Digital Careers Promotion Project

Project overview

October 2009

The following is a high level overview designed to give potential project stakeholders information regarding the Digital Careers Promotion Project. This project is being facilitated by Accelerating Auckland with the support of NZICT Group

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Our need for Skilled Professionals

Globally the need for skilled professionals is greater than ever. In the U.S. alone, 1.5 million additional skilled IT professionals are needed; 70 million Baby Boomers will exit the workforce during the next 15 years and only 40 million workers will enter it.

Between 2010 and 2020, the US, Europe, Japan, China, and India will face a shortfall of 32 million technically specialized professionals.[1]

Over the next 10 to 15 years, the labour market in New Zealand will be shaped by a range of forces for change; big shifts in population size and composition; continued globalisation characterised by tectonic shifts in economic power and the large-scale movement of work and workers internationally; fundamental changes in the nature of work because of new technology and innovation that will drive new skills requirements, and profound environmental and resource pressures that will affect the type of jobs we have and the way we work.

New technologies will drive demand in skill requirements. There will be an increased demand for higher education and for skills which are more generic. More jobs will require continuous updating of skills and knowledge[2]. To respond to globalisation, productivity and technology challenges, a workforce with a greater range of skills, experience, knowledge and aptitudes is needed to lift the value of work. In this context the Information and Communications Technology (ICT) sector and on its peripheries the Digital Sector, are high growth industries. They are increasingly significant in the growth of our economy. However despite the importance and bright prospects of these sectors, our ability to attract and train professionals has been hindered by a lack of appeal to potential candidates.

Further, beyond the current shortages, it should be understood that there is a considerable level of investment and time required to train the professionals needed in a knowledge economy. It takes more than the period of 4 years academic study to fully train an ICT professional!

We must provide greater assistance to young people to ensure they make informed choices in their initial tertiary education and that what they study is relevant to the needs of the future labour market.

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[1] Watson Wyatt, Monster.com; U.S. Department of Labour; Bureau of Labour Statistics; Information Technology Association of America
[2] http://www.dol.govt.nz/publications/research/forces-for-change/index.asp

Accelerating our Nation

To ensure that digital careers are promoted to potential talent and that skills development and use is aligned to the needs of industry and our economy, a coordinated approach is needed.

Accelerating Auckland is delivering regional initiatives focused on building New Zealand's competitiveness in the digital, knowledge-based economy by working to improve the digital skills and abilities of our people. As Accelerating Aotearoa, a number of these projects are now being facilitated nation-wide.

Current activities include:

- Attracting Local and Migrant talent to digital careers

- Supporting young people to make informed choices in tertiary education and ensuring their study is relevant to the needs of future labour markets

- Supporting graduates entering the workplace though co-operative education programmes

Through this work and using a collaboration based approach, we are facilitating digital literacy and advocating digital careers as the platform for increasing productivity and the recovery of our economy.

Accelerating Auckland is a registered charity and works with Communities, Central and Local Government, Education and Training providers, Economic Development Agencies and the Private Sector along with relevant industry organisations including the NZICT Group.

The Digital Careers Promotion Project is your organisation's opportunity to take part in attracting the right people to the excitement and opportunities of the Digital Sector!

What we are planning?

The definitive web based presence for the promotion of digital careers and the appropriate education pathways, to future digital professionals.

The **Digital Careers Promotion** project life cycle is a minimum of five years, to establish a long-term cohesive plan for stimulating interest in digital careers and the pathways through tertiary study and industry training.

The Digital Careers Promotion project will establish:

- A web based promotional platform for advocating digital careers to future professionals.

- Performance indicators to measure success.

- Feedback processes to assess the effectiveness of the content.

- Opportunities for future enhancements where required.

Who do we want to reach?

- **Schools and students throughout New Zealand.**

- **Students internationally (web only).**

- **Second chance learners.**

- **Parents.**

- **Employers (for retraining).**

- **Unions (for retraining).**

Key Project Stakeholders

All New Zealand Tertiary organisations (Universities, Polytechnics and Private Training establishments) as direct stakeholders are invited to participate.

NZICT Group as the supply side industry group representative and government advocate is a further critical direct stakeholder in the project.

The participation of a broad range of **government and industry organisations** is anticipated as indirect stakeholders.

Project Leadership and Delivery

A Project Steering Group[3] comprising representatives of the project's foundation funders, in addition to Accelerating Auckland, will oversee the delivery of the Digital Careers Promotion project

Accelerating Auckland is the project's coordinator and is providing facilitation, project management, marketing and web design services for the initiative.

Accelerating Auckland, with support from the Project Steering Group will work with tertiary stakeholders nationwide to achieve a ubiquitous approach to digital career promotion within New Zealand.

NZICT Group is coordinating industry participation in the project.

Performance Measurement

Success of the project will be measured by:

Performance Measure	Source
• **Aggregated enrolments figures in digital courses by the direct stakeholders**	Collated by Accelerating Auckland. (depending on availability)
• **ICT industry skills shortages**	As measured by NZICT in its annual ICT skills survey
• **Statistics on the digital workforce**	As published by Department of Labour
• **Hits to the Digital Careers Promotion website**	Collated by Accelerating Auckland
• **Number of USBs distributed (USB source and funding to be determined)**	As distributed by Accelerating Auckland
• **Feedback from indirect stakeholders measured**	From surveys conducted by Accelerating Auckland
• **Other measurements as agreed from time to time by the Project Steering Group.**	

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[3] Appendix 3: Project Steering Group Members

Deliverables

- **Establishment of the Digital Careers Promotion campaign**

- **Distribution of the Digital Careers Promotion campaign via web, Web2 media and USB.**

- **Production of USBs containing the Digital Careers Promotion campaign video content and other materials.(assuming a funder for the USBs)**

- **Ongoing project facilitation, project management, maintenance, stakeholder coordination and content development**

Appendix 1: Project Steering Group Members

Project Steering Group Members are the Foundation Funders of the **Digital Careers Promotion** project and currently include:

- **ACE Training**

- **AUT University**

- **Massey University**

- **MIT**

- **NatColl**

- **NZSE**

- **The Open Polytechnic**

- **University of Otago**

- **Unitec**

- **University of Auckland**

- **NZICT Group**