



GETTING TOGETHER FOR THE FUTURE OF OUR ICT INDUSTRY

On Friday 28 September 2007 the National ICT Skills Workshop was held at SkyCity Convention Centre in Auckland. The aim was to establish a collaborative mechanism to support regional and nationwide connectivity for initiatives within the context of government's digital strategy.

Attended by representatives from organisations such as the Department of Labour, the Ministry of Economic Development and tertiary education organisations, the workshop provided the opportunity to look closely at the ICT skills development framework and the initiatives developed to alleviate ICT skills shortages.

Information regarding the ICT in Canterbury Growth Pilot was shared and workshop participants were invited to map how this initiative and other ICT skills development initiatives, fitted on the ICT skills development framework. The mapping of these initiatives enabled further project development opportunities to be explored.

Attendees at the workshop also reviewed current ICT branding projects with a view to adopting an appropriate collaboration model. The ICT in Canterbury Growth Pilot's 'The Smart Future' brand was presented as part of this discussion. The workgroup is now looking at further ways to collaborate to successfully execute a national campaign promoting ICT careers.