

# Communicating Trends: Providing ICT Intelligence to the Community

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### Introduction

The main purpose of keeping the NZ ICT community informed about NZ and global ICT trends is to emphasise the growing skills shortage and hence, the unlimited employment opportunities. This continuing shortage of ICT knowledge and skills has been well documented in various past and recent national and international publications.

Community members include secondary school teachers [and students], staff and managers in tertiary institutions [and students], professional organisations and industry employees and managers.

Anecdotal feedback received by the author from this broad community indicates a sincere appreciation of the value of the information contained in these monthly publications.

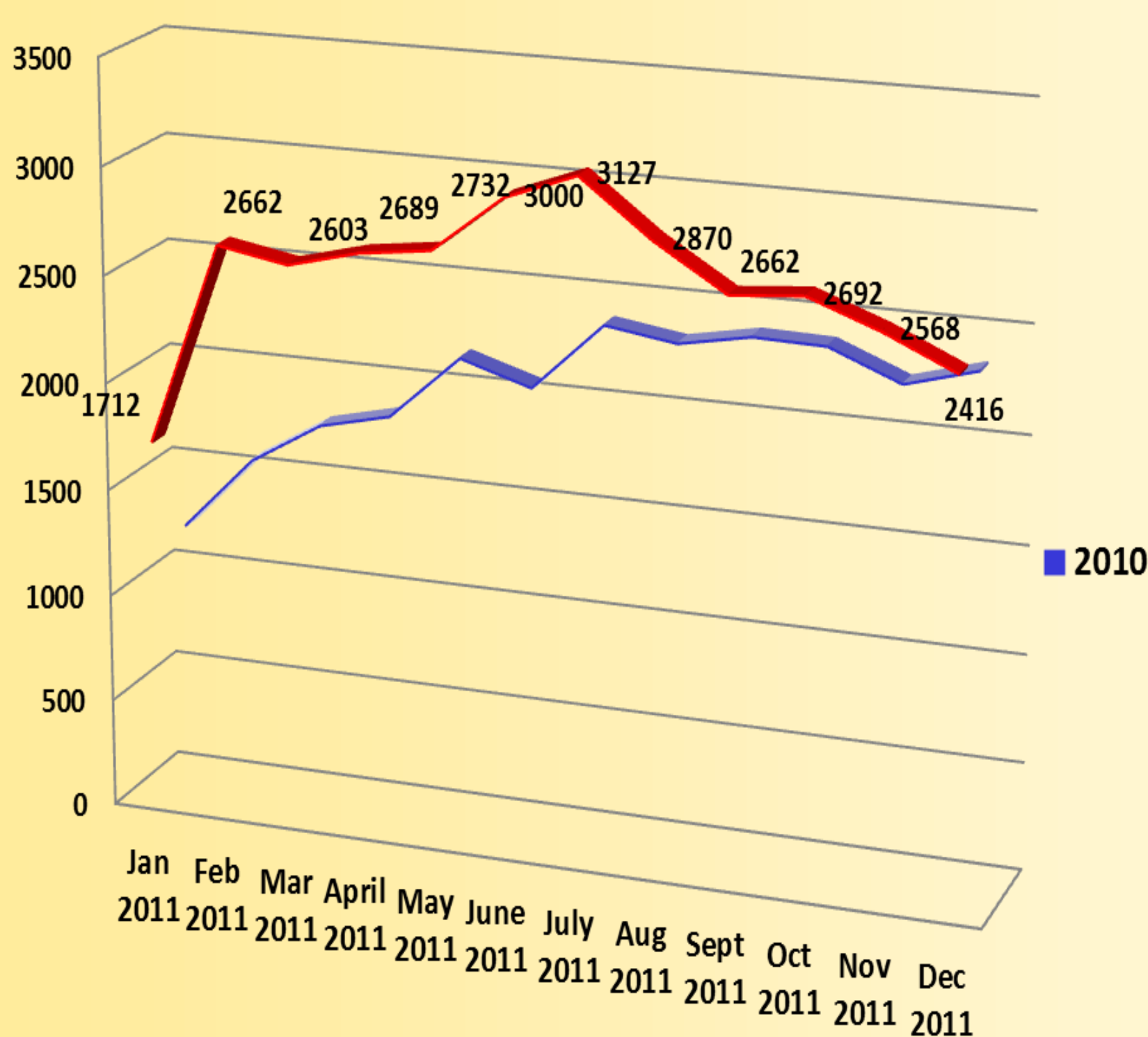
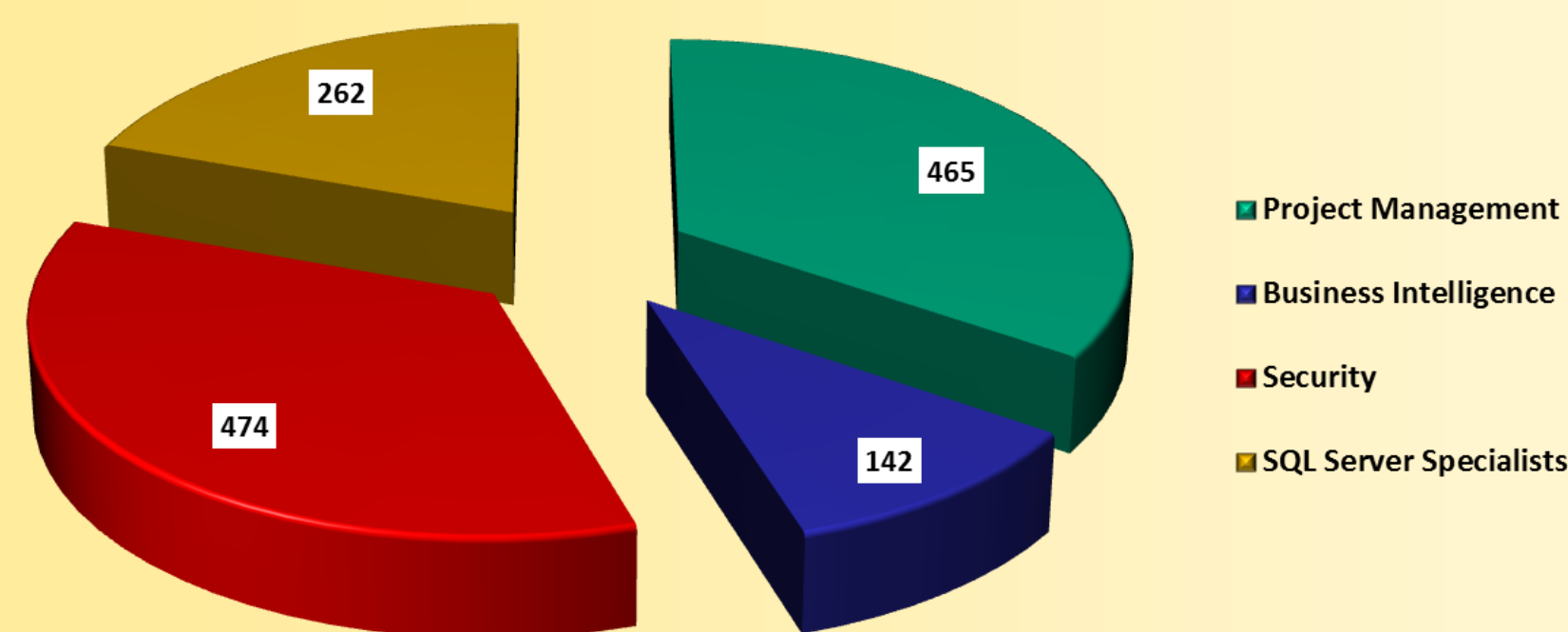
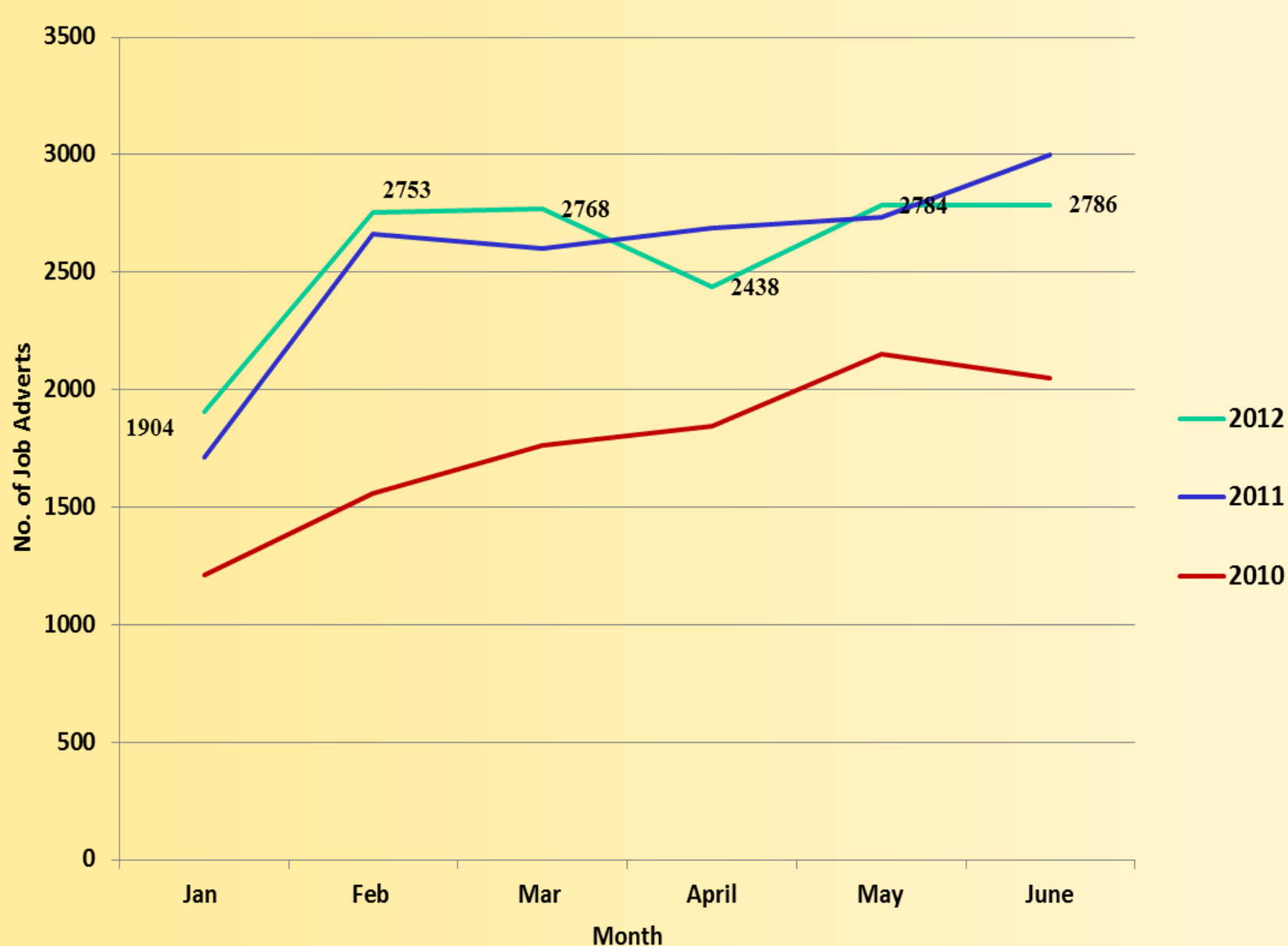


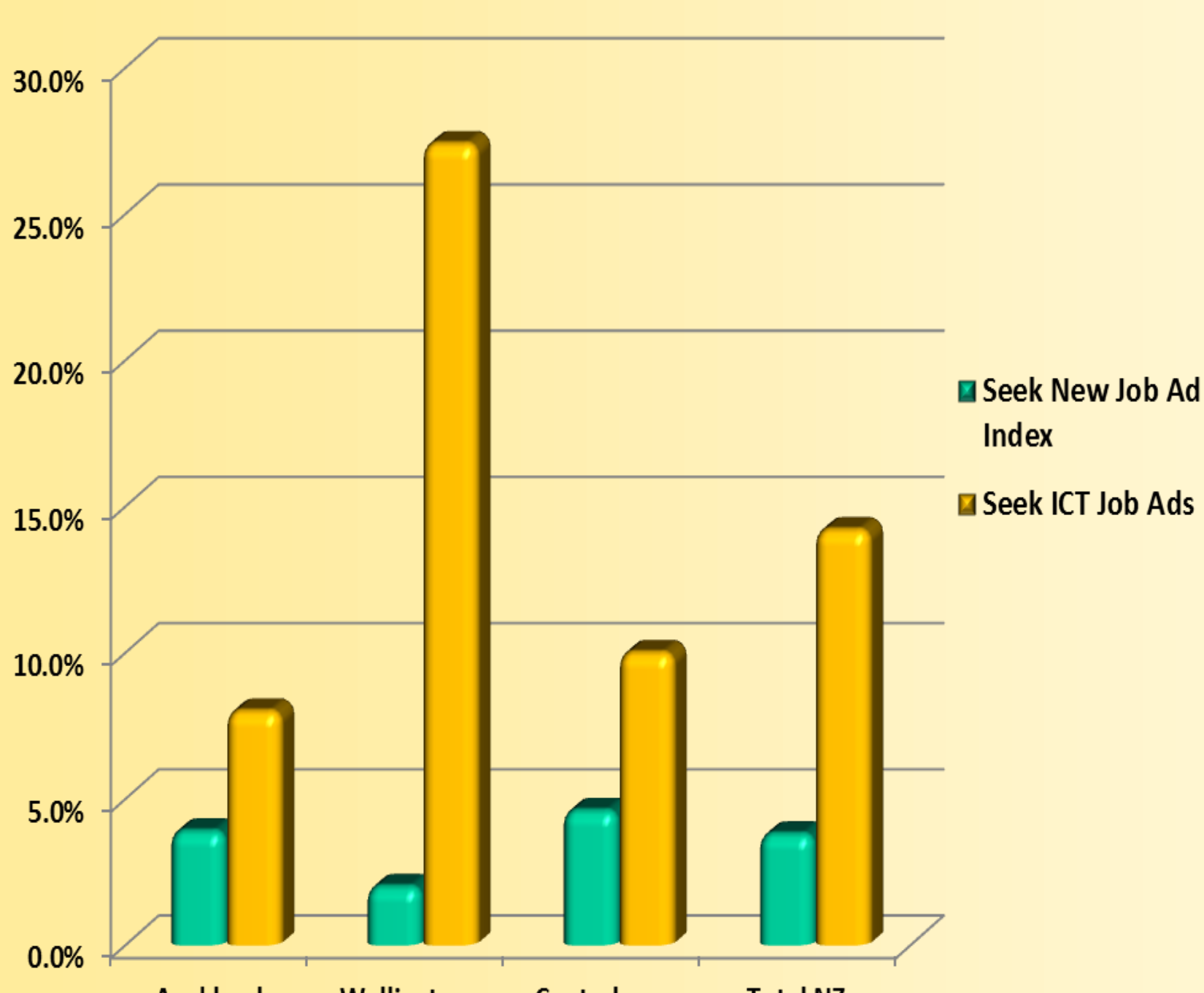
Figure 1 Seek ICT job advert trends for 2010 & 2011



### NZ Seek ICT Job Ads (Jan. 2012)—Top Skill Sets (Selected) in Demand



### NZ Seek ICT Job Ads: Monthly Trends to June 2012— Patchy



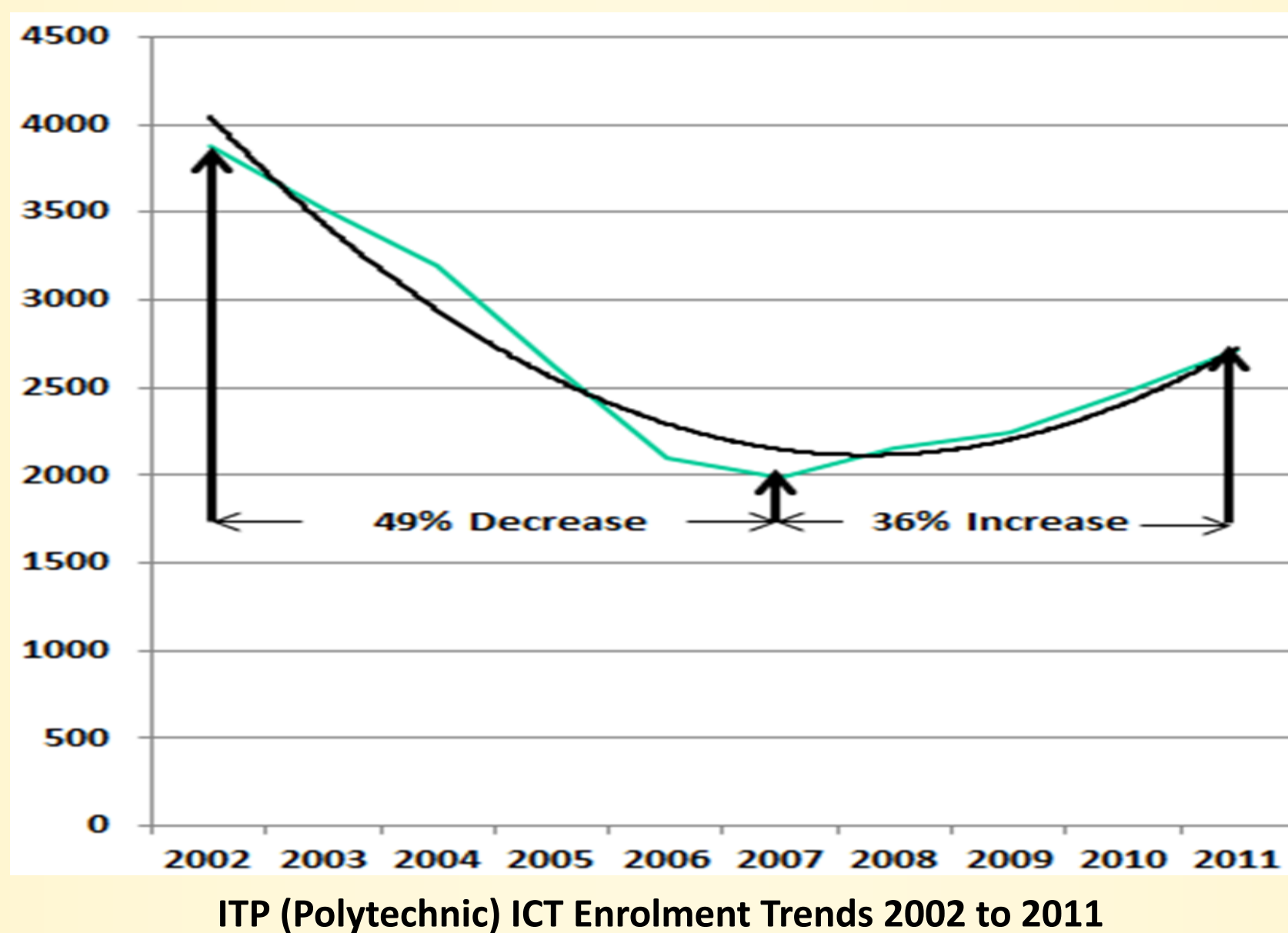
NZ Seek ICT Job Ads: Monthly Change for April—May 2012  
ICT Job Ads Tounce the All Jobs Ads Index

### Content

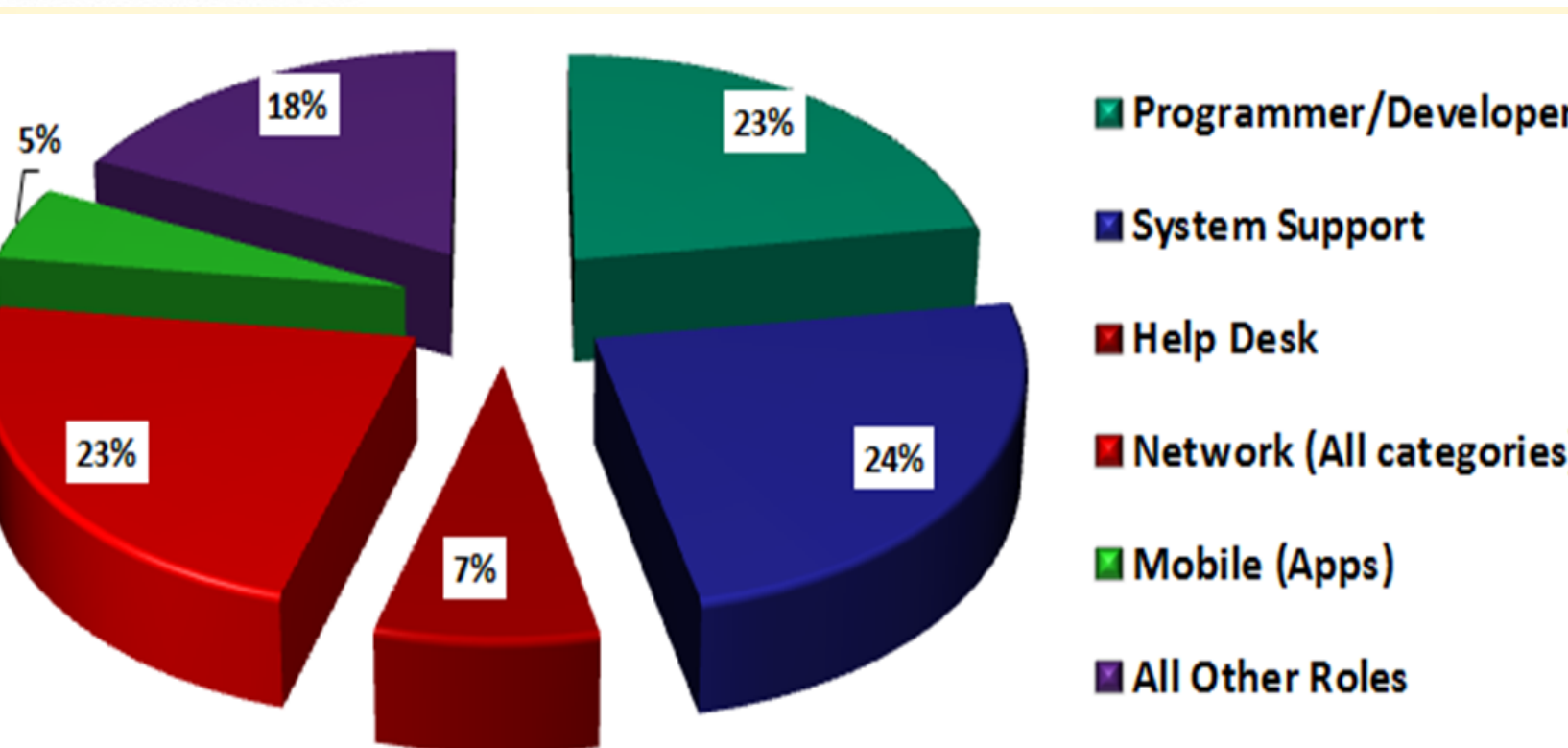
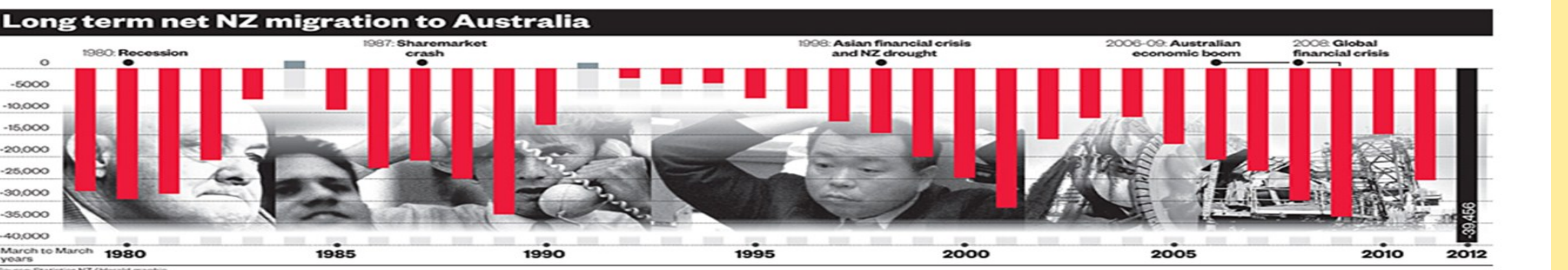
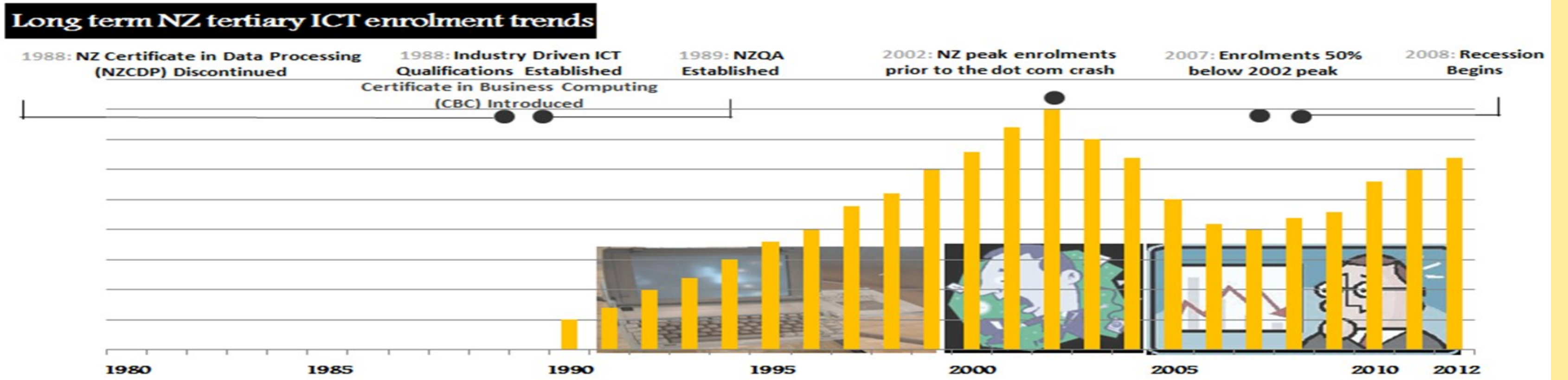
Seek ICT job adverts, together with those on Trademe, are accessed on or about the 15<sup>th</sup> of each month. The resulting data is processed, reproduced as a PowerPoint presentation and uploaded in PDF format to the CITRENZ web site.

Data concerning enrolments and completions is derived from the Ministry of Education web site, and salary information is sourced from a variety of locations, such as Trademe IT, Absolute IT and Hudson Recruitment.

Figure 1, as an example, illustrates the overall monthly Seek ICT job advert trends for the last 2 years, beginning January 2010. Figure 2 illustrates IT salaries derived from the Trademe Salary Guide accessed in July 2011.



ITP (Polytechnic) ICT Enrolment Trends 2002 to 2011



### Monthly increase:

- Prog/Dev.....2 per cent
- Helpdesk.....11 per cent
- Network.....15.5 per cent
- Mobile Apps.....35 per cent

### NZ Seek ICT Job Ads by Role: Increasing Demand for Mobile Apps — June 2012

IT Certifications	No. of Jobs Currently Advertised by Region	NZ Salary Range
PMP® - Project Management Professional	Auckland	142
	Wellington	92
	Canterbury	10
ITIL® v3 Foundation	Auckland	187
	Wellington	126
	Canterbury	14
MCITP - Microsoft Certified IT Professional	Auckland	22
	Wellington	10
	Canterbury	1
MCSA - Microsoft Certified Systems Administrator	Auckland	12
	Wellington	3
	Canterbury	1
MCP - Microsoft Certified Professional	Auckland	91
	Wellington	38
	Canterbury	15
CISSP® - Certified Information Systems Security Professional	Auckland	22
	Wellington	9
	Canterbury	1

NZ Seek ICT Job Ads: Selected IT Certifications – Number of Advertised Jobs & Salary Ranges for June 2012

### Conclusion

The monthly ICT education and job trends reports posted on the CITRENZ web site appear to be reaching the intended audience. Comments received from a wide variety of ICT community members, both from within NZ and from overseas, including the USA, are very complementary.

The author is encouraged by this positive feedback. It appears to indicate that the ICT community members are utilising the content of the reports to help them understand the implications of the long term enrolment and job trends.

References  
[Trademe IT Job Adverts](#) (Accessed April 2012)  
[Seek ICT Job Adverts](#) (Accessed April 2012)  
[MinE Education Counts](#) (Accessed April 2012)

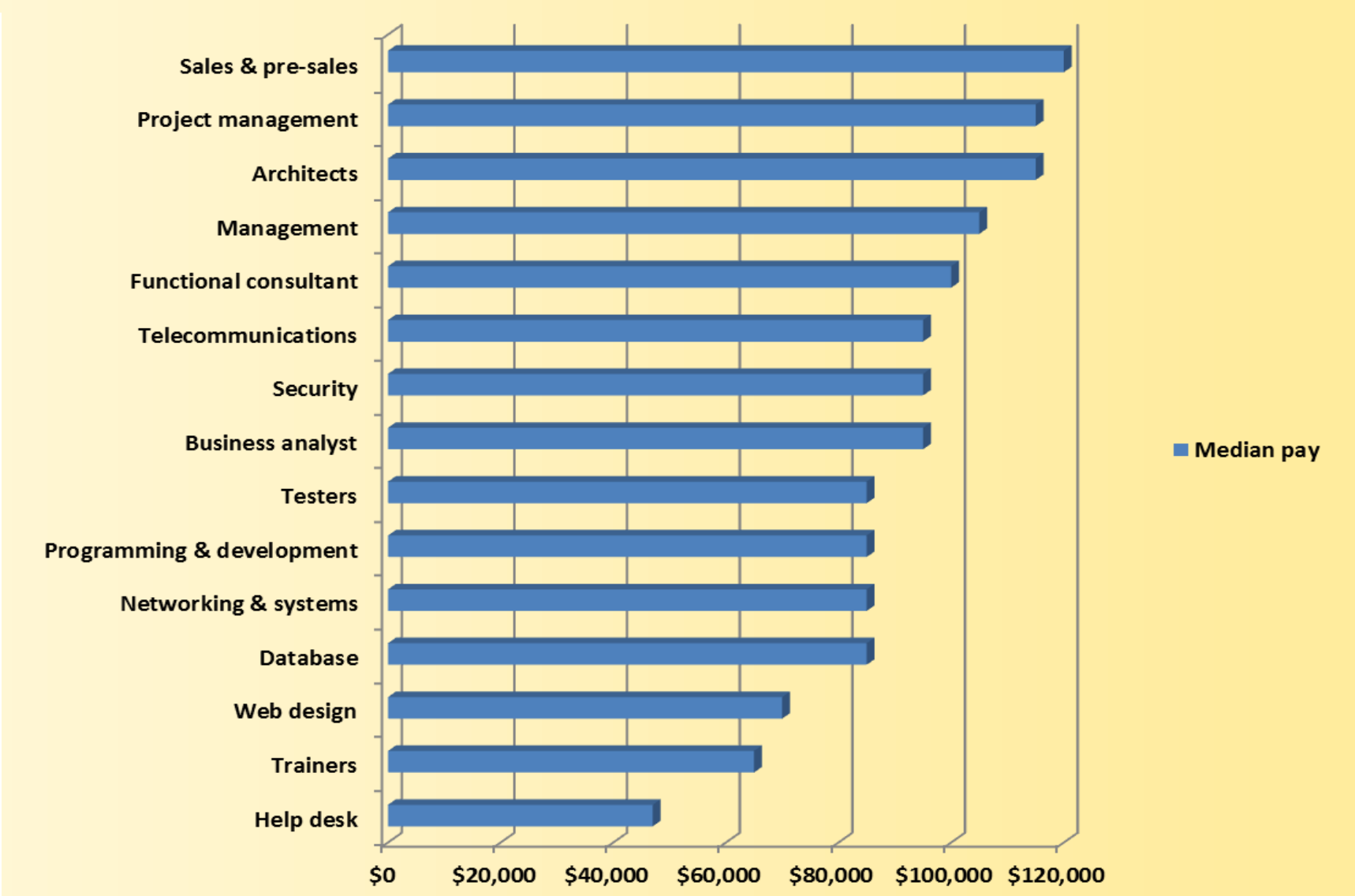
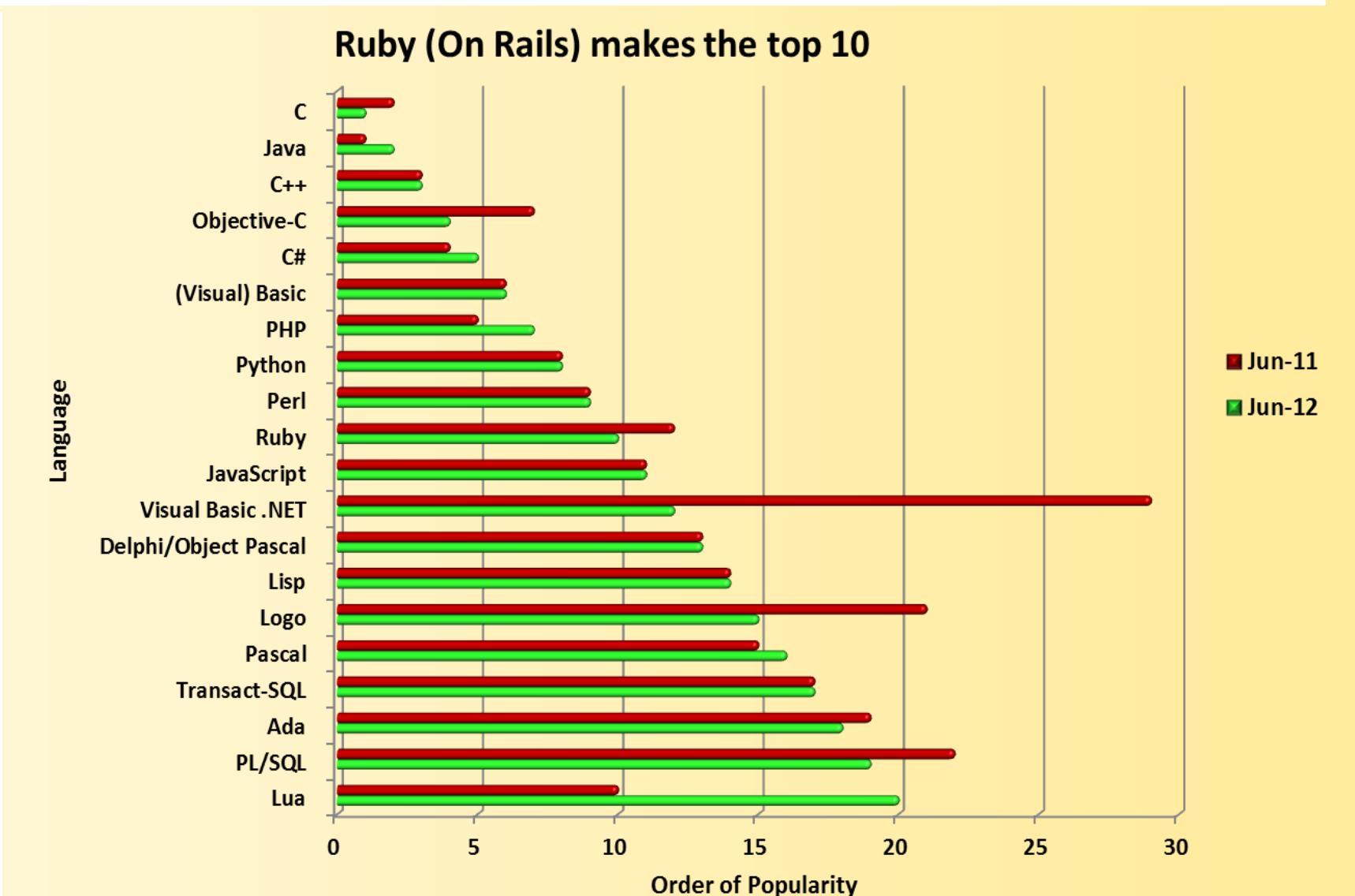
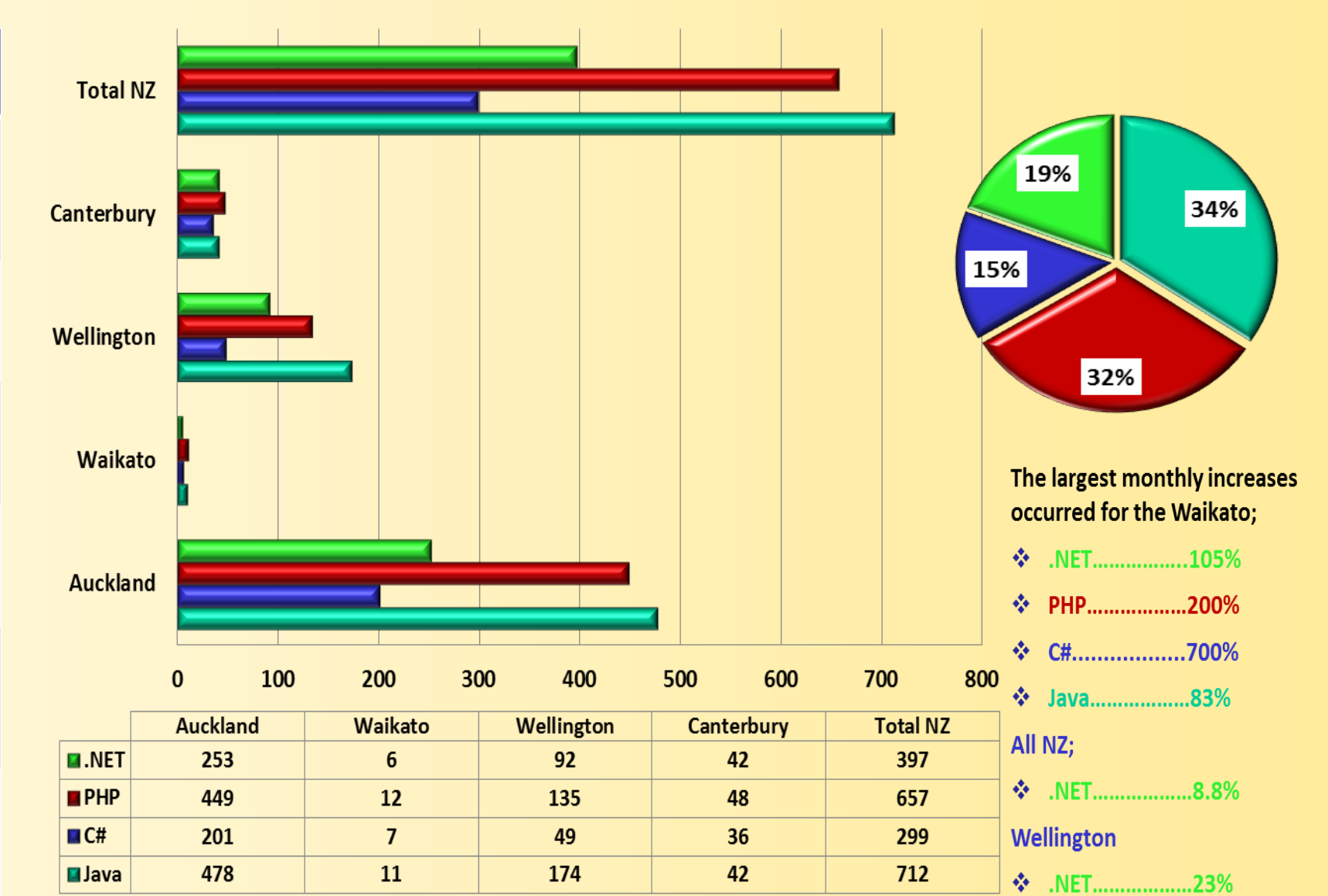


Figure 2 Trademe Salary Guide July 2011



### TIOBE (The Importance of Being Earnest) Programming Community Index: Indicates popularity of programming languages — June 2012



NZ Seek ICT Job Ads: Demand for Programming Languages for June 2012



