

# **CITRENZ Annual Conference Christchurch 2012**

## **Panel Session**

**Monday 8<sup>th</sup> October  
3.30pm to 5.00pm**

## **Engaging Communities: Utilising Web2.0/Social Networks**

# Panel Members

**John Ascroft: Jade Software Corporation**



**Garry Robertson: Waikato Institute of Technology**



**Clare Atkins: Nelson Marlborough Institute of Technology**



**David Weir: Christchurch Polytechnic Institute of Technology**



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## NZ ICT Tertiary Education & Job Trends



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NZ ICT Tertiary Education & Job Trends

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Garry Robertson from Wintec provides a monthly analysis of the NZ ICT Tertiary Education and Job Trends.

Useful information for students, employers and tertiary institutes to get a feel for the IT job market.

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[ICT Education & Job Trends September 2012](#) **NEW**



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23<sup>rd</sup> August 2012 @ 3.03pm

Total Views: 47724

Site Statistics

	Visitors:	Page impressions:
Visits today:	54	318
Visits yesterday:	74	503
Visits in this month:	1459	11651
Visits in previous month:	2357	
Visits in this year:	14647	
Visits in previous year:	14647	
Visits total:	19614	164745
Max.daily visits:	132	
Day of max visits:	2012-07-19	
Max.monthly visits:	2357	
Month of max visits:	2012-07	
Bots today:	74	
Date since:		2011-07-27

# Citrenz.ac.nz



Site Citrenz.ac.nz is **Online**



*Citrenz.ac.nz* is **2 Years, 10 Months old**, It is ranked **#5,648,739** on the world wide web, the lower the rank, the popular the website is. The website is estimated to earn at least **\$ 0.73 USD** per day from advertising revenues and we value it to be upwards of **\$ 328 USD**. We have found the average page load time to be **1.858734** seconds. This site has a *PageRank* of **5/10** , it gets a total of **284** unique visitors per day which produce a total of **397** pageviews. This website is listed in **Yahoo** Directory. It's IP address is **202.50.252.19**, and its server is located at **Napier, Hawkes Bay, New Zealand**. We give it a SEO score of **61.9%**. Last updated on *Aug 15 2012*.

## Overview of Citrenz.ac.nz

Site Title:	Conference 2012
Alexa Rank:	# 5,648,739
Favicon:	
Pagerank:	
Load Time:	1.858734 Seconds
Daily Visitors:	284
Daily Pageviews:	397
Seo Score:	61.9%
Daily Revenue:	\$ 0.73 USD
Website Worth:	\$ 328 USD
Primary Country:	(Alexa Rank #No data in )
IP Address:	202.50.252.19
Server Location:	Napier, Hawkes Bay, New Zealand

 +321  3.4k  368

### Navigation Menu

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Seo Score Widget

## IITP Newsline

22 August 2012

Your weekly dose of ICT news and views

### This week:

- Juha Saarinen: Aussie Data Centres
- Annika Naschitzki: "Banner Blindness" effect on homepage banners
- Garry Roberton: ICT Trends: Update on the Skills Shortage
- IITP Mentoring Team: Mentoring places closes soon
- ICTEvents.co.nz: PMI Project Management Conference
- ICT around town: All the latest ICT-related events in your area

### Contrib



#### ICT Trends: Update on the Skills Shortage

by Garry Roberton, Senior Lecturer, Wintec

An "NZ Part of (Global) IT Skills Shortage Danger" headline in The NZ Herald on 12th July heralded the ministerial keynote at the NetHui internet conference delivered by Steven Joyce, Minister of Economic

Development. He acknowledged the (apparent) current worldwide shortage of ICT skills and challenged everyone involved in the industry to evangelise ICT jobs/careers to students and families.

But, is there really a global ICT skills shortage? The overall scene is, at times, quite contrary with several recent contradictory headlines/articles, certainly at first glance. Let's look at it in more detail.

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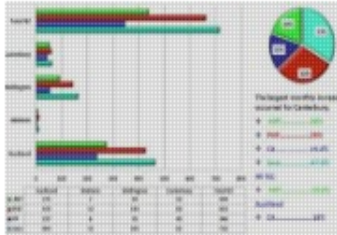
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ITCP Certification



Garry Robertson

Still plenty of potential for jobs in the ICT sector? <http://tinyurl.com/942x22m>



ICT Trends: Update on the Skills Shortage :: IITP Newsline

iitp.org.nz • This headline in The NZ Herald on 12th July heralded the ministerial keynote at the NetHui internet conference delivered by Steven Joyce, Minister of Economic Development. He acknowledged the (apparent) current worldwide...

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Parikshit Basrur

<http://lnkd.in/EvyMnZ>



Will Consumers Start Ditching Expensive Smartphones For Cheap...

forbes.com • I have no complaints with my Verizon service except one: the price-tag. Verizon isn't alone in charging way too much for data, but that doesn't make the bill any easier to choke down. Crunching the numbers, \$30/month for a data...

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Allan Sylvester, Contract Lecturer - Telecommunications in [Connect](#)



Steve Wheeler, Associate Professor at Plymouth University [Connect](#)



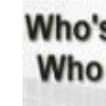
Sharron Berry, SAM Consultant (Dimension Data) [Connect](#)

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**New Zealand ICT Tertiary Education & Job Series August 2012**

[garry.roberton@wintec.ac.nz](mailto:garry.roberton@wintec.ac.nz)

Note: Indicates new/significant change

Wintec WAIKATO INSTITUTE OF TECHNOLOGY

1 / 26

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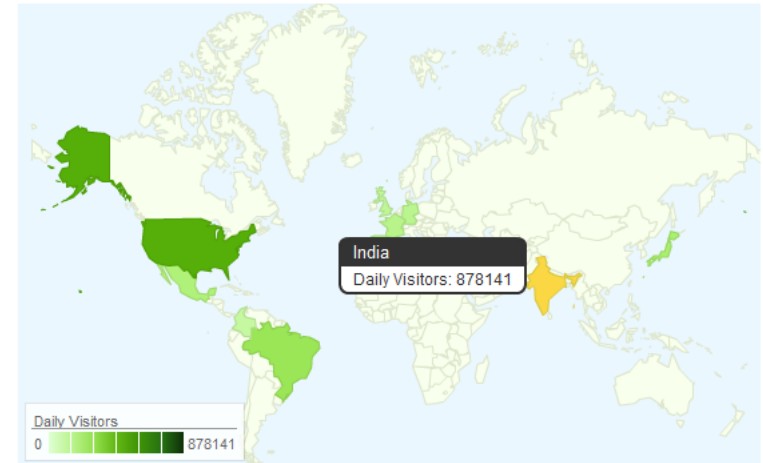
- New Zealand ICT Tertiary Education & Job Series July 2012
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## Daily Visitors Country Map Analysis

Daily Visitors by Country for Slideshare.net, 5,105,476 visitors per day.

India : 878,141 visitors (17.2%)	United States : 561,602 visitors (11.0%)
Brazil : 326,750 visitors (6.4%)	Japan : 260,379 visitors (5.1%)
Mexico : 234,851 visitors (4.6%)	Spain : 214,430 visitors (4.2%)
France : 188,902 visitors (3.7%)	Germany : 178,691 visitors (3.5%)
United Kingdom : 153,164 visitors (3.0%)	Colombia : 127,636 visitors (2.5%)

« Fewer



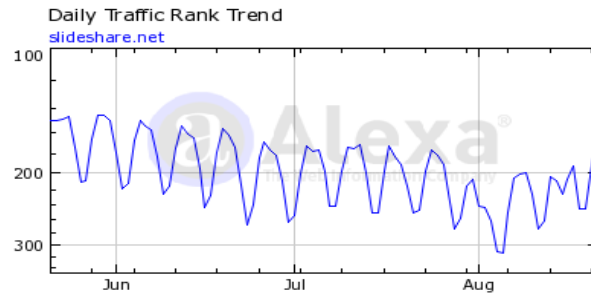
Slideshare.net Primary Traffic From India



## Alexa Traffic Graph Analysis

Traffic Rank Graph

Traffic Rank Reach Pageviews Pageviews/User Bounce % Time on Site Search %



3 months





# Garry Robertson

@Gazza\_R

Creating ICT Ed & Job trends on [www.citrenz.ac.nz/job-trends](http://www.citrenz.ac.nz/job-trends)

Gazza\_62@ <http://photosynth.net> & GarryR @ Panoramio-

Google Eth. alc.bev-12yr Glenmorangie

Hamilton NZ <http://www.citrenz.ac.nz/job-trends>

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1,212 TWEETS

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Garry Robertson @Gazza\_R

1h

#ITP National Series-Cutting Edge Networking,outstanding presentation by Steve Cotter,CEO,REANZ

Expand



Garry Robertson @Gazza\_R

6h

St Johns College Hamilton need an ICT teacher available immediately-could be p/t or f/t yr12/13 Ctct Shane Tong,Principal,@ +6478567091

Expand



Garry Robertson @Gazza\_R

23h

Still plenty of potential for jobs in the ICT sector? [tinyurl.com/r942x22m](http://tinyurl.com/r942x22m)

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Garry Robertson @Gazza\_R

22 Aug

The state of IT education | Computerworld NZ [computerworld.co.nz/news.nsf/news/...](http://computerworld.co.nz/news.nsf/news/...) via @ComputerworldNZ  
What's with ICT enrolments in ITP/Polytechnic sector?

Expand



Garry Robertson @Gazza\_R

22 Aug

Great article-pity the ITP/Polytechnic sector, where ICT enrolments increasing yr on yr since 2007 not included [tinyurl.com/r9knvhw5](http://tinyurl.com/r9knvhw5)

Expand



# Why Twitter Is a Better Brand Platform Than Facebook

## Ten Reasons Twitter Will Be Huge For Business

By: [B.L. Ochman](#) Published: [June 01, 2012](#)

**10. Twitter is a great real-time search engine.** Better than any other in my opinion.  
Agree, or disagree?

I'll close here with some pretty mind-boggling Twitter stats:

- **Twitter has 140M+ active users**
- **55% of users access Twitter on mobile, with 40% growth quarter over quarter**
- **Twitter users create over one billion Tweets every three days**
- **60% of Twitter users tweet; 100% are listening**
- **79% of people follow brands to get access to exclusive content**
- **During this year's Super Bowl, one in five commercials contained a hashtag**
- **Promoted Tweets get an average engagement rate of one to three percent**

### ABOUT THE AUTHOR

**B.L. Ochman** , president of [www.whatsnextonline.com](http://www.whatsnextonline.com) , is an internet marketing strategist and blogger who can be found [Twittering](#), at [WhatsNextBlog.com](http://WhatsNextBlog.com) or with her newest venture, [Pawfun.com](http://Pawfun.com).

Interactions: Gazza\_R

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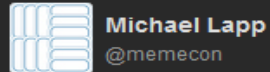


**BNI Sunrise** @BNISunrise  
*BNI Sunrise meets at the Marriott Hotel at Five Ways, which is ideally located for businesses in and around Birmingham. Every Thursday morning from 6.30am.*

Sam aka ZeeGeePreeMo retweeted you



Michael Lapp followed you

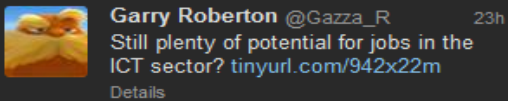


**Michael Lapp** @memecon  
*Bedeutungsgestalter - Strategie, Kommunikation, Governance, Veränderung ::::::::::: Meaning designer - Strategy, Communication, Governance, Change*

YITCon 2012 retweeted you



Malcolm Clarke retweeted you



Mentions: Gazza\_R

**Sam aka ZeeGeePreeMo** @zigiprimo 5h  
 RT @Gazza\_R: Dell is kicking off a new programme called "IT is not for geeks" in Sydney encouraging women into ICT-next step N...tinyurl.com/csy77c6

**Women in Technology** @mywitin 19h  
 RT @Gazza\_R: Dell is kicking off a new programme called "IT is not for geeks" in Sydney encouraging women into ICT-next step N...tinyurl.com/csy77c6

**Malcolm Clarke** @mfucuk2 19h  
 RT @Gazza\_R: Still plenty of potential for jobs in the ICT sector? tinyurl.com/942x22m

**Simon Morris** @gingereejit 20h  
 RT @Gazza\_R: Still plenty of potential for jobs in the ICT sector? tinyurl.com/942x22m

**Murray Wills** @MurrayWills 21h  
 RT @jo9ty: RT @Gazza\_R Still plenty of potential for jobs in the ICT sector? tinyurl.com/942x22m ICT trends: update on the skills shortage

**Jo Orange** @jo9ty 21h  
 RT @Gazza\_R Still plenty of potential for jobs in the ICT sector? tinyurl.com/942x22m ICT trends: update on the skills shortage

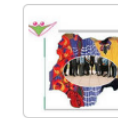
**Kai Koenig** @agentK 21h  
 @Gazza\_R @nzPaulM A good part of the shortage is unfortunately



**Sam aka ZeeGeePreeMo**

@zigiprimo  
*Coffee, food, coffee, ... body needs (it says so...) climbing... 'et puto nimis'*  
 Melbourne, VIC, Australia · <http://gplus.to/zigiprimo>

743 FOLLOWING 978 FOLLOWERS 8,960 TWEETS 78 LISTED Follow



**Women in Technology**

@mywitin  
*Grassroots Women Empowerment through ICT. Women in Technology in Nigeria. Non-for-Profit NGO*  
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114 FOLLOWING 70 FOLLOWERS 195 TWEETS 5 LISTED Follow



**Michael Lapp**

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3,652 FOLLOWING 3,330 FOLLOWERS 605 TWEETS 27 LISTED Follow

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[Excellent article by Garry Robertson on the IT Skills Shortage - Backed up by actual facts!](#)

[itp.org.nz/newsletter/article/368](http://itp.org.nz/newsletter/article/368)



[gazza\\_r](#) Garry Robertson

Still plenty of potential for jobs in the ICT sector

24 hours ago Reply Retweet Favorite 7 more

[Department of Labour launches short-term employment forecasting model, predicts steady growth in employment. ^Mike](#)

[dol.govt.nz/publications/research/short-term-employment-prospects/index.asp](http://dol.govt.nz/publications/research/short-term-employment-prospects/index.asp)



[gazza\\_r](#) Garry Robertson

Despite small rise in unemployment in June 1/4 to 6.8%,DoL forecast gradual decline to 6.0% for Mar. 2013yr & 5.4...<http://t.co/gKiN6IQZ>

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[NZ ICT Tertiary Education & Job Trends - NZ ICT Tertiary Education & Job Trends](#)

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Garry Robertson from Wintec provides a monthly analysis of the NZ ICT Tertiary Education and Job Trends. Useful information for students, employers and tertiary institutes to get a feel for the IT job market. Select the most recent report: Follow Garry on Twitter: Follow @Gazza\_R...



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USA consistent uptick in IT hiring #NZICTJobs <http://t.co/NOiAVHOD> Australia bringing foreign IT workers from the UK, India & Ireland

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[Online storage services-Cloud pros & check out Cloud pros & cons in the August job trends](#)

[citrenz.ac.nz/jo](http://citrenz.ac.nz/jo)



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Online storage services-Cloud pros <http://t.co/KXLvzIIS> & check out Cloud pros & cons in the August job trends @ <http://t.co/reR61IK2...>

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[The state of IT education | Computerworld New Zealand](#)

[computerworld.co.nz/news.nsf/news/the-state-of-it-education-p3](http://computerworld.co.nz/news.nsf/news/the-state-of-it-education-p3)

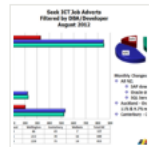
Another report, based on a similar discussion with Heads of ICT/IT/Computing Schools in the Polytechnic/ITP sector, could/should be published. Posted by @Gazza\_R at 13:22:51 on August 22, 2012 ReplyFlag abuse...



[gazza\\_r](#) Garry Robertson

Great article-pity the ITP/Polytechnic sector, where ICT enrolments increasing yr on yr since 2007 not included <http://t.co/ZIrpZe7T>

2 days ago Reply Retweet Favorite



[gazza\\_r](#) Garry Robertson

August Seek ICT job ads for Canterbury-Orade up 12%, .NET up 19% & C# up 40% #NZICTJobs <http://t.co/Np8rpnW9>

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[Tim Bell,UoC,will address Waikato ICT teachers at Wintec on Thurs 13 Sept re Digital Technology level 3 achieveme...](#)

[nzacditt.org.nz/resources/](http://nzacditt.org.nz/resources/)



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Tim Bell,UoC,will address Waikato ICT teachers at Wintec on Thurs 13 Sept re Digital Technology level 3 achieveme...<http://t.co/GLspbYjB>

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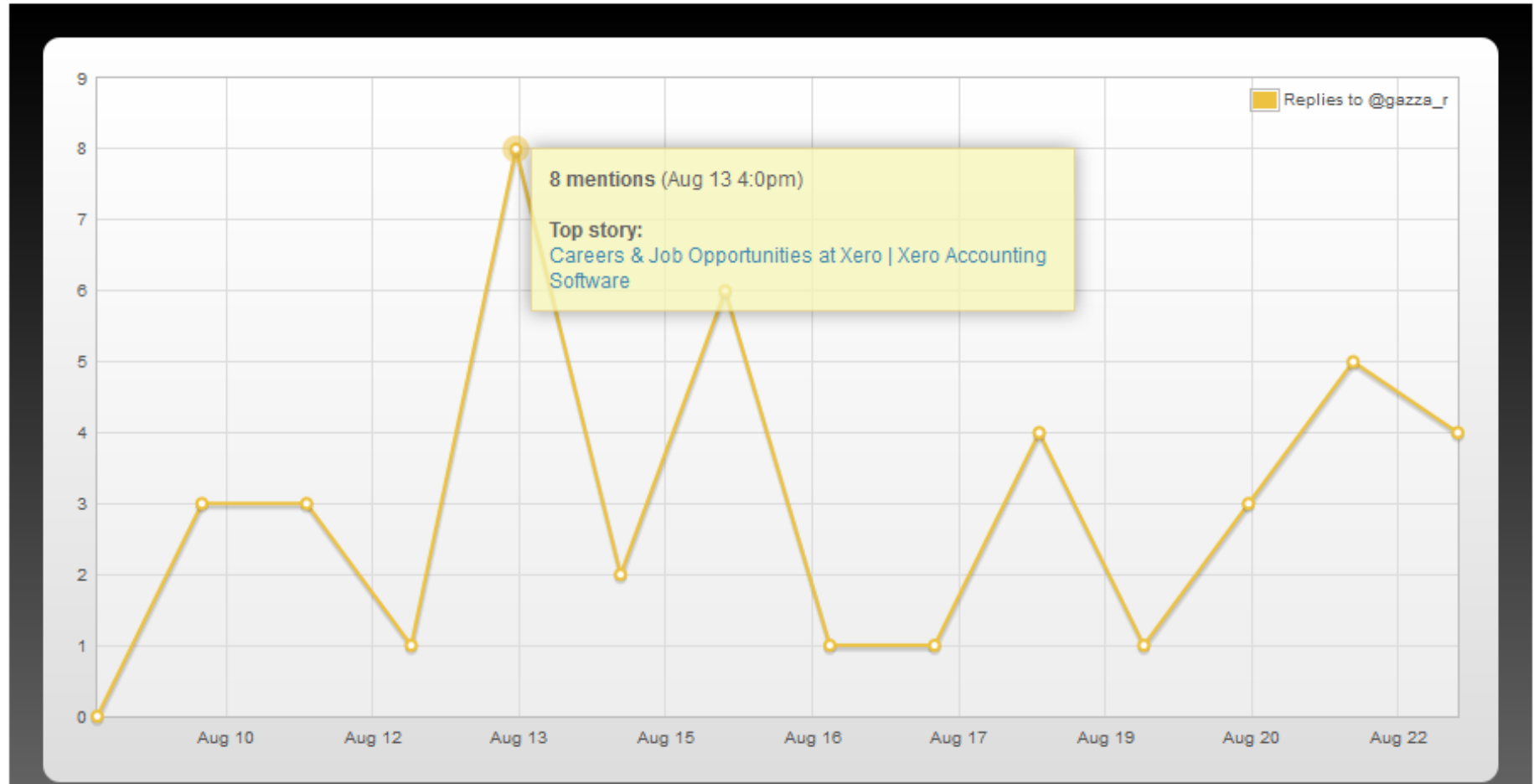
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<http://photosynth.net> & GarryR @ Panoramio-Google  
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 Location: Hamilton NZ

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Stephen Bell

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+1 Tweet

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-  Gets Retweeted every 31.9 Tweets
-  2.8 tweets per day
-  Retweets every 9.9 Tweets
-  Favorites every 202 tweets

Based on analyzing 1213 Tweets [Update Profile](#)

**Famous words**

Dell is kicking off a new programme called "IT is not for geeks" in Sydney encouraging women into ICT-next step N...<http://t.co/V4c2ZbF1>

Still plenty of potential for jobs in the ICT sector? <http://t.co/zqEQx2i4>

@paulbrisen @StatusPeople this URL <http://t.co/tW1cxoqf> will allow you to view the full profile of you and any follower....have fun :D

Increased demand for progs/devs in Canterbury <http://t.co/w6NrCPzb>  
<http://t.co/u1pSH4oJ>

#Wintec hosting Waikato ICT teachers event Thursday 21 June - NZCS/IITP's Ben Smith presenting on ICT-Connect. <http://t.co/uVmPnkzw>

ICT growth for September strongest of all DoL industry & occupation groups  
 #CITRENZ #Wintec <http://t.co/yFDDDPuI> <http://t.co/FJBtxwWY>

Christchurch Polytechnic on strike from 10.30am to 1.30pm today-what with earthquakes, snow, etc give academics the recognition they deserve

2nd CITRENZ conference (24th NACCQ) @ Rydges Rotorua starts Wed 6 Jul check it out @ <http://www.citrenz.ac.nz>

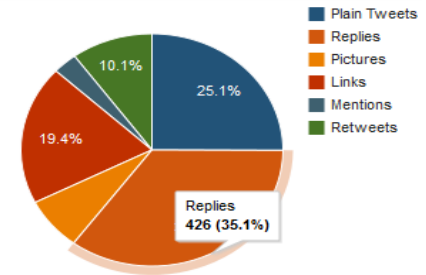
**Plain tweets**

#IITP National Series-Cutting Edge Networking;outstanding presentation by Steve Cotter,CEO,REANZ

Diploma class-tech stream pulled Toshiba laptop apart then reassembled-excellent skills & had fun,but still not working-duff motherboard.

My prediction ABs by 15 #BledisloeCup

TechRep White Paper 6 of the Top Twelve Skills most relevant and most valued by USA comps for 2012 related to IT incl. cloud/virtualization



# Social Networking Websites

- **Twitter:** A miniature blog <https://twitter.com/#!/>
- **Tweetdeck:** Displays everything in Twitter in an organized column format <https://web.tweetdeck.com/>
- **Klout:** Calculates users' online influence on [12 social networks](#)  
➤ <http://klout.com/> & <https://www.youtube.com/watch?v=0huJJfeMSQ8>
- **Topsy:** Instant analysis of topics, terms & hashtags <http://topsy.com/>
- **Statmyweb:** Provides detailed and accurate statistics of websites across the web <http://www.statmyweb.com/>
- **Tweetmeme:** TweetMeme is a service which aggregates all the popular links on Twitter to determine which links are popular <http://tweetmeme.com/>
- **Tweetrank:** Allocates a score based on a number of Tweet factors <http://www.tweetrank.co.uk/>