

# Invitation



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## Ballarat ICT Breakfast

The University of Ballarat Technology Park and Ballarat ICT Ltd breakfast brings together information and communications technology (ICT) professionals and other stakeholders from Ballarat and the broader region.

### Ballarat – the ‘Smart City’?

New opportunities, new conversations – the smarter planet message from the Australian economy and cities such as Ballarat ...

Key themes and examples that will be explored during the session include:

- Challenges to the Australian and local economy in terms of outdated and inefficient infrastructure
- Opportunities for growth by doing things smarter in areas such as health care, transport, water, power etc – connecting things digitally can lead to smarter decisions in a city or community
- Three key elements that are driving the smarter message – greater instrumentation, interconnection and intelligence provide major opportunities for smarter decisions
- Focus on successful execution and the need for balance between technology capability and change capability - 7 steps to transforming cities like Ballarat

**Guest speaker: Matt English, IBM Global Business Services**  
Australian/New Zealand, Smart Planet Initiative

Matt English is a partner in IBM Global Business Services based in Melbourne. He specialises in consulting with major clients in the areas of organization change, especially around the re-shaping of business models. He is now the A/NZ Leader for the Smart Planet Initiative in IBM Global Business Services, and the City Leader for IBM Global Business Services in Melbourne.

He has been involved extensively in the development, publication and presentation of innovative thought leadership covering a variety of topics of interest to senior executives across Asia Pacific. He has been directly involved in four major CEO studies, and was a co-author of the recent IBM Australia paper "Towards a Smarter Economy - a Roadmap to Making it Happen".

**Tuesday, 16 February 2010**

7.30 for 7.45 am (sharp) • Neighbourhood Cable Conference Centre  
Greenhill Enterprise Centre • UBTP

RSVP is essential prior to Friday 12 February 2010

Ian Howes [i.howes@ballarat.edu.au](mailto:i.howes@ballarat.edu.au)

Greenhill Enterprise Centre

P.O. Box 691, Ballarat, Vic 3353

Ph: 5327 9893 Fax: 5327 9895

**University of Ballarat Technology Park** • Telephone: +61 3 5327 9893 • Facsimile: +61 3 5327 9895

E-mail: [m.drake@ballarat.edu.au](mailto:m.drake@ballarat.edu.au) • [www.ubtp.com.au](http://www.ubtp.com.au)

Greenhill Enterprise Centre • University of Ballarat Technology Park • PO Box 691 • BALLARAT VIC 3353



# Registration

## Ballarat ICT Breakfast

Tuesday 16 February 2010 at 7.45 am (sharp)

**TAX INVOICE**

University of Ballarat ABN: 51 818 692 256

This registration form will become a Tax Invoice for the purposes of the Australian Goods and Services Tax (GST) once payment has been made. Please keep a copy for your records.

Name	Position	Per person
		\$20.00
<b>Total (GST Inclusive)</b>		

**Organisation:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Mobile:** \_\_\_\_\_

**Email: (1)** \_\_\_\_\_

**(2)** \_\_\_\_\_

**(3)** \_\_\_\_\_

**Payment Details**

**Payment on the day and in advance:**

**Cash**

**Cheque**

(payable to: University of Ballarat)

**Credit Card:**

**Visa**

**MasterCard**

**Cardholder name (as it appears on card):** \_\_\_\_\_

**Card Number:**

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**Card Expiry Date:** \_\_\_ / \_\_\_

**Amount to be charged:** \$ \_\_\_\_\_

**SIGNATURE:** \_\_\_\_\_

**RSVP is essential prior to Friday 12<sup>th</sup> February 2010**

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**Numbers are limited. If you book and don't attend we will unfortunately have to invoice you.**

