

Females in Information Technology and Telecommunications



2009 Annual Member Survey Report

Table of Contents

OUR SURVEY 3

OUR MEMBERS 4

OUR EVENTS AND SERVICES 13

OUR INDUSTRY CHALLENGES 18

OUR MENTOR PROGRAM 22

OUR DEVELOPMENT PROGRAM 23

OUR ORGANISATION 25

Our survey



About our survey

The FITT Steering Committee conducts an extensive survey of its members towards the end of each year. The survey is an important tool that FITT uses to remain relevant to its members in a dynamically changing industry. In 2009 in light of the impact of the Global Financial Crisis it was very important to gauge our member's opinions and experiences.

Survey statistics

This years FITT survey was started by 320 recipients and completed by 219 people in total.

The survey was sent to the members 3 times, once via an email from Survey Monkey and twice using the FITT Newsletter.

The Statistics for each method are as follows:

Email:	192 Responses
Newsletter 1:	85 responses
Newsletter 2:	43 responses

Our members



FITT currently has over 1,800 members from all sectors, levels and skill areas within the ICT industry. The types of jobs held by FITT members include:

- Account Executive, Sales Manager, Business Development Manager;
- Marketing Manager, Marketer;
- Chief Information Officer, IT Professional, Technical Manager;
- Consultant, Recruiter;
- Accountant, Chief Operating Officer;
- Managing Director, Company Director;
- Project Manager / Producer;
- Teacher, Trainer, Student.

It is very important for the FITT Steering committee to regularly keep in touch with the needs of our membership base and look at any trends that emerge from year-to-year. This year we asked questions around our members:

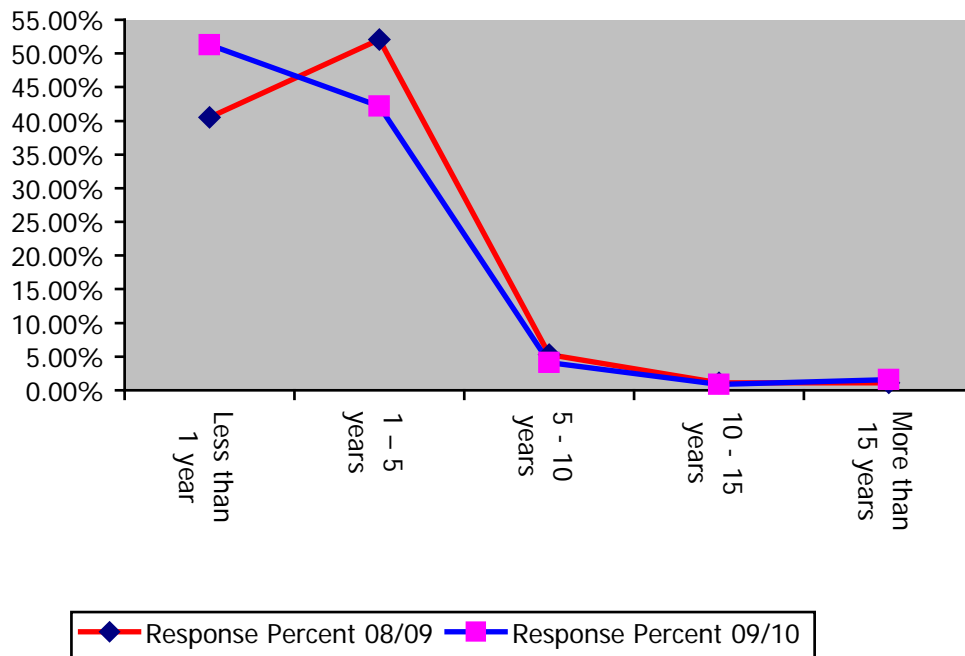
- Length of membership in FITT;
- Length of employment in the ICT industry;
- Current employment status;
- Salary range;
- Student enrolment details;
- Geographical information.

2009 FITT Annual Survey Report

How long have you been member of FITT?

In this year's survey 51 % of our members have been in FITT for less than one year and 42% have been a member for 1 to 5 years. The remaining 7% have been with the organisation between 5 and more than 15 years.

Compared to last year's figures, there was a 10.8% increase in the numbers of respondents who indicated that they were members of FITT for less than 1 year.



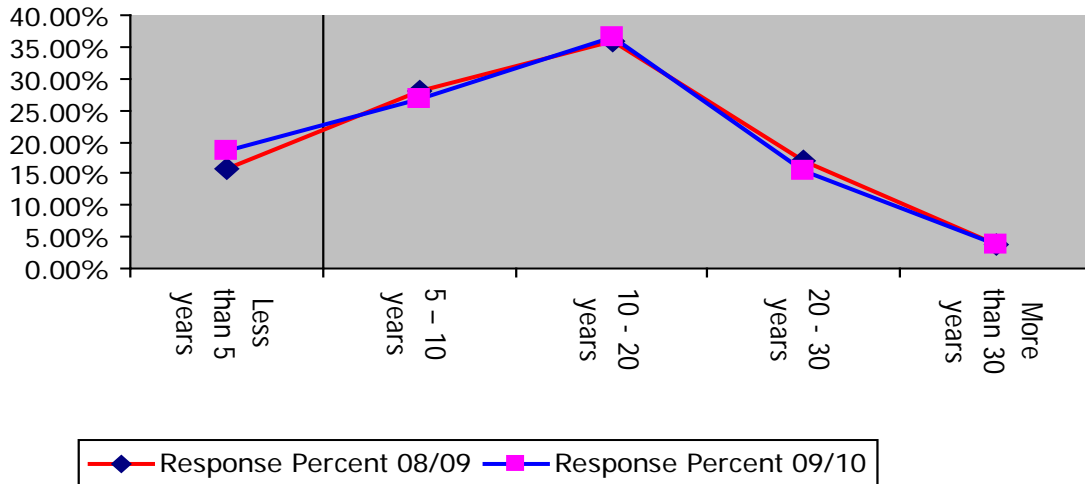
Answer Options	Response Percent 08/09	Response Count	Response Percent 09/10	Response Count 09/10	% Difference
Less than 1 year	40.50%	139	51.30%	164	10.80%
1 - 5 years	52.10%	87	42.20%	135	-9.90%
5 - 10 years	5.30%	13	4.10%	13	-1.20%
10 - 15 years	1.10%	2	0.90%	3	-0.20%
More than 15 years	1.10%	4	1.60%	5	0.50%

2009 FITT Annual Survey Report

How long have you worked in the ICT industry?

In this years survey the largest bracket of respondents have worked in the ICT industry for 10-20 years (37%) followed by the 5-10 years at 5-10 years (26%).

There were no significant changes in the data between 2009 and 2008.



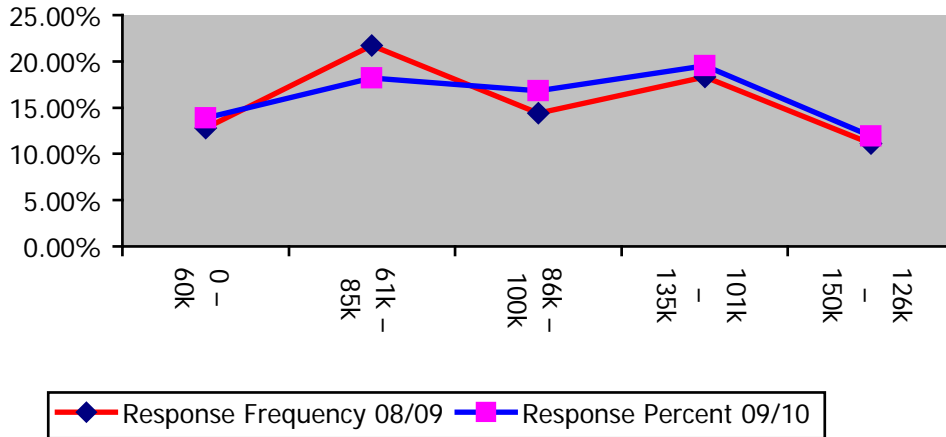
Answer Options	Response Percent 08/09	Response Count	Response Percent 09/10	Response Count	% Difference
Less than 5 years	15.90%	30	18.60%	59	2.70%
5 – 10 years	28.00%	53	26.70%	85	-1.30%
10 - 20 years	36.00%	68	36.50%	116	0.50%
20 - 30 years	16.90%	32	15.40%	49	-1.50%
More than 30 years	3.70%	7	3.80%	12	0.10%

2009 FITT Annual Survey Report

What is your salary range)

In this year's survey 13.9 % of our respondents indicated that they earned less than 60k, 18.2 % indicated that they were in the 61 - 58k bracket, 16.8 % indicated the 86-100k bracket, 19.5% indicated the 101k – 135k bracket and 19.8% indicated that they earned in excess of 150K.

There were no significant changes in the data between 2009 and 2008.

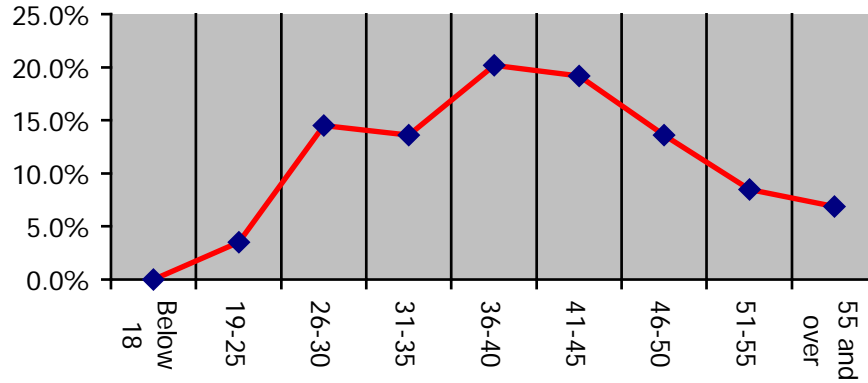


Answer Options	Response Frequency 08/09	Response Count	Response Percent 09/10	Response Count	% Difference
0 – 60k	12.80%	23	13.9%	42	1.10%
61k – 85k	21.70%	39	18.2%	55	-3.50%
86k – 100k	14.40%	26	16.8%	51	2.40%
101k – 135k	18.30%	33	19.5%	59	1.20%
126k – 150k	11.10%	20	11.9%	36	0.80%
150K +	21.70%	39	19.8%	60	-1.90%
answered question		180		303	
skipped question		10		17	

2009 FITT Annual Survey Report

What is your demographic

In the 2009/10 survey we decided to collect data on the age of our members. In this survey 20.2 % of respondents were between 36-40 years of age and 19.2 % between 41-45 years of age.

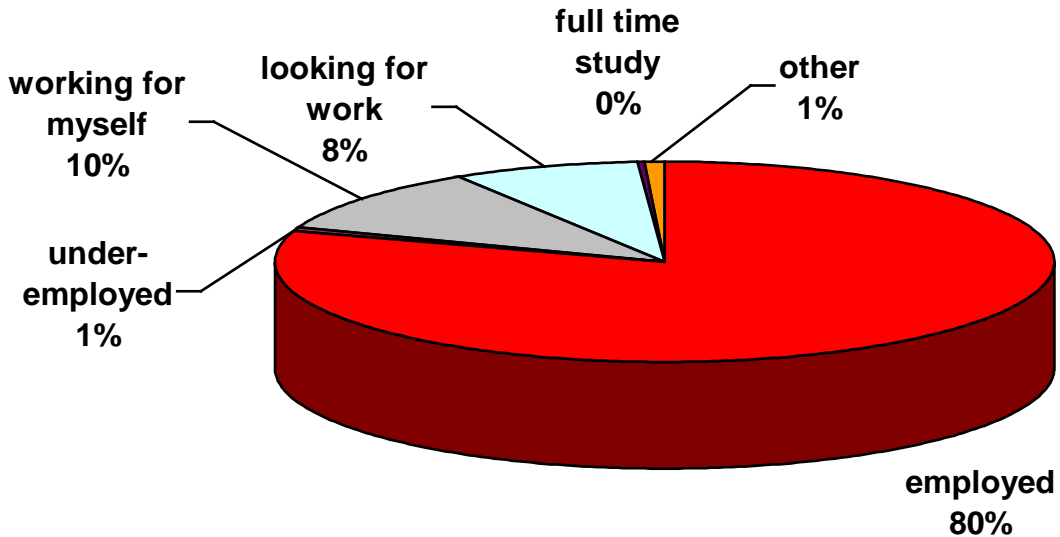


Answer Options	Response Percent	Response Count
Below 18	0.0%	0
19-25	3.5%	11
26-30	14.5%	46
31-35	13.6%	43
36-40	20.2%	64
41-45	19.2%	61
46-50	13.6%	43
51-55	8.5%	27
55 and over	6.9%	22
	answered question	317
	skipped question	3

2009 FITT Annual Survey Report

Are you currently employed?

The employment question was a new question in the 2009/10 survey. In this survey of the employed members, 90% of respondents indicated that they were currently employed (including 10% working for themselves) and 1 % indicated that they were underemployed. The respondents that indicated that they were not employed were either looking for work (8%) or other (1%).



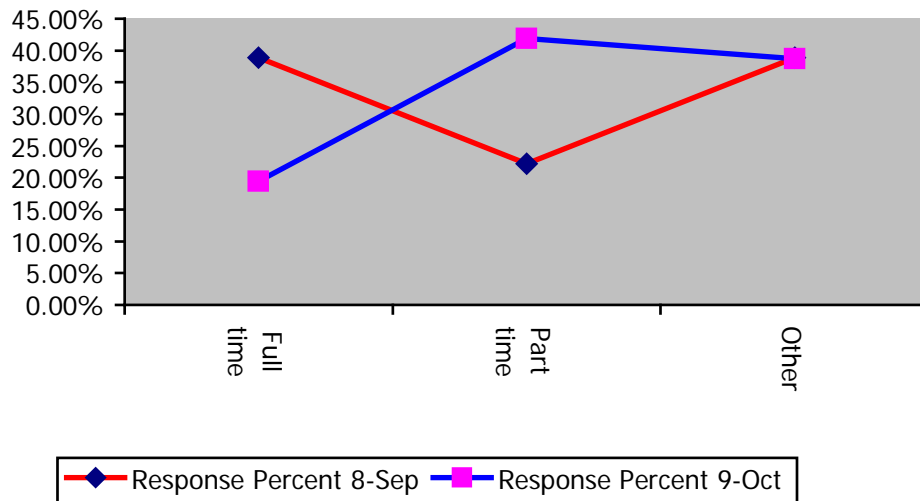
Answer Options	Response Percent	Response Count
employed	80.0%	256
under-employed	0.6%	2
working for myself	10.3%	33
looking for work	7.8%	25
full time study	0.3%	1
other	0.9%	3
answered question		320
skipped question		0

2009 FITT Annual Survey Report

If you are a student, how are you enrolled?

In this year's survey 19.4 % of respondents were in full time study, 49.9% were in part-time study and 38.7 were in some other mode of study.

There are significant changes in the trends displayed on this question between 2009/10 and 2008/09; however this trend is not significant given the small number of respondents on this question.



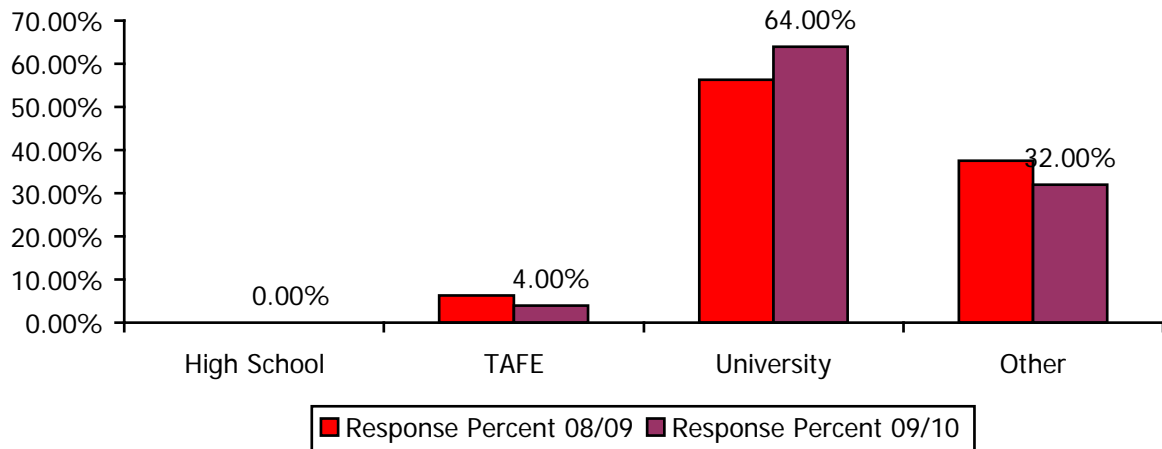
Answer Options	Response Percent 08/09	Response Count	Response Percent 09/10	Response Count	% Difference
Full time	38.90%	7	19.40%	6	-19.50%
Part time	22.20%	4	41.90%	13	19.70%
Other	38.90%	7	38.70%	12	-0.20%
answered question		18		31	

2009 FITT Annual Survey Report

If you are a student member, where are you studying?

In 2009 4% of respondents indicated that they were studying at TAFE, 64% responded that they were studying at University and 32% indicated that they were studying at some of institution.

In 2009 and in 2008 there were no respondents to this survey who indicated that they were studying in High School.

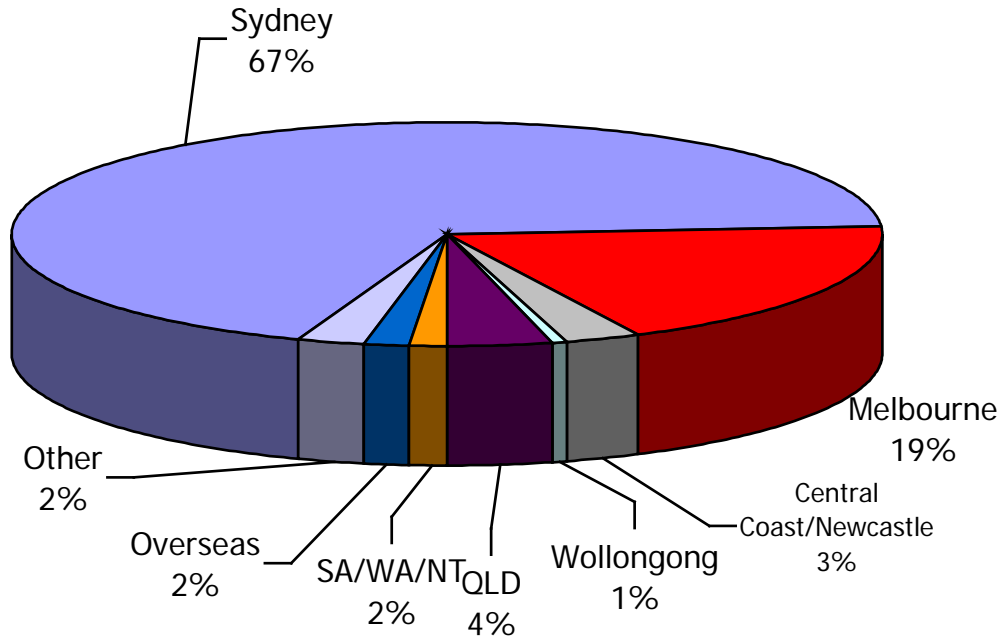


Answer Options	Response Percent 08/09	Response Count	Response Percent 09/10	Response Count	% Difference
High School	0.00%	0	0.00%	0	0.00%
TAFE	6.30%	1	4.00%	1	-2.30%
University	56.30%	9	64.00%	16	7.70%
Other	37.50%	6	32.00%	8	-5.50%
answered question		16		25	

2009 FITT Annual Survey Report

Please tell us which region you are based?

In 2009 we added a question to our survey about what region our respondents are from. The majority of respondents indicated that they were from Sydney, followed by 19% indicated that they were from Melbourne. The remaining respondents totalling 11% were from other locations around Australia.



Answer Options	Response Percent	Response Count
Sydney	68.4%	219
Melbourne	18.8%	60
Central Coast/Newcastle	2.8%	9
Wollongong	0.6%	2
QLD	3.8%	12
SA/WA/NT	1.6%	5
Overseas	1.6%	5
Other	2.5%	8
answered question		320
skipped question		0

2009 FITT Annual Survey Report

Our events and services

During 2009 FITT provided a number of events, programs and services.

Month	Date	Event	Sponsored by
February	Saturday 21st	Powerful Leadership for Career Advancement	IBM, AWISE, Cliftons
March	Friday 6th	International Women's Day	Telstra, Premiere Global Services, UTS
April	Thursday 2nd	North Ryde Social Event	CSIRO Networking Technologies Laboratory
May	Wednesday 14th	CeBIT Lunch	Telstra, NetworkPR and Cliftons
June	Friday 13th	Cliftons Lunch	Cliftons, Telstra and NetworkPR
June	Wednesday 24th	Telstra Melbourne	Telstra
July	Saturday 25th	Leadership Development	Monarch
	Monday 27th	Launch of National ICT Careers Week	
	Tuesday 28th	Sydney Telstra Networking Event	Telstra
	Thurs 30 July	Hudson Newcastle Lunch	Hudson
August	Tues 18th	IT Trends Networking Lunch	Telstra
October	Thu 8th 5.30-7.30pm	Hudson Networking Event	Hudson
	Wed 13th 6:00 - 7:30pm	Melbourne FITT Informal Networking Drinks	
	Thu 29th 12:00 pm – 2:00 pm	FITT & Geek Girls North Ryde Social Event	Microsoft
	Thu 12th 6:00 - 7:30pm	Melbourne FITT Informal Networking Drinks	

In addition to the events above events, FITT also conducted Mentoring program which was conducted over several months.

2009 FITT Annual Survey Report

Which FITT events, programs or services did you access during 2009?

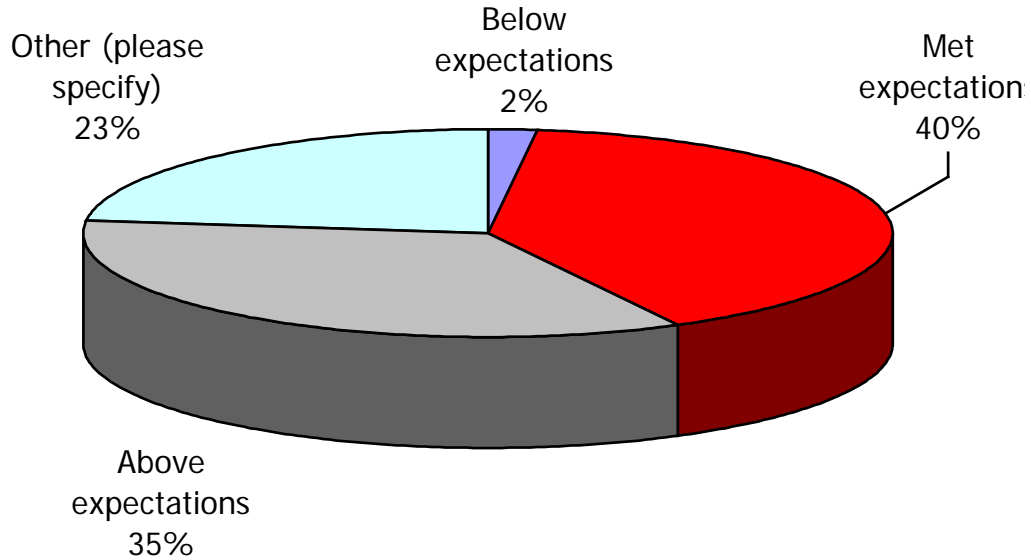
In order to measure the effectiveness of our programs, we asked our members to tell us which services they accessed and how useful they found them. Our respondents indicated that the FITT website was the most useful resource that they accessed. There were also a high number of respondents that indicated that they found the website less useful. The second most useful resource accessed was the self development workshops.

Answer Options	most useful	useful	less useful	NA	Response Count
International Women's Day luncheon (March)	26	34	4	130	194
CEBIT Luncheon "How to make the net work"(May)	12	37	3	136	188
FREE North Ryde social events	13	26	7	140	186
Melbourne Telstra FITT Event "Leadership through Technology" (June)	20	15	5	148	188
Sydney Telstra FITT Forum "Creating Reflective Leaders" (July)	27	20	7	130	184
Newcastle FITT Hudson "Navigating through a crisis" (July)	6	7	2	161	176
IT Trends "Future of IT in the clouds?" (August)	21	38	9	119	187
Hudson Event "Career resilience" (Oct)	18	24	4	132	178
FITT website	34	87	19	62	202
FITT Mentoring Program	22	26	7	132	187
FITT Self-Development workshops eg Powerful leadership, Powerful Influencing	29	27	8	119	183
Events run by other organisations that FITT promotes (eg ACS workshops, CEBIT, VicICT for Women events, AIIA etc)	23	50	6	104	183
Other (please specify)				19	
answered question					225
skipped question					95

2009 FITT Annual Survey Report

How would you rate the FITT events you have attended overall?

Throughout the year we run evaluations on all of our events and services. In this survey we asked our members to rate the events that they attended with an overall rating. Of the members that responded to this question 35% indicated that the events that they attended were above their expectations whilst 40% indicated that the events met their expectations.



Answer Options	Response Percent 08/09	Response Count	Response Percent 09/10	Response Count	% Difference
Below expectations	6.40%	8	1.90%	4	-4.50%
Met expectations	47.20%	59	41.30%	86	-5.90%
Above expectations	32.80%	41	35.60%	74	2.80%
Other (please specify)	16.00%	20	23.60%	49	7.60%
answered question		128		213	

2009 FITT Annual Survey Report

How did you find the following communication channels in being informed on FITT and associated ICT industry activities?

In 2009, FITT added 3 new communication channels to respond to the growing interest in social networking media. These methods were Facebook, LinkedIn and Twitter. In order to measure the effectiveness of our communication channels we asked our members to indicate which methods of communication they found most useful.

Our respondents indicated that the most useful communication channel was the FITT email invites, followed by the FITT Newsletter and the FITT website. The respondents indicated that Twitter was the least useful, followed by Facebook and then AIIA invites/websites.

Answer Options	very useful	useful	not very useful	NA	Response Count
FITT newsletter – long version	78	103	12	16	209
LinkedIn Discussion Group/News	48	64	29	49	190
FITT website	57	97	22	16	192
FITT email invites	115	77	5	12	209
Twitter	11	17	62	81	171
Facebook	11	28	52	76	167
AIIA invites/website	32	43	32	61	168
answered question					235
skipped question					85

Which times suit you for networking events?

In 2009 we asked our members what times they can or cannot attend for events. The respondent numbers of functions that they were able to attend to were high, with Cocktails – early evening being the most popular. The least popular events were breakfast and lunch events.

Answer Options	Able to attend	No preference	Can not attend	Response Count
Breakfast events	109	38	47	194
Lunch events	112	37	47	196
Cocktails – early evening	143	28	28	198
Dinner events	122	42	27	190
answered question				224
skipped question				96

2009 FITT Annual Survey Report

What do you think is a reasonable fee to pay to attend events?

Respondents were asked to indicate how much they were willing to pay for events. The results indicated that 99% of respondents were most willing to pay between \$50 – 70 for a breakfast event, 48% of respondents indicated that they would pay between \$71-120 for a dinner event and 13% of respondents indicate that they would be willing to pay above \$120 for a dinner event.

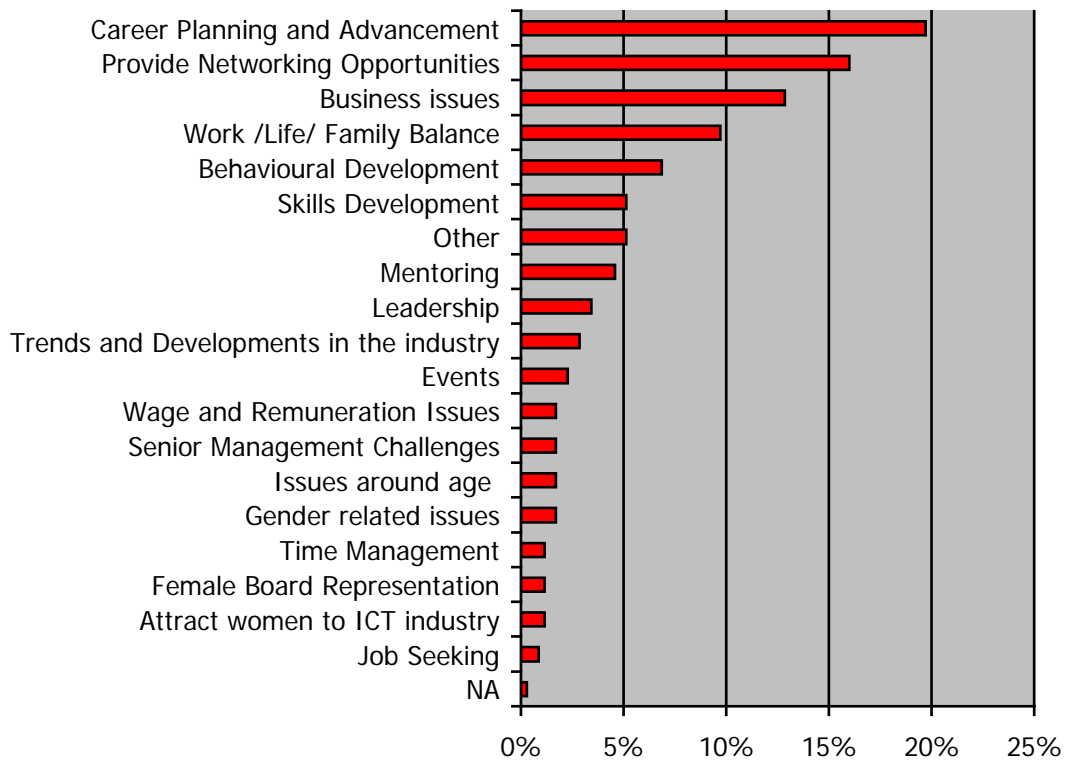
Answer Options	\$50-\$70	%	\$71-\$120	%	Above \$120	%	Response Count
Breakfast events	165	99%	2	1%	0	0%	167
Lunch events	148	78%	40	21%	1	1%	189
Dinner events	81	42%	92	48%	24	13%	191
Cocktail events	131	79%	32	19%	4	2%	165
answered question							204
skipped question							116

Our industry challenges

What 3 challenges are you facing in your career and/or personal life that you think FITT could help with in 2010?

In this survey we asked our members to give us 3 challenges that they thought that FITT could help them with in 2010. The three top answers were:

- Career Planning and Advancement (20% of responses);
- Provide Networking opportunities (16% of responses);
- Business Related Issues (13% of responses).



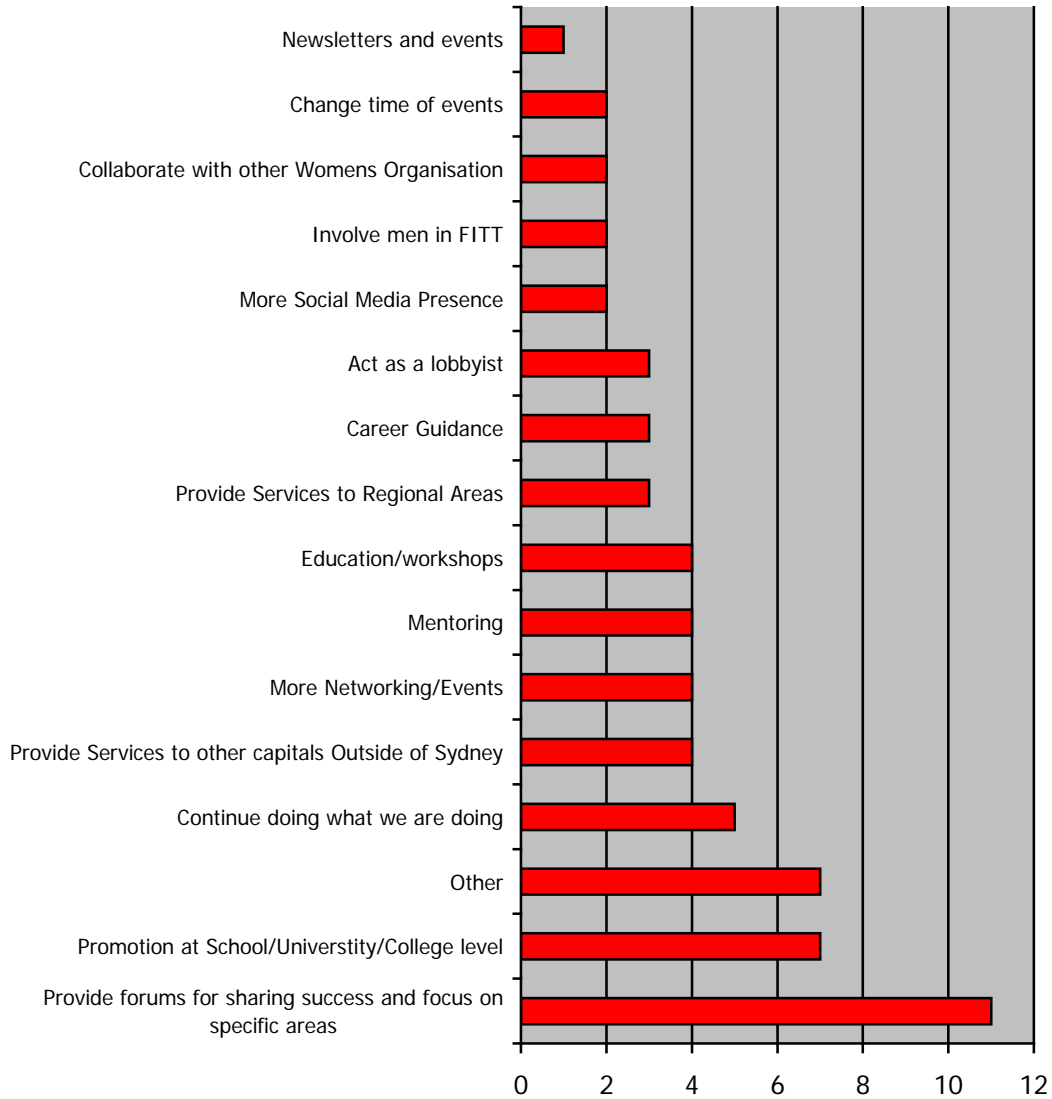
In 2008, 20% indicated that that career development was one of the challenges that they believed FITT could help with in 2009. This was followed by networking (13%), work life balance (12%) and issues around dealing with an economic downturn (6%).

In 2007, the top challenges were career direction choices, understanding ICT careers and career progression.

2009 FITT Annual Survey Report

Please share any ideas on what FITT could do to encourage and support women in the ICT industry generally.

We asked our members to share ideas on what FITT could do to encourage and support women in the ICT industry generally. Of the responses the largest response was around providing forums for women to share their success stories and experiences. This was followed by promoting IT careers for girls at the school, college and university levels and a continued call for more networking events.



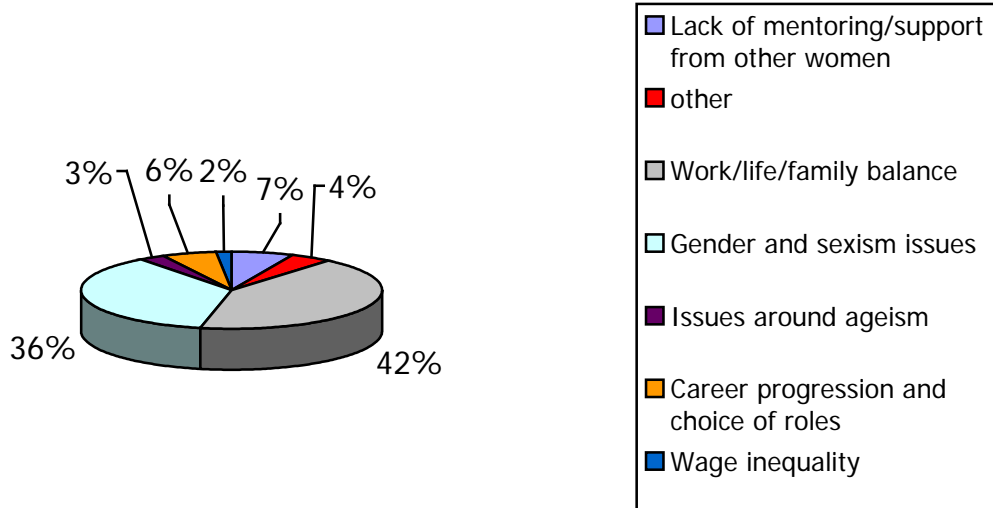
2009 FITT Annual Survey Report

In your opinion, what issues make it difficult for women to stay in the ICT industry?

In this survey we asked our members to indicate what issues they feel that makes it difficult for women to remain in the ICT industry. Of the respondents that answered this question 42% indicated issues around work/life balance followed by 36% indicating issues around gender and sexism issues. Smaller numbers indicated issues around ageism, career progression and wage inequality.

In 2008 41% indicated that issues around gender/male domination and glass ceiling were issues that made it difficult for women to stay in the ICT industry. After gender, the most prominent reason was around Work/Family Balance (22%). The next issue was around demanding nature of IT work itself (12%).

In 2007 responses were related to Isolated in men dominated work environment or lack of supportive women peers, long working hours and inflexible part time work hours and arrangements.



Response Examples:

“Same old blokes in the same old jobs. Boy culture in vendors.”

“Still seen as a male kingdom, and therefore the workplace culture is also better suited to single men, rather than those with family obligations/interests outside of ICT as well.”

“Leadership still tends to be old school and does not reflect the needs of talented women, who look elsewhere for work.”

“In my opinion, balancing work and life presents issues for many women, especially those with children. Work/life balance skills are paramount for those wanting to reach the top.”

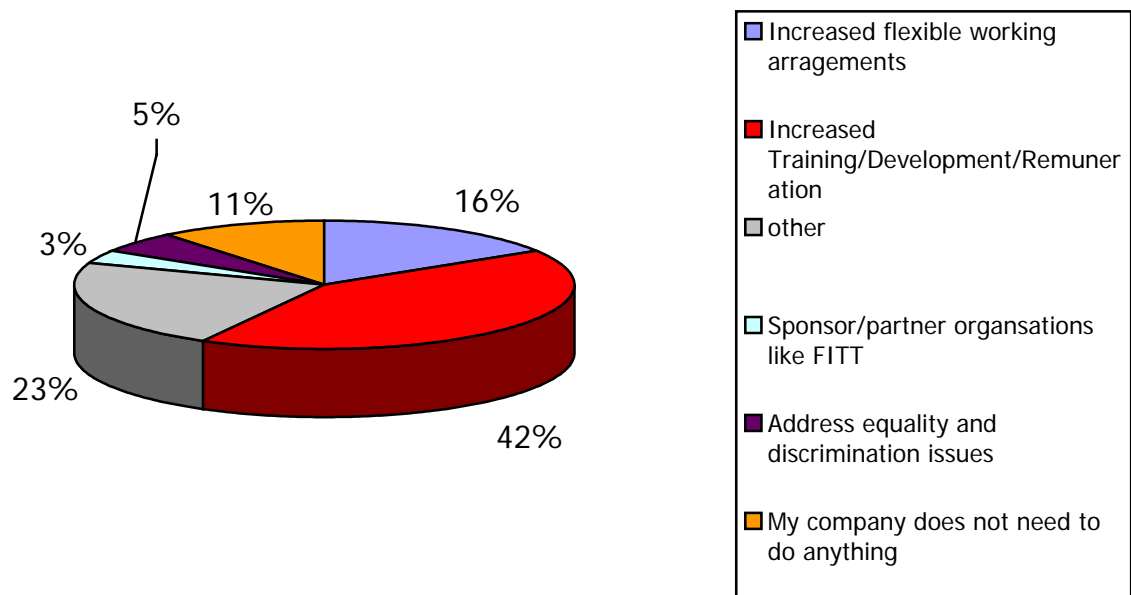
2009 FITT Annual Survey Report

What do you wish your company could do to help retain you in the ICT industry?

We asked our members to share their ideas on what they thought their company could do to keep them in the ICT industry. Of the responses to this question, 42% indicated that their company should provide more training, development and remuneration opportunities. 16% indicated that their company should increase the provision of flexible working arrangements and 11% indicated that their company was already doing a good job of keeping them in the industry.

In 2008 training and development (32%) was the most prominent thing that FITT members indicated that their company could do to help retain them in the ICT industry. This was followed by measures around flexibility (16%), followed by recognition and reward (11%).

In 2007 responses were flexible hours and working practices e.g. telecommuting, target women in recruitment for senior positions and provide women friendly bonding activities.



Response Examples:

“fix the family unfriendly work hours”

“Provide more developmental opportunities”

“I would like training to become a regular component for my job. ICT is constantly evolving and as such training should be top priority.”

Our mentor program

Our members have always been interested in wanting a mentor or to develop skills as a mentor. Our mentoring program has been running for three years. FITT has received phenomenal feedback from participating mentors and mentees! Given the great success of the mentoring program, FITT has decided to offer this valuable program on an annual basis to Sydney members. We took the opportunity to ask our members in this survey if they would be interested in becoming a mentor or a mentee in our 2010 mentoring program.

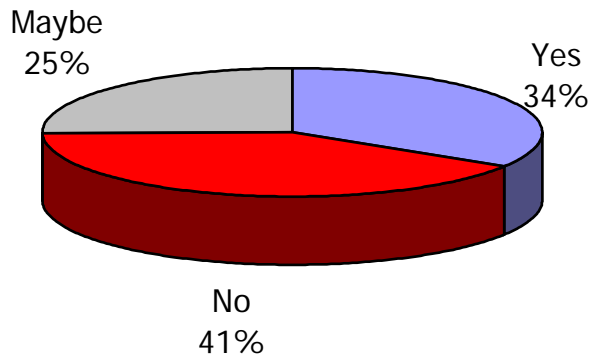


Figure 1 - Interested in becoming a mentee

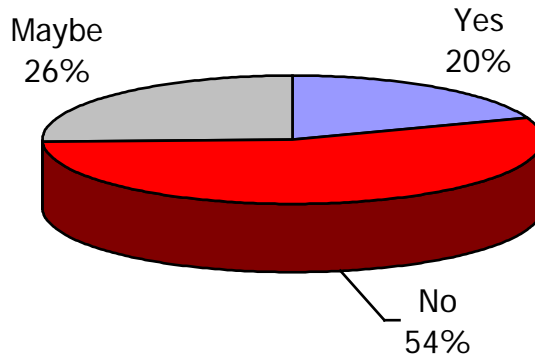


Figure 2 - Interested in becoming a mentor

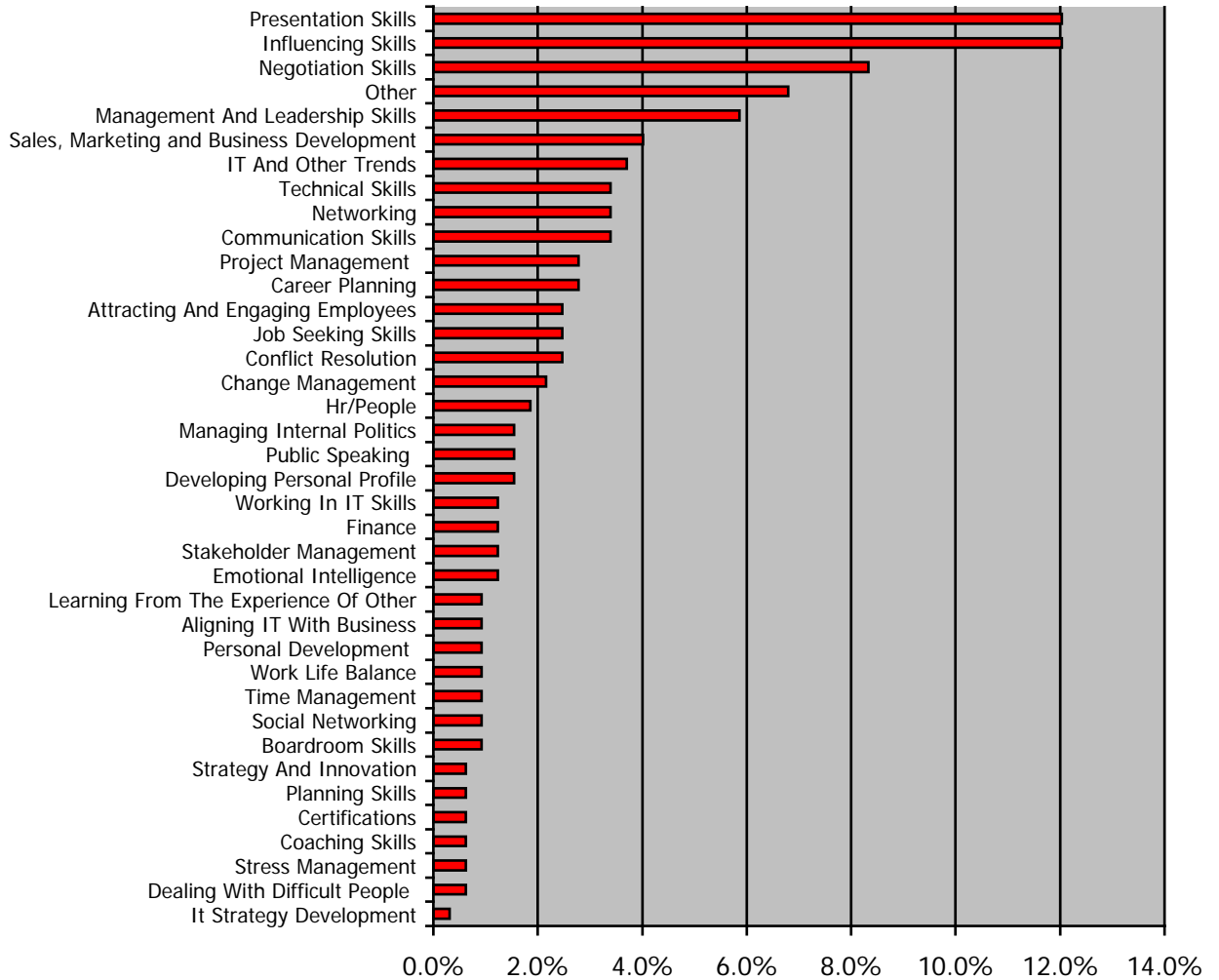
Our development program

FITT is able to provide its members access to quality skills development workshops – practical workshops to increase women’s career opportunities. In this survey we asked our members to indicate:

- What skills workshops they would be interested in attending;
- How much they are willing to pay for workshops.

What topics are of interest to you for workshops and training sessions?

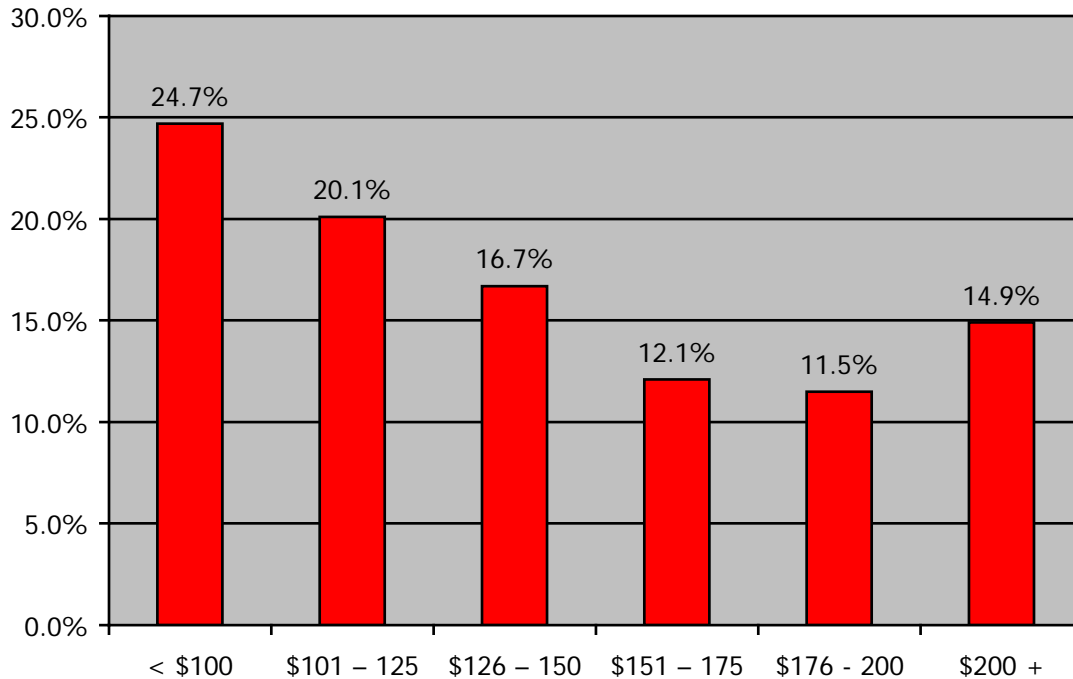
We asked our members to indicate what topics they were most interested in attending in a skills *workshop*. The courses where there was the most interest was Presentation skills at 12%, Influencing skills at 12% and Negotiation skills at 8.3%.



2009 FITT Annual Survey Report

What are you prepared to pay per day for high quality soft skill learning and development events?

It is important to do a regular check of how much our members are willing to pay for your services. In this question we asked what our members are willing to pay for our high quality soft-skills learning and development events. Of the members that responded to this question, 24% were willing to \$100 or less, 20.1% were willing to pay between \$101 – 125 and 16% were willing to pay \$126-150.



Answer Options	Response Frequency 08/09	Response Count	Response Frequency 09/10	Response Count	% Difference
< \$100	14.7%	17	24.7%	43	10.0%
\$101 – 125	19.8%	23	20.1%	35	0.3%
\$126 – 150	27.6%	32	16.7%	29	-10.9%
\$151 – 175	10.3%	12	12.1%	21	1.8%
\$176 - 200	10.3%	12	11.5%	20	1.2%
\$200 +	17.2%	20	14.9%	26	-2.3%
answered question		116		174	
skipped question		74		146	

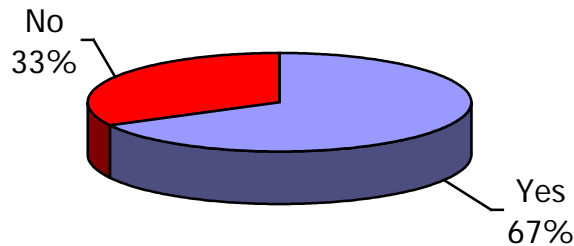
Our organisation

Every year in our survey we ask our members a variety of questions around their awareness of how we operate. This year we asked our members if they were aware FITT is:

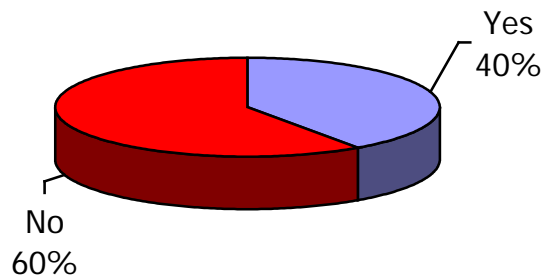
- Run entirely by volunteers?
- Dependant on sponsorship to run our events?
- A special interest group of AIIA?

In addition to these questions, we also asked our members would recommend us to their friends and how they rated the 2009 steering committee.

Were you aware that FITT is run entirely by volunteers?

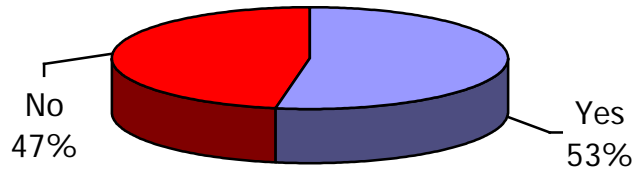


Were you aware that FITT is a special interest group of the AIIA?

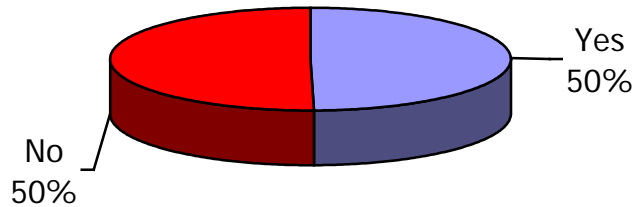


2009 FITT Annual Survey Report

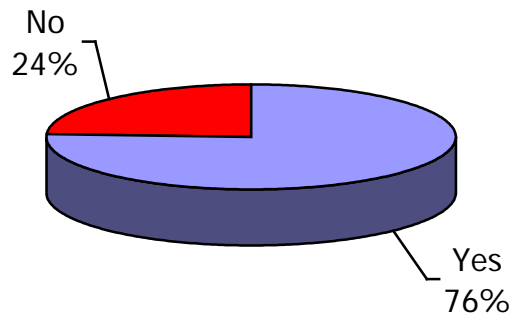
Were you aware that FITT solely financially relies upon on sponsorship and raffles? (we are not funded by anyone and do not charge individual membership?)



Were you aware that event sponsorship is the ONLY way we can deliver 'premium' events like sit down lunches?

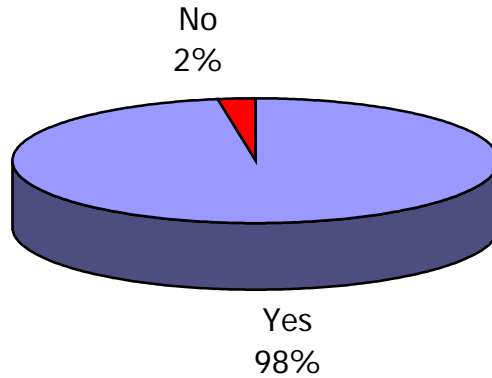


Do you think that a more nationally-oriented organisation that owns and delivers programs and whom represents all the states can deliver better outcomes for women in ICT?



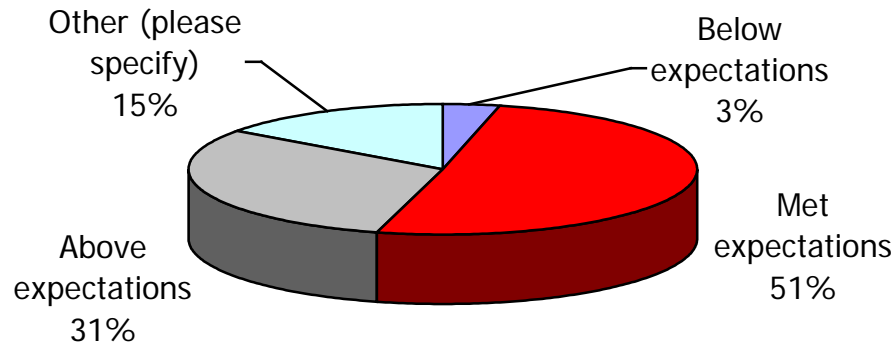
2009 FITT Annual Survey Report

Would you recommend friends and colleagues to join FITT?



How would you rate the 2009 Steering Committee for its facilitation of FITT member services?

We asked our members to rate the 2009 steering committee's facilitation of member services. Of the members that responded to this question 51% indicated that the committee had met expectations and 31% indication that it had exceeded expectations.



Answer Options	Response Frequency 08/09	Response Count	Response Frequency 09/10	Response Count	% Difference
Below expectations	4.70%	6	3.60%	7	-1.1%
Met expectations	63.00%	80	52.60%	101	-10.4%
Above expectations	23.60%	30	31.80%	61	8.2%
Other (please specify)	11.80%	15	15.60%	30	3.8%

General Comments

Finally, we asked our members for any general comments that they would like to make about FITT. Here are a few of those comments made by our members.

Response Examples:

- It is great to belong to a women's professional club!!!!
- Thanks for creating events with relevant topics in 2009. Keep up the great work in 2010!
- Keep up the good work; learn to do more with leverage on other skills or resources.
- Thanks for helping/encouraging women in ICT
- Wish I'd know about you 12 yrs ago, when I returned to OZ after 25 yrs overseas!
- Keep up the great work. I don't know of any other volunteer-driven organisation that does so well to support women in ICT.
- It's really good to know that other women face the same issues, and to meet people with common interests and challenges.
- well done on 20+ years!!
- It's a great organisation and I will continue to be a supporter
- Keep at it. Was a great influence while I was at university.
- FITT is doing a great job for the industry in general. Thank you.
- It is a great organisation and has helped many women with their career development and inspired by other guest speakers, make you think that anything is possible.
- I think the FITT committee are doing an excellent job considering that they are all volunteers. Thank you!
- I appreciate FITT steering committee for generously giving of their time to support females in the ICT industry and giving the opportunities for constructive conversations around technology and telecommunications in the workplace to occur. Thank you
- I wish FITT continued success in mentoring women to network and to facilitating the growth of such networks by partnering with ICT industry leaders and executives.