

## **The Information and Communication Technology Industry in Australia.**

According to a Deloitte Access Economics report the Australian Information and Communication Technology economy was worth \$79 billion in 2013/14 and 22% of all employees worked in the industry. In 2011 this figure was just \$59 billion, a 50% increase in real terms in just one year.

The Information and Communications industry is expected to grow to \$139 billion by 2020, this is estimated to be 7.3% of total GDP. Meanwhile the number of employees directly and indirectly working in positions using information and communications technology is already 2.5 million people, around 22% of the workforce. [See the Deloitte Access Economics report here.](#)

### **Widespread Use of Information Technology.**

Employees in the fields of accounting, advertising, banking and sales all come into daily contact with computers and computer programmes. Journalists are using online news services more than ever and school children and university students are interacting with computers as part of their research into their school curriculum.

So it is that the internet has become almost a daily ritual with people from all walks of life, even retirees are surfing the net, shopping and banking. The internet and computers in general have spawned all manner of industries including sales and information dissemination with various communication channels.

Social media in its broadest sense affects the lives of most people on the planet and continues to develop new ways of communication. Online sales channels are too numerous to mention and are changing the way people purchase all sectors of merchandise from food to fashion, art to appliances and services from banking to insurances and utilities. All ages are turning to the internet, if not to buy then to research purchases from bricks and mortar stores.

### **The Internet Content Industry Continues To Grow.**

The internet itself has turned into a huge industry with many website opportunities created for web designers, graphic artists, copywriters, content writers, bloggers, programmers and the list goes on.

Once their websites are online, webmasters are constantly seeking the services of SEO content writers and copywriters to ensure content is kept evergreen and therefore interesting to those searching the internet for information, goods and services. Content production has become a huge industry within the information and communication technology industry.