



# It starts with US!

Closing the skills gap

*Melanie Botha*  
*Head of Training & Certification*  
*AWS Australia & New Zealand*

Who is in  
the driving  
seat?

Digital skills gap  
in the  
workplace

The  
Opportunity is  
NOW

Who is in  
the driving  
seat?



A creative visual metaphor where a head of broccoli is placed on top of a waffle ice cream cone. A cinnamon stick is stuck into the broccoli, mimicking the shape of a traditional ice cream cone. The background is a soft-focus landscape with a blue sky and green hills, with a lens flare effect on the left side.

Life  
Centricity

Meet your  
New Student





Relevance and Paradoxes

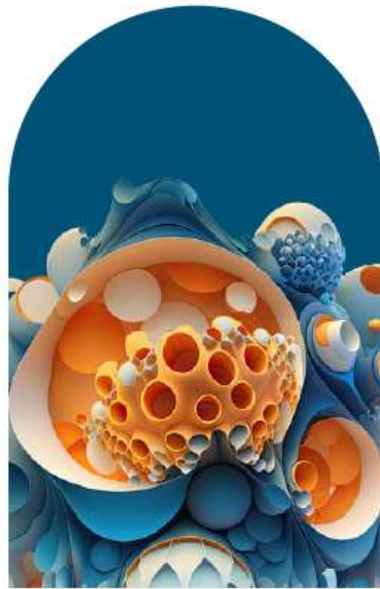
# Aligning with Life Trends



01/  
**I Will Survive**



02/  
**I'm a Believer**



03/  
**As it Was**



04/  
**OK, Creativity**



05/  
**Signed, Sealed, Delivered**

Fjord Trends, 2023





# How should we think about these trends?

See customers  
in their  
full life

Solve for  
Shifting  
Scenarios

Simplify  
for  
Relevance



# Digital Skills gap in the workplace



*61% of organisations in Australia that run some or most of their business on the cloud report steady revenue growth, but **71%** of organisations are facing hiring issues.*

*The Economic Benefits of a Tech Savvy Workforce, Gallup Study*



*A possible barrier is that 27% of Australian organisations prefer a bachelor's degree, even for entry-level IT staff. However, many are starting to recognise that accepting industry certifications can ease their hiring challenges. **72%** of employers say that digital certifications or training courses are acceptable substitutes for a bachelor's degree.*

*The Economic Benefits of a Tech Savvy Workforce, Gallup Study*





# WHY it's Day ONE for upskilling and reskilling

People are looking for  
**Meaning**  
in their careers

Individuals are more conscious about  
pausing and re-  
thinking

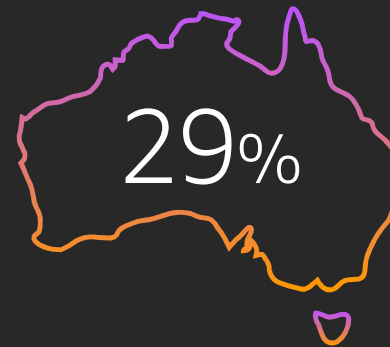
what they are doing to  
optimize their skills at work





# 3.7 million people

in Australia need to  
undertake digital  
skills training



of the total  
Australian  
workforce

# 29% of Organizations in APJ have an active BOLD plan

**83%** 

of trained people say they will

**stay if trained**

**96%** 

of our AWS Learning Needs Results indicate that employees feel valued if they are

**enabled and linked to a bigger purpose**



# Challenges faced...



say they are  
**NOT confident**  
they're gaining digital  
skills fast enough

**73%**   
of workers  
say they don't have enough  
**TIME** to pursue training

## Challenges faced...

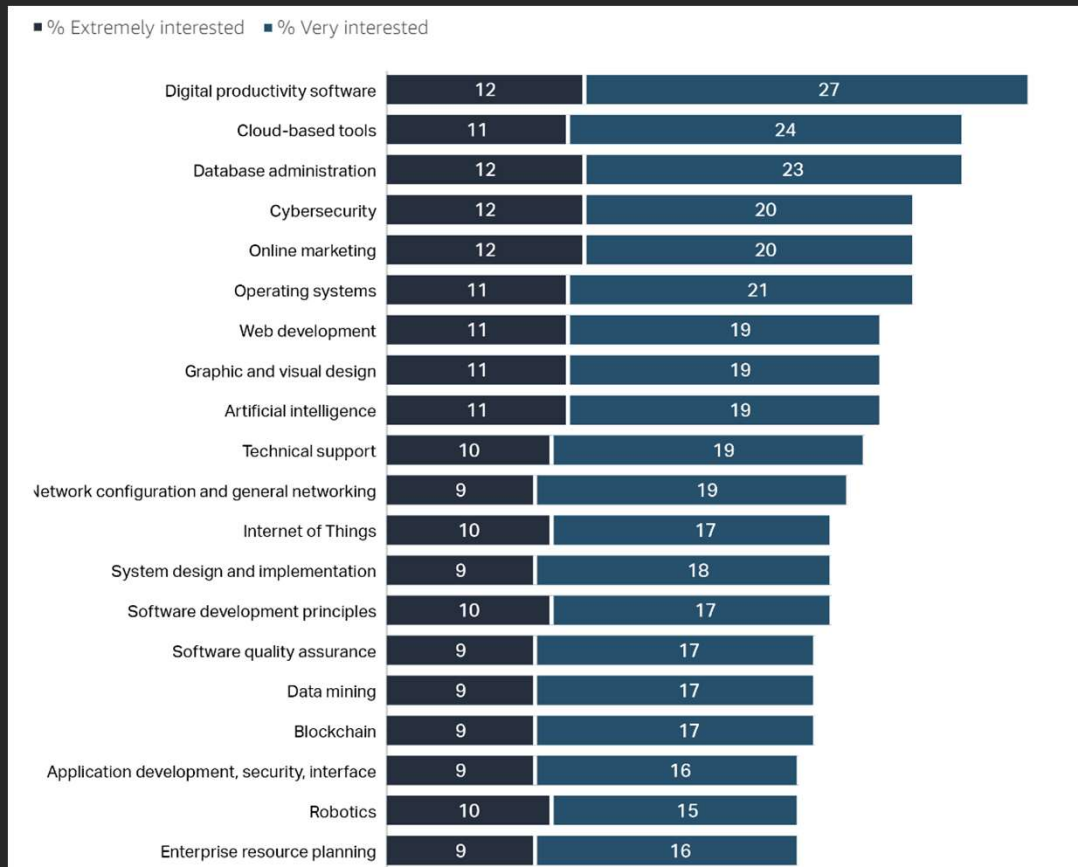
69%

of workers said they  
have **limited  
awareness** of  
the training courses  
available

61%

have limited  
awareness of the  
**types** of digital  
skills needed

# What Digital workers are interested in...





## TOP 10 DIGITAL SKILLS WITH PROJECTED FASTEST GROWING DEMAND BY 2025 IN APAC<sup>1</sup>

Rank	Digital skill	Projected compound annual growth rate in no. of workers requiring skill, 2020-2025 (%) <sup>2</sup>
1	Design and refine new cloud and hybrid architectures	35.8
2	Create operations support protocols for new software/hardware	35.2
3	Create original digital content and the tools to develop them	34.6
4	Create large-scale data models and database technology	34.5
5	Develop digital security and cyber forensics tools, software and techniques	30.7
6	Lead the end-to-end management of large complex digital projects	28.4
7	Develop new digital communication and collaboration tools	27.6
8	Use advanced problem-solving computational techniques	26.1
9	Integrate digital tools to develop customized digital content or products	14.5
10	Knowledge of data mining, engineering and science techniques	14.3

**Advanced cloud computing** and **Data skills** will become more important for current digitally skilled workers and future workers – expected to **triple** by 2025 – the greatest increases forecasted across all competences.

The opportunity  
is NOW

*Opportunity for  
TAFEs is stronger  
than ever before*



# Think differently about how we reskill and upskill

Learning Design increasingly scrutinized for it's ability to drive **business performance**

Agile learning methodologies that focus on speed, flexibility and **collaboration**

Corporate learning becoming an **every day thing**

Heightened demand for social **interactive learning** – what should holistic learning look like?

Learning designed by **DATA!**  
Swap stand alone learning for a culture of continuous learning

**Experience** based learning is king

**In-App** experiences  
Learning in the moment of need

**Behavioral learning**, personalized learning, cohorts, learning groups based on **how** people learn



The background of the slide is a black and white photograph of two makeup brushes. The brushes have dark handles and light-colored, fan-shaped bristles. They are positioned diagonally, with the top brush slightly above and to the right of the bottom brush. Surrounding the brushes are large, billowing clouds of fine powder. The powder is a mix of vibrant pink and deep blue, creating a dynamic, artistic effect against the solid black background.

# Cloud & the need for digital skills is EVERYWHERE

"At MECCA, we want to curate a seamless experience for our customers online. The challenge is providing the equivalent bespoke, customized service to our customers regardless of whether they are in a boutique or not"

Sam Bain  
Chief Digital Officer  
MECCA

MECCA  
BRANDS

*Tailored product recommendations to customers*



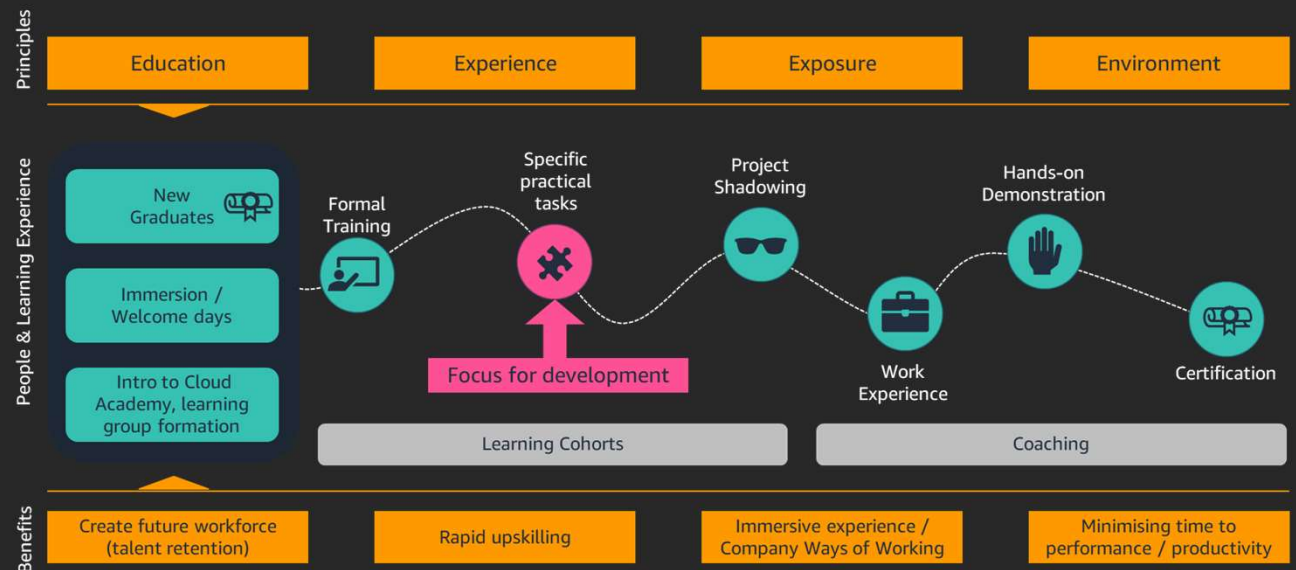
# AWS lessons learnt

Include 4 Es into content mix:

The underlying learning framework for the AWS Acceleration Program is based on leading learning practice, leveraging

- A state-of-the-art learning blend of formal training, web-based training, white papers and articles
- Work-related experiences and hands on training
- Exposure to projects and experiments to gain insights and experiences
- Coaching

The framework enables the reduction of time to performance and productivity



# Blend it

## Modalities to suit different learning styles

*"Thanks for this great community and initiative. Would like to extend my gratitude for all the guidance and help. It's an AWSome feeling to be part of this group and the encouragement and involvement is commendable. After a long wait and procrastination, I was able to complete my first AWS certification in the last week of Dec and now aiming for the Associate soon"*

<https://www.linkedin.com/in/shreyasipalit/>

The image is a promotional banner for AWS Cloud Quest. The top half features a stylized city skyline with various buildings in shades of grey, blue, and red. A large, white, 3D cloud is positioned in the upper right. The text 'AWS' is in a blue box, and 'Cloud Quest' is in large, blue, bubbly letters. A blue banner with 'Cloud Practitioner' is angled across the right side. The bottom half shows a construction site with a yellow crane and a green construction area. An orange banner at the bottom right contains the text 'The city is under construction and needs your cloud skills!'.

AWS

# Cloud Quest

Cloud Practitioner

*The city is under construction and  
needs your cloud skills!*



A full-page background image of a swimmer in a pool. The swimmer is wearing a blue swim cap and black goggles, and is captured in a streamlined position just below the water's surface, with their arms extended forward. The water is a vibrant blue, and there are lane lines visible in the background.

All in! Difference between those who talk about it and those who do...

*"Training for both our technical and non-technical staff is crucial, because it facilitates collaboration between technical and business teams and creates a common understanding of cloud."*

*"With cloud-fluent business professionals, we can collaborate effectively and contribute to our organisational objectives."*

Lauren Benedict - Bendigo and Adelaide Bank Cloud Community Lead



Communities



**What TECH**  
**can be**

# AWS is committed to expanding access to cloud skills training and education globally

We work hand-in-hand with organizations, education institutions, and governments to empower diverse individuals along different journeys to upskill, reskill, and prepare for high-quality jobs.




# Learn More About AWS and our Education Programmes



ABOUT TDA • #POWER OF TAFE • EVENTS • MEDIA & NEWS • POLICY & ADVOCACY •

Search

## Amazon Web Services (AWS)



**About Amazon Web Services**

In 2006, Amazon Web Services (AWS) introduced the first ever cloud infrastructure solution. With this came the ability to get on-demand delivery of IT resources over the internet. Without the need to invest in and maintain hardware, organisations could develop and grow significantly faster at a fraction of the cost. Today, AWS is the most comprehensive and adopted cloud platform in the world. AWS powers organisations of all sizes across almost every industry in 190 countries with over 200 products, services, and custom-built solutions.

From machine learning to serverless computing to internet of things, organisations are using the cloud to solve ambitious challenges and improve the way we live. Netflix is able to stream 125 million hours of entertainment to over 200 million members a day. Transformation is working towards planting a million trees by scaling and decentralising seed databases globally. Capella Space is providing disaster relief organizations around the world with detailed satellite imagery in near real time. It's exciting, and it's just the beginning.

What is AWS? | Amazon Web Services

Watch later Share

# What is AWS?

Watch on YouTube

**Amazon Web Services in Australia**

AWS has the largest and most dynamic community, with millions of active customers and tens of thousands of partners globally – many of which are located in Australia.

Is Camra a go-to design tool for you or your students? Do you use Ticketek when booking a ticket for your favourite show? Do you bank with NAB? Have you been a patient of Gold Coast University Hospital? Have you ever ordered furniture from Ikea? Are you a resident of New South Wales who received COVID test results from NSW Health Pathology during the height of the pandemic? Are you a citizen of Charles Sturt, South Australia?

### The IT Skills Gap in Australia

As evidenced above, we live in an increasingly digital and cloud-enabled world, both in our personal lives and professional lives. According to The Tech Council of Australia, 1 in 14 working Australians now work in tech jobs and Australia has more software engineers and developers than solicitors, plumbers, or hairdressers. In 2022, the Australian government and technology sector set the goal of creating 1.2 million tech-related jobs by 2030.

Despite the increase of tech jobs, companies are struggling to fill tech roles and Australia's talent scarcity is among the worst in the world. More than 62% of HR and C-suite leaders admit the talent shortage is causing problems for their organisations. 7 out of 10 workers in Australia are not confident that they are gaining digital skills fast enough to meet future career needs when 3.7 million workers are predicted to need digital skills training in the immediate future.

As a leader in the tech industry, Amazon Web Services has a role to play in cloud technology upskilling globally.

**Amazon Web Services Education Programs**

AWS is committed to expanding access to cloud skills training and education globally. We work hand-in-hand with organisations, education institutions, and governments to empower diverse individuals along different journeys to upskill, reskill, and prepare for high-quality jobs.

With free cloud training programs for learners, we offer a variety of resources to upskill on cloud knowledge regardless of where a learner is in their cloud learning journey.

**Instructor-Led Cloud Upskilling Resources**

**AWS Academy** – empowering higher education institutions with free courses to prepare students for industry-recognised certifications and careers in the cloud

**Self-Guided Cloud Upskilling Resources**


**AWS Educate** – helping any individual, regardless of where they are in their cloud learning journey, gain access to hundreds of hours of free online training and resources designed to upskill, practice, and evaluate cloud skills

**AWS Cloud Quest** – whether you're starting your cloud learning journey or diving into specialised skills, this role-playing game will help you build practical AWS skills

**AWS Skill Builder** – build in-demand cloud skills with 500+ courses and learning paths, including self-paced labs, practice exams, role-based

AWS Educate Student Story: Tina Hang

Watch later Share



Tina Hang  
Student  
James Cook University

Watch on YouTube

**Amazon Web Services and TAFE Institutions Across Australia**

We can't wait to put even more innovative cloud technology and cloud training resources in the hands of learners – making it faster and easier for them to build anything, solve anything, and transform the way they achieve their goals.

We look forward to our collaboration with TAFE Directors Australia and learning how we can support TAFE institutions across the country. Please have a look at our [AWS Australia FAQs](#) or [contact our team](#) if you have questions or would like to discuss how we can support your cloud learning needs!





ONE  
DAY

OR

DAY  
ONE

?



# Thank you!



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.