



Group X National

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NICTA Funding and Supporting Members and Partners



Overview



- What is Group X National
- How will we organise/What will we do?
- How can you get involved?

What is Group X National



- \$6m DBCDE-funded project
- National project to increase number of tertiary ICT students (and eventually graduates), by:
 - Proselytizing ICT careers
 - (good job prospects, good pay, interesting work with a future)
 - Encouraging involvement in activities that engage and hold student interest in ICT
 - Promoting improved ICT education in Australia at secondary and tertiary levels
- Builds on the good from whatever source
 - ... and we think there are good activities everywhere
 - Think of this as scaling up.
- Acknowledge ACDICT Role in funding success

Organisation



- National C'tee
 - AIIA
 - ACS
 - ACSF
 - ACDICT
 - NICTA
 - CSIRO
 - DBCDE
 - State Chairs
 - Key industry partners
- State
 - Uni partners
 - State Government
 - Local industry partners
 - ACS
 - AIIA

How to get involved



- The Commonwealth require their \$6m/4yrs to be matched by consortium partners, so \$12m all up.
- Mixture of cash and in-kind
 - (usual CRC/NICTA rules to first approximation)
- Engagement across states will be determined to some degree by contributions within that state
- Almost all contributions will be ‘quarantined’ in some way
 - Activities, or location, or both...
 - Eg state government support will certainly be quarantined to a state, etc
- ... we hope you all will participate in some way

Overcoming the '4 fallacies'



- Logic
 - Gotta find the emotional hook
- Bandcamp
 - Kids who don't like making music don't go to band camp
- Brand
 - Uni brands can have strongly negative value in this case (as opposed to the 'deal closing' phase)
- Content
 - Messages must be carefully shaped and targeted.
 - Eg earlier conversation on parents and guidance officers

Examples of activities

- Career activities
 - Big days in
 - Career fairs
 - School visits
- Online presence
 - Web
 - Apps
 - Social media
 - Content
 - Curation
- Engagement examples
 - YICTE
 - Robocup
 - Club Kidpreneur
 - EXITE Camps
 - FIRST
 - NCSS
 - ...
- Education
 - James C's education thing
 - Mature age???

Can this kind of thing have an impact?



Year-on-Year Comparison: 2007-2012 Offers



