



Digital Economy Strategy

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Response 15049086

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Introduction

Are you lodging a submission on behalf of an organisation?

Please select one item

☐ Yes

☐ No

What is your organisation?

Organisation

2pi Software

Provide a comment

4. Empowering all Australians through digital skills and inclusion

I live in Bega, as typical of regional Australia as any place. For 7 years we have sought to change the culture fundamentally to embrace the digital economy - we have set ourselves a 20 year target of 1000 tech-sector jobs by 2030. To initiate cultural change requires a lot of patience, and very broad coverage across our community. We have had some considerable success. Much of our success has been in the area of upskilling young people in code...and involving parents so they appreciate its importance. We run code nights, hackathons, startup camps, minecraft camps...the lot...so that code and empowered use of digital technology becomes second nature. And cheekily, we often show them this chart - dogsofthedow.com/largest-companies-by-market-cap.htm - where they

can see that the Top 6 companies in the globe have code skills at their heart. I think the same should be attempted throughout all of Australia.

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