Victorian Employer Skills Survey 2021 Information Media and Telecommunications

The Victorian Skills Authority (VSA) asked businesses about their skills, recruitment and training needs for the Victorian Employer Skills Survey 2021.

Findings from the survey will help the Victorian government identify areas of skills demand, drive innovation across the VET sector and better plan for Victoria’s future training needs.

The VSA conducted the survey between August and December 2021. It approached 70,000 businesses and achieved a response rate of 20.5%, with coverage across all industries, business sizes and regions in the state.

*The statistics below reflect the experience of employers across the five key survey domains:*

#### Business climate | Skills | Recruitment | Training | Apprentices, trainees and work placements

## Business climate

#### **Despite the global pandemic, many employers adapted to maintain or grow their workforce. Employers had a mostly positive outlook for the year ahead.**

#### Workforce

More employers reported growing their workforce over the past 12 months (compared to the Victorian average).

**Grew**

Information Media and Telecommunications 29%

Vic Avg 19%

**Contracted**

Information Media and Telecommunications 18%

Vic Avg 19%

**Remained the same**

Information Media and Telecommunications 53%

Vic Avg 61%

**Don’t know**

Information Media and Telecommunications 2%

#### Outlook

Employers in the industry were very confident about their business outlook, with almost four in ten employers expecting their workforce to grow.

**Predict growth**

Information Media and Telecommunications 40%

Vic Avg 33%

**Remain about the same**

Information Media and Telecommunications 48%

Vic Avg 56%

**Predict contraction**

Information Media and Telecommunications 7%

Vic Avg 5%

#### Impacts of COVID-19

COVID-19 skills-related challenges experienced by employers in the industry were lower than the Victorian average.

**Skills-related challenges**

Information Media and Telecommunications 47%

Vic Avg 57%

**Adopted new ways of working related to COVID-19**

Information Media and Telecommunications 40%

Vic Avg 45%

**Staff retention challenges**

Information Media and Telecommunications 15%

Vic Avg 26%

## Skills

#### **Finding candidates with the right skills presented the most common skill challenge in the past year. More employers are expecting skill shortages in 2022 than in 2021**

#### Skills shortages

Around one in six employers in the industry expect to face skills shortages in 2022. This was lower than the state average.

**Last 12 months**

Information Media and Telecommunications 13%

Vic Avg 16%

**Next 12 months**

Information Media and Telecommunications 16%

Vic Avg 21%

#### Skills challenges

The top skills challenges reported by employers were the same across all industries. They were:  
  
**Finding candidates with the right skills**

Information Media and Telecommunications 45%

Vic Avg 47%

**Adapting to the new ways of working due to COVID-19**

Information Media and Telecommunications 40%

Vic Avg 45%

**Finding job-ready candidates**

Information Media and Telecommunications 23%

Vic Avg 37%

#### Skills needs

More employers reported needing workers with job-specific skills. Fewer needed workers with job-ready skills or the right mindset compared to the state average.  
 **Technical/job-specific skills**

Information Media and Telecommunications 77%

Vic Avg 73%

**The right attitude/mindset**

Information Media and Telecommunications 44%

Vic Avg 50%

**Digital skills**

Information Media and Telecommunications 53%

Vic Avg 27%

## Recruitment

Most employers in the industry had undertaken some recruitment activity over the past year and the majority reported experiencing challenges.

Recruitment need

Fewer employers in the industry undertook some form of recruitment over the past 12 months, compared to the state average.

Information Media and Telecommunications 60%

Vic Avg 62%

Recruitment challenges

Around three in five employers reported having difficulties recruiting for particular roles. This was lower than the state average.

Information Media and Telecommunications 61%

Vic Avg 76%

Type of challenge

The most common challenges faced by employers were related to the number, experience and job-specific skills of candidates.

**Few applicants**

Information Media and Telecommunications 50%

Vic Avg 63%

**Candidates lacked relevant experience**

Information Media and Telecommunications 49%

Vic Avg 50%

**Candidates lacked relevant technical/job-specific skills**

Information Media and Telecommunications 52%

Vic Avg 47%

## Training

More than half of employers in the industry engaged in some form of staff training

**Engagement in training**

More employers in the industry used both internal and external training (40% compared to 37% state average). Fewer used external training only.

**Internal training**

Information Media and Telecommunications 17%

Vic Avg 17%

**External training**

Information Media and Telecommunications 43%

Vic Avg 45%

**Satisfaction with training**

Satisfaction levels were higher than the state average for improved staff performance and price, but lower for industry knowledge and quality.

**Helped staff do their job better**

Information Media and Telecommunications 84%

Vic Avg 81%

**Trainers had good industry knowledge**

Information Media and Telecommunications 70%

Vic Avg 80%

**Training was high quality**

Information Media and Telecommunications 73%

Vic Avg 76%

**Training was reasonably priced**

Information Media and Telecommunications 73%

Vic Avg 71%

**Skillsets**

Almost two-thirds of employers said they would consider a skillset (microcredential or part qualification) rather than a full qualification to upskill their staff

Information Media and Telecommunications 64%

Vic Avg 61%

## Apprentices, trainees and work placements

Employers continue to make use of apprentices, trainees and work placements to assist them in filling the skills pipeline.

**Apprentices and trainees**

Uptake of apprentices and trainees over the past 12 months was lower than the state average.  
 **Apprenticeship**

Information Media and Telecommunications 4%

Vic Avg 24%

**Traineeship**

Information Media and Telecommunications 13%

Vic Avg 18%

**Challenges**

Lack of awareness of program availability was the most common barrier cited by employers in this industry.

**Cost of taking on apprentice(s)/trainee(s)**

Information Media and Telecommunications 15%

Vic Avg 14%

**You don’t need more apprentice(s)/trainee(s)**

Information Media and Telecommunications 11%

Vic Avg 13%

**Not aware of program availability in the industry**

Information Media and Telecommunications 20%

Vic Avg 11%

**Work placement students**

One in five (20%) of employers in the industry took on work placement students. The most common type of work placement students were:

**University student**

Information Media and Telecommunications 80%

Vic Avg 49%

**Secondary school student as part of work experience**

Information Media and Telecommunications 32%

Vic Avg 41%

**Secondary school student as part of a VET qualification**

Information Media and Telecommunications 10%

Vic Avg 22%

**A VET student**

Information Media and Telecommunications 15%

Vic Avg 19%

**View the complete report here or visit** [Victorian employer skills survey | Victorian Government (www.vic.gov.au)](https://www.vic.gov.au/victorian-employer-skills-survey)