

Thank you for helping with this survey on the development of Ballarat's ICT Industry. Understanding the aspirations and needs of local organisations will help in the development of strategies and programs to support existing ICT businesses. As a member of the Ballarat ICT industry you have been asked to participate in this survey, and we appreciate your assistance. As with all surveys we conduct your responses are confidential.

### **What is ICT?**

For the purpose of this survey, Information Communications Technology (ICT) may be defined as the following:

"The ICT industry includes businesses involved in computer software and services, telecommunications equipment and services, computer hardware, communication cable and wire, recorded media, Internet Service Providers (ISPs) and additional ICT products."

- Australian Information Industry Association

### **Ballarat ICT Perceptions and Aspirations:**

**Q1. In general, how would you rate the performance of the Ballarat ICT industry over the last decade? (Please tick one box only)**

- Excellent
- Good
- Fair
- Poor
- Very poor
- Don't know/can't say

**Q2. In your opinion, what do you believe have been Ballarat's major ICT related achievements over the last decade?**

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**Q3. What ICT related areas do you believe need improvement in Ballarat? (e.g. infrastructure, training, availability of qualified staff, hardware penetration)**

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**Q4. What do you believe are the key challenges currently facing the ICT industry in Ballarat?**

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**Q5. What do you believe Ballarat's FIVE major priorities for ICT should be over the next three years? (Please tick up to FIVE boxes)**

- Promoting Ballarat's ICT industry capabilities outside the region
- Pursuing a broad ICT investment strategy in Ballarat
- Pursuing investment in niche ICT areas
- Encouraging local companies (ICT and non-ICT) to be more innovative and globally focused
- Encouraging the Ballarat ICT industry to be more collaborative
- Supporting future ICT infrastructure enhancements
- Maximising opportunities for industry engagement with local research institutions
- Assisting education and training providers to align their courses with industry needs
- Encouraging ICT adoption within the general community
- Encouraging ICT adoption within local non-ICT businesses
- Establishing an environment that supports innovation within the ICT industry
- Developing Ballarat's image as an ICT centre
- Encouraging ICT businesses to relocate or expand to Ballarat
- Encouraging ICT businesses to relocate or expand to Ballarat
- Encouraging new start-up businesses
- Expanding existing businesses
- Attracting skilled ICT professionals
- Encouraging local businesses to use local ICT providers
- Pursuing capital investment in local ICT businesses

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**Q6. Are there any other areas that you believe should be a priority for ICT in Ballarat over the next five-to-ten years?**

- Yes (please specify below)
- No

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**Q7. What are some key elements of the ICT sector in Ballarat that you would like to see develop over the next 5-to-10 years?**

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**Q8. What local, state or federal government initiatives, if any, have helped your organisation?**

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**Q9. How do you expect the profitability of the Ballarat ICT industry to change in the next three-to-five years?**

- Improve
- Stay the same
- Decrease

**About your organization:**

**Confidentiality reminder:**

Your answers are completely confidential and will be released only as summaries in which no individual organisation's answers can be identified.

**Name of organisation:** \_\_\_\_\_

**Q10. Including yourself, how many employees (full-time, part-time, casual or on contract) does your organisation have in the Ballarat region?**

\_\_\_\_\_

**Q11. Where is your organisation's headquarters located?**

- Ballarat
- Melbourne
- Regional Victoria (please specify \_\_\_\_\_)
- Interstate (please specify \_\_\_\_\_)
- Overseas (please specify \_\_\_\_\_)

**Q12. What year did your organisation start operating in Ballarat?**

\_\_\_\_\_

**Q13. Which of the following best describes the sector(s) in which your organisation operates? (please tick all that apply)**

- Computer-related Hardware Design or Manufacture  
(e.g. Computer components and peripherals, networking gear, manufacturing of computer equipment, telecommunications, broadcasting and electronic equipment, and electric cable and wire)
- Software Development  
(e.g. Application development, web-based application development, games)
- ICT-related services  
(e.g. ICT consulting, ICT staff recruitment, training and education services, repair and maintenance services, data processing, information storage and retrieval)
- Telecommunications Hardware Design or Manufacture  
(e.g. Telecommunication components, phone systems)
- ICT Retailer/Reseller  
(e.g. Selling or reselling computer and other ICT related equipment, software)
- Content  
(e.g. content: recorded media manufacturing and publishing, radio and television services, film and video production and sound recording.)
- Other (please specify \_\_\_\_\_)

**Q14. What do you believe will be the major changes in your sector(s) over the next 10 years?**

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**Q15. What skills does your organisation have? (please tick all that apply)**

- Electronic engineers - Manufacturing
- Other electronic and communications technicians and tradespersons - Manufacturing
- Business and systems analysts
- Programmers/ Software engineering/development
- Database & systems administrators
- ICT security specialists
- ICT network and support professionals
- ICT and telecommunications technicians
- ICT project management
- ICT trainers
- Designer – Graphics
- Designer – Interface
- Service desk operations
- Web designers
- Sales and marketing
- Business management, human resources and other support functions
- Other (please specify \_\_\_\_\_)

**Q16. Is the organisation able to access the skills needed for its operations?**

- Yes
- No

**Q17. What type of skills does your organisation experience as currently being in short supply in the Ballarat ICT industry? (please tick all that apply)**

- Electronic engineers - Manufacturing
- Other electronic and communications technicians and tradespersons - Manufacturing
- Business and systems analysts
- Programmers/ Software engineering/development
- Database & systems administrators
- ICT security specialists
- ICT network and support professionals
- ICT and telecommunications technicians
- ICT project management
- ICT trainers
- Designer – Graphics
- Designer – Interface
- Service desk operations
- Web designers
- Sales and marketing
- Business management, human resources and other support functions
- Other (please specify \_\_\_\_\_)
- None

**Q18. What industry sector(s) does your organisation mainly provide goods and services to? (Please tick up to THREE boxes)**

- All industries
- Agriculture, Forestry and Fishing
- Mining
- Manufacturing
- Electricity, Gas, Water and Waste Services
- Building and Construction
- Wholesale and Retail Trade
- Accommodation, Restaurants and Food Outlets
- Transport, Postal and Warehousing
- Information Media and Telecommunications
- Financial and Insurance Services
- Professional, Scientific and Technical Services
- Government, Police and Emergency Services
- Education and Training
- Health Care and Social Services
- Arts, Recreation and Entertainment
- Other (please specify \_\_\_\_\_)

**Q19. Do you claim ownership for the Intellectual Property (IP) for any ICT products and services you provide?**

- Yes (please specify \_\_\_\_\_)
- No

**Q20. For your Ballarat offices only, have you undertaken any ICT related research and development (R&D) and innovation activities in the last 12 months?**

- Yes
- No → SKIP to Q22

**Q21. If yes, what is the main focus of the organisation's ICT research and development (R&D) and innovation activities? (please tick all that apply)**

- Developing new ICT goods and services
- Customising/modifying existing products and services
- Improving operational processes
- Improving organisational processes
- Collaboration with other organisations
- Collaboration with research institutes (e.g. Universities)
- Other (please describe\_\_\_\_\_)

**Q22. What was your organisation's approximate sales revenue in 2005-06?**

- \$0 to \$199,999
- \$200,000 to \$499,999
- \$500,000 to \$999,999
- \$1,000,000 to \$4,999,999
- \$5,000,000 to \$9,999,999
- More than \$10,000,000

**Q23. Approximately, what proportion of your organisation's sales in 2005-06 were in each of the following markets? (total 100%)**

- \_\_\_\_\_ Ballarat sales
- \_\_\_\_\_ Rest of Victoria sales (including Melbourne)
- \_\_\_\_\_ Interstate sales
- \_\_\_\_\_ Export sales

**Business Growth:**

**Q24. What are your main strategies to grow your business over the next three-to-five years? (please tick all that apply)**

- Export
- Increasing local market share
- Increasing rest of Victoria market share (including Melbourne)
- Increasing interstate market share
- Mergers and acquisitions
- Capital investment
- New product/service development
- Other (please specify)
- The organisation is not pursuing growth at this time

**Q25. What skills will your organisation need to obtain to achieve this growth? (i.e. skills that your organisation does not currently possess) (please tick all that apply)**

- Electronic engineers - Manufacturing
- Other electronic and communications technicians and tradespersons - Manufacturing
- Business and systems analysts
- Programmers/ Software engineering/development
- Database & systems administrators
- ICT security specialists
- ICT network and support professionals
- ICT and telecommunications technicians
- ICT project management
- ICT trainers
- Designer – Graphics
- Designer – Interface
- Service desk operations
- Web designers
- Sales and marketing
- Business management, human resources and other support functions
- Other (please specify \_\_\_\_\_)
- None

**Q26. Which industry sector(s) do you believe your organisation will mainly provide goods and services to in three-to-five years time? (select up to three responses)**

- All industries
- Agriculture, Forestry and Fishing
- Mining
- Manufacturing
- Electricity, Gas, Water and Waste Services
- Building and Construction
- Wholesale and Retail Trade
- Accommodation, Restaurants and Food Outlets
- Transport, Postal and Warehousing
- Information Media and Telecommunications
- Financial and Insurance Services
- Professional, Scientific and Technical Services
- Government, Police and Emergency Services
- Education and Training
- Health Care and Social Services
- Arts, Recreation and Entertainment
- Other (please specify \_\_\_\_\_)

**Q27. Are there any local ICT infrastructure improvements required to facilitate the growth of your organisation over the next 5-to-10 years?**

- Yes
- No → SKIP to Q30

**Q28. What infrastructure improvements do you believe will be required over the next 5-to-10 years?**

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**Q29. What technologies is your organisation most likely to adopt over the next 5-to-10 years to produce ICT goods and services?**

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**Q30. If you could change one thing concerning the ICT industry in Ballarat, what would it be?**

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**Are there any other comments you would like to make in relation to the Ballarat ICT2030 survey?**

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**Would you like to receive alerts of information relating to the Ballarat ICT2030 project? If yes, please complete the contact details below.**

Yes

No

**Would you like to be involved in future research relating to the Ballarat ICT industry? If yes, please complete the contact details below.**

Yes

No

**After all surveys are completed, a summary report will be published, would you like to receive a copy of this report? If yes, please complete the contact details below.**

Yes

No

Contact name: \_\_\_\_\_

Your position: \_\_\_\_\_

Your email address: \_\_\_\_\_