

inspiring success

**The Journey of ICT  
professionals in  
Australia**  
A Case Study



World Computer Congress – 7 October 2015



# Creating a new way of Professional Recognition

- ACS Members identified Professional Recognition and Professional Development as two main benefits.
- ACS created a new process of Professional Recognition using Certification
- Created pathways for all ICT Practitioners to aspire to.

# ACS Certification

- Created to provide ongoing Professional Recognition
- Provides the individual and prospective employer with confidence
- Ensures individual meets CBOK
- Maps skills back to SFIA

# Certified Professional

A CP demonstrates competencies in a wide variety of products, technologies, industries, architectures and business skills.

They focus on using ICT to add value to organisations. They are question setters, innovators and go beyond solving clients problems.

- True professionals
- Locally and globally recognised
- Represent less risk
- Deliver a higher standard of ICT



# Certified Technologist

The Certified Technologist (CT) focuses predominantly on the practical application of ICT.

A CT may be an expert in installing, testing and monitoring particular systems or applications. CT may also be an ICT professional early in their career.

- Reliable
- Trustworthy
- Represent less risk
- Disciplined



# Recognition of Certification

Identified the need to have ACS Certification in itself recognised.

Desire to have National and International recognition.

# IP3

ACS was a founding member of IP3.

ACS sought and achieved IP3 Accreditation of Certified Professional Status



# Professional Standards Scheme

Certified Professional status recognised for access to Professional Standards Scheme

Offers scheme members greater protection and less risk.





# Professional Employees Award

- In 2010, the Australian Government created a new employment award covering Professional Employees.
- ACS Professional Membership was defined in the award as the benchmark definition of an ICT Professional.

# Launch of ACS Certification Program

- Restructured ACS Membership
- Professional Membership awarded when a person becomes Certified.
- Certification launched at World Computer Congress, Brisbane 2010

# Promoting Certification

Foundations for Certification laid with IP3, CoE and Professional Employees Award

Engagement in business and Government to further enhance recognition.

Employers are actively encouraging staff to be certified.

# Certification Logo for Members



# Improving Standards

# Advertising Campaign

**THE BIGGEST RISK TO YOUR BUSINESS?  
THE FUTURE.**

Ready or not, the digital revolution is coming. And success will come to businesses that can best leverage emerging technologies.

But big opportunities come with big risks – to your infrastructure, your data and your business. So who do you turn to to get it right?

CP's are certified ICT professionals who are independently assessed by the ACS, the professional association for ICT in Australia. You wouldn't visit a doctor that wasn't registered, so why would you risk the health of your business?

Demand the ICT professional you can trust.



[acs.org.au/findyourcp](http://acs.org.au/findyourcp)

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# Advertising Campaign

**BECOME A CERTIFIED PROFESSIONAL IN ICT.**  
AS A CP, YOU'LL BE IN-DEMAND AS THE ICT PROFESSIONAL THAT BUSINESSES CAN TRUST.

[Find out more](#)




**CP's ARE THE ICT EXPERTS THE MARKET TRUSTS.**

Technology is high-stakes. The market knows that success will come to those that best leverage new technologies. Business, industry and government also understand the risks – the need to get it right. As a CP's you'll be in demand as the ICT professional they can trust.




**BECOME A CERTIFIED PROFESSIONAL IN ICT.**  
AS A CP, YOU'LL BE IN-DEMAND AS THE ICT PROFESSIONAL THAT BUSINESSES CAN TRUST.

[Find out more](#)



**THE BIGGEST RISK TO YOUR BUSINESS? THE FUTURE**  
CP'S HAVE CERTIFIED ICT SKILLS FOR BUSINESSES.  
DEMAND THE ICT PROFESSIONAL YOU CAN TRUST.

[Find out more](#)



CP's HAVE CERTIFIED ICT SKILLS TO HELP YOU PROSPER IN THE DIGITAL FUTURE.

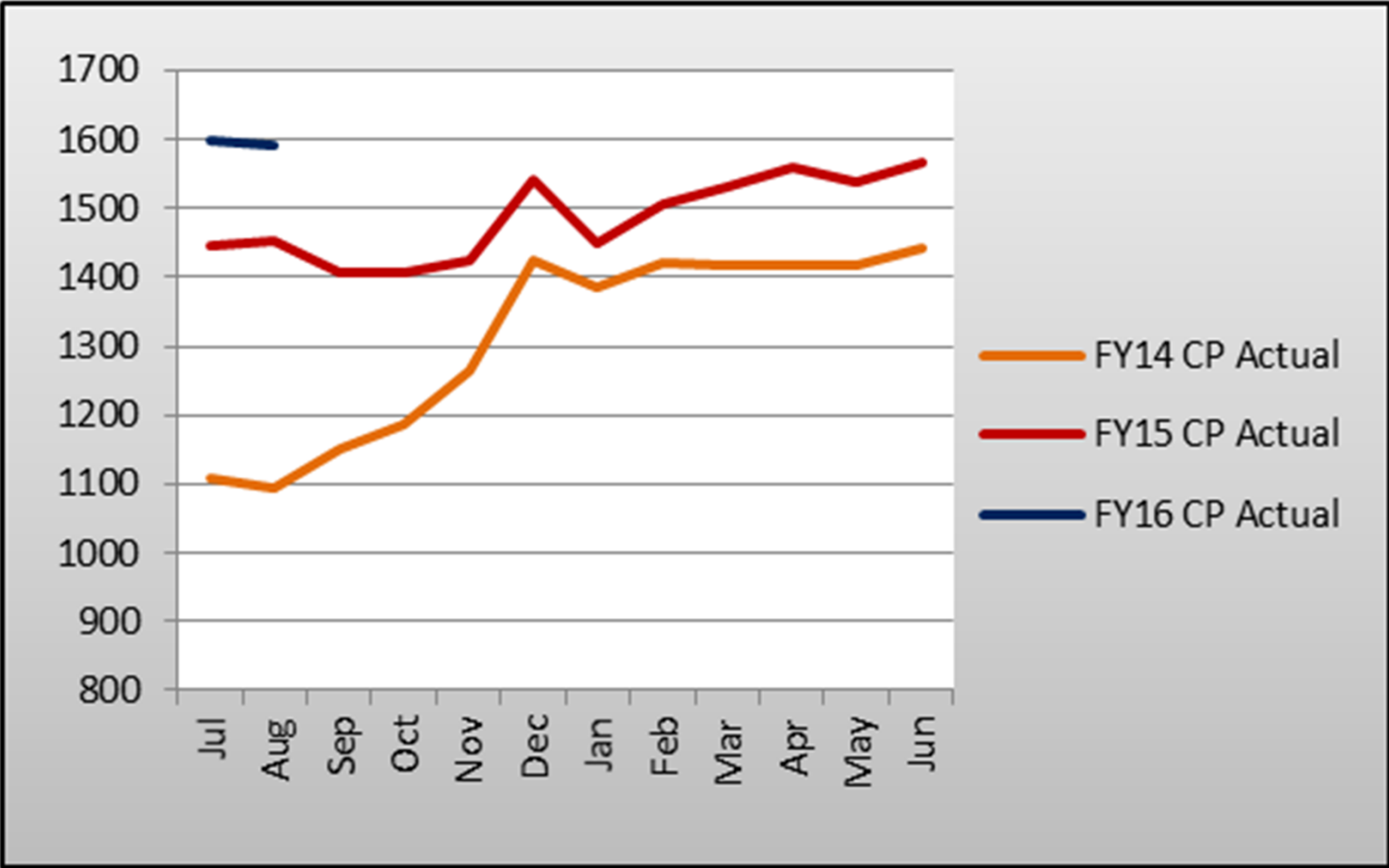
# Find your CP Register

The screenshot displays the ACS Australian Computer Society website. At the top left is the ACS logo with the text 'AUSTRALIAN COMPUTER SOCIETY'. To the right is the tagline 'inspiring success'. A navigation menu includes 'Home', 'My ACS', 'Branches', 'About the ACS', 'Become a Member', and 'Contact Us'. Below the menu is a breadcrumb trail: 'Home > Home > Find your Certified Professional (CP)'. The main heading reads 'AN ACS CERTIFIED PROFESSIONAL HAS ICT SKILLS YOU CAN TRUST'. A sub-heading states: 'Businesses recruit ICT experts with skills they can trust. Certified Professionals have had their ICT skills independently assessed by the ACS. Find a Certified Professional to help your business succeed in the digital future. Or if you work in ICT, become a Certified Professional now!'. Two buttons are present: 'FIND YOUR CP' and 'BECOME A CP'. A video player shows a man in a suit with a 'certified ICT professionals' overlay and a 'CP' logo. The right sidebar contains a 'Member Login' link, a search bar, and a list of menu items: 'Accredited Courses & Jobs', 'Certification & SFIA', 'Events & Networking', 'Professional Development', 'Digital Library', 'Information Resources', 'Communities', 'News & Media', 'President's Blog', 'Migration Skills Assessment', 'Government', 'Corporate', and 'Education'. Social media icons for Facebook, Twitter, LinkedIn, and RSS are also visible. The footer includes 'Site Map | Privacy Policy | ACS Contacts | Web content Management System by Squiz'. The Windows taskbar at the bottom shows icons for Internet Explorer, File Explorer, OneDrive, Outlook, and other applications. The system tray shows the date '27/03/2015' and time '2:07 PM'.

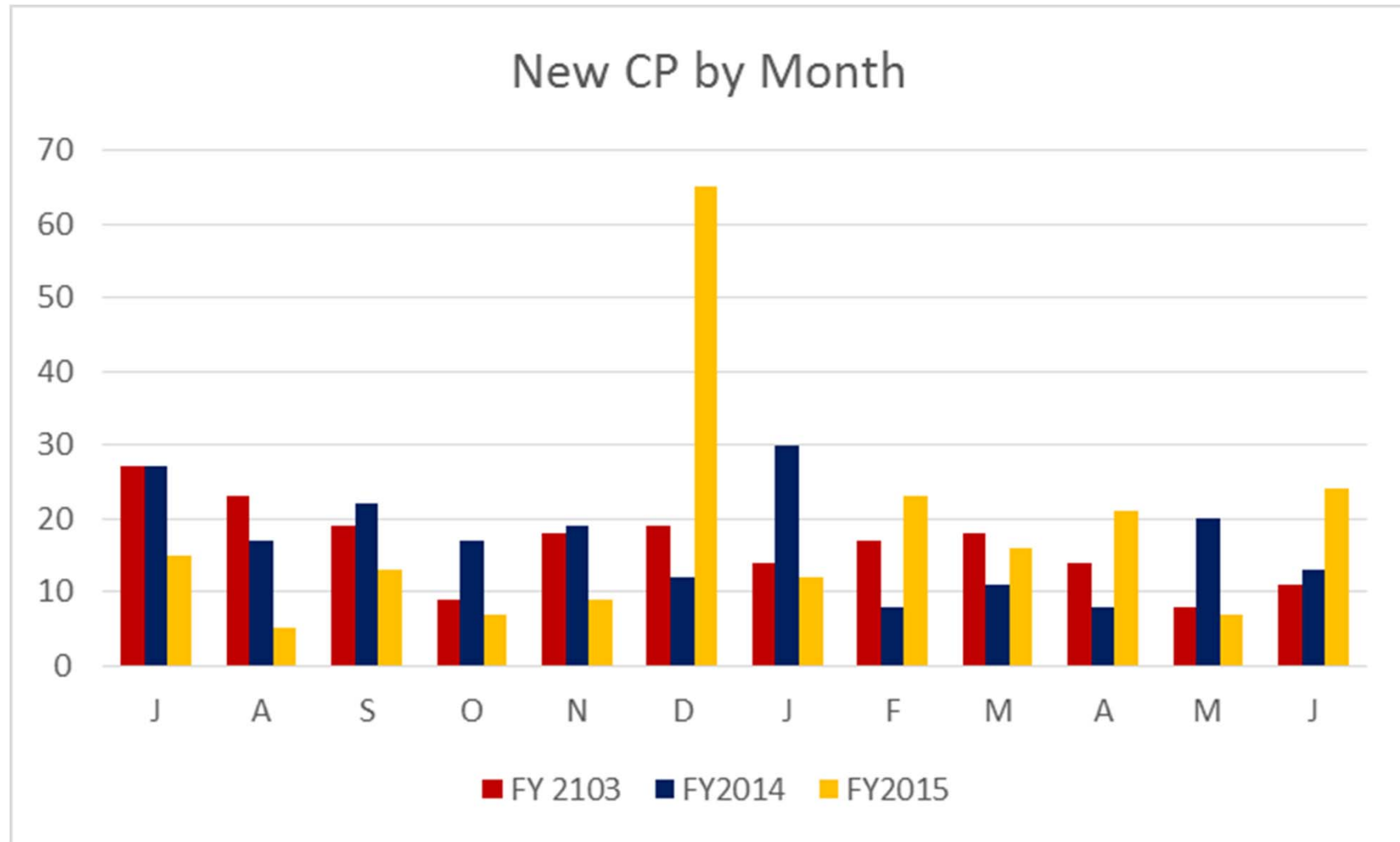




# CP Members each month



# Uptake of Certification



# Next steps

- Continued improvement of Professional Standards
- Promotion of ACS Certification to the Industry and the wider community
- Enhance CP with including Specialisms
- Improve professional recognition for small business

# Questions



