

# Media Release

**The Hon Jaala Pulford MLC**

Minister for Employment

Minister for Innovation, Medical Research and the Digital Economy

Minister for Small Business

Minister for Resources



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## VICTORIAN BUSINESSES GAIN FRESH DIGITAL TALENT

More than 70 leading organisations across Victoria have welcomed new digital talent to their teams this month, using a landmark Government program that is equipping mid-career workers with in-demand digital skills.

The Andrews Labor Government's \$64 million *Digital Jobs* program is supporting businesses looking to take on digitally-skilled mid-career workers and provides individuals with training in areas ranging from data analytics and cybersecurity to software engineering and artificial intelligence.

The training program is run over 12 weeks before a 12-week digital internship at a Victorian business, with carsales and RACV among the first companies to benefit.

Carsales has been involved as a strategic partner in the program since its infancy, taking on two interns who are using their newfound skills in product design and cyber security.

RACV has five interns working in areas such as web development, cyber security and UX design. During their first month the workers have been developing innovative ideas to enhance the digital experience for RACV's members.

Other businesses embracing the opportunity to hire from this new pool of digital talent include MYOB, HESTA, Deloitte, Computershare, Infosys, Cognizant and ANZ. Participating businesses receive a \$5,000 wage subsidy per intern and gain access to a talent pool of potential employees.

Around 80 per cent of round-one participants are tertiary qualified and have experience in non-digital roles spanning tourism and hospitality, banking, construction and engineering, arts and entertainment, and healthcare.

Round two participants started the training program this month and Victorian businesses are being invited to host candidates, with internships to begin from January 2022.

Applications for future rounds are open to mid-career Victorians and businesses seeking new digital talent. For more information on the program visit [vic.gov.au/digital-jobs](https://vic.gov.au/digital-jobs).

### Quotes attributable to Minister for Innovation, Medical Research and the Digital Economy Jaala Pulford

*"We know technology is the driving force behind business, and the demand for digital skills is growing rapidly here in Victoria."*

*"The Digital Jobs candidates are proving their worth at leading companies like carsales and RACV, and we invite more Victorian businesses to take advantage of this Australian-first initiative."*

### Quote attributable to carsales chief executive Cameron McIntyre

*"The Digital Jobs program is a great opportunity for people who want to expand their digital skills and transition into a digital-focused career."*

### Quote attributable to RACV general executive manager (membership) Mark Geraghty

*"Having the right team members in place with the right digital skills has been absolutely imperative for the successful rollout of our digital transformation program – we hope that the best and the brightest digital talent continue to consider RACV as an employer of choice."*

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