

slattery's watch

The weekly newsletter for busy people interested in the intersection of Australian innovation, technology and business.

March 16th 2009

Below is this week's Watch.

Best Wishes
Rachel Slattery

newsbriefs

24 winners were honoured at the **Australian Interactive Media Industry Association (AIMIA) awards**, including ABC Television for Best Children's; **TrueLocal.com.au** for Best Classifieds and eTrading; **Wanted Digital's** 12 Canoes for Best Cultural, Lifestyle or Sport and Best Learning and Education; **Wotnews.com.au** for Best News, Media or Reference and BMF & Sony Computer Entertainment's PlayStation Games Universe for Best Entertainment and the Best of the Best awards. Peta Pash, Project National Manager, **mega** (mobile enterprise growth alliance) received the Outstanding Contribution award.

Superpartners will replace its legacy system with the SAP ERP package, with CSC providing systems integration services. The ERP package is part of the recently announced \$70 million investment in new systems, processes and operational improvements. It is expected that Superpartners will move to the new system by July 2009.

Creators have until the 23rd of March, 2009 to interpret the theme "we are what we share", and upload their creation to **Pool**. The entry judged best by the panel of experts wins an internship with ABC Radio National to co-produce an episode of The Night Air. Select entries will be showcased on the Ideas Festival, Pool and **Creative Commons Australia** websites. Winners will be announced and critiqued by experts at the "We are what we share" seminar on Saturday 28 March as part of Brisbane's **Ideas Festival**.

In a speech last week at the ATUG Conference, Senator Conroy said "As you will appreciate, the Government is locked down, giving very close and careful consideration to the Panel of Experts' report on the five NBN proposals." He went on to confirm the Government's plan to make an announcement on the NBN winner by the end of March.

Leading up to Queensland's election, the state's **ICT community** has come out in force to put pressure on the Queensland Government and Opposition to create 30,000 new jobs on top of the ICT industry's existing 70,000 jobs in Queensland.

South Australia Police (SAPOL) will shortly begin a trial using four new Automatic Number Plate Recognition (ANPR) technology cameras with mobile capability that can be linked to existing mobile data terminals in patrol vehicles. SAPOL currently has two tripod-mounted ANPR cameras, which were purchased in 2004.

Australians are ambivalent about 'clean coal' and the government's proposed carbon emissions trading scheme, according to a supplementary report to the **2008 National Technology and Society Monitor** at Swinburne University. The Monitor provides an annual snapshot of public perceptions of technological change.

OzGirl recently announced a global distribution agreement with Koldcast to broadcast the OzGirl series over the Internet, via iTunes and TiVo. Brand integration agency InShot is to help attract brands to OzGirl, which is

eventwatch

Thoughtworks Quarterly Technology Breakfast Briefing – Lean times require Lean thinking. Presenters bringing deep expertise from Toyota, Lean and Agile principles will explain how lean thinking fundamentally changes the engagement model between IT and the business, challenging traditional relationships with staff, customers and partners. Brisbane – 17th March, 2009; Sydney – Tuesday 24th March, 2009; Melbourne – 31st March, 2009; Perth – 7th April, 2009. More details [here](#).



companywatch

The beta launch of an online recommendation and comparison tool, **SoftwareShortlist.com** has been aided by the support of the AusIndustry "Commercialising Emerging Technology" (COMET) program. SoftwareShortlist.com helps small businesses compare, select and buy the right software. It is owned and operated by Trigora Pty Ltd, a private company based in Melbourne founded in early 2008 by Craig Westcott and Xavier Russo.

peoplewatch

Kate McKenzie, who currently heads up Telstra Wholesale, is to become the new Group Managing Director, Strategic Marketing for Telstra following Bill Stewart's return to the United States.

Samsung Electronics Australia has appointed Philip Newton to Director of IT. Samsung IT will focus on developing

syndicated to major sites including Bebo and YouTube, allowing advertisers to reach an international youth market.

The Group of Eight has welcomed the Federal Government's move to fund the actual costs of research. The Go8 Chair, Professor Alan Robson said "This breakthrough will help to arrest the run-down in university infrastructure, improve the quality of research and education facilities, and enable Australian universities and researchers to participate in international research collaboration initiatives."

The Australian Financial Review has launched Financial Review TV using Switch Media's new internet TV platform.

Freehills has rolled out BigHand's voice productivity software to over 1000 staff nationwide. The digital dictation workflow system is part of a strategic initiative to create a national Document Production Service.

The Australian Communications and Media Authority report, "Take-up and use of communications by small and medium enterprises" has been released. The report found that 56% were using DSL/ADSL, 19% cable and 12% wireless broadband internet connections, while 16% of SMEs now used voice over internet protocol.

its enterprise channels through product and solution offerings.

Nick Bolton will now head up marketing for Viocorp, which has increased its ranks by four, appointing Sam Skontos as the new head of sales, two new software engineers, Brendon Kellett and Ryan Baker-Smith, and a new graphic designer, Jamie Muscat.

Joely Scott-Thomas has been promoted to Regional Sales Manager for Australia North and New Zealand for BMC Software. Joely has worked with BMC Software since 1999. Sandrina Branton is taking on the role of regional Sales Manager for Australia South. More recently, Sandrina worked for Compuware as the Southern Region Sales Manager.

Flossie Media Group has appointed its first Australian-based team member, Julie MacKenzie, as Australia Sales Manager. MacKenzie previously worked at Yahoo!7. Flossie Media Group owns nzgirl Ltd which has grown organically over the last nine years into New Zealand's largest online magazine for women with over 80,000 members. They plan to launch their masthead network, flossie.com, in July.

Christopher Long has been appointed to the role of National Sales Director for Dimension Data. He was most recently Director of Professional Services for A/NZ at Lawson.



Assisting ICT companies with Marketing, Communications and Events

SYDNEY Level 1, 43 Brisbane Street, Surry Hills, 2010 • Tel 02 9280 3677 • Fax 02 9280 3671

MELBOURNE Level 8, 313 Latrobe Street, Melbourne, 3000 • Tel 03 9602 1313 • Fax 03 9602 3388

