

# Group X National

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From imagination to impact

#### 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 3

#### Organisation

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



- 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



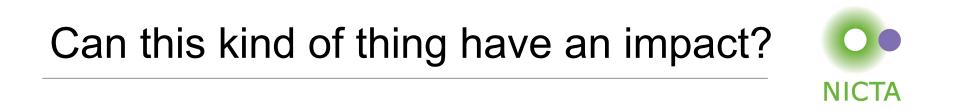
- Logic
  - Gotta find the emotional hook
- Bandcamp
  - Kids who don't like making music don't go to band camp
- Brand
  - Uni brands can have strongly negative value in this case (as opposed to the 'deal closing' phase)
- Content
  - Messages must be carefully shaped and targeted.
  - Eg earlier conversation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







#### What to do now



• Talk to me & get involved.

- Royal Society Report: Shut Down or Restart?
- (AMSPP we didn't get funded either. But DBCDE loves us ☺)

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