

**Females in Information Technology and
Telecommunications**



2010 Annual Member Survey Report

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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 2010 in light of the continuing impact of the Global Financial Crisis it was important to gauge our member's opinions and experiences.

Survey statistics

This years FITT survey was started by 179 recipients and completed by 129 people in total.

The survey was sent to 2188 FITT members via an email from Survey Monkey.

Our members



FITT currently has over 2200 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, Test Engineer,
- 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 to our members on:

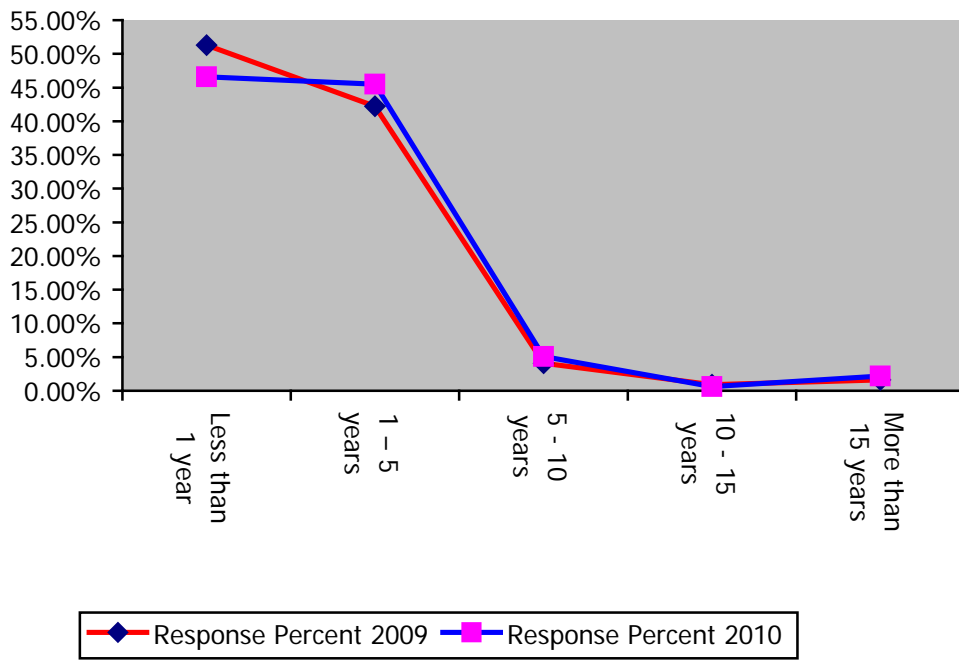
- Length of membership in FITT
- Length of employment in the ICT industry
- Current employment status
- Salary range
- Student enrolment details
- Geographical information

2010 FITT Annual Survey Report

How long have you been member of FITT?

In this year's survey 47% of our members have been in FITT for less than one year and 46% 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 4.7% decrease in the numbers of respondents who indicated that they were members of FITT for less than 1 year.

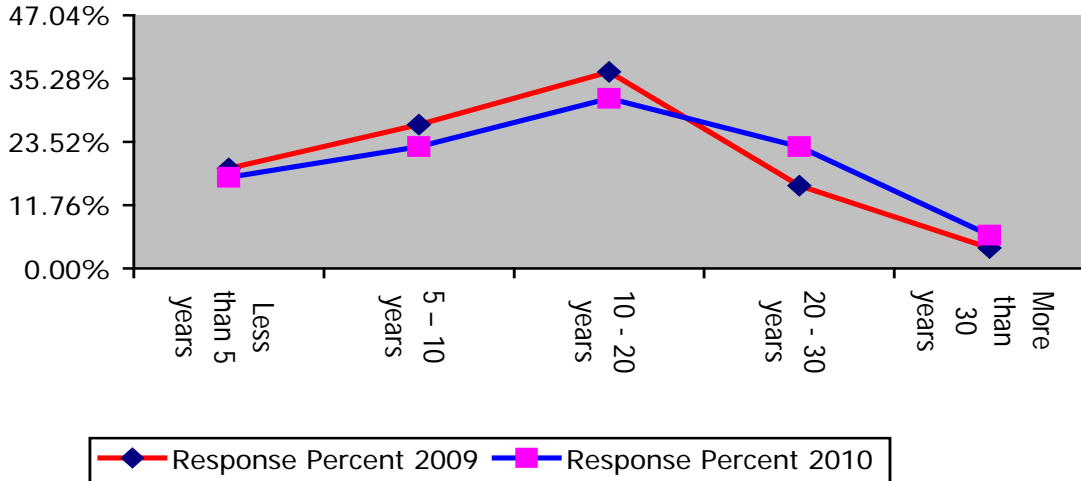


Answer Options	Response Percent 2009	Response Count	Response Percent 2010	Response Count 2010	% Difference
Less than 1 year	51.3%	164	46.6%	83	-4.7%
1 - 5 years	42.2%	135	45.5%	81	3.3%
5 - 10 years	4.1%	13	5.1%	9	1.0%
10 - 15 years	0.9%	3	0.6%	1	-0.3%
More than 15 years	1.6%	5	2.2%	4	0.6%

2010 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 (32%) followed by the 5-10 years at 5-10 years (23%) and the 20-30 years at 5-10 years (23%)



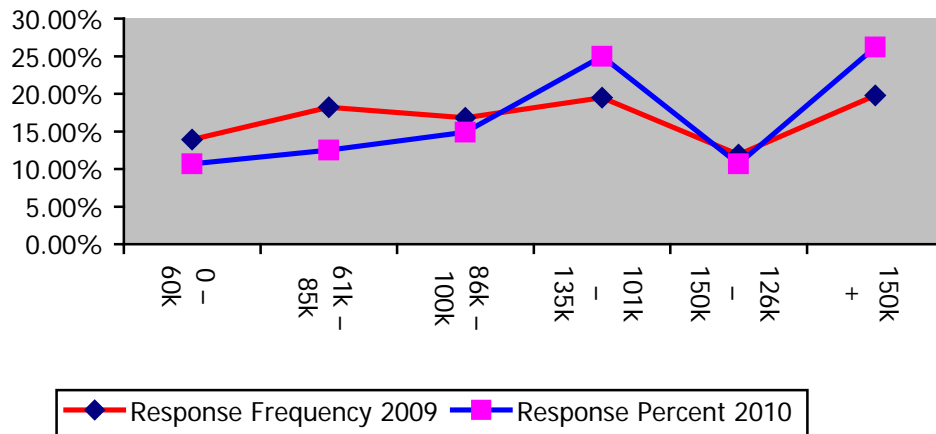
Answer Options	Response Percent 2009	Response Count	Response Percent 2010	Response Count	% Difference
Less than 5 years	18.60%	59	16.9%	30	-1.7%
5 – 10 years	26.70%	85	22.6%	40	-4.1%
10 - 20 years	36.50%	116	31.6%	56	-4.9%
20 - 30 years	15.40%	49	22.6%	40	7.2%
More than 30 years	3.80%	12	6.2%	11	2.4%

2010 FITT Annual Survey Report

What is your salary range?

In this year's survey 10.7 % of our respondents indicated that they earned less than 60k, 12.5 % indicated that they were in the 61 - 85k bracket, 14.9 % indicated the 86-100k bracket, while the majority of responses (25%) indicated the 101k – 135k bracket and 26.2% indicated that they earned in excess of 150K.

There was a significant change in the data between 2009 and 2010.

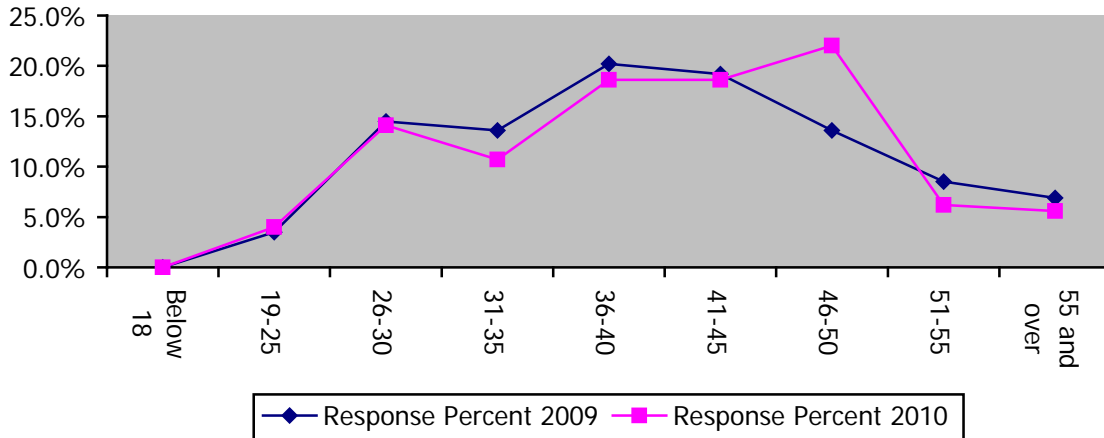


Answer Options	Response Percent 2009	Response Count	Response Percent 2010	Response Count	% Difference
0 – 60k	13.9%	42	10.7%	18	-3.2%
61k – 85k	18.2%	55	12.5%	21	-5.7%
86k – 100k	16.8%	51	14.9%	25	-1.9%
101k – 135k	19.5%	59	25.0%	42	5.5%
126k – 150k	11.9%	36	10.7%	18	-1.2%
150K +	19.8%	60	26.2%	44	6.4%
answered question		303		168	
skipped question		17		11	

2010 FITT Annual Survey Report

What is your demographic?

In this year's survey, 18.6 % of respondents were between 36-40 and 41-45 years of age, while 22 % of the respondents were aged between 46-50 years of age (an increase of 8.4% on the responses collected in 2009).



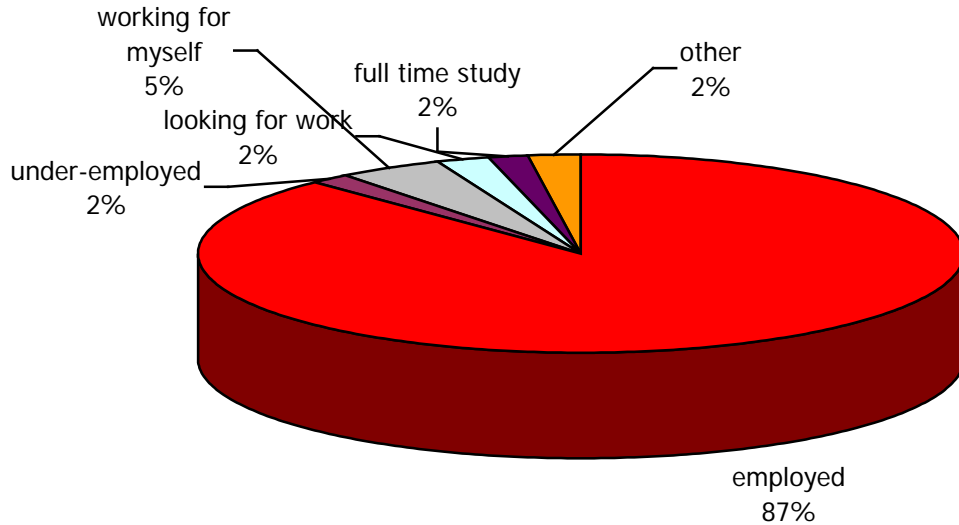
Answer Options	Response Percent 2009	Response Count	Response Percent 2010	Response Count	% Difference
Below 18	0.0%	0	0.00%	0	0%
19-25	3.5%	11	4.00%	7	0.5%
26-30	14.5%	46	14.10%	25	-0.4%
31-35	13.6%	43	10.70%	19	-2.9%
36-40	20.2%	64	18.60%	33	-1.6%
41-45	19.2%	61	18.60%	33	-0.6%
46-50	13.6%	43	22.00%	39	8.4%
51-55	8.5%	27	6.20%	11	-2.3%
55 and over	6.9%	22	5.60%	10	-1.3%
answered question		317		177	
skipped question		3		2	

2010 FITT Annual Survey Report

Are you currently employed?

In this survey of the employed members, 92% of respondents indicated that they were currently employed (including 4.5% working for themselves) and nearly 2 % indicated that they were underemployed. The respondents that indicated that they were not employed were either looking for work (2.2%) or other (2.2%).

Compared to the 2009 survey, the respondents in the 'employed' bracket increased by 7.6%.



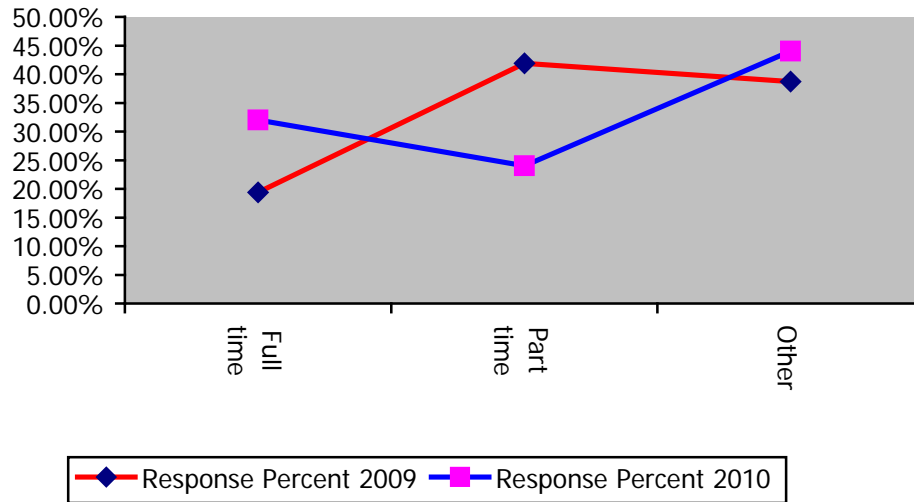
Answer Options	Response Percent 2009	Response Count	Response Percent 2010	Response Count	% Difference
employed	80.0%	256	87.6%	156	7.6%
underemployed	0.6%	2	1.7%	3	1.1%
working for myself	10.3%	33	4.5%	8	-5.8%
looking for work	7.8%	25	2.2%	4	-5.6%
full time study	0.3%	1	1.7%	3	1.4%
other	0.9%	3	2.2%	4	1.3%
answered question		320		178	
skipped question		0		1	

2010 FITT Annual Survey Report

If you are a student, how are you enrolled?

In this year's survey 32 % of respondents were in full time study, 24% were in part-time study and 44 were in some other mode of study.

There are significant changes in the trends displayed on this question between 2009 and 2010; however this trend is not significant given the small number of respondents on this question.



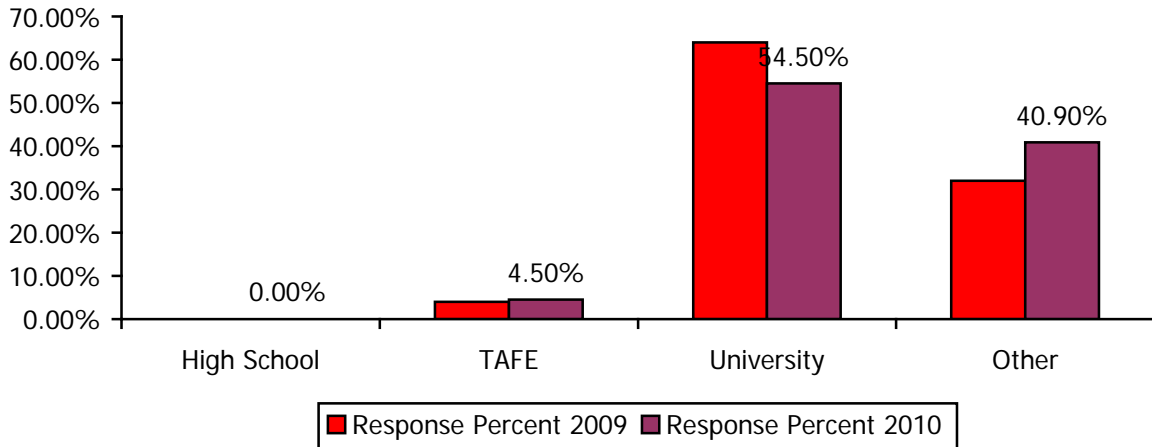
Answer Options	Response Percent 2009	Response Count	Response Percent 2010	Response Count	% Difference
Full time	19.40%	6	32.0%	8	12.6%
Part time	41.90%	13	24.0%	6	-17.9%
Other	38.70%	12	44.0%	11	5.3%
answered question		31		25	

2010 FITT Annual Survey Report

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

In 2010 4.5% of respondents indicated that they were studying at TAFE, 54.5% responded that they were studying at University and 40.9% indicated that they were studying at some of institution.

In 2010 and in 2009 there were no respondents to this survey who indicated that they were studying at High School.

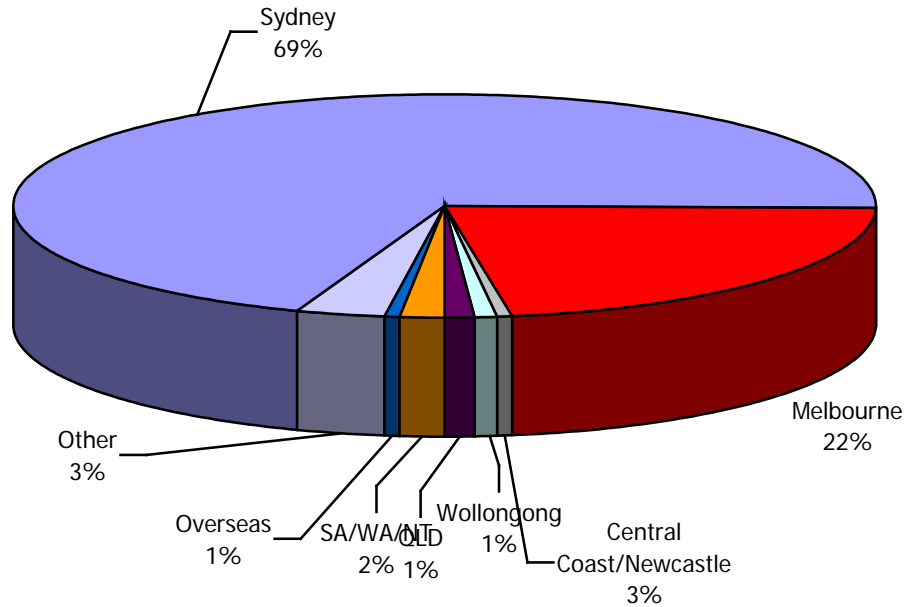


Answer Options	Response Percent 2009	Response Count	Response Percent 2010	Response Count	% Difference
High School	0.00%	0	0.0%	0	0%
TAFE	4.00%	1	4.5%	1	0.5%
University	64.00%	16	54.5%	12	-9.5%
Other	32.00%	8	40.9%	9	8.9%
answered question		25		22	

2010 FITT Annual Survey Report

Please tell us which region you are based?

The majority of respondents to the 2010 survey indicated that they were from Sydney, followed by 22.2% indicating that they were from Melbourne. The remaining respondents totalling 8% were from other locations around Australia.



Answer Options	Response Percent	Response Count
Sydney	69.9%	123
Melbourne	22.2%	39
Central Coast/Newcastle	0.6%	1
Wollongong	0.6%	1
QLD	1.1%	2
SA/WA/NT	1.7%	3
Overseas	0.6%	1
Other	3.4%	6
answered question		176
skipped question		3

2010 FITT Annual Survey Report

Our events and services

During 2010 FITT provided a number of events, programs and services.

Month	Date	Event	Sponsored by
February	Tues 23rd	2010 - Make IT happen	IBM
	Sat 27th	Powerful Influencing for Career Advancement	FITT
March	Mon 8th	Telstra FITT International Women's Day Lunch	Telstra, PGI (formerly Premiere Global Services), SAP, UTS:IT
April	Wed 28th	Free Webinar on tips to become more successful on what you set out to achieve	Premiere Global Services
July	Thu 8th	Discover your unique strengths - Striving for self mastery	Cisco and ACS
Sept	Wed 8th	Optimising your Critical Path in Career Management	PGI
Oct	Tues 12th	ICT Trends Luncheon	Telstra, Macquarie Telecom
	Sat 30	Powerful Influencing Skills Workshop	MyPerformanceCoach
November		2011 Mentoring Program Launch	FITT
December	Wed 1st	Free Skills Webinar - Become a Global Brand by Connecting and Communicating Creatively	PGI

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

2010 FITT Annual Survey Report

How do you rate FITT events, programs or services during 2010?

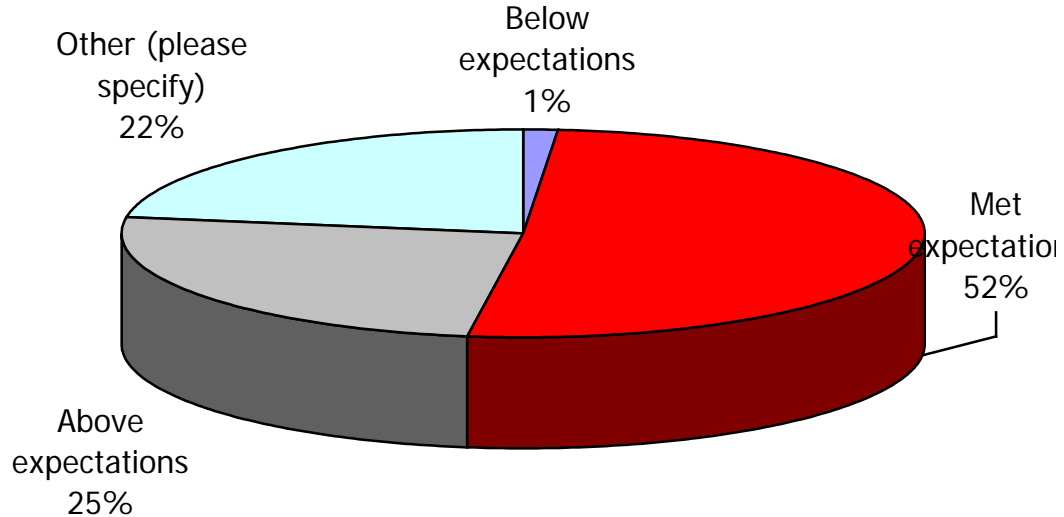
In order to measure the effectiveness of our programs, we asked our members to tell us how useful they found FITT events, programs and services. Our respondents indicated that the IWD luncheon and FITT website was the most useful resource that they accessed. There were also a high number of respondents that indicated that they found the website less useful. The third 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)	20	23	3	69	115
Skills Webinar series	12	31	5	68	116
FREE North Ryde social events	12	12	13	75	112
Melbourne Telstra FITT Event (August)	5	14	4	91	114
ICT Trends Luncheon(October)	15	29	5	69	118
FITT website	19	61	15	26	121
FITT Mentoring Program	17	21	6	68	112
FITT Self-Development workshops e.g. Powerful Leadership	18	24	8	62	112
Events run by other organisations that FITT promotes (e.g. ACS workshops, AllA etc.)	12	41	10	48	111
Other (please specify)				19	
answered question					137

2010 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 26% indicated that the events that they attended were above their expectations whilst 51% indicated that the events met their expectations.



Answer Options	Response Percent 2009	Response Count	Response Percent 2010	Response Count	% Difference
Below expectations	1.90%	4	1.5%	2	-0.4%
Met expectations	41.30%	86	51.9%	68	10.6%
Above expectations	35.60%	74	26.0%	34	-9.6%
Other (please specify)	23.60%	49	22.9%	30	-0.7%
answered question		213		131	

2010 FITT Annual Survey Report

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

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 LinkedIn Discussion Group. The respondents indicated that Facebook was the least useful, followed by Twitter and then AIIA invites/websites.

Answer Options	very useful	useful	not very useful	NA	Response Count
FITT newsletter – long version	43	66	8	9	126
LinkedIn Discussion Group/News	26	36	26	22	110
FITT website	21	75	17	5	118
FITT email invites	62	58	6	3	129
Twitter	5	3	47	51	106
Facebook	2	10	35	54	101
AIIA invites/website	15	37	23	36	111
answered question					136
skipped question					43

Which times suit you for networking events?

In 2010 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 dinner events.

Answer Options	Able to attend	No preference	Can not attend	Response Count
Breakfast events	72	21	27	120
Lunch events	77	13	29	118
Cocktails – early evening	82	23	21	125
Dinner events	72	21	26	119
answered question				138
skipped question				41

2010 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 93% of respondents were most willing to pay between \$60 – 80 for a breakfast event, 73% of respondents indicated that \$60-80 where a reasonable fee for a lunch event, while 54% of respondents indicated that they would pay between \$81-130 for a dinner event and 12% of respondents indicate that they would be willing to pay above \$120 for a dinner event.

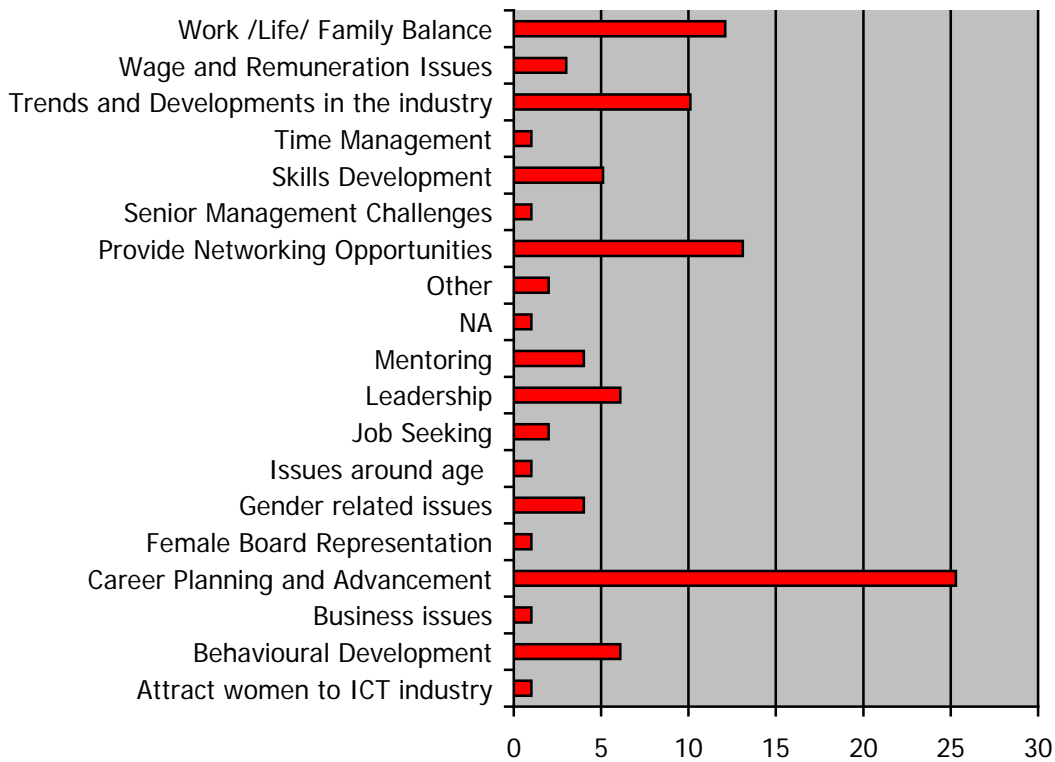
Answer Options	\$60-\$80	\$81-\$130	Above \$130	Response Count
Breakfast events	93	2	0	95
Lunch events	73	35	2	109
Dinner events	55	54	12	119
Cocktail events	87	11	2	100
answered question				123
skipped question				56

Our industry challenges

What 3 challenges are you facing in your career and/or personal life that you think FITT could help with in 2011?

In this survey we asked our members to give us 3 challenges that they thought that FITT could help them with in 2011. The three top answers were:

- Career Planning and Advancement (25% of responses);
- Provide Networking opportunities (13% of responses);
- Work/Life/Family Balance (12% of responses).



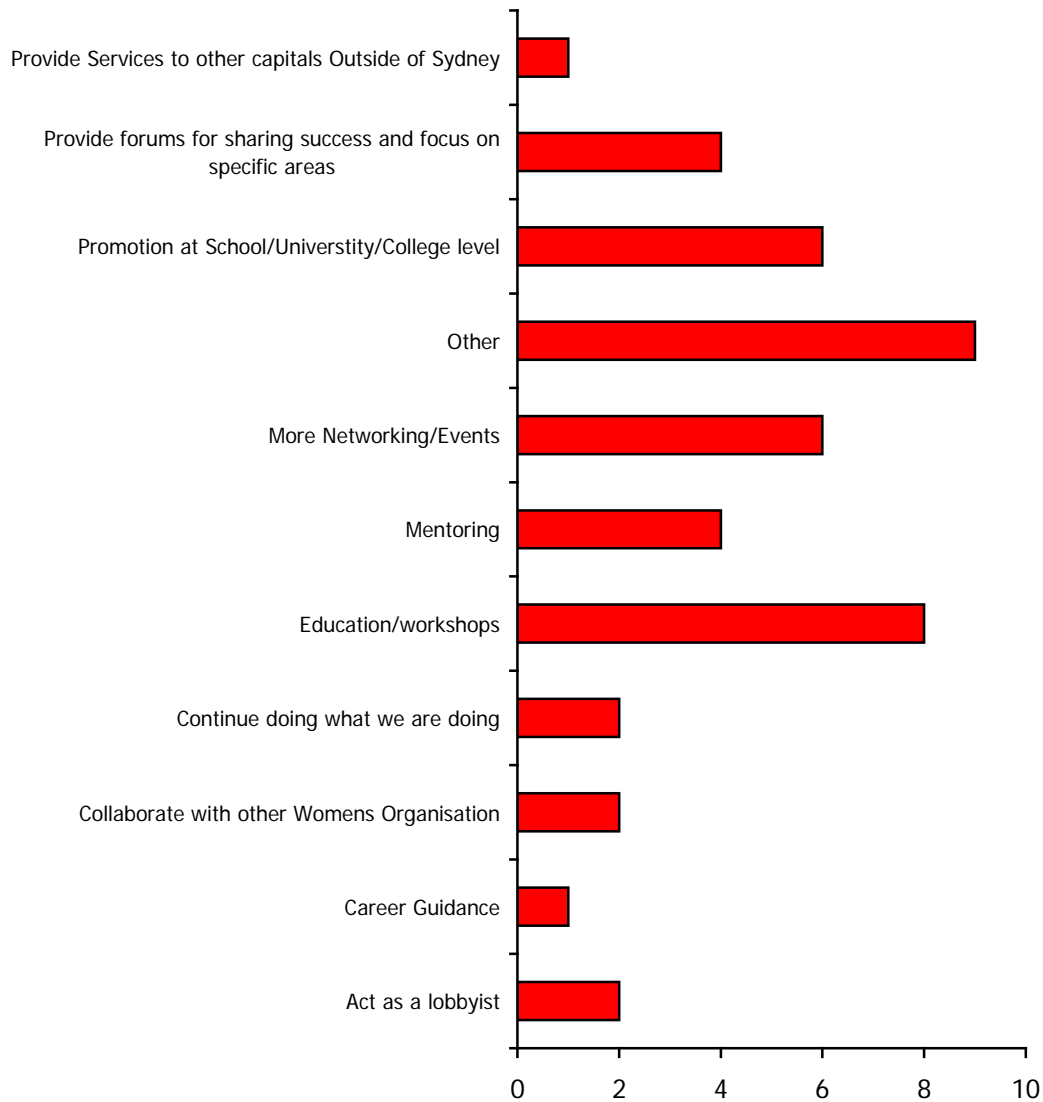
In 2009, a similar pattern in the responses indicated career development as the biggest challenge, followed by networking (13%) and business issues.

In 2008, the top challenges were career direction choices, networking and issues around dealing with an economic downturn.

2010 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 education and workshops, more networking events and promotions to schools and universities.

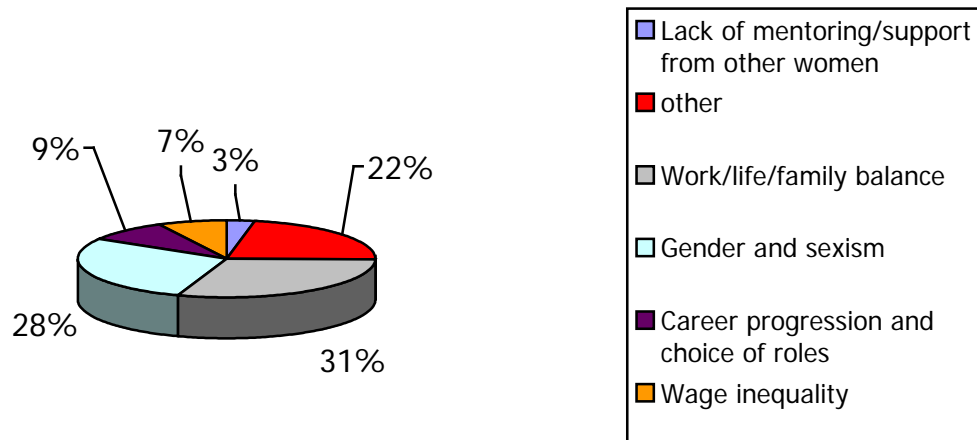


2010 FITT Annual Survey Report

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 31% indicated issues around work/life balance followed by 28% indicating issues around gender and sexism. Other reasons were provided by 22 % of respondents, while smaller numbers indicated issues around ageism, career progression and wage inequality.

In 2009 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.



Response Examples:

“Promotion and salary.”

“Bloke culture - I work in IT in the investment management industry, 80 IT staff and only 2 women, it sucks. Long hours.”

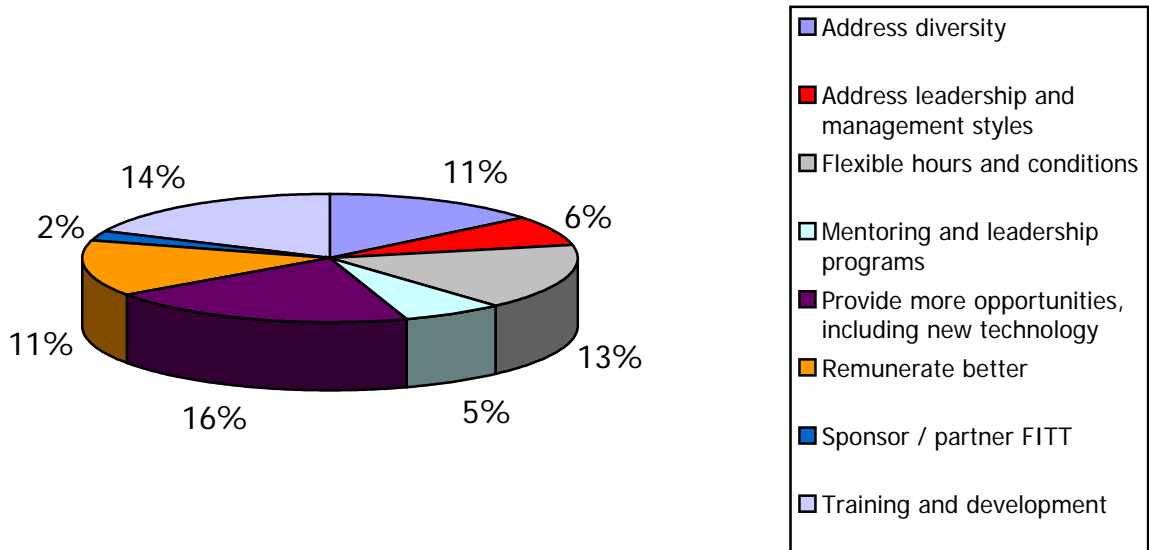
“Generally male dominated, still difficult to gain credibility and requiring to prove self over & over again.”

“Genuine flexibility by women and employers, confidence when dealing with C-level executives.”

“Perceptions that it is geeky, long and sometimes unsocial hours, lack of visibility of career paths.”

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, 14% 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.



Response Examples:

“Ensure that senior management understand the importance of woman's perspective in ICT as many times we are the key stakeholders.”

“More opportunities in new areas e.g. Green IT, Cloud Computing, Virtualisation”

“Pay industry average, value their employees, provide training (product and career).”

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 2011 mentoring program.

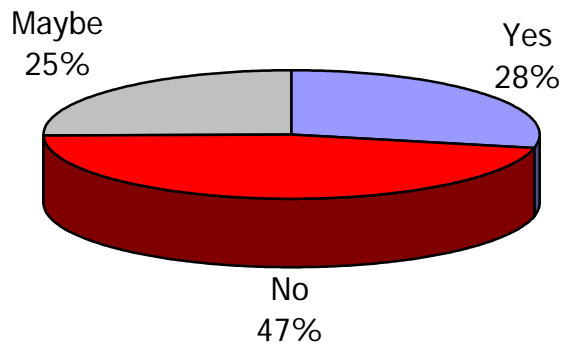


Figure 1 - Interested in becoming a mentee

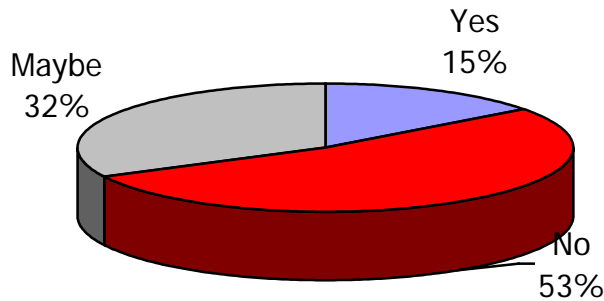


Figure 2 - Interested in becoming a mentor

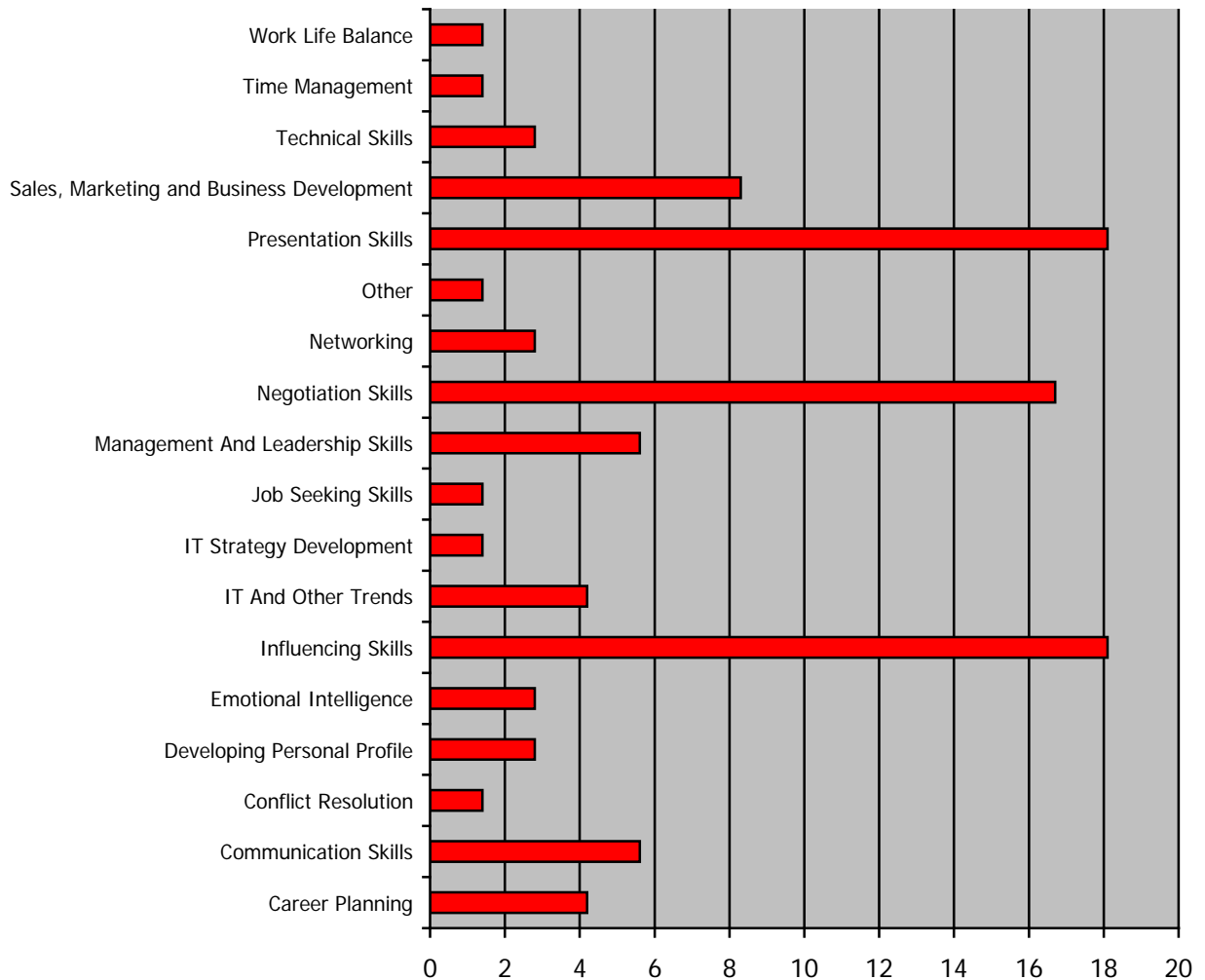
Our development program

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?

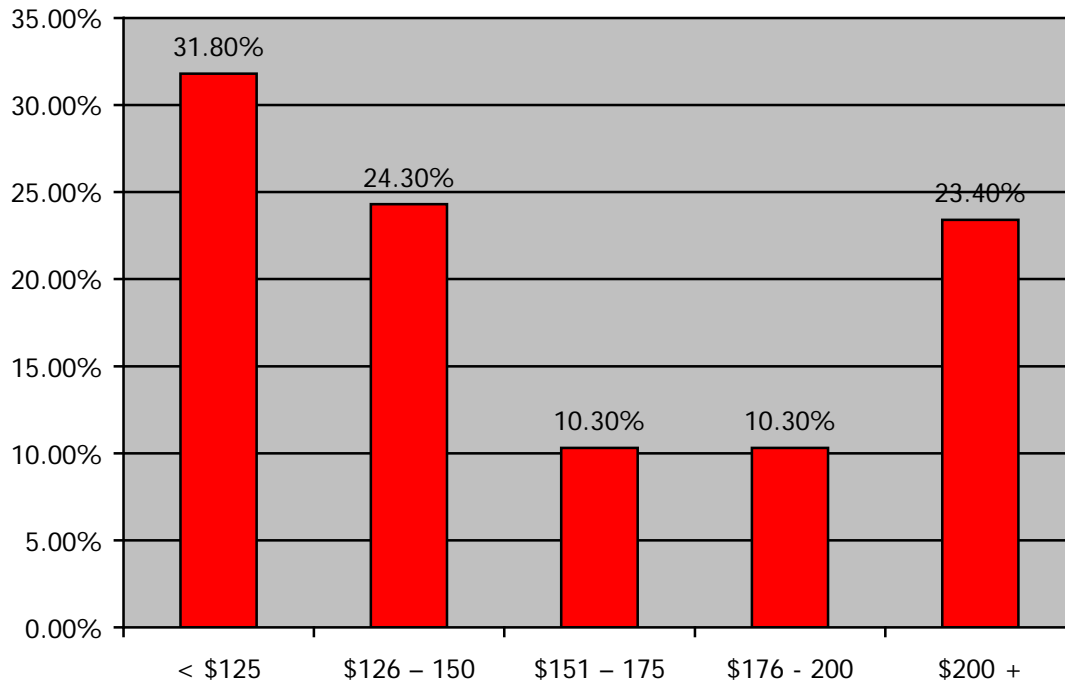
We asked our members to indicate what topics they were most interested in attending in a skills *workshop*. The course topics where there was the most interest was Presentation skills at 18%, Influencing skills at 18% and Negotiation skills at 16%.



2010 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. 31% were willing to \$125 or less, 24% were willing to pay between \$126 – 150 and 23% were willing to pay more than \$200.



Answer Options	Response Frequency 2009	Response Count	Response Frequency 2010	Response Count	% Difference
< \$100	24.7%	43			-24.7%
< \$125	20.1%	35	31.8%	34	11.7%
\$126 – 150	16.7%	29	24.3%	26	7.6%
\$151 – 175	12.1%	21	10.3%	11	-1.8%
\$176 - 200	11.5%	20	10.3%	11	-1.2%
\$200 +	14.9%	26	23.4%	25	8.5%
answered question		174		107	
skipped question		146		72	

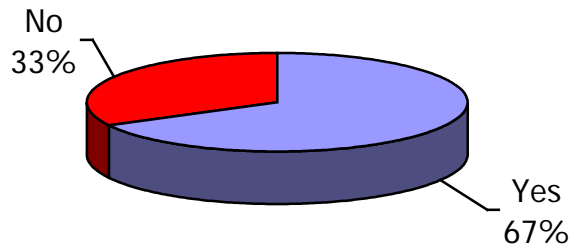
Our organisation

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:

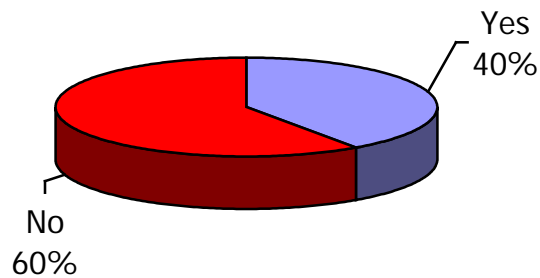
- Run entirely by volunteers?
- Dependant on sponsorship to run our events?
- A special interest group of AIIA?

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?

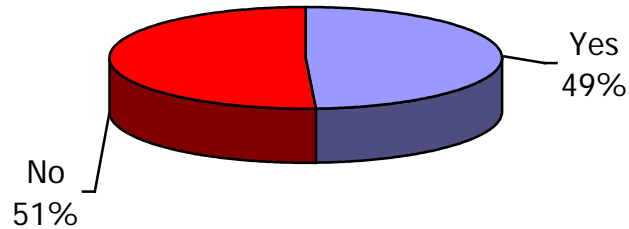


Were you aware that FITT is a special interest group of the AIIA?

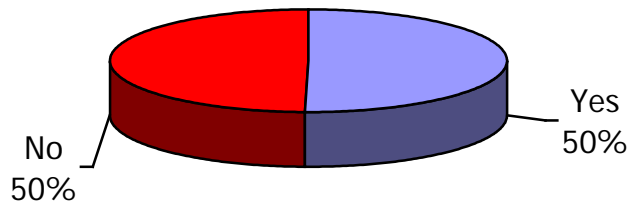


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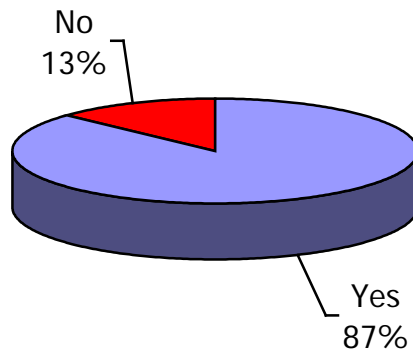
Were you aware that FITT solely financially relies upon on sponsorship and raffles? (We are not funded by anyone and do not charge individual membership?)



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

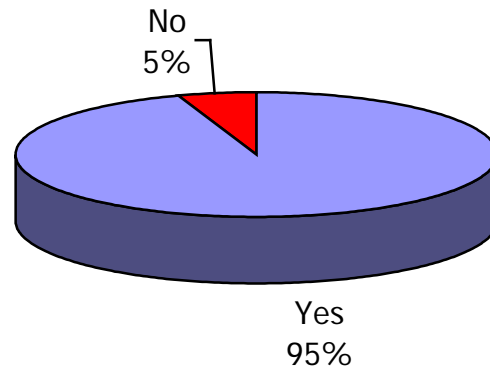


Do you think that a more nationally-oriented organisation that owns and delivers programs and whom represents all the states can deliver better outcomes for women in ICT?



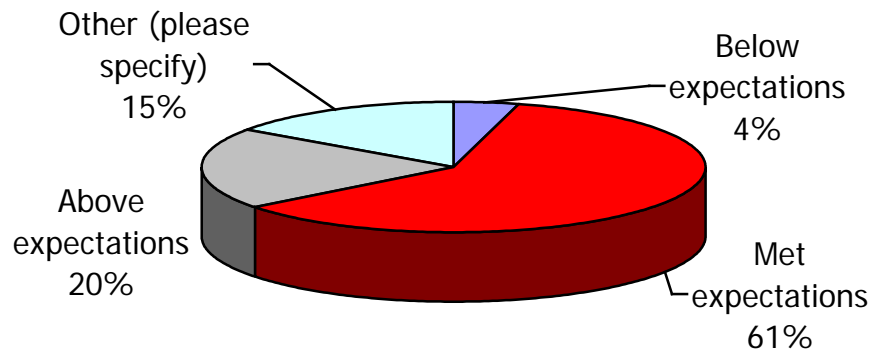
2010 FITT Annual Survey Report

Would you recommend friends and colleagues to join FITT?



How would you rate the 2010 Steering Committee for its facilitation of FITT member services?

We asked our members to rate the 2010 Steering Committee's facilitation of member services. Of the members that responded to this question 61% indicated that the committee had met expectations and 20% indication that it had exceeded expectations.



Answer Options	Response Frequency 2009	Response Count	Response Frequency 2010	Response Count	% Difference
Below expectations	3.60%	7	4.3%	5	0.7%
Met expectations	52.60%	101	61.2%	71	8.6%
Above expectations	31.80%	61	20.7%	24	-11.1%
Other (please specify)	15.60%	30	15.5%	18	-0.1%

2010 FITT Annual Survey Report

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:

- I think FITT does a great job and provides a great networking opportunity for members. I have enjoyed the courses that FITT has facilitated. Thank you to the Steering Committee who give their time to grow and support FITT
- Very worthwhile and worth supporting. I'd like to do more and I'll make an effort this year to get to more events etc.
- Hope that there will be more events occurred outside Sydney, in other States
- I believe you have come a long way since the inception of FITT and would like to take this opportunity to congratulate you for your tireless efforts and valuable time. The events are a breath of fresh air.
- Very worthwhile organisation, offering great support and networking opportunities
- Great job by great volunteers.
- Great initiative for helping to promote females. More power to us!
- "The mentoring program has been wonderful. Having the self-development workshops has allowed me to look at myself more and see how people I work with interact with others and to observe their influencing/management conflict skills.
- Having a mentor has been fabulous. She's been able to listen to my issues and just to help me see things from a different point of view."
- FITT is a fantastic organisation and congratulate you on your dedication and achievements.
- "Thanks for the opportunity look forward to attending more events (only 1/4 of what I wanted networking wise this year) panic for staying afloat was the only priority unfortunately and networking felt at bay.
- "Thoroughly enjoy networking with other FITT members! If anything, FITT objectives could be more up-to-date/ current - relevant to what's happening now in the market place!
- A big thankyou to all the FITT members who make it all happen - you are very much appreciated and never taken for granted!"