

UBTP Media Snapshots



BRAND NEW LOOK FOR PARK

A new look and a new attitude are on the cards for the University of Ballarat Technology Park.

Last night the new rebranding strategy was revealed, and UB Director of Business Development Mal Vallance said he hoped it would lift the profile and image of the park.

"We've come up with a particular statement that reflects the park – 'Where innovation and enterprise unite' – and we hope that appeals to people on different levels", he said. "The UB Technology Park has made a significant contribution to the creation of jobs and the generation of economic outputs over the past decade".

University of Ballarat Vice Chancellor Professor David Battersby said the rebranding signalled a new era of development for the Technology Park. "Since its creation in 1995, we've invested \$42 million into the Technology Park," he said.

The Courier, Ballarat. 21/05/2008



SERVER HOSTING CENTRE NEW FOR REGIONAL VICTORIA

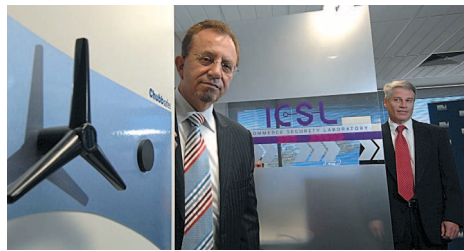
In a first for regional Victoria, a new entry level server hosting centre has been established on the (UBTP). The centre is a joint project between the University and local IT company Lateral Plains.

Mal Vallance, Director of Business Development with the University, highlighted the importance of the collaboration between the University and private enterprise.

"The centre is a very good example of the University coming together with private enterprise to address a clear and unique need in the marketplace," Mr Vallance said.

He pointed out that one of the Technology Park's main objectives was to foster the growth of innovative local ICT offerings and to ensure that those offerings had a tangible impact on both the local economy and businesses.

The Courier, Ballarat. 19/10/2007



BEATING CYBER CRIMS AT THEIR OWN GAME

Ballarat is leading the fight against cyber crime.

The Internet Commerce Security Laboratory, a joint venture between the University of Ballarat, the Westpac Banking Corporation, IBM Australia and the Victorian Government, was opened yesterday.

Based at Ballarat Technology Park, the laboratory will focus on two approaches to defeating financial cyber crime by profiling the activities of criminal groups and developing technologies to ensure consumers and businesses can use internet commerce with confidence.

Information and Communication Technology Minister Theo Theophanous, who officially opened the laboratory, said it would tackle the cyber crime and security issues which businesses and individuals faced every day.

The Courier, Ballarat. 15/05/2008



HEALTH SOFTWARE GOES INTERNATIONAL

Innovative health industry software, developed in Ballarat, is being marketed throughout Australia and overseas.

The software, a database housed in an equally innovative and portable hardware package, is the latest project of Uniti, Ballarat District Nursing and Healthcare's software development and application arm.

The business has also just moved to the University of Ballarat's Technology Park to further develop and increase its profile.

BDNH CEO Carolyn Barrie said Uniti had secured software licenses with 120 health providers in Victoria and Tasmania for the mobile data base.

The move to Technology Park would provide synergies and also help develop the package, which currently costs between \$3500 to \$4000, to an even higher level and other industry applications, she said.

The Courier, Ballarat. 12/11/2007