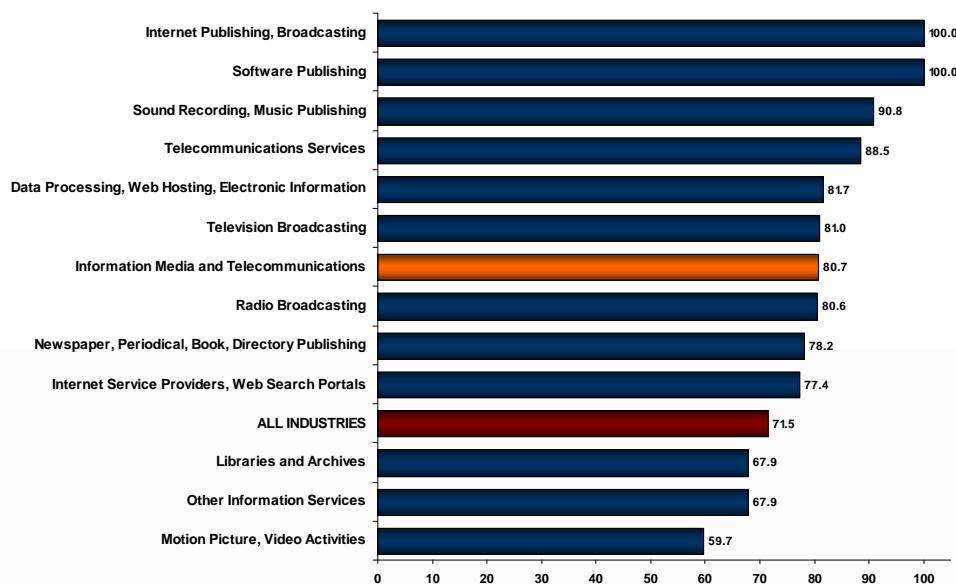
**Figure 13: Employment Growth by Gender, (5 years) Full-Time and Part-Time ('000) year to February 2009**



Source: ABS Labour Force Survey

The majority of the Information, Media and Telecommunications industry sectors have a higher full-time employment share than all industries (71.5 per cent, see Figure 14). The highest full-time employment shares can be found in Internet Publishing and Broadcasting and Software Publishing (both 100.0 per cent), followed by Sound Recording and Music Publishing (90.8 per cent) and Telecommunication Services (88.5 per cent). The lowest share of full-time employment was apparent in Motion Picture and Video Activities (59.7 per cent).

**Figure 14: Information, Media and Telecommunications Sectors - % working full-time year to February 2009**

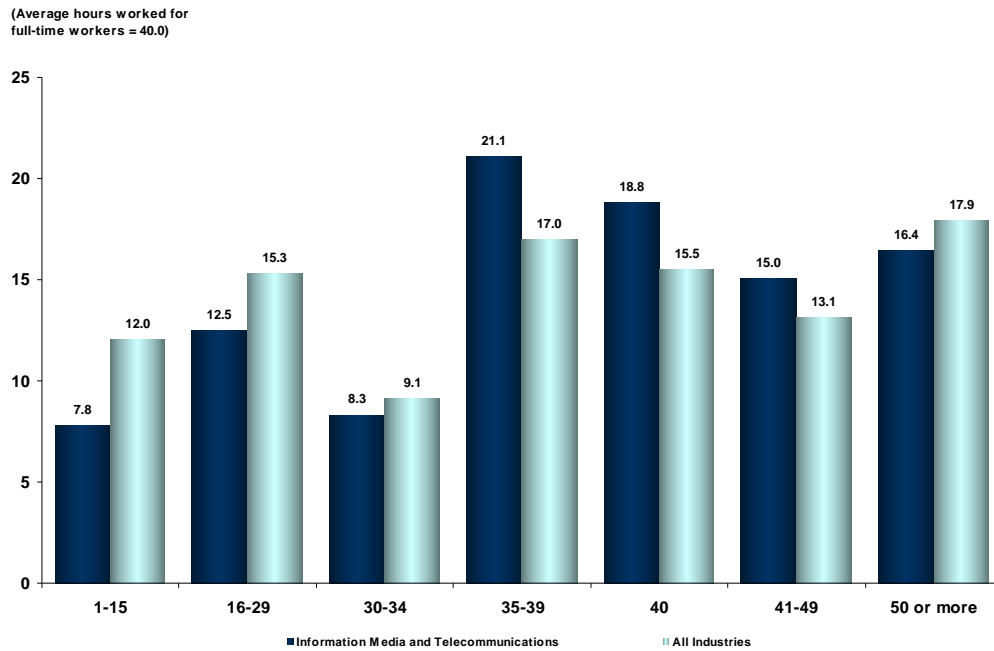


Source: ABS Labour Force Survey

## Hours Worked

The average full-time weekly hours worked in the Information Media and Telecommunications industry (40.0 hours) is lower than the average across all industries of 41.3 hours (see Figure 15).

**Figure 15: Hours of Work - year to February 2009 (% share)**



Source: ABS Labour Force Survey

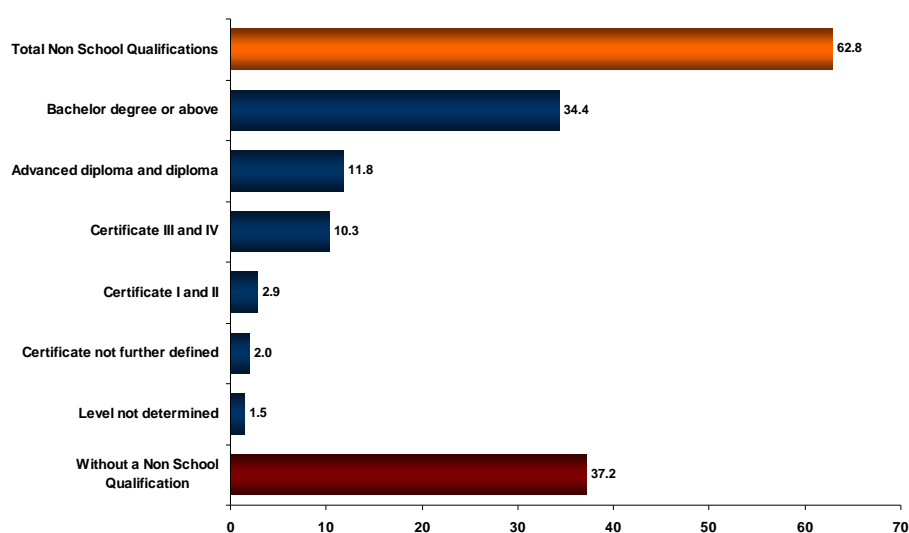
## Employment Characteristics

### Educational Profile

The majority of workers within the Information Media and Telecommunications industry have a non-school qualification (62.8 per cent) (see Figure 16). The most prevalent non-school qualification in the industry is a Bachelor Degree or above (34.4 per cent), reflecting the central importance of professional occupations in the Information, Media and Telecommunications sector (46.2 per cent of the workers in this sector hold qualifications at that level).

While formal education is important in the industry as a whole, there is also a large proportion of workers with lower educational attainment including 37.2 per cent without a non-school qualification. Overall, the Information, Media and Telecommunications industry provides a range of occupations and employment opportunities at all educational/skill levels.

**Figure 16: Educational Attainment (% share of employment) – May 2008**

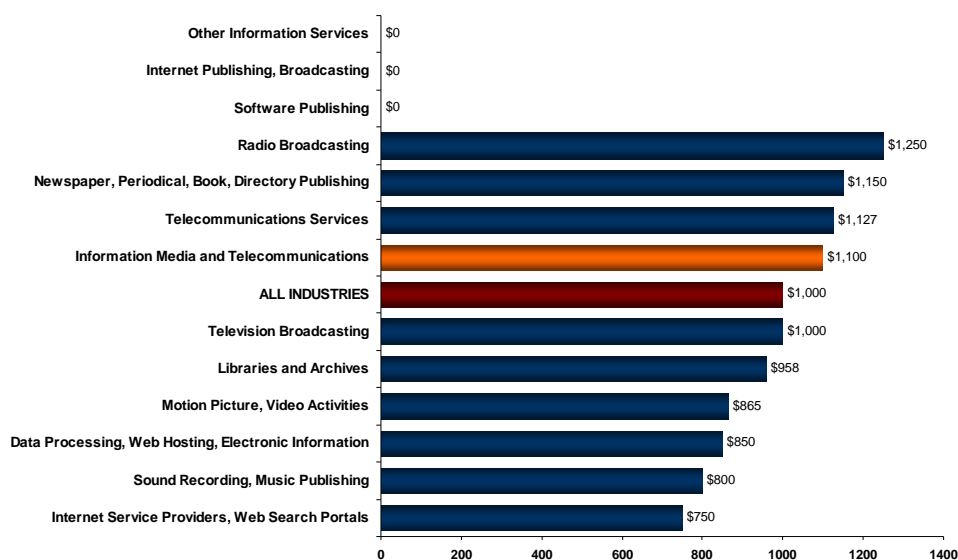


Source: ABS Education and Work, Australia, (cat. no. 6227.0)

## Median Weekly Earnings

The median weekly full-time earnings for the Information Media and Telecommunications industry are above the corresponding median earnings across all industries (\$1100 compared with \$1000 for all industries, see Figure 17). Within the industry wages vary by sector from \$1250 for Radio Broadcasting to \$750 for Internet Service Providers and Web Search Portals.

**Figure 17: Information, Media and Telecommunications Sectors  
Median Weekly Earnings (Full-time and before tax) - August 2008**

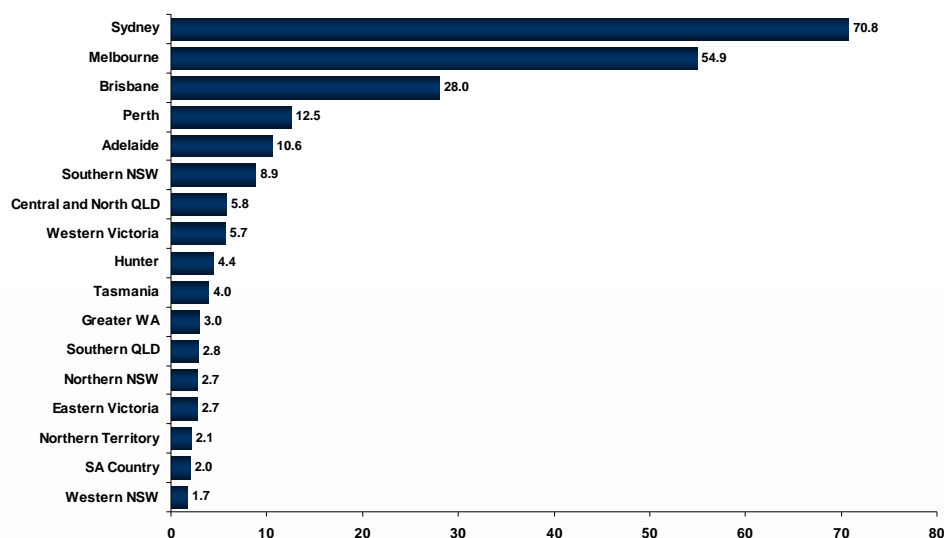


Source: ABS Employee Earnings, Benefits and Trade Union Membership, cat. no. 6310.0

## Main Employing Regions

As Figure 18 shows, Sydney has the largest number of workers employed in Information Media and Telecommunications (70 800), followed by Melbourne (54 900) and Brisbane (28 000). The Information Media and Telecommunications industry is mainly concentrated in highly populated metropolitan areas, with fewer workers in more rural and remote regions, such as Western New South Wales (1700).

**Figure 18: Main Employing Regions ('000) – year to February 2009**

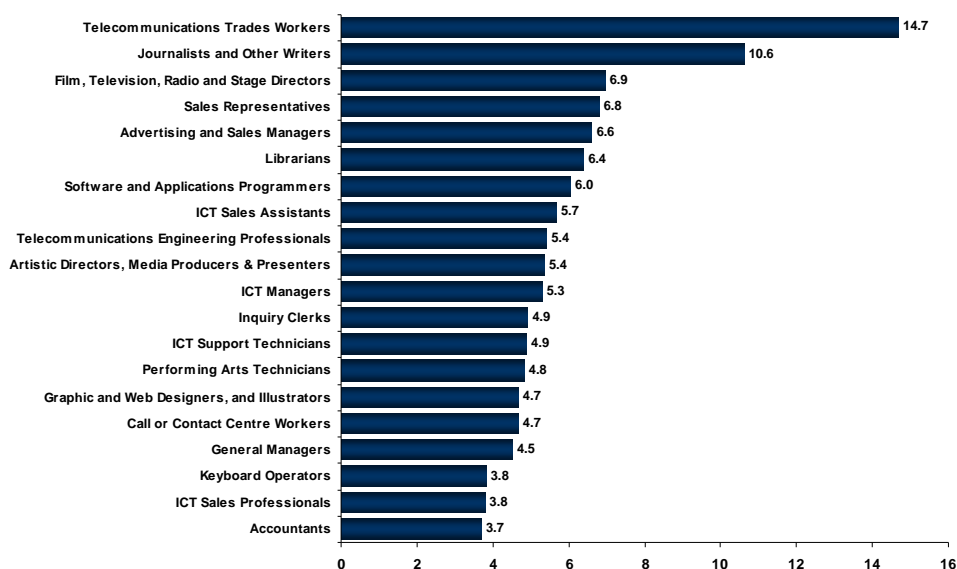


Source: ABS Labour Force Survey

## Main Employing Occupations

It is useful for job seeking and career advice purposes to identify key occupations within an industry. Occupations are generally spread across a variety of industries and may not normally be associated with particular industries. In 2008, the largest employing occupations in the Information, Media and Telecommunications industry (see Figure 19) were Telecommunications Trades Workers (14 700) and Journalists and Other Writers (10 600).

**Figure 19: Top 20 Employing Occupations ('000) –year to November 2008**



Source: ABS Labour Force Survey

Further information on occupations is available on the Job Outlook website ([www.joboutlook.gov.au](http://www.joboutlook.gov.au))

For further information on the Information, Media and Telecommunications industry (or other industries), visit the SkillsInfo website at [skillsinfo.gov.au](http://skillsinfo.gov.au). SkillsInfo provides a range of skills related information for industries and regions. The website offers a broad range of information on employment, careers, education and training and skills issues - including workforce ageing, skills in demand, labour force data, ICT and employability skills, as well as quick links to skills information. Data are sourced mainly from the ABS Labour Force Survey.

SkillsInfo also brings together a large collection of links to external industry and skills related websites.