



## Digital Economy Strategy

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## Response 1052532013

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☐ Include unanswered questions

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### Do you agree to the Privacy Collection Statement?

*Please select one item*

(Required)

- ☐ Yes, I agree and accept that my submission may be published
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- ☐ No, I do not agree

# Introduction

## Are you lodging a submission on behalf of an organisation?

*Please select one item*

☐ Yes

☐ No

## What is your organisation?

Organisation

Tom Gordon

## Provide a comment

### 1. The digital economy

It is a slow start but within 10-15 years a majority jobs around me will be eliminated...unskilled, skilled, middle management, senior management, jobs at the 'coal face', jobs in the 'back office'...no existing employment area is safe from significant change/being partially/fully elimination. We maximize our use of digital technology so as to maximize production/productivity yet minimize physical wastage...save paper/trees...save on farming/manufacturing wastage...save transportation/distribution/travel wastage...but at the same time maximize local human physical interactions We need a information superhighway in place across the whole of Australia as soon as possible...we cannot build our IT communications pathways life we build

our physical road networks... Governments must provide the underlying Australia wide communication infrastructure and continue to maintain such...and to handle ever increasing data volumes. We cannot have data congestion points bottlenecks ever occurring at any future point. We must be extremely proactive and never fall behind demand. As significant change come we must have proactively re-skilled our workforce well ahead of time to seamlessly move to these new employment areas...we must provide meaningful work for the very young, the disabled, and the very old...no one must be left behind

## 2. Enabling and supporting the digital economy

We have to develop a single communication structure (no wasteful duplication) that is currently being utilized by significant overseas developed countries so we have no 'glitches'. We need to provide real economic incentive (taxation/training subsidy, incubation, etc) for small/medium/large business to take up the digital challenge

Use international standards and don't cause any unnecessary duplication at a local level. We have to provide internal business welfare to get the digital entrepreneur 'off the ground' and then provide significant local venture capital initiatives to make it commercially viable, and then export incentive for them to take on the world

All we need to do is to ensure that the current world 'best practice' standards are proactively applied to hardware & software fundamental security platforms - and that this is mandated/ adopted by all

businesses...and then same applies to all consumers...if a device is not 'secure' then it is not to be trusted and therefore will not be communicated with.

### **3. Building on our areas of competitive strength**

Many businesses here are too small for the international stage. This is a quantum leap for many business in their initial stages of growth...it is a whole new ball game...as very few have gone before them...it is also harder to understand your market when you want to play on the international stage. Most businesses have to become internally digitalized before they can become externally digitalized for their customer benefit. Cost of hardware/software/IT specialists are major inhibitors. All areas are digital growth areas...do not focus on any one area...do not just focus on only being a creator/inventor/re-inventor/a leader/a follower...just move into an area where we need to be better/more efficient at something than we currently are.

### **4. Empowering all Australians through digital skills and inclusion**

Re-train/re-skill people very early in the change process. Make IT a mandated subject in all School from Prep to 12, in all TAFE/University qualifications, and regular free community forums. We have to educate people to see the digital device as our workhorse and an aid to communication...and not as a communication 'companion'...we urgently need to commission an ongoing Australian wide campaign media to see these IT 'companions' as a potential physical & mental health hazard.

## 5. General comment

Do you have a comment that doesn't fit in the previous questions? Use the space below for your comment.

We need someone to organize regular local brainstorming sessions and link ideas people with entrepreneurs and IT developers. So many people out there have so many good ideas but no money or contact...and no one is hearing them. We also need all businesses to really listen to their employees and their customers for feedback and initiatives...those people at the 'coal face' each day know what work, what doesn't, and generally how it can be made to work. We all need to listen to these little voices...no idea is a crazy idea today

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