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Welcome

On behalf of the Ballarat ICT Cluster Project Team, welcome to the third of our regular newsletters for 2007. This newsletter and the www.ballaratict.com.au website provide opportunities for members of the Ballarat ICT Cluster to promote their capabilities, share success stories, find out about upcoming events, exchange information or report on industry developments as they occur.

Our New Look

As part of the development of Ballarat ICT and taking it into the future, a new brand look and feel has been developed. The creation of the new identity coincides with the development of Ballarat ICT 2030: A Strategy and Plan for the Future, which represents a joint undertaking by Ballarat ICT Ltd (previously cBallarat), the City of Ballarat and the University of Ballarat to develop the next generation strategy for ICT in the Ballarat region.

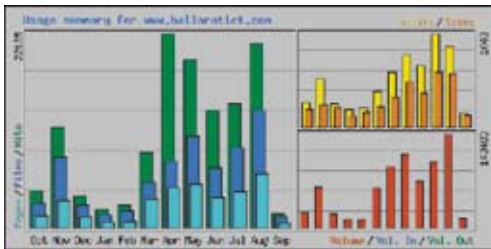
This exciting and dynamic identity (pictured left) consists of the major overarching logo (Ballarat ICT) and 2 sub-brands representing the Ballarat ICT Cluster and Ballarat ICT Ltd. The main symbol of the new logos portrays a new energy developing through innovation, communication and technology in Ballarat.



Ballarat ICT Cluster Update

Ballarat ICT Directory Registrations Increase

Registrations on the Ballarat ICT directory have more than doubled over the past six weeks. A concentrated effort to promote the benefits of the directory has seen the registration numbers increase by 134 percent over the six week period. The directory now has 68 local ICT firms who provide a range of different ICT services and products. This provides an excellent base for organisations seeking ICT services or products to easily and quickly locate them. Local firms also have the opportunity to learn more about each other and how they may be able to work more closely together.



BallaratICT.com.au Website

This Ballarat ICT website profiles members of the Cluster, promotes local activities and provides easy access to information and resources. July – August saw nearly 2000 visits to the website, with over 10,000 pages viewed. This was the highest website usage since the site began.

Ballarat ICT for Women Luncheon

Ballarat ICT for Women recently held its second event for 2007, focusing on the theme “Effective Networking”.

Guest presenters were Ms Judy Verlin, who is a former Mayor of Ballarat, and currently works with BRACE, as well as being involved in numerous community activities, and Joanna Stevens, Founder and Managing Director of Premier PR. Judy gave an overview of her experiences networking in Ballarat, both as a member of local government and as a private consultant, sharing some simple but vital rules on surviving a targeted networking event. Joanna also shared her networking experiences, as well as providing tips for liaising with, and getting the most out of, members of government at the highest level.

Presentations were followed by informal discussion and sharing of experiences, both from our panel members and invited guests.

The next luncheon on 26th October 2007 will focus on achieving work-life balance. Contact Kara at: k.hodgson@ballarat.edu.au for more information.

Ballarat ICT Launch

After much deliberation, a date has finally been set for the Ballarat ICT expo and Ballarat ICT launch. The launch will be held at the Greenhill Enterprise Centre on 25th September, from 4.00 to 6.30 pm. The expo will showcase some of the ICT Cluster members’ services/products, and we will also be hearing from some of the members throughout the event.

Richard Hancock, CEO City of Ballarat, will be launching the Ballarat ICT 2030 Strategy. This event will provide an excellent opportunity to network with other ICT firms and local business people and to learn more about Ballarat’s ICT capabilities and plans for the future. For more information please contact Rebecca at: r.lubeek@ballarat.edu.au

BITS Breakfast

The next Ballarat IT Specialist Breakfast is scheduled for 4th October 2007. The breakfast will provide an opportunity to listen to and discuss potential opportunities for local IT firms in government and health industries. Potential collaboration and the possibilities of doing business together will also be explored. For more information, or to register, contact Ainslie from Commander Centre: avanstan@commandercentre.com



Ballarat ICT Launch banner



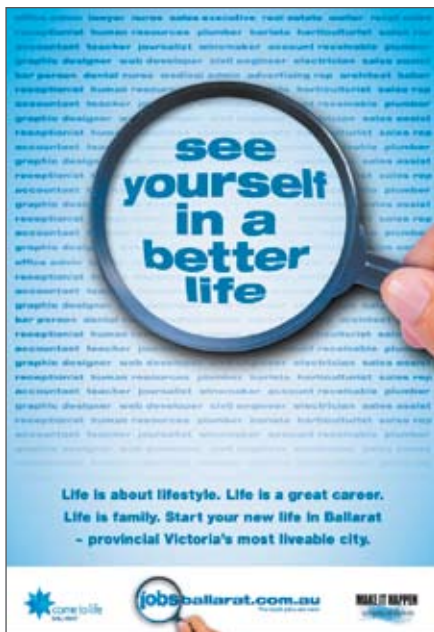
Ballarat ICT Directory

Is your business listed in the Ballarat ICT Directory? The Ballarat ICT Directory has been established to:

- Showcase the local ICT community
- Profile available products, services, skills and expertise
- Build an accurate profile of the Ballarat ICT sector
- Promote further development of Ballarat as a location for ICT suppliers and users.

The aim is to provide comprehensive, up-to-date and searchable information about Ballarat's ICT capabilities and services.

Visit www.ballaratict.com.au to confirm your business is profiled. If not, register your business today.



jobsballarat.com.au by ASCET Interactive

jobsballarat.com.au is an innovative website created by the City of Ballarat in partnership with the Committee for Ballarat. The purpose to have a central listing of local job vacancies, to have links to employment and education websites, and to provide information to promote Ballarat's lifestyle. The website acts as a central call to action for job seekers and people looking to relocate to the Ballarat area, and currently attracts over 5,000 visitors each month.

The technology behind the website was developed by Ballarat-based company, ASCET Group. The main feature of the website is the online access provided for employment agencies and employers. This allows the website to be continuously updated, and instantly populated with current job vacancies. The system has also been designed to track how many times postings are viewed, and automatically removes outdated vacancies.

More recent developments for the website have included RSS feeds for job vacancies, to be published to multiple websites in one simple process. It is one of the first totally localised online employment portals in a regional market in Australia, and has resulted in positive outcomes for employers and employment agencies who participate in this important initiative. To find out more, go to: jobsballarat.com.au

ZIPTALES Heads to the USA

Two people from Ziptales will be travelling to Reno, Nevada in October for the official launch of www.ziptalesusa.com. Ziptales USA is the 'franchised' version of Ziptales which will be sold to US schools and libraries from September 2007. Other customised websites are currently operating in South Africa, the UK, New Zealand and Ireland, but the USA has the capacity to be the biggest of all markets for Ziptales. We wish them all the best for the launch in October.

Ziptales were recently also chosen as a finalist in two categories of the Ballarat Business Excellence Awards 2008 – the Enterprise Magazine IT/Communications Award and the AIG Regional Development and AusIndustry Export Award. Even though they did not win, it is wonderful to be chosen as a finalist and a reflection of the hard work they have been putting into their business.





Neighbourhood Cable – photo from www.commerceballarat.com.au

Neighbourhood Cable Wins CGU Business Award

Neighbourhood Cable is the proud winner of the 2007 CGU Commerce Ballarat Business Excellence Awards Enterprise Magazine IT/ Communications category.

As an innovative provider of telecommunications and entertainment services in Ballarat, employing more than 50 highly skilled locals and having invested over \$65 million building a state-of-the-art cable network, Neighbourhood Cable is now the provider of choice for thousands of homes and businesses requiring super-fast broadband, affordable telephone and Cable TV entertainment services.

The staff at Neighbourhood Cable are delighted that their efforts over the past 12 months have been acknowledged in the wider Ballarat community.

Regional Education Facility

Peter Moon (HORIZON Broadband Communications Pty Ltd) and Peter Lowe (Breedcare Pty Ltd) are currently mobilising support for the proposed establishment of a Regional Education, Training, Research and Development Facility (The ETRD Facility) at the University of Ballarat's Technology Park precinct.

Their research shows that there are significant workforce capability and skill development gaps in the Ballarat region. To plug these gaps, they are proposing to set up a Joint Experiential Training Facility at the University of Ballarat Technology Park to undertake a number of Vocational Education and Training (VET) Diploma courses which, through the National Qualification Framework, which will lead to Under Graduate Degree progression for the participating students (3 to 5 year progression).

The proposed new Research, Development and Training facility would potentially house eight laboratories staffed by industry experts, successful business people, TAFE lecturers and visiting professionals/mentors. The expected laboratory facilities would encompass:

- RF Communications Technology
- Communications Electronics
- Robotic Technologies
- Distributed computing, simulation and visualisation and modelling
- Software programming and development
- Health and medical technologies
- Agricultural technologies
- Aeronautical and aviation technologies

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Contact Us

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