



# Media release

From the Minister for Information and Communication  
Technology

Thursday, 6 September, 2007

## WESTERN TEENS SWITCH ON TO HI-TECH CAREER PATHS

Young people in Melbourne's west will hear the real story to start their futures in ICT today as part of the Victorian Government's *ICT: Start Here. Go Anywhere* campaign, Victoria's Minister for Information and Communication Technology, Theo Theophanous announced.

"The Brumby Government wants Victorian students to get genuine insight on just how far study and a career in ICT can take them. So we are working with industry and the education sector to better inform our young people through a targeted campaign," Mr Theophanous said.

"The interactive *Upload Your Future* sessions provide students with the opportunity to hear recent graduates and young professionals explain exactly what is involved in technology courses and careers, so they can get the facts first-hand from the people in the field.

"Our research study revealed that many teenagers continue to hold limited and stereotypical views about working in ICT, and these ideas tend to act as a barrier to students choosing tertiary-level ICT courses.

"But these perceptions also seem ripe for change, with 40 per cent of the 14-19 year olds surveyed admitting they have little understanding about what working in ICT actually entails, suggesting better ICT career information might be exactly what young people need."

More than 2800 Victorian students have attended the *Upload Your Future* sessions over the past 12 months. Almost 90 per cent of students providing feedback in 2006 responded that they would consider a career in ICT after having heard what was on offer.

Derrimut MP Telmo Languiller said an ICT Skills Working Group - including representatives from the technology sector, industry associations, businesses, the TAFE sector and nine Victorian universities - leads the campaign along with the Brumby Government.

"The Australian Industry (Ai) Group and the Australian Information Industry Association (AIIA) are the lead organisations working on the campaign," Mr Languiller said.

"The Brumby Government is matching all industry and education sector contributions dollar for dollar, up to a total of \$275,000."

The campaign complements the Brumby Government's \$2.3 million ICT skills package, which includes scholarships for talented ICT undergraduate and postgraduate students, as well as grants for universities and TAFEs to develop strong industry links and offer additional industry-based learning opportunities for students.

A total of 10 *Upload Your Future* sessions have been held so far this year with a further four sessions scheduled across regional Victoria and metropolitan Melbourne. For more information about these events please contact Anne Younger at the Ai Group on 9867 0272.

For more information on the Victorian Government's ICT skills programs go to: [www.mmv.vic.gov.au/ICTSkillsandCareers](http://www.mmv.vic.gov.au/ICTSkillsandCareers)

**Media contact: Cameron Scott, 0439 333 167, 9651 5799 [www.vic.gov.au](http://www.vic.gov.au)**