# Information and Communication Technology for Tomorrow's Queensland

## Action plan for 2010–2011

Tomorrow's Queensland: strong, green, smart, healthy and fair

**Toward** Q2
Tomorrow's Queensland

**Queensland** Government

The Queensland Government's information and communication technology (ICT) industry development strategy – *ICT for Tomorrow's Queensland* (the strategy), focuses on the enabling and transformational capabilities of ICT and broadband for delivering a strong, smart and green economy.

The strategy also recognises the importance of ICT and the digital economy in delivering the Government's *Towards Q2: Tomorrow's Queensland strategy for a secure future for Queensland*. ICT continues to grow and make a significant contribution to the State's economy in terms of employment, innovation, productivity impacts and exports.

The Department of Employment, Economic Development and Innovation (DEEDI) is responsible for implementing the strategy. DEEDI works closely with the ICT Industry Development Workgroup, industry associations, regional groups, businesses, and other government agencies to ensure that programs and services are targeted and deliver measurable outcomes.

This second annual action plan under the strategy takes account of the dynamic and changing needs of the State's ICT industry, in particular the emerging national broadband network (NBN).

The NBN represents the largest infrastructure initiative of the Nation Building Project to be undertaken in Australia.

Queensland businesses connected to the NBN will benefit from a wide range of opportunities from participating in the global digital economy. This action plan will begin to prepare Queensland businesses for these opportunities through a refocusing of activities across the six themes in the strategy.

The activities contained within this action plan will be reviewed and evaluated against current and emerging priorities and available resources. The evaluation results will be used to develop further projects in subsequent years.

The following major projects and activities represent initiatives chosen from each of the six themes. They will be implemented in the second year of the strategy.

## Growing industry in a low carbon world

This theme focuses on maximising industry development opportunities that address climate change and the contribution that ICT and clean technology can make to Queensland's future economic and environmental sustainability.

The flagship project, smart ICT solutions for climate change, will implement a range of initiatives to increase business and government awareness of ICT as a tool for reducing their carbon footprint including:

- promoting Queensland ICT-based environmental technologies to other sectors of the economy through four case studies and targeted industry events

- showcasing at least six Queensland 'green ICT' solutions to Queensland Government agencies

- supporting at least ten innovative Queensland ICT firms to participate in DEEDI's Cleantech Enterprise Pipeline sessions and events

- assisting the ICT and other industries to minimise their environmental footprint by supporting four events, including two regional events, in conjunction with the Australian Computer Society Green ICT Special Interest Group

- supporting the promotion of ICT-based 'green' solutions such as intelligent transport systems that reduce congestion, and solutions for improved e-Government service delivery.

## Sustaining and creating employment

This theme focuses on initiatives which support the continued transformation of Queensland's ICT workforce through targeted ICT tertiary education and training, recruitment and retention actions. This will provide all industries with access to a pool of appropriately skilled ICT workers. Under this theme there are two flagship projects.

**Flagship project one: smart jobs project**

- supporting the ICT Industry Development Workgroup Smart Jobs workshop project to build on the Access Economics study into the economic impact of the NBN in Queensland – it will engage key non-ICT sectors and regions to identify how they may capture the benefits from early access to the NBN and develop relevant action plans

- engaging closely with NBN Co. Ltd. (NBN Co) and its key contractors in Queensland to monitor workforce levels and identify any skills shortage issues

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- engaging closely with the new Queensland Skills Commission and industry training bodies including Innovation and Business Skills Australia and Energy Skills Queensland, on profiling NBN-related skills and training needs.

## Flagship project two: ICT studies and careers advancement

- supporting the ICT industry to implement a dynamic *ICT Studies and Careers Communication Strategy* that will include an ICT careers information portal to attract fresh, bright and talented minds into ICT careers in Queensland

- facilitating and supporting the ICT industry's Skills Leaders Group in promoting the benefits and opportunities available in ICT careers in Queensland

- working with the ICT industry associations to enhance the i Choose Technology web portal to attract talented and creative people into ICT careers in Queensland

- supporting the ICT associations and tertiary institutions to host information booths at the Tertiary Studies and Careers Expos in Brisbane and up to six regional centres throughout Queensland

- supporting the Government's election commitment to provide more than 148 000 extra training places across all industries by promoting, through the i Choose Technology web portal, the greater uptake of available ICT tertiary education and workforce training incentives including scholarships, cadetships and internships

- continuing to support the ICT Skills Leadership Group meetings in 2010—2011.

## Research and development

This theme aims to facilitate and support increased levels of ICT industry research and development (R&D) to keep Queensland at the forefront of technology innovation, development and adoption.

The flagship project, ICT innovation ecosystem, will help Queensland's businesses to increase their investment in and returns from R&D through a range of initiatives including:

- hosting up to four entrepreneurial researcher workshops covering topics including building commercialisation pathways into research project plans, developing spin-out companies and partnering with industry

- launching an online Queensland ICT R&D capability directory

- facilitating the development of a web portal to highlight Queensland's ICT innovation ecosystem

- measuring the progress of the *Queensland ICT Industry Development Strategy* utilising available statistical resources

- supporting (during the currency of existing contracts) key ICT R&D institutes including the Australian e-Health Research Centre (AeHRC), the Queensland node of National ICT Australia (NICTA) and the Queensland Cyber Infrastructure Foundation (QCIF) - DEEDI's support includes facilitating key introductions to government agencies and industry and presentations at the Information Industries Bureau's (IIB) Partners in Technology (PIT) events

- developing case studies to promote the importance of R&D in the future development of the ICT industry

- leveraging platforms created through the support of industry initiatives such as the Australian Information Industry Association's CollabIT program to enable the Queensland ICT R&D community to gain exposure in the local industry

- supporting local ICT firms to access Australian Government innovation support programs including Enterprise Connect and the tax rebate system

- supporting Queensland ICT research centres to access Australian Government innovation support measures such as the Super Science Initiative, Education Investment Fund and the Australian Research Council programs.

## Internationalising Queensland's ICT industry

This theme pursues the benefits that can be achieved by assisting existing and emerging ICT businesses to take advantage of international market opportunities and accelerate the internationalisation of their intellectual property and client base.

The flagship project, enabling technology internationalisation program, will enhance the business skills and networks of Queensland ICT firms by implementing a range of initiatives including:

- coordinating and supporting the Queensland Government's titanium sponsorship of the World Computer Congress in September 2010

- showcasing Queensland's ICT technology capabilities at the World Computer Congress 2010 in Brisbane

- developing a model for in-market support for Queensland ICT exporters

- creating market development plans which identify emerging opportunities aligned with Queensland's ICT capabilities in the following markets/regions:
  - United Kingdom
  - North America (Washington State and British Columbia)
  - South East Asia

- coordinating a Queensland industry delegation to the Game Developers Conference in California, United States in February 2011

- gauging interest in a Queensland ICT industry delegation to Malaysia and/or Singapore in 2011 which focuses on vertical markets such as e-health, e-learning and digital content

- identifying opportunities using international alliances, including expert exchanges and forums through government to government and other agreements

- promoting existing Queensland and other government export programs such as Getting Export Smart, Export Masterclass, Mentoring for Export and Austrade programs and services to emerging ICT exporters, including Export Market Development Grants and the International Business Cadetship Program.

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# Driving business growth

This theme seeks to harness and grow the enabling and transformational potential of the ICT industry to drive improved productivity and increase employment across Queensland's industries. Under this theme there are two flagship projects.

## Flagship project one: enabling technologies uptake program

- hosting four ICT Factor events designed to promote the value and impact of ICT and broadband technologies to key non-ICT sectors – these will be delivered via video streaming to provide access to regional businesses

- developing and launching an online, searchable *Queensland ICT Capabilities Directory* to enable local, national and international businesses to source Queensland ICT expertise

- conducting regular briefings for key industry groups on the opportunities presented by the NBN to encourage businesses to embrace broadband more effectively

- investigating opportunities to encourage the development and showcasing of new digital applications

- developing a series of broadband and digital economy case studies that demonstrate how Queensland businesses can use broadband to improve their performance

- partnering with ICT industry associations and other industry development organisations to offer business skills development, mentoring, coaching and business advisory services to ICT SMEs, including the Australian Information Industry Association's CollabIT program and the Women in Technology's Board Readiness Program

- promoting and maintaining the online *Queensland ICT Services Guide* which provides Queensland's ICT businesses with information on assistance programs and services to help them grow and develop

- investigating the need for and viability of a new program to promote the development of broadband applications for Queensland business and industry sectors

- undertaking a study to scope potential opportunities for the emerging geospatial sector in Queensland.

## Flagship project two: government ICT uptake program

- hosting monthly PIT briefings to inform the Queensland ICT industry of ICT infrastructure and forward procurement plans for government agencies and other major customer organisations in Queensland

- continuing to refine and expand video streaming of the PIT briefings to DEEDI's regional offices

- promoting industry development opportunities for Queensland ICT firms as a result of the review of the SME Participation Scheme through the IIB Alert and the IIB website

- delivering the new Tendering for Queensland Government ICT contracts workshops across the State

- continuing to work closely with the Department of Public Works (DPW) to improve processes for Queensland ICT firms to access Queensland Government ICT procurement processes

- promoting initiatives of other government agencies with an ICT industry development focus, for example, the presentations to Queensland Government Agencies Program provided by DPW and Queensland Health's e-Health Strategy

- developing an ICT ecomonic opportunity plan to increase the awareness, uptake and use of ICT in DEEDI.

# Digital economy and regional industry development

This theme aims to ensure that regional Queensland businesses have access to the skills, resources and alliances that will enable them to drive ICT-led productivity improvements. It also aims to strengthen the capacity of regional ICT firms to market their products and services nationally and internationally.

The flagship project, regional access, will increase regional industry and government investment in and demand for the uptake and use of ICT, by implementing a range of initiatives including:

- hosting at least two regional ICT Factor events to showcase innovative regional ICT firms and their solutions for non-ICT businesses

- promoting initiatives and attracting investment to attract and retain skilled ICT workers in regional Queensland by facilitating the development of critical infrastructure such as data centres and local development groups within the ICT industry

- delivering ten PIT briefings to the regions via video streaming

- promoting and attracting Australian Government funding for digital economy and other projects in regional Queensland

- promoting the capabilities of regional ICT companies through an online regional ICT capabilities directory with the aim of increasing demand for local products and services

- delivering six regional workshops and seminars to build the knowledge and skills required by regional ICT firms to enter into successful business partnerships

- engaging closely with the DPW Telecommunications, Broadband and Digital Economy Coordination Office to contribute to the State's telecommunication and NBN related policies and respond to the associated regulatory agenda

- conducting a business benchmarking study in the Townsville NBN first release site and providing training and support to local businesses to understand the benefits of early access to the NBN

- undertaking at least ten NBN and digital economy briefing sessions in regional centres.

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