



RTO 45994

IT Learning Unleashed

Study Smart, Live Big



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- An abstract graphic consisting of multiple parallel, wavy lines that flow from the bottom left towards the top right. The lines are rendered in a gradient of colors, ranging from a bright yellow at the top to a deep orange and red at the bottom. The lines have a glossy, metallic appearance with highlights and shadows, giving them a three-dimensional, liquid-like quality. The background is a smooth gradient from red at the bottom to yellow at the top.



Introduction

Choosing what to do after high school is a big decision.

But also a super exciting one! You may have a clear idea of what you want to do, or you may be feeling a bit clueless about the direction of your future – all perfectly normal.

In some instances, you may face some pressure from family, friends, teachers, or society to choose a certain path. Or you might face challenges that prevent you from pursuing your preferred option, like your ATAR score not being high enough to gain entry into your choice of university. We understand it can be stressful.

In this e-book, we explore all the ways we can help YOU succeed. It also covers industry trends and statistics, and why it's the best time for you to start a career in the IT industry.





The Pathway to University, Explained

Charting The Path to University

For high school graduates, the journey to university is a well-trodden path paved with opportunity and potential. We'll explore the typical pathway that some students take as they progress from secondary education to tertiary learning – and a possible alternative pathway you might be pleasantly surprised by.

Year 12 Studies and the ATAR

Students typically complete their final year of high school, following a combination of exams, assignments, and tests, and receive an Australian Tertiary Admission Rank (ATAR), a standardised ranking system that assesses students' academic performance relative to their peers. The ATAR plays a crucial role in determining university admissions, as it reflects a student's academic achievement and readiness for higher education. But it's also not the only way you can get a degree from your preferred university.

Course Selection, University Preferences, and Enrolments

As Year 12 students approach the end of their studies, they face the exciting task of selecting university courses that align with their interests, aspirations, and career goals. Students can apply to multiple universities and prioritise their course preferences. The university admissions process considers the ATAR and course availability to make offers to eligible candidates. Upon receiving admission offers, students can accept offers for their preferred courses and enrol at their chosen universities. This marks the beginning of an exciting academic journey where students immerse themselves in their chosen fields of study, explore new horizons, and work towards their future careers.

Alternative Pathways to University

While the ATAR system is a common pathway to university, it's important to note that there are alternative entry options that can result in you earning a degree from your preferred university. These may include bridging courses, and vocational education certifications and qualifications – just like the ones we offer!



Universities often consider factors beyond the ATAR to evaluate a student's potential and suitability for specific courses. These include interviews, portfolios, or specific course modules (like the ones we offer), which can result in students being awarded up to 33% of credit towards a degree.

up to



33%

grant credits



What is the Problem with the Traditional Study Pathway?

Whilst the traditional study pathway is the most common way of pursuing higher education and earning your degree, it also has some drawbacks and limitations:

Cost



The traditional study pathway can be very expensive especially if you have to pay for tuition fees, textbooks, accommodation, transportation, and other living expenses. According to Study Australia, the annual cost of studying for an undergraduate degree at a public university in Australia is more than \$20,000¹. This means that a four-year degree could cost you more than \$80,000, not including any additional costs or inflation. You might not wish to start your career with that much debt deducted from an entry-level salary.

Duration



Students often need three to four years to complete a bachelor's degree, and even longer for postgraduate qualifications. This extended time frame can delay your entry into the workforce and the start of your career, as well as hinder your ability to explore the world a little after school.

Lack of Flexibility



Traditional education can sometimes lack the flexibility needed to work around earning a living and or family commitments. Balancing your studies with other responsibilities can be more challenging with fixed class schedules and on-campus requirements.

Geographical Limitations



Depending on which university one gets accepted into, you may need to relocate to attend a specific university or access certain programs, leading to additional costs and disruptions to your personal life.

Complexity of University Degrees



Most university degrees are theory-based. While this is beneficial, launching a career without practical skills can be challenging. This is especially true given the rapidly evolving industries and emerging job markets.

Keeping up with your employers' expectations can be challenging if you aren't fully equipped with the right practical skills.

Accessibility



Access to traditional education is not equitable for all. Geographical, financial, and personal barriers can also prevent some individuals from pursuing higher education.

This generation



We believe that this generation is looking to find alternative, and smarter options that align with both their life and career goals.

¹: <https://www.studyaustralia.gov.au/en/life-in-australia/living-and-education-costs.html>



Who is Lumify Learn?

We are a Registered Training Organisation (RTO Code 45994) that provides quality, self-paced, industry and vendor-certified and nationally accredited Information Communications Technology (ICT) training. We have the same credibility as a university or TAFE, but our passion for IT and alignment with the vendors and industry sets us apart (think AWS, Microsoft, Google, CompTIA, Adobe!).

We allow you to study your way, from anywhere, at any time, with globally recognised certifications and nationally recognised qualifications to let you hit the ground running upon graduation.

We are a one-stop destination for IT training, offering specialised pathways for different IT goals and levels. Whether you're starting out, changing, or advancing your IT career, we have the right course for you.

We also leverage 30 years of experience, skills, and knowledge accumulated as leaders in this industry from being part of the Lumify Group, the leading provider of vendor-certified IT training in Australasia. With the Lumify Group, you will get the best support for your learning needs throughout your IT journey, and you will have the skills and knowledge to thrive in the fast-changing IT industry.

We are passionate about IT training as this is our only area of focus, thus setting us apart from TAFE and other competitors.





Why Choose Lumify Learn as an Alternative Study Pathway?

Aside from our focused passion for IT training, these are the top reasons you should choose to study with us:



Flexibility to study whenever, wherever

We offer a flexible online learning experience that allows you to fit education into your life, no matter where you are, even if you're overseas on an incredible adventure. Whether you're studying in Japan or Italy, you can immerse yourself in the culture, lifestyle, and opportunities of these vibrant places while pursuing your studies.

You also have the freedom to choose when you start your studies, providing a good alternative to fixed university or TAFE schedules. With us, you can complete your studies quickly without compromising on the quality of your education or the recognition of your degree. This flexibility and freedom make learning a more enjoyable journey, giving you the best of both worlds — academic excellence and an enriched life experience. Does it feel like you've just discovered an incredible life-changing secret? Because it should.



Better support with experienced trainers and mentors

Our courses are delivered by qualified trainers that are industry experts with extensive experience in their respective fields. Our trainers and mentors bring not only knowledge and qualifications but also a deep passion for students' success. They provide personalised one-on-one support and guidance throughout the learning journey, guidance that extends well beyond the course content. This includes valuable insights into industry trends, employer requirements, what students can expect in the field, feedback, and practical tips to help you succeed.



Better pathway to university

Our accredited courses offer a unique advantage to students like you, seeking a part to university admission.

We have a collaboration with Griffith University and our Academic Accelerator program, which can grant you a substantial 33% credit toward a Bachelor's degree in Information Technology through Griffith University. It is worth noting that, owing to our status as a Registered Training Organisation (RTO), you have the flexibility to present your completed modules to any university of your choice and have the same 33% course credits seamlessly applied towards a Bachelor of Information Technology.

Our certification programs provide more than just a qualification; they have been designed to build real-world skills and knowledge to enable you to launch your IT career faster. The ultimate goal is for our students to use their university degrees as career accelerators.

This approach enables you to gain practical experience and kickstart your career while pursuing higher education, offering a significant advantage as you start your professional journey.



Industry-relevant and nationally accredited courses

We offer IT courses and training that reflect industry demand and vendor recommendations to help fulfil the staffing needs of industries:

- ▶ Cyber Security
- ▶ Cloud Computing
- ▶ IT Networking
- ▶ IT Administration & Support
- ▶ Website Development
- ▶ Digital Marketing

Our courses are designed to be flexible, affordable, and relevant. You can choose from accredited IT qualifications, globally recognised certifications, or vendor-certified bootcamps, depending on your preferred learning style and outcome.



Strong partnerships

We harness our partnerships with vendors and their recommendations to create courses that stand out in the market. Our commitment to delivering top-notch education is evident in the courses we offer.

We also boost your nationally recognised qualification with the option to add a vendor certification, where we enhance each accredited course by incorporating this component. This means that you benefit from the best of both worlds: nationally accredited qualifications and globally recognised vendor certifications. It's a great combination that provides you with a holistic and competitive education, equipping you with the skills and certifications you need to excel in your chosen fields.





You might be wondering: Why is being part of the Lumify Group important?

It's because it provides us with an incredible amount of credibility in market. As we mentioned earlier but in case you missed it, the same credibility as a university or TAFE. Lumify Group is the largest IT Vendor training provider in APAC, and the preferred training provider for government, Defence force, and public sector. Just let that sink in for a minute!

Lumify Group is also the training providers for 95% of the top 200 companies listed on the ASX. With a portfolio that spans government, healthcare, finance, banking, telecoms and insurance. Lumify Group is able to implement large-scale learning solutions across thousands of seats in multiple locations.

But what does that mean for you? It means you can be confident in choosing Lumify Learn, knowing you're getting a first-class education from a reputable organisation who are at the top of their game.



Lumify Edge and Internships

One of the best parts of our Academic Accelerator Program is our unique Lumify Edge Internship program. We have partnered with the career management agency, Study and Work, to offer quality internships where you can gain relevant and valuable work experience, and develop the skills you need to succeed in the fast-paced and ever-changing IT industry. They partner with you to find the BEST internship opportunity for you, and help you get secure the work experience you need to launch your career.

Our Lumify Edge internship program has three stages:



Stages 1 and 2

These stages are about rebranding, which involves preparing you for your new career. For instance, we will help create or revamp your LinkedIn profile, build your resume, and develop your professional brand. This will help you stand out in the competitive job market and present yourself as a strong candidate.

The second stage includes access to our exclusive Job Portal where you can gain access to our featured jobs, Lumify Group's industry partners network, and organisations actively hiring graduates from our exclusive candidate pool.



Stage 3

Now you're ready to get started! Through our internship partners, you have the option to understand unpaid internship's two goals:

1. To not only add work experience to your resume but gain all the benefits of working in an Australian business – in real projects, on real IT teams.
2. Convert your work experience to a job. Our internship partners aim to place our students with businesses looking for part-time or full-time employees. This is their chance to show their employers that they can't live without them!



What's so great about our Internship program?

Thanks to our partnership with Study and Work, you'll receive exclusive internship placement offerings at companies which match your desired career pathway. With quality internship placements not offered to the general public, you'll be able to bridge the gap between your studies and hands-on experience at a company you'll be proud to work at.

Internships with Job Placements

Study and Work has placed over 5,000 interns in more than 2,000 employers including Wolters Kluwer, LG Electronics, NTT Communications, and Macquarie Health Corporation since 2007. Additionally, the company places around 400 interns in companies every year. The best part? More than 50% of Study and Work's interns get hired by the companies they work for during or after they complete their internships.

This means students have a higher chance of securing a job in the IT industry than other graduates. They will also have a competitive edge over other applicants, as they will have proven their skills and abilities in a real work environment.



Expanded professional network

By attending workshops, you can become connected with industry experts and like-minded people. This can help you learn about new opportunities and industry trends and gain valuable insights. You'll have the opportunity to collaborate and share knowledge with other students, thus expanding your skill set and improving your career prospects.



5,000

The number of interns that Study and Work has placed

2,000

Employers including Wolters Kluwer, LG Electronics, NTT Communications, and Macquarie Health Corporation since 2007

More than

50%

of the study and work's interns get hired by the companies they work for during or after they complete their internships



400

Interns placed in various companies ever year





Cost Comparison

Is taking a course with Lumify Learn more affordable than immediately going to university?

By taking a course with us, you would be able to save more money in the long run compared to taking a course with an Australian university. In this section, we will compare the cost of enrolling in a Lumify Learn course and a bachelor IT course at the University of New South Wales (UNSW) and the University of Queensland (UQ), two of the top-ranked universities in Australia.

Course Provider	Course Name	Course Duration	Course Fee	Total Cost
Lumify Learn	ICT50220 Diploma of Information Technology (Cyber Security)	18 months	\$5,850 (Full Fee)	\$5,850
Lumify Learn	ICT40120 Certificate IV in Information Technology (Networking)	15 months	\$4,950 (Full Fee)	\$4,950
UNSW	Bachelor of Computing and Cyber Security	3 years	\$8,300 (First Year Full Fee)	Approximately \$25,000
UNSW	Bachelor of Information Systems	3 years	\$9,935 (First Year Full Fee)	Approximately \$30,000
UQ	Computer Science / Master of Cyber Security	4 years	\$7,330 (First Year Full Fee) cost of attaining a degree	Approximately \$30,000

Our students could become eligible for a **33%** credit towards a Bachelor IT degree course in the following Tier 1 and Tier 2 universities:

- ▶ Griffith University
- ▶ University of Melbourne
- ▶ Monash University
- ▶ The University of Sydney
- ▶ Australian National University
- ▶ University of Technology Sydney
- ▶ UNSW Sydney
- ▶ University of Adelaide
- ▶ The University of Queensland
- ▶ Swinburne University
- ▶ Queensland University of Technology
- ▶ Macquarie University
- ▶ RMIT University

Some things to note:

1. If your preferred university isn't on the list, that's okay! By choosing to study with us, a registered RTO, you should be able to apply directly to your preferred university and successfully request the same level of credits deducted from a bachelor of IT.
2. If you are trying to decide between us and another training provider who can't offer you the same level of credits towards your future university degree, you should consider why that is and always go with your gut.



	Traditional University pathway	Lumify Learn Accelerator Program
Flexibility	X	✓
Total cost for a bachelor's degree	\$32,500*	\$32,500*
1:1 mentorship and coaching	X	✓
Internship opportunities	v	✓
Vendor Certifications included	X	✓
Fixed learning schedules & classes	X	✓



How can Lumify Learn get you in?

We have created a cluster of 10 study units from our Certificate IV in IT courses that help build the foundation skills and practical experience that you can apply to your Diploma studies. Once you complete the 10 Certificate IV units, a Statement of Attainment (SOA) is issued that will be used to apply credit towards studying a Diploma with Lumify Learn, hence only needing to complete 18 units from the original 20 in the Diploma program.

We offer two Diploma level specialisations:
- Advanced Networking and Cyber Security.

Universities recognise the value of these Diplomas. Upon successful completion, you'll receive credits towards your university studies, thus reducing the time you spend completing a degree. A completed Diploma demonstrates your commitment to learning and readiness for a Bachelor's degree in Information Technology or Computer Science.



We have Two Diploma level specialisations on offer:

- Diploma of Information Technology in Advanced Networking
- Diploma of Information Technology in Cyber Security.

Universities recognise the relevance of Diploma programs and successful completion of one of the Diploma specialisation on offer will be used as credit towards your university studies, again reducing the time you might spend completing a degree. When applying for universities, a completed Diploma demonstrates that you are committed to learning and your readiness to tackle the Bachelor of Information Technology or Computer Science degrees.



Specific units from the ICT40120 Certificate IV in Information Technology have been included in the Statement of Attainment (SOA)

Code	Title
ICTNWK422	Install and manage servers
ICTNWK420	Install and configure virtual machines
ICTSAS432	Identify and resolve client ICT problems
BSBCRT404	Apply advanced critical thinking to work processes
ICTICT451	Comply with IP, ethics and privacy policies in ICT environments
ICTNWK423	Manage network and data integrity
ICTCYS404	Run vulnerability test assessments for an organisation
ICTCYS407	Gather, analyse and interpret threat data
ICTICT445	Connect and configure devices and hardware components
ICTNWK427	Configure desktop environments



Extra Credits

Upon successful completion of the ten Cert IV units as SOA, students progressing into the ICT50220 Diploma of Information Technology (Advanced networking) will be granted credit for the following units:

- ICTNWK420 Install and configure virtual machines
- ICTCYS407 Gather, analyse and interpret threat data

Upon successful completion of the ten Cert IV units as SOA, students progressing into the ICT50220 Diploma of Information Technology (Cyber security) will be granted credit for the following units:

- ICTCYS407 Gather, analyse and interpret threat data
- ICTCYS404 Run vulnerability test assessments for an organisation

What are the units of the ICT50220 Diploma of Information Technology (Advanced networking)

Code	Title
BSBXCS402	Promote workplace cyber security awareness and best practices
BSBCRT512	Originate and develop concepts
ICTSAS527	Manage client problems
ICTNWK420	Install and configure virtual machines
ICTICT532	Apply IP, ethics and privacy policies in ICT environments
ICTNWK540	Design, build and test network servers
ICTNWK559	Install an enterprise virtual computing environment
ICTNWK536	Plan, implement and test enterprise communication solutions
ICTNWK529	Install and manage complex ICT networks
ICTNWK557	Configure and manage advanced virtual computing environments
ICTICT517	Match ICT needs with the strategic direction of the organisation
ICTCYS407	Gather, analyse and interpret threat data
ICTNWK546	Manage network security
ICTCYS613	Utilise design methodologies for security architecture
ICTCYS608	Perform cyber security risk assessments
BSBXTW401	Lead and facilitate a team
ICTICT529	Organise and lead agile projects
ICTSAS524	Develop, implement and evaluate an incident response plan
ICTCYS610	Protect critical infrastructure for organisations
ICTSAS526	Review and update disaster recovery and contingency plans



What are the units of the ICT50220 Diploma of Information Technology (Cyber security)

Code	Title
BSBXCS402	Promote workplace cyber security awareness and best practices
BSBCRT512	Originate and develop concepts
ICTSAS527	Manage client problems
ICTCYS402	Identify and confirm cyber security incidents
ICTICT532	Apply IP, ethics and privacy policies in ICT environments
ICTCYS405	Develop cyber security incident response plans
ICTCYS406	Respond to cyber security incidents
ICTNWK537	Implement secure encryption technologies
ICTNWK538	Install and maintain valid authentication processes
ICTNWK540	Design, build and test network servers
ICTICT517	Match ICT needs with the strategic direction of the organisation
ICTCYS407	Gather, analyse and interpret threat data
ICTNWK546	Manage network security
ICTCYS404	Run vulnerability test assessments for an organisation
ICTCYS613	Utilise design methodologies for security architecture
BSBXTW401	Lead and facilitate a team
ICTPMG505	Manage ICT projects
ICTCYS610	Protect critical infrastructure for organisations
ICTSAS524	Develop, implement and evaluate an incident response plan
ICTSAS526	Review and update disaster recovery and contingency plans



Lumify Learn Courses



Certified Cyber Security Professional



Those looking to embark on a cyber security career path can undertake Lumify Learn's Certified Cyber Security Professional course — a 6-month program comprised of three globally-recognised CompTIA certifications: CompTIA A+, CompTIA Network+, and CompTIA Security+.

Individuals will not only build essential skills in penetration testing, attack identification, risk management, and implementing the appropriate protocols (among others). They will also learn methods of technical support and network configuration, troubleshooting, and management.

Students who complete the course will gain the fundamental skills required to pursue specialised roles such as an ethical hacker, cyber security analyst, and penetration tester.

ICT50220 Diploma of Information Technology (Cyber Security)



Those interested in becoming a cyber security engineer can enrol in Lumify Learn's ICT50220 Diploma of Information Technology (Cyber Security) course — an 18-month program that covers 20 units in four streams: ICT Essentials, Network Security, Analyse and Design Cyber Security, and Leadership and Management.

Students will develop core skills in network servers, IP policies, cyber security incidents, secure architecture design, and incident response and disaster recovery plans. By completing the course, you will have the necessary knowledge and experience to apply for various cyber security roles such as a network security administrator and cyber security analyst.



ICT50220 Diploma of Information Technology (Back End Web Development)



Are you interested in creating websites and applications that can leverage the power of e-commerce and digital customer engagement? With Lumify Learn's ICT50220 Diploma of Information Technology (Back End Web Development) course, students can learn the essential skills for developing complex and dynamic web-based solutions. The course is tailored to the latest web development technologies and frameworks. Upon completion of the course, students will receive a nationally recognised diploma from Lumify Learn, and they will be ready to pursue a career path in back end web development, web programming, or web application development.

Certified Data Science Professional



Looking to dive into a rapidly-expanding ICT field? With Lumify Learn's Certified Data Science Professional program, students can equip themselves with the basic concepts of data science, the fundamentals of AI, and basic machine learning solutions.

Specific to a Microsoft Azure environment, the program is comprised of four globally recognised certifications: Microsoft Azure Data Fundamentals, Microsoft Azure Fundamentals, Microsoft Azure AI Fundamentals, and Microsoft Azure Data Science Associate. Students will also learn additional skills related to open source software (i.e. Python, R, SQL) and personal development, with the opportunity to demonstrate their skills through live labs delivered by CloudSwyft.

Those who complete the course will have the foundational skills necessary to start a career path in data science, data analysis, and as a business analyst.

ICT40120 - Certificate IV in Information Technology (Networking)



Lumify Learn's ICT40120 - Certificate IV in Information Technology (Networking) provides a solid base of knowledge and highly regarded skills to equip you for a broad range of IT roles.

Students will become proficient in configuring, securing and testing networks and servers, in addition to systems administration support, maintenance and troubleshooting. The networking course has been enhanced with new units covering the important area

of cyber security, including responding to incidents. This is emerging as a critical skill for Information and Communications Technology (ICT) professionals.

Once completed, students will have in-demand skills such as networking and cyber security, suitable for a wide range of roles in IT, this Certificate could be the ideal starting point.



Website Development

Web development is the process of creating and maintaining websites. It can involve simple or complex projects, such as web pages, social networks, or applications. Web development includes coding, design, security, e-commerce, content, and server tasks.

Our course offerings and their respective vendor certifications (where applicable):

Certified Full Stack Developer

- » **Certified Entry-Level Python Programmer:** This is a certification from the Python Institute that validates the fundamental knowledge and skills of Python programming.
- » **DevOps Foundation® by DevOps Institute:** This is a certification from the DevOps Institute that demonstrates an understanding of DevOps concepts, principles, and practices.

ICT40120 Certificate IV in Information Technology

(Web Development)

ICT40120 - Certificate IV in Information Technology

(Elective Focus Front-End Website Development)

ICT50220 Diploma of Information Technology

(Back End Web Development)

Jobs you can get in the website development industry:

Software Architect



Software architects develop customised software solutions for individual clients or businesses. Their process typically involves assessing the end-user's needs, budget, and industry standards – creating a efficient, cost-effective programs to serve their objectives.

Average salary: \$170,000 - \$180,000²

Web Application Developer



Web application developers manage, maintain, and design all elements of a web application. This involves both the appearance of a website, along with technical aspects such as speed, space allocation, and content features.

Average salary: \$75,000 - \$95,000³

DevOps Engineer



A DevOps engineer is a professional who specialises in streamlining software development and IT operations, ensuring that software is developed, tested, and delivered efficiently and reliably.

Average salary: \$120,000 - \$140,000⁴

2: <https://www.seek.com.au/career-advice/role/software-architect/salary>

3: <https://www.seek.com.au/career-advice/role/web-developer/salary>

4: <https://www.seek.com.au/career-advice/role/devops-engineer/salary>



Cyber Security

Cyber security refers to the practice of defending one's computer systems (including IT networks, servers, mobile devices, and applications) from unauthorised access or exploitation. The sector encompasses both areas of risk and active crisis management, and comprises all technologies, practical strategies, and technical knowledge required to achieve this.

Our course offerings and their respective vendor certifications (where applicable):

Certified Cyber Security Professional

- » **CompTIA A+:** CompTIA A+ is the preferred qualifying credential for technical support and IT operational roles.
- » **CompTIA Network+:** This certification helps develop a career in IT infrastructure covering troubleshooting, configuring, and managing networks.
- » **CompTIA Security+:** This is a global certification that validates the baseline skills one needs to perform core security functions and pursue an IT security career.

ICT50220 Diploma of Information Technology

(Cyber Security)

ICT30120 Certificate III in Information Technology

(Elective Focus Basic Cyber Security Awareness)

Jobs you can get in the website development industry:

Cyber Security Analyst



Cyber security analysts monitor systems for security breaches, investigates incidents, and implements security measures. They also perform vulnerability assessments and penetration testing to identify and mitigate potential threats.

Average salary: \$95,000 - \$115,000⁵

Ethical Hacker (Penetration Tester)



Ethical hackers identify vulnerabilities in systems and networks by attempting to exploit them, to help organisations strengthen their security.

Average salary: \$90,000 - \$134,000⁶

Cyber Security Architect



A cyber security architect designs different components of a security system and contribute into the solutioning of a new security system to support the business objectives and requirements.

Average salary: \$170,000 - \$190,000

5: <https://www.seek.com.au/career-advice/role/cyber-security-analyst/salary>

6: https://www.payscale.com/research/AU/Job=Ethical_Hacker/Salary

7: <https://www.seek.com.au/career-advice/role/security-architect/salary>



Digital Marketing

Digital marketing includes all the tools, platforms, and strategies to build brand or product awareness online. These are social media, websites, e-mails, and SEO optimisation. Companies use all the channels (free and paid) to increase their reach, connect with their audiences, and access new markets unlike traditional marketing.

Our course offerings and their respective vendor certifications (where applicable):

Growth Marketing Professional

- » **Certified Digital Marketing Professional:**
This is a certification from the Digital Marketing Institute (DMI) that validates the core knowledge and skills of digital marketing across various domains such as strategy, social media, SEO, PPC, analytics, content, email, and display.
- » **Google Analytics Individual Qualification:**
This is a certification from Google that demonstrates the ability to use Google Analytics to measure and analyse web traffic, user behaviour, conversions, and goals.
- » **Google Ads Search Certification:**
This is a certification from Google that demonstrates the ability to create and optimise effective Google Ads campaigns for search network.

Jobs you can get in the website development industry:

Content Manager



Content managers oversee the creative marketing materials used by business' websites, social media channels, and promotional campaigns. This includes both written (i.e. blog articles and web copy) and multimedia content (i.e. videos and podcasts).

Average salary: \$100,000 - \$120,000⁸

Marketing Project Manager



Marketing project managers specialise in planning, executing, and managing a company's marketing projects; working with strategists, content creators, and the marketing director to achieve the goals of marketing campaigns.

Average salary: \$116,500⁹

Growth Marketing Manager



Growth marketing managers are responsible for tracking, analysing, and recording important business data, using these insights to identify specific metrics to improve, then executing the appropriate growth initiatives. This could include information on customer demand, demographics, engagement, and common problem areas.

Average salary: \$110,000 - \$140,000¹⁰

8: <https://www.seek.com.au/career-advice/role/content-manager/salary>

9: <https://au.indeed.com/career/marketing-project-manager/salaries>

10: https://au.jora.com/s?sp=salary_search&q=Growth+Marketing+Manager&l=Australia



Project Management

Project management is the application of tools, skills, and knowledge to deliver a specific product or service. It can vary in scope and complexity, from small-scale tasks like developing software or designing a website, to large-scale endeavors like building structures or infrastructure.

Our course offerings and their respective vendor certifications (where applicable):

Certified Project Management Professional

- » **PRINCE2® Foundation:**
This is a certification from AXELOS that validates the knowledge and understanding of the PRINCE2® method, which is a structured project management approach that covers the principles, themes, processes, and tailoring of projects.
- » **AgilePM® Foundation:**
This is a certification from APMG International that demonstrates the ability to apply the AgilePM® guidance, which is a flexible and iterative project management framework that focuses on delivering value and quality to customers.
- » **Scrum Fundamental Certified:**
This is a certification from SCRUMstudy that verifies the basic understanding of the Scrum framework, which is an agile methodology that uses cross-functional teams, iterative development, and empirical feedback to deliver products or services.

Jobs you can get in the website development industry

Product Owner



Product owners are typically responsible for a company's scrum team, helping establish a roadmap for the product development process, and supervising operations throughout the product lifecycle.

Average salary: \$130,000 - \$150,000¹¹

Scrum Master



A Scrum master is a role in Agile project management that facilitates teamwork and ensures the Scrum team follows the Agile principles and processes effectively to deliver high-quality products.

Average salary: \$125,000 - \$145,000¹²

Project Management Officer



Project management officers oversee a company's project activities, coordinating tasks, managing schedules, setting budgets, and collating all necessary documents.

Average salary: \$85,000 - \$105,000¹³

11: <https://www.seek.com.au/career-advice/role/product-owner/salary>

12: <https://www.seek.com.au/career-advice/role/scrum-master/salary>

13: <https://www.seek.com.au/career-advice/role/project-management-officer/salary>



Cloud Computing

Cloud computing is the online provision of IT resources that users can pay for as they use them. Rather than purchasing, owning, and managing physical data centers and servers, users can get technology services, such as computing power, storage, and databases, whenever they need them from a cloud provider like Amazon Web Services (AWS), Microsoft Azure, and Google Cloud.

Our course offerings and their respective vendor certifications (where applicable):

ICT40120 - Certificate IV in Information Technology

(Elective Focus Cloud Computing)

AWS Cloud Computing Professional

- » **CompTIA Cloud Essentials+:** This is a certification from CompTIA that validates the essential knowledge and skills of cloud computing for business and IT professionals.
- » **AWS Certified Cloud Practitioner:** This is a certification from AWS that demonstrates the fundamental understanding of the AWS Cloud, its services, and its value proposition.
- » **AWS Certified Solutions Architect - Associate:** This certification validates the ability to design and implement solutions using architectural design principles based on customer requirements on the AWS Cloud.

Azure Cloud Computing Professional

- » **CompTIA Cloud Essentials+:** This is a certification from CompTIA that validates the essential knowledge and skills of cloud computing for business and IT professionals.
- » **Microsoft Azure Fundamentals AZ-900:** This certification demonstrates the fundamental understanding of the Azure cloud, its services, and its value proposition.
- » **Microsoft Azure Administrator Certification AZ-104:** This certification validates the ability to manage and implement solutions using architectural design principles based on customer requirements on the Azure cloud.

Jobs you can get in the website development industry:

Cloud Engineer



A Cloud engineer is someone responsible for designing, implementing, and managing cloud infrastructure and services, enabling organisations to leverage the benefits of cloud computing for their applications and data storage needs.

Average salary: \$125,000 - \$145,000¹⁴

Cloud Architect



A Cloud architect is a professional who designs and oversees the overall structure of cloud computing systems, ensuring they meet an organisation's technical and business requirements while optimising scalability, security, and cost-efficiency.

Average salary: \$165,000 - \$185,000¹⁵

Cloud Specialist



A cloud specialist is an expert focused on a particular aspect of cloud technology, such as security, networking, or application development, and works to optimise and manage cloud solutions within that specialised domain.

Average salary: \$140,000 - \$150,000¹⁶

¹⁴: <https://www.seek.com.au/career-advice/role/cloud-engineer/salary>

¹⁵: <https://www.seek.com.au/career-advice/role/cloud-architect/salary>

¹⁶: <https://www.seek.com.au/career-advice/role/cloud-specialist/salary>



Data and AI

“Data” refers to information that organisations collect and analyse to reveal important trends, patterns, or associations. They use such information to gain consumer or market insights and make key business decisions. Artificial Intelligence, or “AI”, is the ability for machines to do work that usually require human thought – from simple activities like text editing, product packaging, and house cleaning to more complex ones like artwork creation or socialisation.

Our course offerings and their respective vendor certifications (where applicable):

Certified Artificial Intelligence Professional

- » **AWS Certified Cloud Practitioner:**
This is a certification from AWS that demonstrates the fundamental understanding of the AWS Cloud, its services, and its value proposition.
- » **AWS Certified Data Analytics:**
This certification validates the ability to extract, transform, and analyse data using AWS services and tools.
- » **AWS Certified Machine Learning:**
This certification demonstrates the ability to design, implement, and maintain machine learning solutions using AWS.
- » **TensorFlow Developer Certificate:**
This is a certification from TensorFlow that verifies the proficiency in developing, training, testing, and deploying machine learning models using TensorFlow.

Certified Data Science Professional

- » **Microsoft Azure Fundamentals:**
This certification provides foundational knowledge on cloud concepts; core Azure services; security, privacy, compliance and trust, and Azure pricing and support.
- » **Microsoft Azure Data Fundamentals:**
This demonstrates the fundamentals of database concepts in a cloud environment, get basic skilling in cloud data services, and build your foundational knowledge of cloud data services within Microsoft Azure.
- » **Microsoft Azure AI Fundamentals:**
This validates the knowledge of fundamentals concepts related to AI, and the services in Microsoft Azure that can be used to create AI solutions.
- » **Microsoft Azure Data Science Associate:**
This validates the knowledge of how to use Azure services to develop, train, and deploy machine learning solutions.



Certified Salesforce Professional (Administrator)

- » **Salesforce Administrator:**
This is a certification from Salesforce that validates the knowledge and skills of managing and customising the Salesforce platform, such as user setup, security, data management, reports, dashboards, automation, and collaboration.
- » **Salesforce Platform App Builder:**
This certification demonstrates the ability to design, build, and implement custom applications using the declarative customisation capabilities of the Salesforce platform, such as data modeling, user interface, business logic, security, and mobile.
- » **Salesforce Advanced Administrator:**
This certification verifies the advanced knowledge and skills of administering and optimising the Salesforce platform, such as complex configuration, data architecture, process automation, analytics, troubleshooting, and change management.

Certified Data Analytics Professional

- » **Microsoft Azure Fundamentals:**
This certification provides foundational knowledge on cloud concepts; core Azure services; security, privacy, compliance and trust, and Azure pricing and support.
- » **Microsoft Azure Data Fundamentals:**
This certification demonstrates the fundamentals of database concepts in a cloud environment, get basic skilling in cloud data services, and build your foundational knowledge of cloud data services within Microsoft Azure.
- » **Microsoft Power BI Data Analyst:**
This certification demonstrates the knowledge of the various methods and best practices in line with business and technical requirements for modeling, visualising, and analysing data with Power BI.

Jobs you can get in the website development industry

Data Scientist



Data scientists are responsible for gathering data sets and assessing them for any apparent trends or patterns. Analytical conclusions or actionable insights are then extracted for this information – which are then used to help bolster business decisions.

Average salary: \$110,000 - \$130,000¹⁷

Data Analyst



Data analysts gather statistical information on a specific topic, then organise and assess this data to construct meaningful conclusions.

Average salary: \$85,000 - \$105,000¹⁸

AI Developer



An AI developer is a professional who specialises in creating artificial intelligence applications and systems, using machine learning and other techniques to build intelligent software that can perform tasks and make decisions like a human.

Average salary: \$95,000 - \$140,000¹⁹

17: <https://www.seek.com.au/career-advice/role/data-scientist/salary>

18: <https://www.seek.com.au/career-advice/role/data-analyst/salary>

19: https://www.glassdoor.com.au/Salaries/ai-engineer-salary-SRCH_KO0,t1.html



IT Networking

IT networking is the creation, use, and maintenance of technologies and protocols for connecting computers. These devices form IT or computer networks, which enable data transmission among them – facilitating our daily online activities. Modern businesses depend on IT network professionals to keep their network systems running well, leading to more productivity, efficiency, and innovation.

Our course offerings:

ICT50220 Diploma of Information Technology
(Advanced Networking)

ICT40120 Certificate IV in Information Technology
(Networking)

Jobs you can get in the website development industry

Network Administrator



Network administrators are responsible for maintaining a business' IT network equipment and operations. Daily tasks may include network monitoring, managing new updates, security testing, and evaluating current software.

Average salary: \$85,000 - \$105,000²⁰

ICT Systems Administrator



ICT systems administrators are responsible for the maintenance and management of a company's computer systems; ensuring all elements are operating reliably.

Average salary: \$95,000 - \$115,000²¹

Network Consultant



A Network consultant is an expert who provides advice and solutions for designing, configuring, and maintaining computer networks, helping organisations optimise their network infrastructure for efficient data communication and connectivity.

Average salary: \$115,000 - \$135,000²²

20: <https://www.seek.com.au/career-advice/role/network-administrator/salary>

21: <https://www.seek.com.au/career-advice/role/systems-administrator/salary>

22: <https://www.seek.com.au/career-advice/role/network-consultant/salary>



IT Support

IT support covers all aspects of ICT-related upkeep and user help, such as: computer and network setup, problem-solving, service improvement, and client or user guidance. They are vital in a business' IT team, making sure everything works well and fast. Depending on their role, an IT support specialist may also often communicate with clients or customers, helping them with the use, upkeep, or issues of their company product or service.

Our course offerings and their respective vendor certifications (where applicable):

IT Service Management Professional (ITIL® 4)

» **ITIL® 4 Foundation Certificate:**

This is a certification that validates the knowledge and understanding of the ITIL® 4 framework, a widely adopted approach for IT service management in the digital world.

ICT40120 Certificate IV in Information Technology (Systems Administration Support)

ICT30120 Certificate III in Information Technology

Jobs you can get in the website development industry

IT Support Engineer



IT support engineers are responsible for providing technical assistance and troubleshooting to end-users or clients. They diagnose and resolve hardware and software issues, assist with IT infrastructure setup, and ensure smooth operation of IT systems.

Average salary: \$70,000 - \$85,000²³

IT Support Officer



IT support officers oversee various aspects of IT support operations, manage helpdesk teams, and ensure IT services align with business goals.

Starting salary: \$65,000 - \$80,000²⁴

23: <https://www.seek.com.au/career-advice/role/information-technology-support-engineer>

24: <https://www.seek.com.au/career-advice/role/information-technology-support-officer/salary>



Tech Trends





Tech Trends

Cyber Security

Cyber crime numbers are reaching alarming heights in Australia. In a survey of 13,887 computer users in early 2023, 47% of respondents had been a victim of at least one cyber crime in the last 12 months²⁵. Of this number, 11.3% of identity crime victims and 25.5% of fraud and scam victims reported losing over \$1,000 in the most recent incident.

This alarming trend prompted Australia to take decisive action in the 2023-24 federal budget, where **a significant investment of \$200 million**²⁶ was allocated to a range of cybersecurity initiatives. These initiatives are designed to bolster the nation's cybersecurity infrastructure and resilience. Key components include:

1. Cyber Security Coordinator:

The establishment of a dedicated coordinator for cybersecurity aims to ensure that Australia's efforts in this domain are strategic, well-coordinated, timely, and effective.

2. Small Business Support:

To empower small businesses in safeguarding against cyber threats, a Cyber Wardens program is being rolled out through the Council of Small Business Organisations Australia (COSBOA). This program will help small businesses build in-house capabilities to protect their digital assets.

3. Critical Infrastructure Protection:

Enhancing the security of critical infrastructure assets and providing support to owners and operators in responding to significant cyberattacks are integral aspects of the initiative.

4. Cyber Resilience:

The initiative focuses on sustaining the cyber resilience of Commonwealth entities, including those serviced by the Cyber Hubs pilot program.

Furthermore, the government is actively developing a new 2023-2030 Australian Cyber Security Strategy (the Strategy)²⁷. This comprehensive strategy builds upon the achievements of previous initiatives and addresses the evolving cybersecurity threat landscape.



25: <https://www.aic.gov.au/publications/sr/sr43>

26: <https://www.csoonline.com/article/575267/how-the-australian-federal-government-will-invest-in-cybersecurity.html>

27: <https://www.homeaffairs.gov.au/about-us/our-portfolios/cyber-security/strategy/2023-2030-australian-cyber-security-strategy>

Tech Trends

Cloud Computing



Cloud computing has emerged as the central focus of enterprise IT. Gartner's latest report predicts that **by 2025, 85% of organisations will adopt a cloud-first strategy**³². This shift should come as no surprise, given the cloud's remarkable capacity to streamline communication, foster collaboration, and elevate customer service for businesses, regardless of their location.

The evidence supporting the cloud's transformative power continues to grow. According to recent findings from PwC, **a resounding 97% of companies**³³ **acknowledge a significant boost in productivity when they harness the capabilities of cloud technology**. Notably, the Asia-Pacific Region sees the highest adoption rates³⁴, with the financial services sector leading at 17.45%, closely followed by the energy sector at 17.27%. Additionally,

technology, media and telecommunications stand at 16.91%, while life sciences and healthcare trail closely at 16.73%.

The burgeoning cloud industry presents an array of business advantages and opportunities for economic innovation. As demand surges and adoption rates climb, the need for skilled professionals in this field has never been greater. The industry is poised for expansive growth, with projected spending on cloud technology by Australian organisations reaching a staggering \$14.1 billion by 2025³⁵, according to GlobalData. Among the various cloud service models, Software as a Service (SaaS) is set to lead the spending race with an estimated expenditure of US\$ 8.1 billion³⁶. Infrastructure as a Service (IaaS) follows at US\$ 1.7 billion³⁷, with Platform as a Service (PaaS) at US\$ 700 million³⁸.

32: <https://www.gartner.com/en/newsroom/press-releases/2021-11-10-gartner-says-cloud-will-be-the-centerpiece-of-new-digital-experiences>

33: <https://www.pwc.com/us/en/tech-effect/cloud/cloud-business-survey.html>

34: https://images.content.deloitte.com.au/Web/DELOITTEAUSTRALIA/%7Bcf5e90-2492-4a95-b5a2-114d8f1a6130%7D_Cloud_Imperative_%E2%80%93_Asia-Pacific%E2%80%99s_unmissable_opportunity.pdf

35: <https://www.globaldata.com/media/technology/cloud-computing-spending-australia-reach-us14-1bn-2025-forecasts-globaldata/>

36: <https://www.statista.com/statistics/1211875/australia-public-cloud-market-size-bysegment/>

37: <https://www.statista.com/statistics/1211875/australia-public-cloud-market-size-bysegment/>

38: <https://www.statista.com/statistics/1211875/australia-public-cloud-market-size-bysegment/>

Cloud Computing Tech Trends

by 2025

85%

of organisation will
adopt a cloud-first strategy.



Asia Pacific region
sees the highest
adoption rates

1st



17.45%

Financial Services

2nd



17.27%

Energy Sector

3rd



16.91%

Telecommunications

4th



16.73%

Healthcare

IaaS projected expenditure

\$1.7B

97%

of companies acknowledge a
significant boost in productivity

by 2025

\$14.1 BILLION

projected spending by Australian
organisations on cloud

SaaS is set to lead the spending
race with an expenditure of

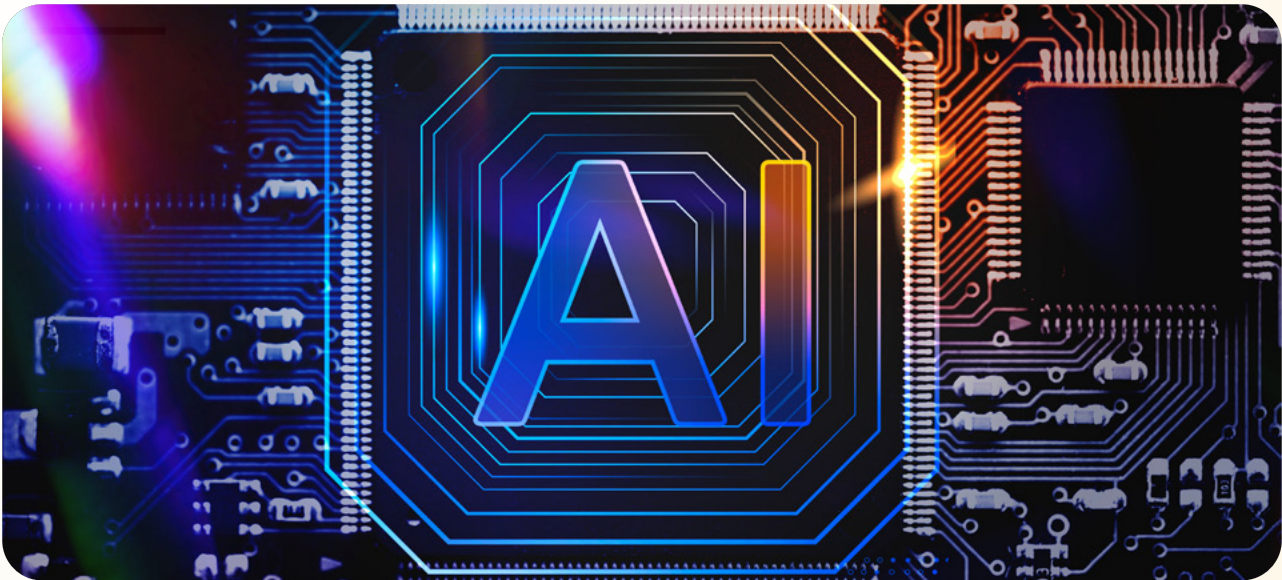
\$8.1B

PaaS projected expenditure

\$700 MILLION

Tech Trends

Artificial Intelligence and Machine Learning



Playing a key role in most (if not all) the latest tech developments, artificial intelligence (AI) and machine learning have been among the most highly-valued and hotly-debated ICT sectors of recent years - both locally and globally.

According to a report by the IDC, Australia's spending on AI will grow to US\$3.6 billion by 2025³⁹. In addition, the Commonwealth Scientific and Industrial Research Organisation (CSIRO)⁴⁰ estimates an increased demand for AI specialist workers to the tune of 161,000 more workers by 2030. Those with the right skillsets (particularly those in computer science, probability and statistics, and mathematics) thus have plenty of employment opportunities (and job security) in the field.

Though such developments are lauded for their capabilities in accelerating business processes, reducing human error, improving productivity, and providing more efficient services, Australia must also be well-equipped to handle the risks. Discussions revolving around the potential for AI to steal proprietary data, cause data breaches, and lead to a lack of "human empathy" in services have all arisen in the wake of these developments.

To carefully balance out the risks and benefits, experts recommend developing structured methods for integrating AI into one's business roles and functions. Determine which aspects are currently best suited for AI and machine learning and which ones are better left for manual work and expertise. Executives should also proceed at a pace that aligns with their organisation's goals, rather than rushing into the technology just to "catch up".

39: <https://www.idc.com/getdoc.jsp?containerId=prAP49145022>

40: <https://www.csiro.au/en/work-with-us/funding-programs/funding/next-generation-graduates-programs>

Artificial Intelligence and Machine Learning Tech Trends



AI will grow to

\$3.6
BILLION

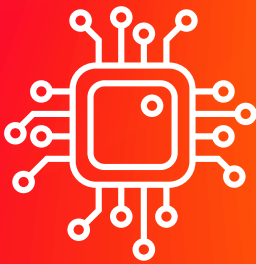
by 2025



161,000

AI specialist workers
needed by 2030

Skillsets with plenty of employment opportunities and job security in the field.



**Computer
Science**

**Probability
and Statistics**



Mathematics



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