

Communications Kit

Perceptions of Automotive Careers Research

April 2025



Contents

1. Media statement
2. Email communications (eNews)
3. Social media post
4. Creative assets

Media statement

Research reveals knowledge gap in young people's understanding of automotive careers.

A national survey has found almost two-thirds (61%) of high school students and almost half (47%) of career starters aged 17 to 25 are unaware of the potential careers available in the automotive industry, underscoring the critical need for enhanced outreach and engagement efforts aimed at these groups.

The research into perceptions of automotive careers, developed by Fifth Quadrant on behalf of the Mining and Automotive Skills Alliance (AUSMASA), aimed to better understand current perceptions of the automotive industry and how to encourage more young Australians to pursue career opportunities in automotive.

AUSMASA Chief Executive Dr Gavin Lind said the research was undertaken to assist the broader industry to address workforce challenges and skills shortages.

“The research has provided informed insights into how we can promote the automotive industry as a viable and exciting career choice to young people, including Generation Z, females, First Nations individuals, and people with disabilities.

“The findings reveal opportunities for the industry to engage and retain young talent by addressing knowledge gaps around what it’s like to work in the automotive sector.”

As part of the research, high school students, career starters aged 17 to 25, and current automotive industry workers were surveyed. Automotive industry bodies, training providers, employers, current workforce, career advisors and advocacy groups were also interviewed to draw together insights on how best to attract and retain automotive tradespeople.

Read the full media statement: <https://ausmasa.org.au/news-and-events/research-reveals-knowledge-gap-in-young-peoples-understanding-of-automotive-careers/>

Discover the full research findings and learn how we can bridge this gap: <https://ausmasa.org.au/news-and-events/perceptions-of-automotive-careers>



Media statement

Research reveals knowledge gap in young people's understanding of automotive careers

A national survey has found almost two-thirds (61%) of high school students and almost half (47%) of career starters aged 17 to 25 are unaware of the potential careers available in the automotive industry, underscoring the critical need for enhanced outreach and engagement efforts aimed at these groups.

The [Perceptions of Automotive – Market Research Project](#), developed by [Fifth Quadrant](#) on behalf of AUSMASA, aimed to better understand current perceptions of the automotive industry and how to encourage more young Australians to pursue career opportunities in automotive.

AUSMASA Chief Executive [Dr Gavin Lind](#) said the research was undertaken to assist the broader industry to address workforce challenges and skills shortages.

“This research examines the perceptions of automotive careers, the barriers to attracting, engaging, and retaining a skilled and diverse workforce, and highlights opportunities for enhancing workforce sustainability,” he said.

“The research has provided informed insights into how we can promote the automotive industry as a viable and exciting career choice to young people, including Generation Z, females, First Nations individuals, and people with disabilities.

“The findings reveal opportunities for the industry to engage and retain young talent by addressing knowledge gaps around what it’s like to work in the automotive sector.”

“The findings reveal opportunities for the industry to engage and retain young talent by addressing knowledge gaps around what it’s like to work in the automotive sector.”

“The findings reveal opportunities for the industry to engage and retain young talent by addressing knowledge gaps around what it’s like to work in the automotive sector.”

Email communications (eNews)

New AUSMASA national research has revealed that a large proportion of young Australians are unaware of the diverse and evolving career opportunities within the automotive industry.

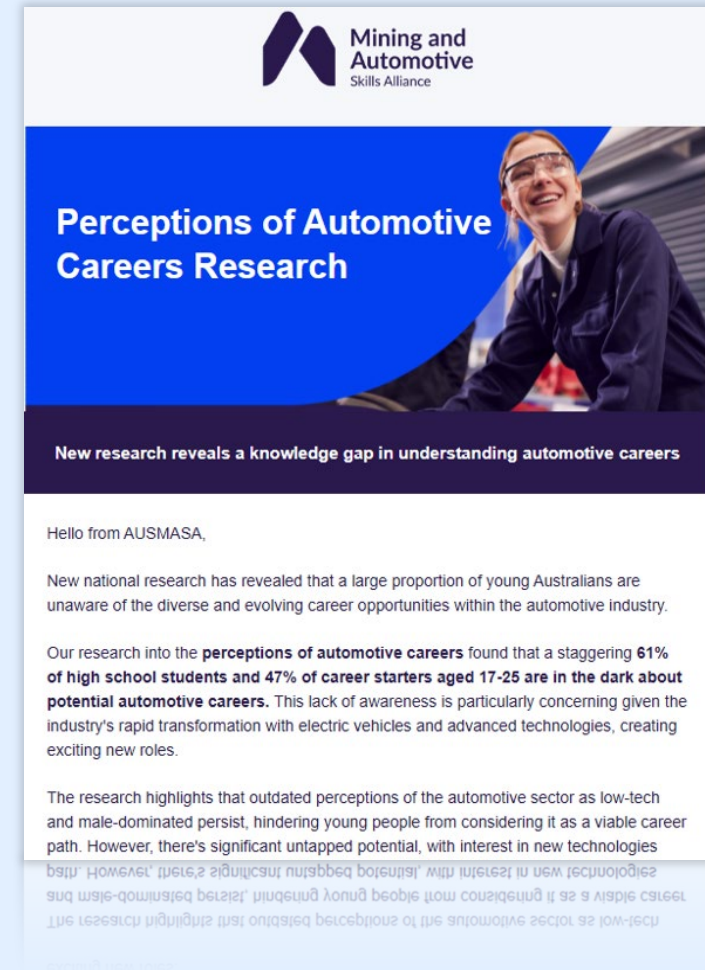
AUSMASA's research into the perceptions of automotive careers found that a staggering **61% of high school students and 47% of career starters aged 17-25 are in the dark about potential automotive careers**. This lack of awareness is particularly concerning given the industry's rapid transformation with electric vehicles and advanced technologies, creating exciting new roles.

The research highlights that outdated perceptions of the automotive sector as low-tech and male-dominated persist, hindering young people from considering it as a viable career path. However, there is significant untapped potential, with interest in new technologies and a strong appeal among First Nations individuals and those in regional areas.

Key to achieving awareness will be the delivery of more structured, informative, and consistent communication about automotive career paths.

By dispelling outdated stereotypes and showcasing the modern, high-tech reality of automotive careers, we can connect a new generation with rewarding opportunities.

Discover the full research findings and learn how we can bridge this gap:
<https://ausmasa.org.au/news-and-events/perceptions-of-automotive-careers>



Social media post

The findings of research into the **perceptions of automotive careers**, developed by @Fifth Quadrant on behalf of the @Mining and Automotive Skills Alliance (AUSMASA), are in.

The project aimed to better understand current perceptions of the automotive industry and how to encourage more young Australians to pursue career opportunities in automotive.

Among the findings, the national survey revealed almost two-thirds (61%) of high school students and almost half (47%) of career starters aged 17 to 25 are unaware of the potential careers available in the automotive industry, underscoring the critical need for enhanced outreach and engagement efforts aimed at these groups.

Our CEO, Dr Gavin Lind said the research was undertaken to assist the broader industry to address workforce challenges and skills shortages.


“This research examines the perceptions of automotive careers, the barriers to attracting, engaging, and retaining a skilled and diverse workforce, and highlights opportunities for enhancing workforce sustainability,” he said.

“The research has provided informed insights into how we can promote the automotive industry as a viable and exciting career choice to young people, including Generation Z, females, First Nations individuals, and people with disabilities.

To view the research findings, visit AUSMASA’s website: <https://ausmasa.org.au/news-and-events/perceptions-of-automotive-careers/>

#JobsandSkillsCouncils #AUSMASA #AutomotiveIndustry #CareerOpportunities #AUSMASA #AutomotivePerceptions #AutomotiveCareers #Research #IndustryInsights #ResearchReport #AutomotiveResearch #AutomotiveJobs #FutureReady #Research

[Repost AUSMASA’s LinkedIn post](#)



Perceptions of Automotive Careers Research

New research reveals a knowledge gap in understanding automotive careers

Hello from AUSMASA,

New national research has revealed that a large proportion of young Australians are unaware of the diverse and evolving career opportunities within the automotive industry.

Our research into the **perceptions of automotive careers** found that a staggering **61% of high school students and 47% of career starters aged 17-25 are in the dark about potential automotive careers**. This lack of awareness is particularly concerning given the industry's rapid transformation with electric vehicles and advanced technologies, creating exciting new roles.

The research highlights that outdated perceptions of the automotive sector as low-tech and male-dominated persist, hindering young people from considering it as a viable career path. However, there's significant untapped potential, with interest in new technologies

but 'however' there's significant untapped potential with interest in new technologies and wage-dominating benefits' including long-term people from considering it as a viable career. The research highlights that outdated perceptions of the automotive sector as low-tech

exciting new roles' including long-term people from considering it as a viable career path. However, there's significant untapped potential, with interest in new technologies

however, there's significant untapped potential, with interest in new technologies

however, there's significant untapped potential, with interest in new technologies

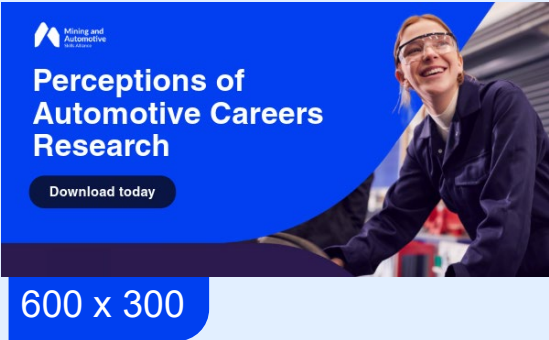
Creative assets

[Download assets here](#)

Social media posts



eDM



QR Code



Thank you

www.ausmasa.org.au

The Mining and Automotive Skills Council (AUSMASA)
is a Jobs and Skills Council funded by the
Australian Government Department of Employment and Workplace Relations.



**Mining and
Automotive**
Skills Alliance