

Carsales helps drive young Australians into tech

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Australia is one of the most digitally connected countries in the world, and businesses are increasingly relying on technology and software solutions to support their operations, now and into the future.

To help introduce the next generation to the technology industry, carsales.com.au, the largest online automotive business in Australia, launched its first ever Kids Coding Camp over two days this January in Melbourne at the company's headquarters through its Go4Tech initiative.

Jo Allan, carsales Chief People Officer, said at carsales we recognise it's important to engage with young Australians early in their schooling to excite them about technology and help them pursue their interest in the field.

"Our goal at carsales is to encourage curiosity in tech and help steer those who are passionate about technology in the right direction, especially when choosing school subjects. We want the next generation to have the best possible chance to carve out a successful career in the technology industry," said Allan.

"This guidance is particularly important for young females because currently women only make up around 19 per cent¹ of the tech industry in Australia. To help bridge this gender gap, carsales wants to engage with young females early to show them the opportunities, resources and support available to help them thrive in the industry," concluded Allan.

The inaugural summer edition of the carsales Kids Coding Camp attracted 43 participants, 21 females and 22 males, aged six to 13 years. Over the two days, participants grasped the fundamentals of coding, took part in an array of activities, which included programming concepts using robotic games, and heard from tech industry leaders in a fun, supportive and interactive environment.

Jason Blackman, Chief Information Officer at carsales, was among the leaders who spent some time with the participants.

"Our Kids Coding Camp is a great vehicle to enthuse the next generation about creating technology. We will continue to run similar coding camps and look forward to welcoming both new and returning participants to hopefully inspire this next generation to pursue further studies and a career in the industry," Blackman said.

Upcoming dates for 2018 carsales.com.au Kids Coding Camps will be released soon, to register interest please email: go4tech@carsales.com.au

¹ [SEEK Laws of Attraction Research, 2017](#)

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