



FOR IMMEDIATE RELEASE: 16 June 2012

ICT report underlines importance of encouraging young people to study and work in ICT

Ms Penny Coulter, Chair of the National ICT Careers Week Steering Committee said, "The recently released report **A snapshot of Australia's digital future to 2050** underlines the importance of encouraging young people to study and work in ICT."

"The report by key analyst Phil Ruthven and commissioned by IBM foresees the Australia's ICT industry growing from a \$131 billion sector today to about \$1 trillion by 2050," observed Ms Coulter.

"Given this rapid growth, the prognosis laid out in the report clearly anticipates a very strong demand for ICT workers to fill ICT jobs," said Ms Coulter. "The type and variety of ICT jobs likely to be invented and required in the run up to 2050 is difficult to imagine, but we can imagine that there will be many worthwhile careers available to young people who elect to study ICT now and in the future."

"This report only adds to the necessity for businesses, educational institutions, government agencies, industry bodies, women's groups and professional bodies to showcase the many study and career opportunities that ICT is providing and will provide," said Ms Coulter. "To help young people consider ICT as a career, the annual [National ICT Careers Week](#) seeks [to introduce young people](#) to [the rewarding and engaging career opportunities available](#) across [Australia](#) and in the world."

"This year, the annual National ICT Careers Week will be running across the country from 23-29 July 2012.

Ms Coulter advised, "The report also indicates the importance of the rollout of the National Broadband Network and the considerable impact that it is going to have on Australian businesses and organisations. The report suggests that the NBN will cause profound changes on our economy, society and industries as did the earlier utilities such as roads, railways and electricity. Accordingly, that will mean considerable changes in Australia's workforce and most jobs."

"The report also indicates that ICT will bring advantages to many industries, but that will require the Australian workforce having the capability to work and develop the capabilities of Australian businesses to participate and benefit."

**Information on National ICT Careers Week activities,
participating organisations and other information**

www.ictcareersweek.info

"Today, the Australian ICT industry employs more people than the mining and resource industry, and this report indicates that position is unlikely to change. The report indicates the importance of ICT to the economic and social well-being of today's young people," advised Ms Coulter.

Ms Coulter concluded by saying, "Young people, their parents, their teachers and their careers advisors can find out about what is on by going regularly to the National ICT Careers Week web site - www.ictcareersweek.info - and seeing what is happening in their part of Australia."

A snapshot of Australia's digital future to 2050

This report can be downloaded: <http://www-07.ibm.com/ibm/au/digitalfuture/>

About National ICT Careers Week

The annual National ICT Careers Week will be running across the country from 23-29 July 2012, with events and activities being presented by businesses, educational institutions, government agencies, industry bodies, women's groups and professional bodies.

[National ICT Careers Week showcases](#) the opportunities in information and communications technology available to young people. We want [to introduce young people to the rewarding and engaging career opportunities available](#) across [Australia](#) and in the world.

The Australian Computer Society (ACS), ACS Foundation (ACSF), the Australian Council of Deans of Information and Communications Technology (ACDICT), the TAFE Directors' Association (TDA), Australian Government Information Management Office (AGIMO) and the Australian Information Industry Association (AIIA) coordinate the National ICT Careers Week.

Organisations together with their events and activities are listed on the National ICT Career Week web. The web site is being constantly updated with new registrants and ICT week activities.

While the National Career Week is set for 23-29 July 2012, the Week can be used to advertise or market events promoting ICT study and careers that will be held later in the year.

www.ictcareersweek.info

Contact for media :

Penny Coulter
Chair, National ICT Careers Week Steering Committee &
Director, Taylor Coulter Associates 0412 078 071
pcoulter@taylorcoulter.com.au