



Pathways to Tomorrow's Jobs

Finding out about the great jobs of the digital sector

Who are we?



- **Mark Wonglyn**

Careers NZ <http://www.careers.govt.nz/>

Government's independent experts on careers

- **Judy Speight**

Accelerating Aotearoa Incorporated

<http://www.acceleratingaotearoa.co.nz/>

<http://www.digitalcareers.co.nz/>

Collaboration Specialists & Delivery Partners



The plan for this session

- Thinking about our own careers
- Work in a changing world
- Understanding the new job era
- Supporting career pathways there
- What we've found out about young people
- About the “Digital Careers” website
- Using “Digital Careers” in the careers room



Breakout: Thinking about you



3 minutes in pairs

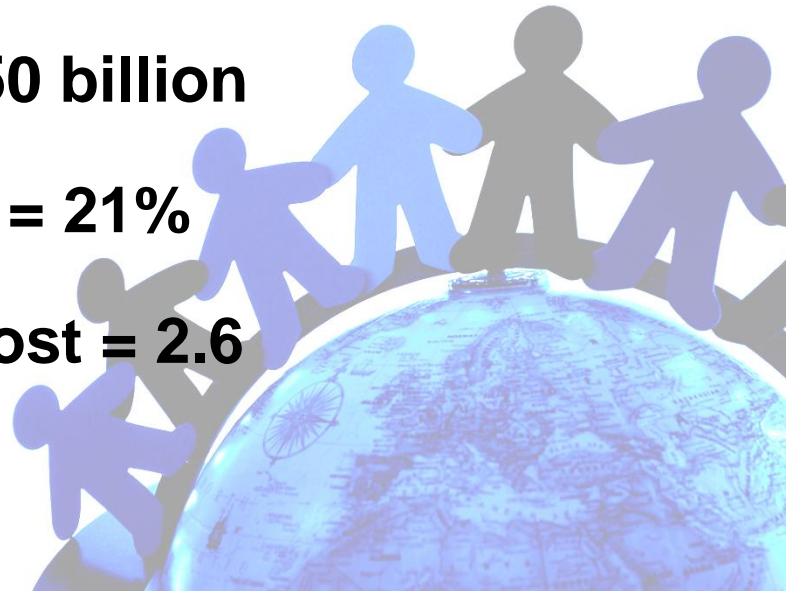
Share:

- What did you want to be at 18?
- Did you have choices?
- What qualification did you enrol for?

Report back to group

The world is changing fast...

- Internet users = 2 billion
- Internet devices = 15 billion
- Internet devices in 2020 = 50 billion
- Growth in GDP since 2006 = 21%
- Jobs created for each job lost = 2.6



Source:

[http://www.eg8forum.com/fr/documents/actualites/lcKinsey and Company-internet matters.pdf](http://www.eg8forum.com/fr/documents/actualites/lcKinsey%20and%20Company-internet%20matters.pdf)

McKinsey Global Institute

Meanwhile back in EnZed...

In November 2011...

- Population = 4.2 million
- Internet users = 3.6 million... 83.9%!
- Growth 2010 to 2011...333.7% !



Kiwis and Social Media

- 48% of the NZ population use social media
- 37.8% are on Facebook... 1.65 million people!
- 85% of 15-35 year olds are on Facebook
- 10% of Kiwis use Twitter



Source: <http://www.checkfacebook.com>, Statistics NZ

Social Media Bingo



And the answers are...



The “digital sector”- Tomorrows jobs

- Well paid and exciting jobs: web specialists, project managers, web marketers, web designers & developers
- 35,000 additional FTE’s by 2017
- Already expectations of skills shortages

Despite the importance and availability of Digital jobs we aren’t steering kids on that direction.

New Zealand’s ability to attract and train professionals is being hindered by a shortage of candidates!

How can we best help students to prepare ?

Where are the best sources of information ?

- Events
- Programmes
- Organisations

Quiz: How many jobs are there?

- Website Developers
- Information Systems Engineers
- Computer Systems Analysts

<http://www.digitalcareers.co.nz/careers/the-market.html>

What the kids told us

Most

- Don't attend traditional careers events

(In our sample 50% reported never attending any careers event)

Those that do...

- Don't get the information they want
- Don't get their questions answered
- Don't know what courses there are for their career
- Report little follow up from organisers



**“The future belongs to those who
prepare for it today”**

Malcolm X



How the Digital Careers Website can help



- Lets take the tour !
<http://www.digitalcareers.co.nz/>

Using “Digital Careers” in the careers room

Information on:

- Matching student interests to careers
- Exciting role models
- Interesting jobs & the qualifications needed to get them
- Current salaries
- TEOs & their options
- Exciting events & programmes



What's missing ?



- Your ideas on how we might make this resource even more useful

So what?



The digital future is coming
ready or not!

“We should all be concerned about the future because we will have to spend the rest of our lives there”

Charles Kettering (1876-1958)

Like to know more about us?



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