CONTEXT

Original objective was to help create business awareness of the benefits of the Sunshine Coast Council's investment in the international submarine cable to drive economic activity

The approach

- Conferences and workshops to identify opportunities and help plot a pragmatic path forward.

- Continued engagement with the industry players, strengthening relationships, increasing interest, participation and engagement in the growth objective.

- Market sounding / exploratory exercise to rally the regional ICT market behind supporting the shift to a digital economy by getting the foundation stronger and a baseline of industry views on a range of topics.

- 3 rounds of various discovery teams working on specific topics to get to the point of now making key decisions.

- This has been a 2 year journey and we are now to the point of industry taking the lead to drive growth in core regional ICT capability and contribute to multiple activities to build a strong regional digital economy.

TODAY'S OBJECTIVES AND ORDER OF THE PROGRAM

OBJECTIVES

- Hear back from the Discovery Teams on the Next Step Actions from March '21 session.

- Make decisions and start . . . .

- REMEMBER THIS IS AN INDUSTRY LEAD APPROACH supported by SCC, RDA, TAFE and USC.

ORDER OF PRESENTATIONS

- **Introduction (30 mins)**

- **Next Step No 1: Establish ICT Industry Group (1 hour)**

  Confirm approach recommended and move to implement.

- **Next Step No 3: SCC Lead support relationship (15 mins)**
  Note findings only.

- **Next Step No 4: Procurement as a growth lever (1 hour)**
  Note direction.

- **Next Step No 2: Value of certification programs (20 mins)**
  Note direction.

- **Next Step No 5: AustCyber as a growth lever (15 mins)**
  Note findings only.

TO BE AGREED, NOTED FOR DIRECTION, OR NOTED FOR FINDINGS

- Agree Next Step No. 1 <u>recommendations</u> – overview of establishment of a new industry group: approach, initial funding model, and inaugural management committee representatives.

- Note <u>direction</u> taken to pursue Next Step Nos. 4 and 2.

- Note <u>findings</u> of Next Step Nos. 3 and 5.

> **NOW THE EASY PART – IMPLEMENT, OPERATE AND BECOME A KEY REGIONAL GROWTH INDUSTRY AND AN EFFECTIVE ADVOCATE FOR THE ICT INDUSTRY**

OVERARCHING OBJECTIVE

Achieve above organic growth rates

(Australia ICT job growth rate averaged 4.2% between 2016-2020 and is expected to continue to grow 3.1% YOY for the next 5 years).

THEREFORE, SUNSHINE COAST'S ANNUAL ICT JOB GROW RATE NEEDS TO BE > 3.1% YOY for the next 5 years to achieve the overarching objective.

Source: Deloitte Access Economics – Deloitte ACS Australia's Digital Pulse.

TO ACHIEVE ABOVE ORGANIC JOB GROWTH RATE REQUIRES AN ANNUAL REGIONAL GROWTH RATE OF > 3.1% EQUATING TO 350 NEW JOBS

YEAR	AUSTRALIA	QUEENSLAND	SUNSHINE COAST	
2015/16				**2,133** JOBS
2016/17	2.0%	3.6%	(9.8%)	
2017/18	3.5%	(4.2%)	5.2%	
2018/19	6.8%	5.1%	13.33%	
2019/20	4.3%	(1.7%)	(17.5%)	**2,011** JOBS
4 Year average	**4.2%**	**0.7%**	**(2.2%)**	

- In 2019/20 there were over three quarters of a million (772,100) technology workers in Australia.

- Over the past 4 years the technology workforce has increased at a faster rate than other parts of the economy .

- In 2018/19 the number of technology workers increased by 6.8% — 1.5 x the growth rate of other professional occupations over the same period.

- On average, the technology workforce is expected to grow at 3.1% for the next five years.

SETTING A BASELINE TO ACHIVE ABOVE ORGANIC GROWTH

- We acknowledge the metrics used to measure the ICT industry are not perfect but the metrics used are consistent and generally accepted as currently the best available.

- ABS utilise Information Media and Technology (IMT) as its primary ICT industry source. This same dataset is used by Deloitte Access Economics – Deloitte ACS Australia's Digital Pulse.

- IMT data set is also the primary basis for the ICT industry economic status as provided by RDA Sunshine Coast's Economy ID.

- IMT does not capture specialised computer services such as programming and systems design services.