THE BAFTA CAREER PATHWAYS SURVEY

CAREER PATHWAYS IN FILM, TELEVISION AND GAMES: A REPORT PUBLISHED BY THE BRITISH ACADEMY OF FILM AND TELEVISION ARTS

BRITISH ACADEMY
OF FILM AND TELEVISION ARTS

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CHAIR OF BAFTA'S LEARNING & EVENTS COMMITTEE 2

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FOREWORD

The film, television and games industries are some of the most competitive industries to work in. Finding a route in – being in the right place at the right time – is a test of initiative and endurance. Much like a video game, a game show or the plot of many a cinematic trilogy, getting a foothold in the industries can test even the sternest mettle.

And yet, there is no shortage of people wanting to work in the industries. Thousands of students at the country's media courses will attest to the fact that a career in our industries is highly prized – as will the 57% of the young people we surveyed who have at one time considered working in film, TV or games.

So why would we want to encourage more people to enter these industries?

The answer is that it isn't volume we are after. As an organisation which champions creative excellence, BAFTA wants people to be judged on talent and aptitude rather than who they know or how long they are able to work for free.

And so we have reached out to young people to get a better picture of how they are guided in their careers – where and how they access information, how easy it is to understand the process by which one enters film, TV and games, and what sources of information have proved most reliable or useful.

The results make interesting reading. They reveal a perception among young people and those who advise them, that the film, TV and games industries are harder to break into if you are from particular backgrounds or don't have family connections. Clear advice and information about the best routes in are hard to find. Understanding the breadth of skills and the different roles available in the industries is tough.

This should not be read as an indictment of careers advisors, parents or teachers. Our parallel survey of BAFTA members reveals that there is no single route into the industries. Half of our members – some of the most accomplished film, TV and games makers in the country – started their professional lives in a different industry – so it is little wonder that we present a confusing picture.

Our young respondents reported that one of the things they wanted to understand was what skills they needed to enter the industry and how they can demonstrate them. And what is the biggest aid to getting in to the industry according to our members? 'Being able to demonstrate job specific skills'.

As an industry we need to open up a dialogue with careers advisors, parents, teachers and young people to aid their understanding of what skills we are looking for and how young people can demonstrate them. We should explode the elitism – real and perceived – inherent in our industries.

BAFTA works with some fantastic organisations who are as committed as we are to taking this discussion forward. I, as chair of BAFTA's Learning and Events Committee, along with Academy Chair John Willis, hope that this survey is the first step in the process of ensuring that talented young people are not lost from our industry.

We extend our thanks to all the young people and BAFTA members who have contributed to this report.

Anne Morrison
Chair, BAFTA's Learning & Events Committee
1 November 2012

EXECUTIVE SUMMARY

The British Academy of Film and Television Arts (BAFTA), is working to widen access to its members and the industry through its Learning & Events (L&E) programme. This includes around 200 events per year, as well as special schemes and competitions to inspire young people, career starters and current professionals in the film, television and games industries.

As part of its L&E activity, BAFTA commissioned research looking at the career pathways into the film, television and games industries. The research consisted of two surveys which were managed by BAFTA's L&E PR agency, Kindred:

- A survey of 2,077 young people aged 16-24 looking at their career decision-making process and influences
- A survey of 191 BAFTA members, looking at their own road to success and their advice for young people.

The survey findings are published on the first anniversary of the BAFTA Guru website, BAFTA's learning channel, which includes filmed interviews, articles and podcasts (www.bafta.org/guru).

Key findings:

CHOOSING A CAREER IN FILM, TELEVISION OR GAMES:

- Careers in film, television and games are popular choices
- Gender is a factor in choosing a career in games
- Socio-economic factors affect the decision to choose a career in film or television

EXPERIENCE OF CAREERS ADVICE AMONG YOUNG PEOPLE:

- Accessing careers advice can be difficult
- Young people want advice on routes, skills and training
- Requirements differ with age
- Industry-specific advice may not be readily available

CHALLENGES FACED BY ASPIRANTS OF CAREERS IN FILM, TELEVISION OR GAMES:

- Careers advice on film, television or games is hard to find
- Industry contacts more helpful than careers advisors
- Aspirants less satisfied with formal careers advice

REASONS FOR REJECTING A CAREER IN FILM, TELEVISION OR GAMES:

- Unclear routes and lack of role models
- Careers in film and television still seen as limited to better- off Londoners with existing links to the industry
- Females are more likely to be discouraged than males

THE SKILLS, ROLES AND WORK EXPERIENCE INFORMATION DEFICIT:

- Young people are not necessarily aware of industry skills requirements
- Many are now planning to go into careers which contain skills that could be used in film, television or games.

EXPERIENCE OF BAFTA MEMBERS:

- Perceived challenges and discouragement were factors at the first stages of members' career journey
- Careers in film, television or games are not always the first choice
- The importance of support from industry insiders
- The importance of skills and qualifications
- Members took diverse paths into the industry, making clear progression routes harder to signpost

The main conclusion from these findings is that misinformed or inadequate careers advice is putting off potential future stars of film, television or games. The findings suggest that consideration must be given to the source of the advice, the information that is disseminated, and the pathways offered by the industry and training providers. Age, gender and socio-economic factors must all be considered.

Key recommendations include:

- An annual review by BAFTA of the career pathways issues in film, television and games
- Cross-industry working groups to tackle specific challenges around careers advice and resources, work experience, education and skills training, and diversity.
- An internal review of BAFTA's own provision, to be led by the L&E Committee

These recommendations, and others, will be discussed in detail by industry professionals, careers advisors and young people at the first BAFTA Career Pathways Summit on Thursday 15 November 2012.

INTRO

The British Academy of Film and Television Arts (BAFTA) is an independent charity that supports, develops and promotes the art forms of the moving image by identifying and rewarding excellence, inspiring practitioners and benefiting the public.

In addition to its Awards ceremonies, BAFTA has a year-round Learning & Events (L&E) programme that offers unique access to some of the world's most inspiring talent through workshops, masterclasses, lectures and mentoring schemes, connecting with audiences of all ages and backgrounds across the UK, Los Angeles and New York.

In November 2011, BAFTA launched BAFTA Guru, a free online resource that brings together the most exciting voices in film, TV and games to share their knowledge and encourage debate. BAFTA Guru is home to films and podcasts from BAFTA events, as well as specially-commissioned articles. Guru also hosts BAFTA's 'Big Questions', where leading talent describe how they started in the industry, a film, television programme or game that inspires them, and their advice to anyone staring out in their industry.

To help inform the development of our learning programme, we commissioned a research report to look at how different forms of careers advice and guidance - both formal and informal - had an impact on career pathways, and what interventions might be put in place to support young people.

METHODOLOGY:

The research consisted of two surveys, which were managed by Kindred (www.kindredagency.com), BAFTA's L&E PR agency, overseen by Niyi Akeju, Producer of Audience Development Projects at BAFTA.

The first was conducted online by ResearchBods (www.researchbods.com) amongst a nationally representative sample of 1,878 16-24 year olds, between 24 July and 28 August 2012. The overall total of responses was 2,077, as an it included an additional sample of 199 16-24 year olds accessed through partner organisations that promote media careers to young people, namely 4Talent, First Light and IdeasTap, as well as through BAFTA's Youth Board of 18 career-starters, and BAFTA's Twitter feed.

ResearchBods provides online polling and surveying services to companies and organisations wanting to access consumers in the UK and globally. The company has a key focus on providing access to youth, families and the education sector, and runs the largest direct to youth research panels in the UK.

A survey of BAFTA members was conducted using SurveyMonkey, the online survey tool, and received 191 responses from current BAFTA members. The survey was distributed to BAFTA members via a link in the Members' Newsletter, and ran between 7 and 16 September 2012.

In addition to tables and quotes from the survey responses, this document contains illustrative quotes taken from interviews with industry professionals which can be found on the BAFTA Guru website.

SECTION 1: CHOOSING A CAREER IN FILM, TELEVISION OR GAMES

1.1 CAREERS IN FILM, TELEVISION AND GAMES ARE POPULAR CHOICES

Over half (57%) of young respondents have at one time considered a career in the film, television or games industries, and almost one third (29%) are currently on a related course or in related employment.

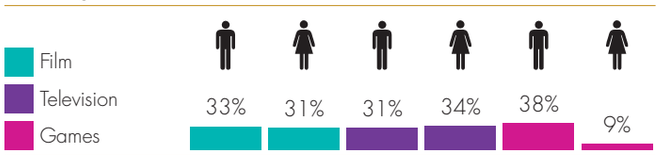
Have you ever considered, or are you planning to enter, a career in film, TV or video games?

Does your course, work experience, internship or job primarily focus on any of these industries?

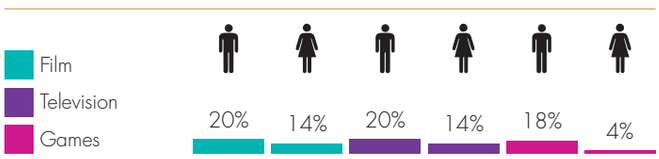
1.2 GENDER IS A FACTOR IN CHOOSING A CAREER IN GAMES

While 38% of 16-24 year old males have, at some time, wanted to enter the games industry, just 9% of females have ever considered it. Similarly, just 4% of female respondents are currently doing a course, work experience or job related to games, compared to 18% of males.

Have you ever considered, or are you planning to enter, a career in film, TV or video games?



Does your course, work experience, internship or job primarily focus on any of these industries?



"Identify and get to know the branch you want to specialise in and research the companies and professionals you most admire within that branch."

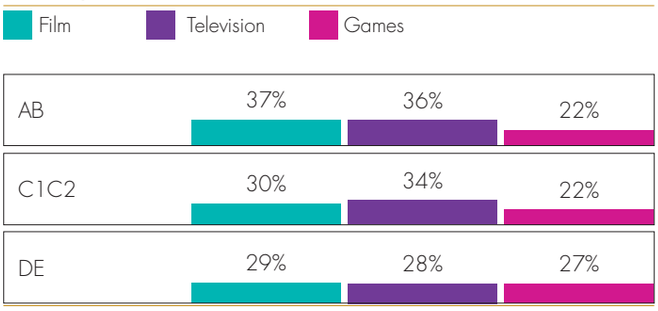
– BAFTA member (survey respondent)

1.3 SOCIO-ECONOMIC FACTORS AFFECT THE DECISION TO CHOOSE A CAREER IN FILM OR TELEVISION

The survey found that young people are more likely to consider a career in film or television if they come from a higher socio-economic background. 37% and 36% of respondents from grades AB (defined as upper middle class and middle class) are considering a career in film or television respectively, compared to 29% and 28% of respondents classified in grades DE (defined as working class and those at the lowest levels of subsistence).

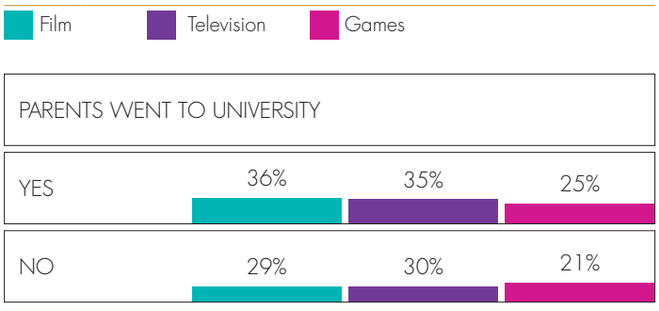
Conversely, a career in games was more popular with those who fall into the lower social grade of DE (27% compared to 22% AB)

Have you ever considered, or are you planning to enter, a career in film, TV or video games?



Respondents were also more likely to consider a career in film or television if their parents went to university (36% and 35% respectively for film and television, compared to 29% and 30% respectively for those whose parents did not).

Have you ever considered, or are you planning to enter, a career in film, TV or video games?

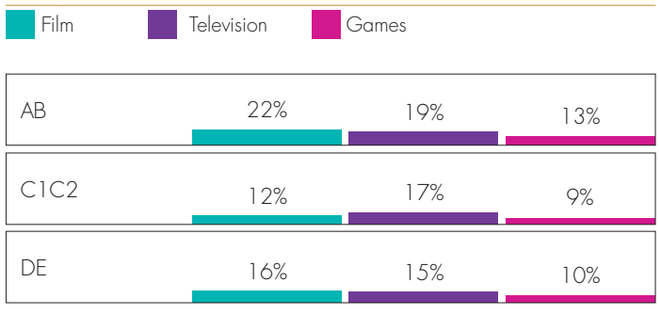


Young people are more likely to be studying or undertaking work experience in film or television if:

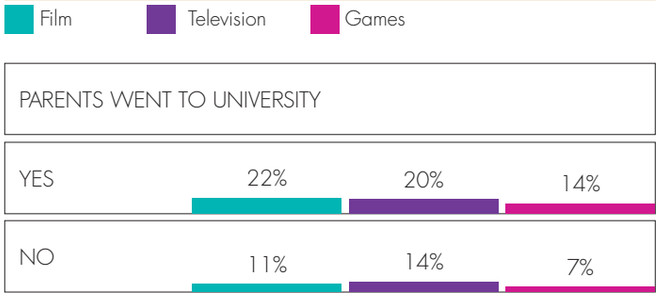
- They are in a higher social grade (22% and 19% respectively of those in grade AB compared to 16% and 15% respectively of those in grade DE 16%)
- They live in London (26% of Londoners compared to, for example, 10% of those living in Yorkshire – though Wales and the North East are anomalies, perhaps reflecting the level of film and television productions from these regions).
- Their parents went to university (22% compared to 11% whose didn't).

These findings suggest that careers in film and television are still seen as limited to better-off Londoners with existing links to the industry. This assertion is emphasised in the reasons given to dissuade young people from entering a career in these industries, which are discussed on page 15.

Does your course, work experience, internship or job primarily focus on any of these industries?



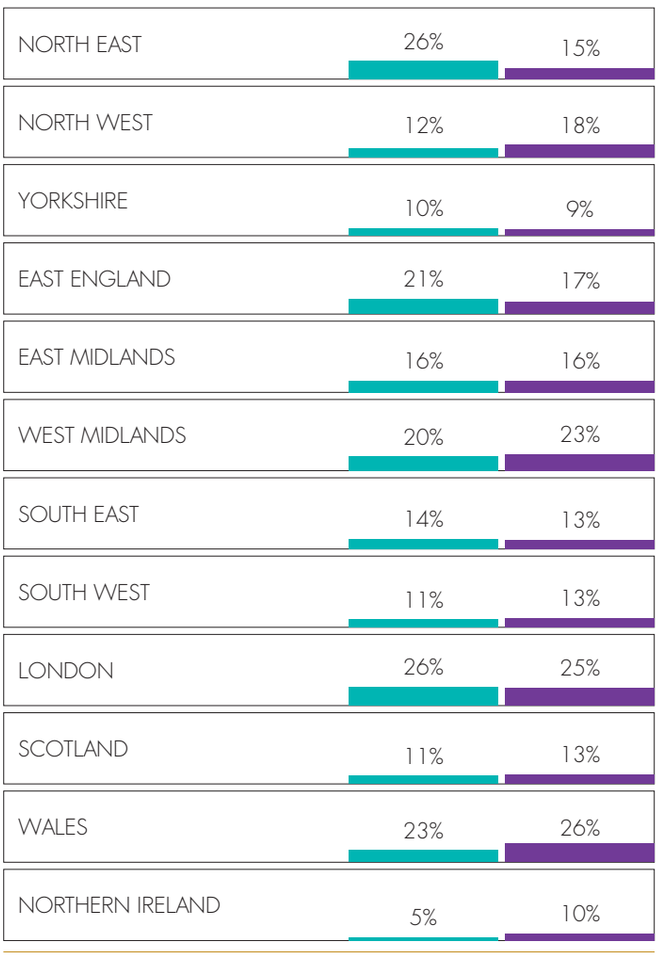
Does your course, work experience, internship or job primarily focus on any of these industries?



"How can I find good agents to represent me in the area that I live in since I can't afford to live in London?"

– young survey respondent

Does your course, work experience, internship or job primarily focus on any of these industries?



"When I was growing up in Armagh in Northern Ireland there wasn't a 'Cineaste', there wasn't even a cinema there in fact, it got burnt down when I was age 12."

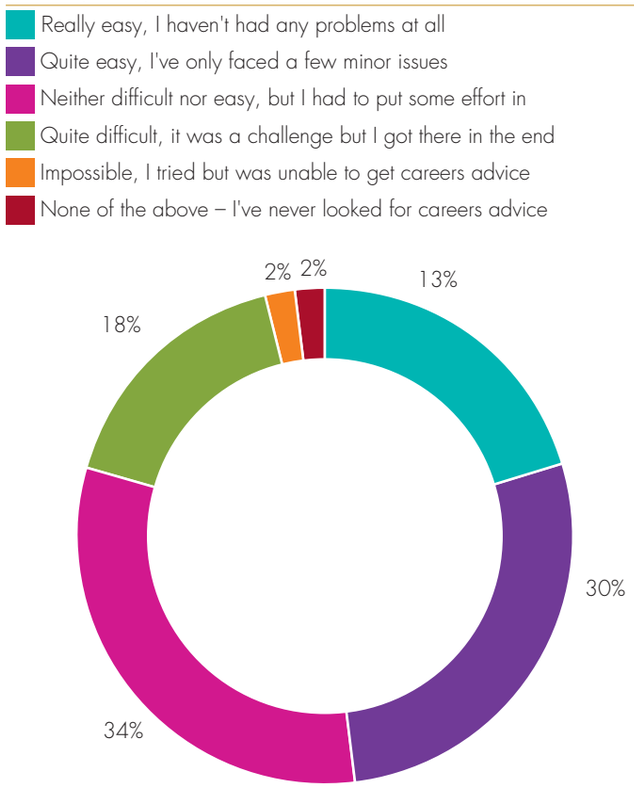
– Seamus McGarvey, BAFTA-nominated cinematographer (Atonement, We Need to Talk About Kevin). Full interview available on BAFTA Guru.

SECTION 2: EXPERIENCE OF CAREERS ADVICE AMONGST YOUNG PEOPLE

2.1 ACCESSING CAREERS ADVICE CAN BE DIFFICULT

One in five (20%) of all young people who responded to the survey said they found getting careers advice difficult or impossible, compared to only 13% who said it was really easy to obtain.

How easy have you found it to get careers advice?



2.2 YOUNG PEOPLE WANT ADVICE ON ROUTES, SKILLS AND TRAINING

The most popular reason given for seeking advice was to find the best route to enter their chosen career (named by 25% of all those who had sought careers advice). The next two most popular reasons were advice on what job might suit their skills (15%) and ideas on what education or training to pursue next (13%).

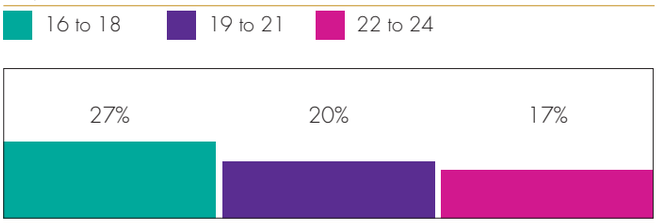
Thinking about the careers advice you've received, what was/were the main thing(s) you were looking for advice on?

The best route to enter my chosen career	25%
General advice on what job/career might suit my skills	15%
Ideas on what education/training to pursue next	13%
Information about the types of roles in my preferred industry, and the skills required	12%
Whether my chosen career was a possibility	11%
Where and how I could access work experience	10%
How to stand out from the crowd	9%
Ideas on what my next job should be to progress my career	5%

2.3 REQUIREMENTS DIFFER WITH AGE

84% of respondents have at one time received careers advice from the education sector or an independent careers advisor. Formal careers advice was considered most useful overall but it appears to be seen as less useful for older respondents. Only 17% of 22-24 year olds who had received advice from a careers advisor at school, college or university found it to be the most helpful advice they'd received, compared to 27% of 16-18 year olds.

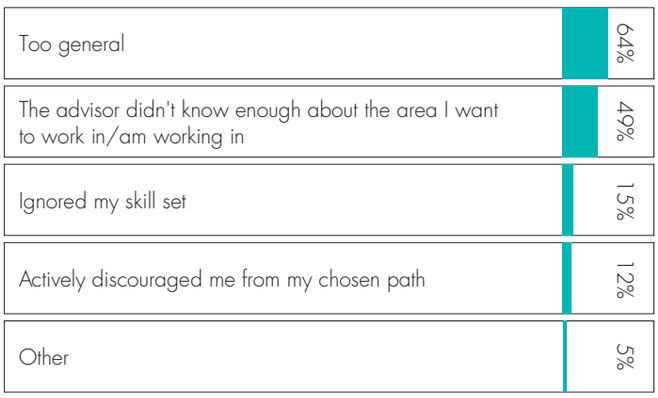
Respondents who ranked formal careers advice as the most useful



2.4 INDUSTRY-SPECIFIC ADVICE MAY NOT BE READILY AVAILABLE

Of the respondents who weren't satisfied with formal careers advice they had received, nearly two-thirds (64%) found it to be too general and nearly half (49%) felt the careers advisors did not know enough about the specific industry in question.

What was wrong with the careers advice?



"Streamline your skills to have one main focus. Have a solid body of practical experience or demo projects to show your interest and competence."

– BAFTA member (survey respondent)

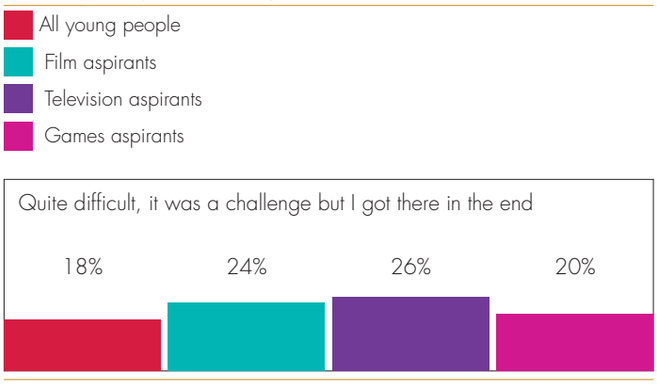
SECTION 3: CHALLENGES FACED BY ASPIRANTS OF CAREERS IN FILM, TELEVISION OR GAMES

'Aspirants', defined as young people currently on a course or in employment related in some way to the film, television or games industry, account for almost one third (29%) of survey respondents.

3.1 CAREERS ADVICE ON FILM, TELEVISION OR GAMES IS HARD TO FIND

Finding careers advice was 'quite difficult' for 26% of TV, 24% of film, and 20% of games aspirants, compared to an average of 18% for all young people surveyed.

How easy have you found it to get careers advice?



"Do the research about who is active in the area you want to work in and think about the most professional way to contact them. Find out what qualifications are required, show interest and start to network."

– BAFTA member (survey respondent)

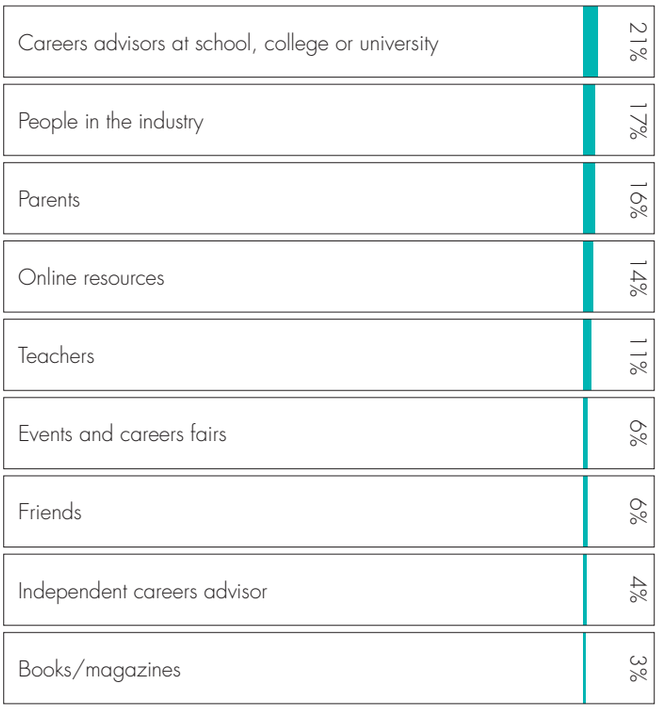
3.2 INDUSTRY CONTACTS MORE HELPFUL THAN CAREERS ADVISORS

Those aspiring to careers in film, television or games are less likely to have found careers advisors in the education sector useful (17% for 'aspirants' compared to 21% of all respondents) and more likely to rely on people already in the industry (25% compared to 17% of all respondents).

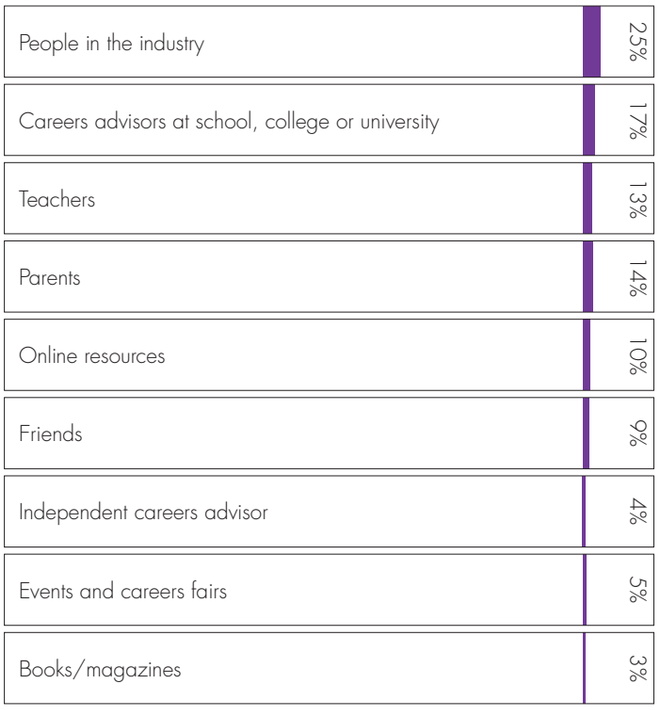
Which source of careers advice have you found most useful?

Most useful sources of advice:

All Respondents



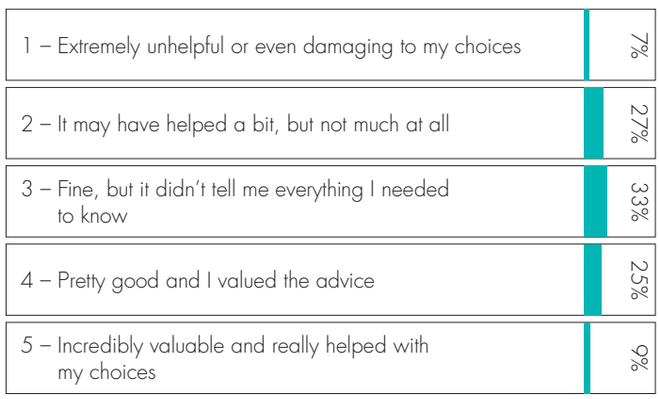
Aspirants



3.3 ASPIRANTS LESS SATISFIED WITH FORMAL CAREERS ADVICE

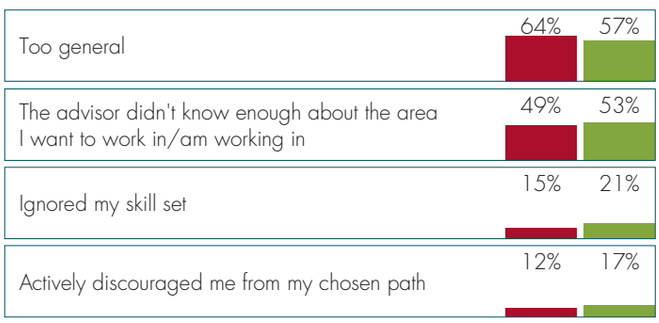
Of the young people looking to establish a career in film, television or games who received formal careers advice, 34% said the advice was either extremely unhelpful or did not help much at all (7% and 27% respectively). Just 9% said it was incredibly valuable.

If you received formal careers advice from a teacher or careers advisor, how do you think the careers advice you've received has helped you in making choices about your eventual career?



One in five (21%) aspirants said the advice they received ignored their skill set. In comparison, just 15% of those who are not intending to enter these industries said the same.

Have you ever considered, or are you planning to enter, a career in film, TV, or video games?



"I got into the industry working as a floor runner. I spent a year working on the sets of game shows, pop promos, commercials and dramas. I worked in several departments before being drawn to cameras. I worked my way up from camera trainee to loader and focus puller before making the leap to lighting cameraman."

– Damian Daniel, cinematographer and one of BAFTA's Brits to Watch in 2011. Full interview available on BAFTA Guru.

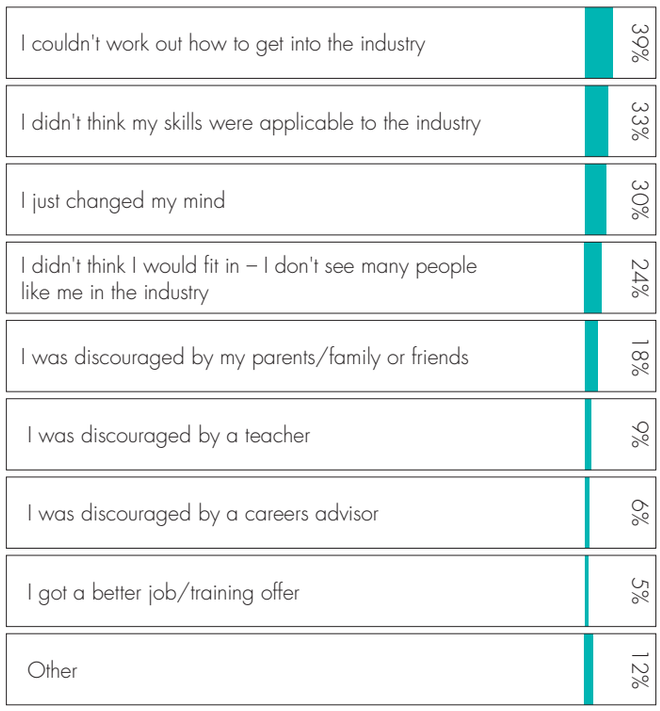
SECTION 4: REASONS FOR REJECTING A CAREER IN FILM, TELEVISION OR GAMES

4.1 UNCLEAR ROUTES AND LACK OF ROLE MODELS

Of the young people who had at one time considered a career in film, television or games but are no longer pursuing one, 39% could not work out how they could get involved, 24% had a perception that 'people like them' would not fit in the industry, while discouragement from family, friends, teachers and careers advisors were also factors.

Reasons given in 'Other' included:
- "I don't live in London and couldn't afford to do work experience"
- "Too much competition, hard to break into"
- "Unsure on the stability of the job"

If you considered a career in film, TV or games, and are no longer following that path, why not?



"How do you make the jump from working for free to getting paid? All advice I've received so far just suggests getting work experience but now I'm seen as free labour."

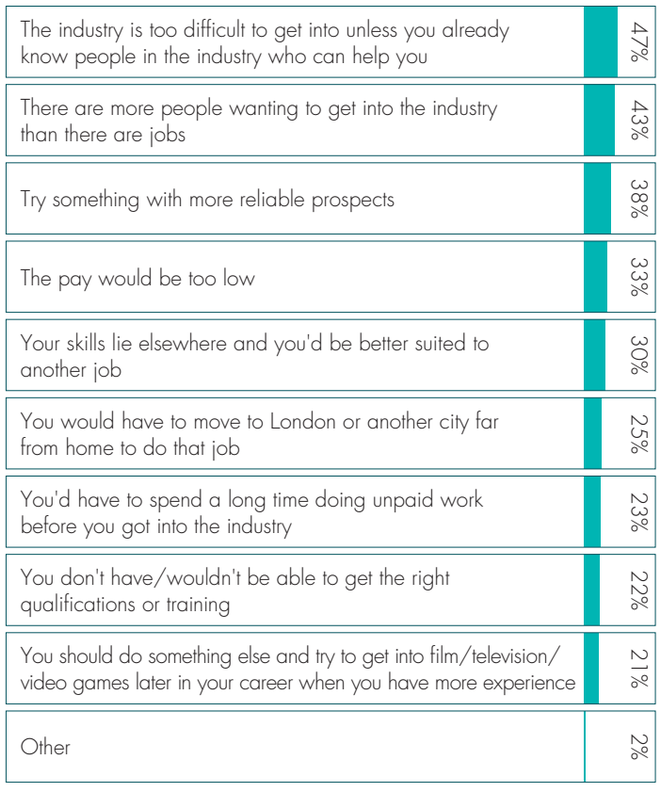
– Young Survey Respondent

4.2 CAREERS IN FILM AND TELEVISION ARE STILL SEEN AS LIMITED TO BETTER-OFF LONDONERS WITH EXISTING LINKS TO THE INDUSTRY

The perceived requirement to know people in the industry, survive on low pay, and move to London were key issues used by careers advisors and teachers that discouraged young people to enter the film and television industries.

These findings echo the socio-economic make-up of those considering or pursuing a career in these industries, as highlighted earlier in this document.

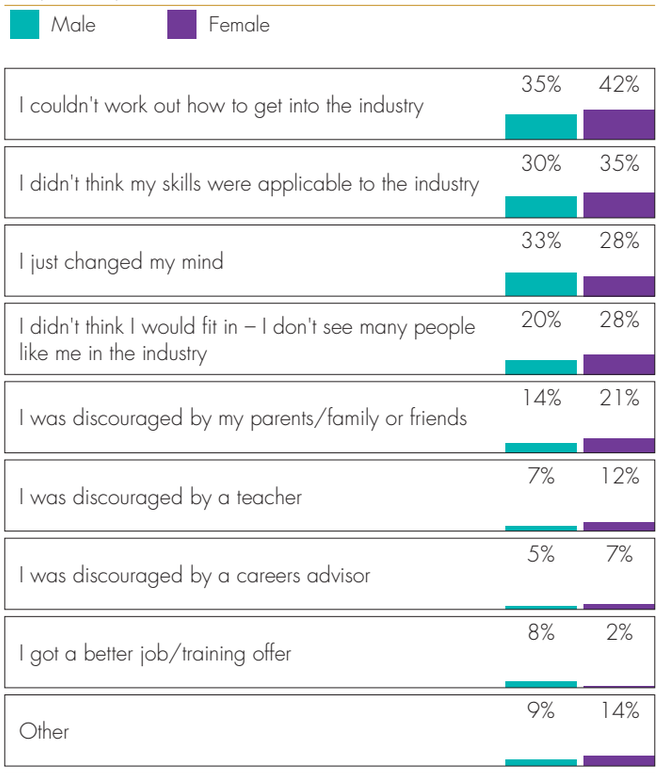
If you were discouraged from a career in film, television or video games, what advice were you given?



4.3 FEMALES ARE MORE LIKELY TO BE DISCOURAGED THAN MALES

Compared to 14% of males, 21% of females who had previously considered a career in film, television or games were discouraged by parents, family or friends. Over a quarter of females (28%) felt that they would not fit in to the industry, compared to just one in five males (20%)

If you considered a career in film, TV or games and are no longer following that path, why not?



SECTION 5: THE SKILLS, ROLES AND WORK EXPERIENCE INFORMATION DEFICIT

5.1 YOUNG PEOPLE AREN'T NECESSARILY AWARE OF INDUSTRY SKILLS REQUIREMENTS

A third (33%) of those who considered a career in film, TV or games but are no longer following that path explained that they did not think that their skills were applicable to the industry (see table 4.3 on previous page).

The type of roles and skills required, and where and how to access work experience, are among the most popular type of information sought by film, TV and games aspirants.

Thinking about the careers advice you've received, what was/were the main thing(s) you were looking for advice on?

Ranked No.1	Aspirants
The best route to enter my chosen career	23%
General advice on what job/career might suit my skills	9%
Ideas on what education/training to pursue next	10%
Information about the types of roles in my preferred industry, and the skills required	13%
Whether my chosen career was a possibility	13%
Where and how I could access work experience	13%
How to stand out from the crowd	13%
Ideas on what my next job should be to progress my career	6%

5.2 MANY ARE NOW PLANNING TO GO INTO CAREERS WHICH CONTAIN SKILLS THAT COULD BE USED IN FILM, TV OR GAMES

Jobs that young people plan to go into instead of film, television or games include:

- Solicitor/lawyer
- Interior designer
- Hairdresser
- Musician
- Photographer
- Fashion buyer
- Administration
- Marketing

SECTION 6: EXPERIENCE OF BAFTA MEMBERS

6.1 PERCEIVED CHALLENGES AND DISCOURAGEMENT WERE FACTORS AT THE FIRST STAGES

Perhaps encouragingly, 73% of current BAFTA members who had received formal careers advice from a teacher or careers advisor were advised to pursue a different career from the one they are in now, but still succeeded in their chosen field. The most popular career they were advised to pursue was teaching, followed by medicine and secretarial/ office work. A small percentage (5%) of BAFTA members were simply told to try 'anything but' the film, television or games industry.

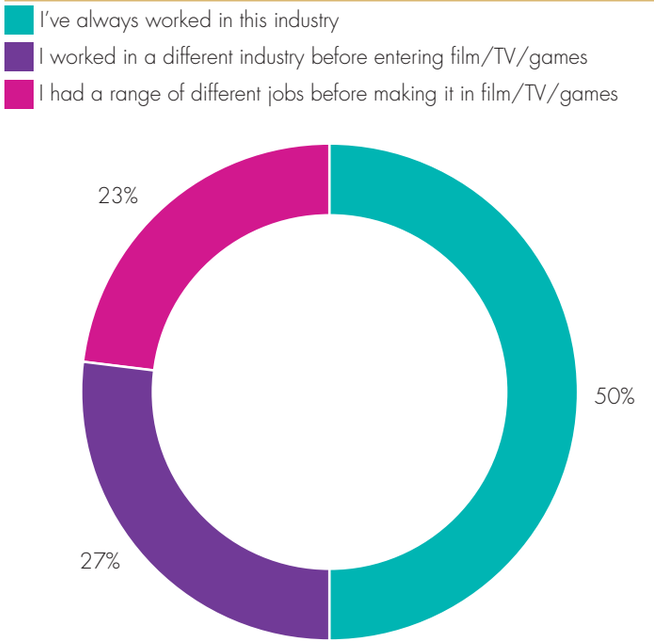
If you received formal careers advice from a teacher or careers advisor, were you ever advised to pursue a different career from the one you are now in?

All respondents

6.2 CAREER IN FILM, TELEVISION OR GAMES ARE NOT ALWAYS THE FIRST CHOICE

Half (50%) of BAFTA's members who responded to the survey have worked in a different industry from the moving image. The most frequent was the theatre, followed by teaching, but BAFTA members have worked in industries ranging from law, marketing and IT to the military.

Have you always worked in film, TV or games, or did you do something else first?



"I went to the London College of Fashion. I did the two-year HND Theatrical Make-up, Wigs and Special Effects Make-up. I was a late starter. I started off as a hairdresser."

– Jacqueline Fowler, BAFTA-winning make-up and hair designer (Hunger, The Crimson Petal And The White). Full interview available on BAFTA Guru.

6.3 THE IMPORTANCE OF SUPPORT FROM INDUSTRY INSIDERS

Almost half of BAFTA members who responded (48%) knew someone in the industry before they started out.

Did you already know anyone working in your current industry sector (film/TV/games) before you got into it?

All respondents

The importance of knowing the right people was obviously key, with 21.5% of members saying this was the main thing that helped them. However, the most cited factor that helped members get their foothold in the industry was having the right skills for the job (27.6% of members).

What was the main thing that you would say helped you get into the film/TV/games industry?

Knowing someone in the industry who helped me get my first job	21.5%
The support of a peer/mentor in my first job in the industry	11%
The support of a teacher	0.6%
Gaining industry-related qualifications	1.7%
Being able to demonstrate job-specific skills	27.6%
Luck	18.2%
Winning a financial scholarship/award	1.7%
Having access to information about how to get into my chosen career	2.8%
Other	14.9%

6.4 THE IMPORTANCE OF SKILLS AND QUALIFICATIONS

43.5% of the BAFTA members have a related qualification which helped them get into the industry.

Do you have a qualification that is directly related to your role in film, TV or games?

All respondents

"I got involved with community projects in my local area and made short films for them which they could use to raise their profile and at the same time enable me to learn to use a camera, script and edit. My first contact with an independent production company came when a producer called one of the projects I was working with, looking for a young person with a science background to be a presenter. I attended a screen test but whilst there asked the exec producer for work experience, which she kindly gave me. After two days I was given a full-time job."

– Clare Johns, BAFTA-nominated producer/director (Panorama: The Truth About Adoption). Full interview available on BAFTA Guru.

The most common challenge that BAFTA members faced when trying to get into the industry was meeting people who could help them. Almost half (47%) listed this as a major concern.

What were the biggest challenges you faced at the start of your career in film/TV/games? (tick all that apply)

The findings in this section demonstrate that members took diverse paths into the industry, making clear progression routes harder to signpost.

CONCLUSIONS AND RECOMMENDATIONS

The findings suggest that misinformed or inadequate careers advice is putting off young people with the potential talent to become future stars of film, television or games. Although 'who you know' remains an important factor in securing that first step on the ladder, it is 'what you know' that has ultimately helped successful members to progress in their careers.

As a champion of creative excellence, BAFTA wants to ensure that those with talent and potential are not lost from the industry. Whilst we recognise there are not places for everyone who aspires to a career in the industry, we are concerned that young people are discouraged for reasons not based on their talent or aptitude.

With tuition fees meaning that young people are more likely to opt for courses which guarantee them a job at the end, we risk seeing another generation of talented career starters turning away from entering the industry unless they have existing financial backing or a contact in the industry.

Organisations such as BAFTA have an important role to play – in conjunction with industry partners, educational establishments and careers advisory services – in providing young people with the links to industry professionals, and the opportunities to develop their skills and learn from the experts, all of which will help address these issues.

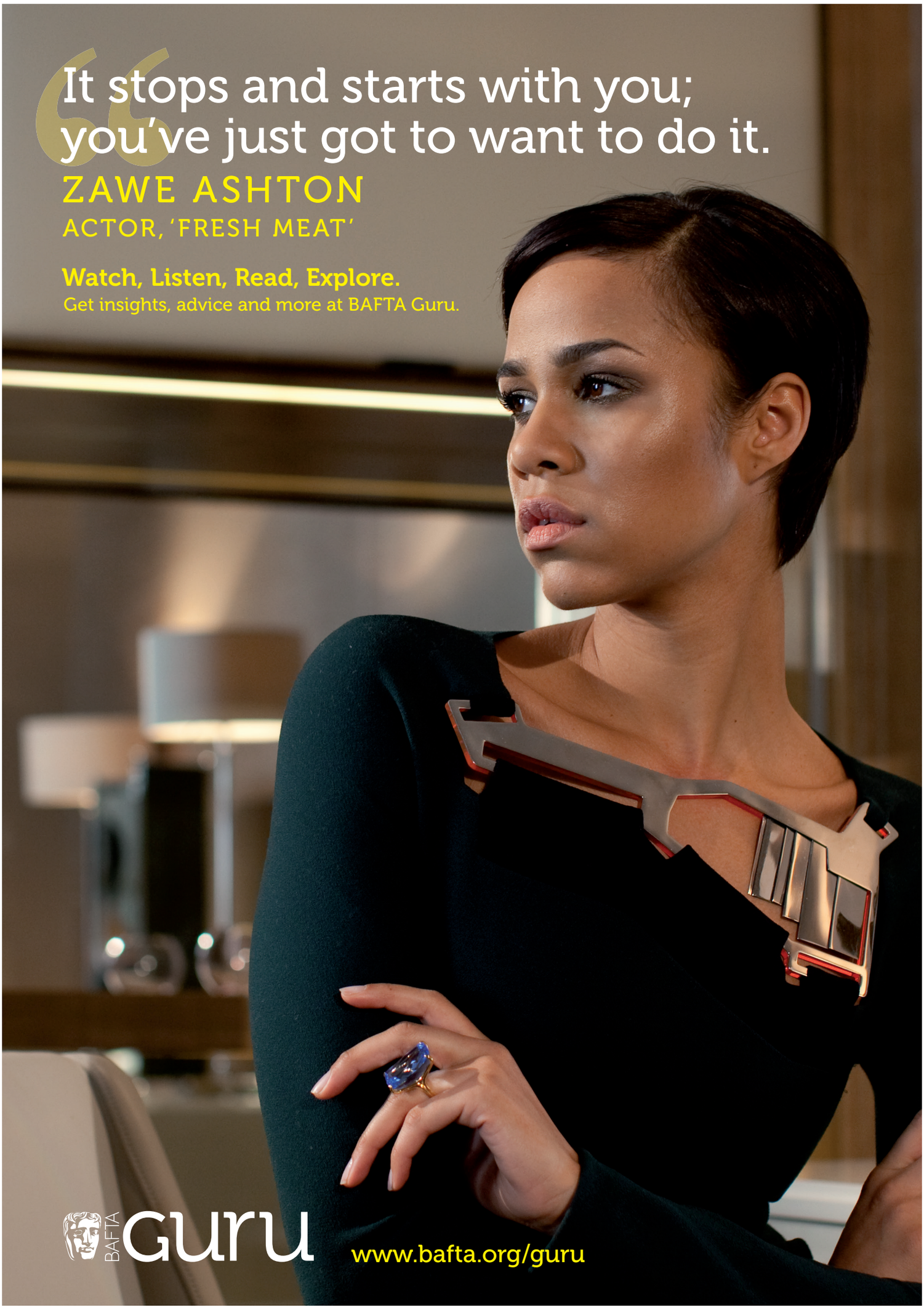
Consideration must be given to the appropriate sources of careers advice based on each young person's individual circumstances (such as age, gender and socioeconomic group), the type of information that would prove helpful, and how to fully engage those young people to enable them to move from informed observers to active career starters and beyond.

Key recommendations:

- An annual review by BAFTA of the career pathways issues in film, television and games
- Cross-industry working groups to tackle specific challenges around careers advice and resources, work experience, education and skills training, and diversity.
- An internal review of BAFTA's own provision, to be led by the Learning and Events Committee

These recommendations and others will be discussed in detail by industry professionals, careers advisors and young people at the first BAFTA Career Pathways Summit on Thursday 15 November 2012.

During the Summit, working groups will put forward solutions to the issues. BAFTA will discuss these proposals with its industry partners.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