

# Australian Information Industry Association

ACDICT Learning and Teaching Academy (ALTA) Forum

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# Presentation Overview

## Key themes

- AllA introduction
- Current and future activities (CMS opportunity)
- Digital Careers background and Industry engagement



# What is the AIIA?

Peak representative body for the ICT industry in Australia

- Operating for 35 years pursuing activities that stimulate and grow the ICT industry
- We create a sense of community through events and special interest groups; enable a network of collaboration and inspiration; and coordinate the development of compelling content and relevant and interesting information.
- We represent over 400 member organisations nationally, including global brands such as Apple, Adobe, Avanade, EMC, Deloitte, Gartner, Google, HP, IBM, Infosys, Intel, Microsoft, and Singtel Optus; international companies including Telstra; national companies including Ajilon, Data#3, SMS Management and Technology, Technology One and Oakton; and a large number of ICT SMEs.

# National Board

- Chair Kee Wong, *Managing Director*, e-Centric Innovations
- Deputy Chair John Paitaridis, *Managing Director*, Optus
- Treasurer Rob Hillard, *National Leader, Technology Consulting*, Deloitte
- Immediate Past Chair John Grant, *Managing Director*, Data #3

## Directors

- Martijn Blanken, *Group Managing Director & Chief Customer Officer*, Telstra
- Kate Burleigh, *Managing Director*, Intel Australia
- Matt Codrington, *Executive Director ANZ*, Lenovo
- Jeyan Jeevaratnam, *Managing Director*, Avanade
- Marie Johnson, *Managing Director & Chief Digital Officer*, Centre for Digital Business
- Charles Lindop, *CEO*, ITFC Pty Ltd
- Pip Marlow, *Managing Director*, Microsoft
- Peter McGrath, *CEO*, Nextgen Group (ex)
- Ted Pretty, *Group Managing Director & CEO*, Hills Limited
- Mike Pym, *CEO*, Two Hats Travel
- Peter Strohkorb, *CEO*, Peter Strohkorb Consulting International
- Elizabeth Vega, *CEO*, Informed Solutions



# Alla Members, Government & Stakeholder Engagement

**Alla Events**  
(>60 p.a.  
nationally)

## 21 Special Interest Groups

(run by representatives from member organisations)

Cloud

Education

EHealth

Environment

Exporters

Financial  
Services

Geospatial

Innovation

Legal

Mining and  
Energy

Retail

State  
Governments

Telco & Media

## Alla Member Products and Services

( e.g. Alla/AON Hewitt  
and Salary Survey)

## Alla Advocacy Services

**6 State/Territory Councils**

**Alla Secretariat**

**CEO Suzanne Campbell**

**Board** (16 Directors with Chairman, Deputy Chair and Treasurer)

# Recent Activity

- We run over 120 events nationally with compelling speakers, exclusive forums uniting government and business and importantly, delivering profile, connection and opportunities to influence through them.
- **CEO Insight Series** for member perspectives on the industry, transformation opportunities and to spotlight their current priorities to the public.
- **Alla Leaders' Roundtable** for CEOs and senior leaders to explore the big issues in a safe, Chatham House Rules setting, hosted by the Alla and a member organisation. In March we held a lunch in Melbourne where the theme was **innovation** and then later in the month in Canberra where we focused on **cyber security** with senior government officials and business leaders.
- Amplification of thought leadership, news and content through our social channels and BYTES, craft tailored campaigns etc.



# Education SIG

The objectives of the group are to positively influence:

- Growth of the e-Education market;
- Australia's ICT education and training environment to better meet our ICT workforce development needs through;
- the ICT education and training curriculum, at all levels; primary, secondary, and tertiary (both vocational education & training (VET) and Higher Education)
- National, State and Territory government efforts in increasing the number of
  - Technology competent school leavers
  - ICT tertiary graduates at the Para-professional and professional level; and
- Provide forums and events for AllA members that enable productive opportunities to grow their business and enable contributions to the greater good



# 2015 Navigating the Internet of Things Summit -

AllA's annual thought leadership summit

- Over 270 delegates - Approx. 30% government

Speakers such as:

The Honourable Malcolm Turnbull MP: Minister for Communications;

[Lutz Heuser: CTO of the Urban Software Institute, Germany;](#)

Steve Leonard: Executive Deputy Chairman of the Infocomm Development Authority (IDA), Singapore;

Ros Harvey: Chief Strategy Advisor, SIRCA;

Pia Waugh: Department of Finance;

[Simon Rossi: General Manager, Uber Melbourne;](#)

Glenn Archer: VP Public Sector, Gartner

Next Year - Machine Learning? Or who knows... we are taking member feedback now.





# The new (almost here) AllA member experience!!!

## Smarter systems for collaboration

- Complete change to a new Content Management System and Customer Relationship Management
- Why does it deserve 3 exclamations?
  - Badly needed to continue growing and for better member management
  - Will bring about a new interconnected AllA through tailored news, updates, policy, announcements and improved networks.
  - Increasing National engagement while providing state councils and special interest groups with an increased capacity for collaboration at an micro level.
- Relevant uses for Academic community
  - Platform for better industry engagement
  - Industry polling to better inform priority areas e.g. barriers, issues concerns around Work Integrated Learning /curriculum development/research opportunities
  - Relevant Education - Industry events



# Digital Careers

Inform - Involve - Engage



A primary focus for ICT education program engagement

## The program

A collaborative national initiative focused on reducing the critical shortage of Australian ICT professionals.

The program targets primary and secondary school students, teachers, parents and careers advisors to help Australia grow robust, innovative and internationally competitive ICT capabilities in the next generation of ICT leaders.

The program is administered by NICTA and the AIIA is a founding partner.



# NICTA Tech Showcase



## Key successes from 2014

### Bebras

- **Pre-coding, computational thinking challenge**
- First official year in Australia with over 10,000 student participants from 160 schools in Digital Careers.

### Big Day In

- **Youth ICT conference**
- Digital Careers helped to underwrite, promote and expand the program. The ACS foundation successfully grew their program from 5 events with 1,700 students in 2013 to 10 events with 4,100 students in 2015.

### Young ICT Explorers

- **Youth technology project showcase**
- With the help of Digital Careers YICTE successfully expanded from its previous two locations (Sydney and Brisbane) to five locations. In 2014 this included 77 Schools, 234 projects and over 500 students.

### Career Fairs

- **Direct student advocacy**
- During 2014 the Digital Careers team participated in existing outreach events that reached almost 200,000 students at 40 career fairs.

# AIIA's role

Facilitating Industry engagement - How you or your organisation can contribute?

Digital Careers is in a **unique position to foster, develop and advocate ICT careers in Australia.**

Become a Digital Careers Supporter, Collaborator and Sponsor by:

- Investing in ICT education programs that align with your organisation's corporate social responsibility, diversity, student outreach plans;
- Donating technology for events or programs; and
- Leveraging the Digital Careers network and co-branding unique sponsorships while building your brand in the community.

Participate in skilled volunteering activities, such as;

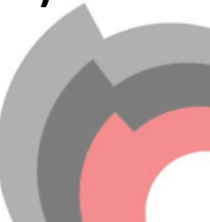
- Guest speaking at a youth conference
- Mentoring a school or teacher
- Hire an intern
- Host an activity at your workplace

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# Digital Careers Supporter



## Tier 1

The 'Digital Careers Supporter's' purpose is to create a network and mailing list of digital careers key contacts. Supporters will connect to the program by:

- 'Skilled volunteering' - judging at a youth event, speaking spots or mentoring a teacher
- Amplifying current Industry education and student outreach programs
- Fostering public support
- Exploring pathways to further engage with Digital Careers
- Making valued connections to associations, youth programs and other non-financial supporters



digitalcareers  
Collaborator

# Digital Careers Collaborator

Tier 2 (\$20,000)

The 'Digital Careers Collaborator's' purpose is a formalised commitment to the program. Collaborator fees support the national program and enable best practice tailoring in states and territories;

Collaborators receive exclusive benefits such as:

- Logo promotion to our network of students, teachers, parents, universities and government;
- Ability to market student outreach programs, scholarships, CSR initiatives, women in IT programs etc. via Digital Career channels e.g. website, program carousel, e-newsletter etc.
- Exclusive invites to participate in a student video pilot; promoted to our network. Supervised high school students research the company and interview both, a recent graduate about the process and why they chose to study and pursue a Digital Careers; as well as a senior executive on the companies STEM commitments, grad programs etc..
- Priority inclusion in ad-hoc roundtables, panel discussions, workshops, exhibitions



# Digital Careers Sponsor

## Tier 3



‘Digital Careers Sponsors’ are industry partners who which to achieve or execute specific actions, and are negotiated as fee-for-service; for example:

- Amplifying existing education/outreach/youth programs by leveraging our digital careers team members, teacher networks and advisory groups;
- Donating technology for the Digital Careers team to use when engaging with students and teachers or for students to use as projects for competitions;
- Outsource student events to Digital Careers to co-ordinate, promote and/or manage activities;
- Leverage Digital Careers knowledge and expertise of current activities, opportunities and marketplace gaps; and develop new youth, teacher or community focused events, programs and resources;
- Get assistance with the expansion of an international partner program into Australia.
- Facilitate workshops with teacher networks on: digital curriculum, technology in the classroom, impact of BYOD etc.





# What's next

- Leveraging the AON Hewitt/Alia forum end of APIRL for WIL interest
- Working with the Education SIG on Series of Education focus state events
- Potentially a WIL survey assessing current understanding and barriers with WIL/internships/work experience
- Digital Careers Industry formalisation
- Skilled Volunteering
- Leveraging our new smarter systems

