

Sector Media, Culture and Graphical

EMPLOYMENT

The media, culture, graphical industries require specific skills and high-level qualifications, but are also often labour-intensive, for example, in theatre or film production. Their contribution to employment is around 1 to 2 per cent of the labour force. For some occupational groups, particularly those providing creative content, there has been tremendous growth in opportunities for work, partly attributable to technology-related work. Employment in live entertainment, television and media is substantial in most countries, and is seen as an area with good potential for employment creation.

- ***Skills and training***

For workers in craft occupations tied to particular technologies, the challenge is to acquire new skills and adapt to new modes of working. Technology has erased or reduced the entrance barriers to many types of technical work by making them more user-friendly. Skills have become more easily transferable from one domain or type of equipment to another, enabling more crossover among technical and non-technical staff.

Enterprise-based training may no longer be sufficient to meet the needs of future media workers. The employment structures of many firms in these industries rely on a diminishing core of long-term employees and on a growing portion of contingent workers employed part time, temporarily or on a project-by-project basis. Because of their employment status, these workers rarely benefit from employer-provided training.

Few small and medium-sized enterprises in this sector are able to offer training themselves or to release staff from ongoing work. These employers depend on skills that their employees have acquired before being hired, either through formal education, previous work experience or at their individual initiative. Much of the expense of training may ultimately fall on individual workers, whether in terms of initial preparation, ongoing education and training, or adapting to new professional orientations.

Links for further information

- News Corporation Standards of Business Conduct -- July 2006
www.newscorp.com/corp_gov/sobc.html