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Spring Newsletter – Technology Park

Dear all,

Welcome to our latest edition of the University of Ballarat Technology Park (UBTP) Newsletter. It is pleasing to report that we have made some excellent progress in 2010, reflected in the following stories.

Economic Impact of Technology Park

The University recently commissioned the Western Research Institute to undertake an examination of the economic impact that the University and its Technology Park are having upon outputs, income and employment within the region. The Report demonstrated the economic impact of the Technology Park to include:

- 1,761 jobs (direct and flow on)
- Contributing almost 5% of the City of Ballarat's total employment
- \$97.3 million (direct and flow on) in household income
- \$298.1 million (direct and flow on) in economic outputs

The findings in this Report are exciting and encouraging, particularly given that the total employment in the Park is expected to expand by another 350 people across the next two years, as a result of the expansion plans of IBM and the Emergency Services Telecommunication Authority (ESTA). I would be pleased to provide additional specific information in relation to this Report should it be sought.

Proposed Technology Park Stage 2

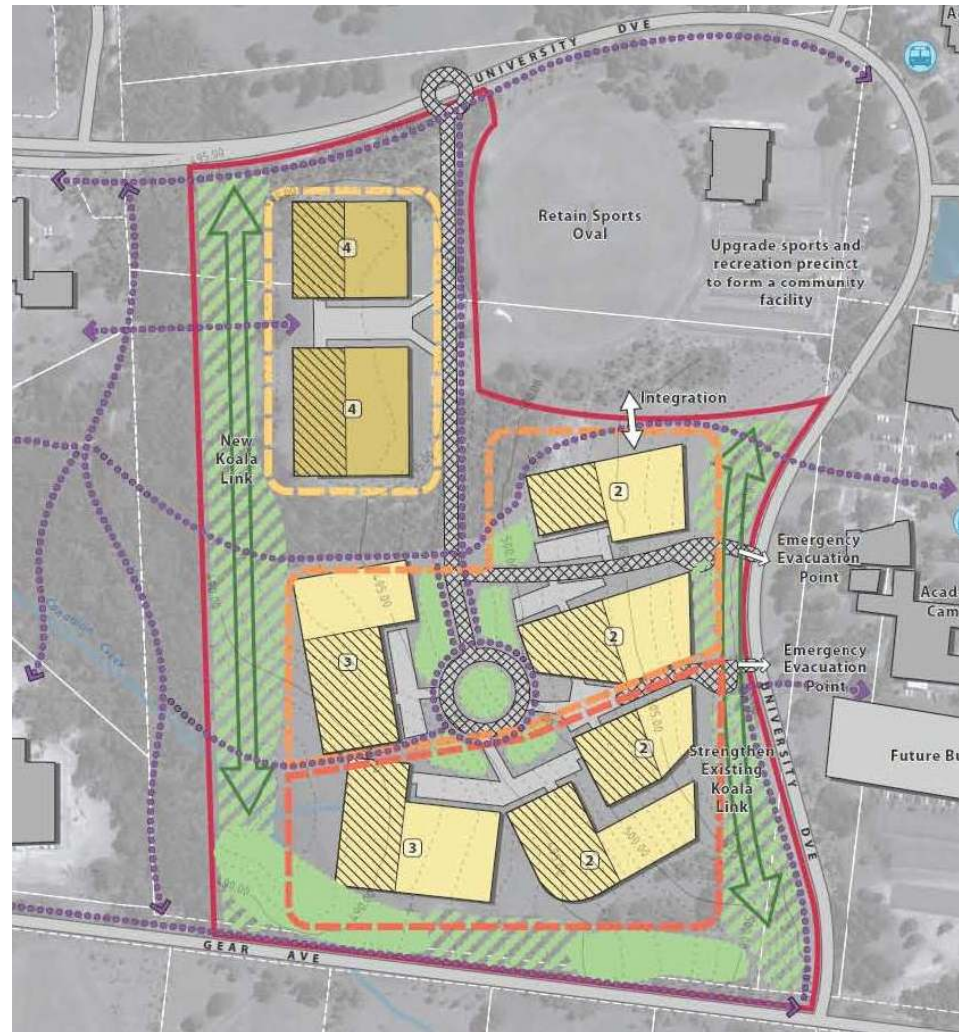
Over the last four months, BECA Pty Ltd, Melbourne based planning consultants, have been preparing a Concept Plan for the possible expansion of the Technology Park. The specific focus of their work has been 22 hectares of land to the immediate east of the Park (within the Mt Helen Campus of the University).

The areas of investigation and assessment to inform the Concept Plan included:

- Site Survey
- Land use planning and design
- Flora and fauna
- Aboriginal cultural heritage and European cultural heritage
- Traffic and transport
- Infrastructure servicing
- Geotechnical and natural geology



The Concept Plan has now been finalised and confirms that the area to the east of the existing Park is appropriate for the expansion of the UBTP. In summary, the study indicates that 7 or 8 development sites are possible, accommodating approximately 1500 people across a 15 to 20 year period. A couple of development options have been prepared, one of which is outlined as follows:



The Concept Plan, with supporting recommendations, will be submitted for endorsement to relevant internal University Committees over the next few months.

IBM IT Services Centre, University Drive

The new **IBM IT Services Centre**, University Drive, is continuing to expand its workforce since commencing operations in November 2009. Currently there are 130 people employed in the building. The principal functions undertaken in the Centre include:

- Upgrades to computer operating environments
- Remote technical support
- Server systems maintenance

It is expected that this building will be fully staffed within 18 months, therefore housing approximately 350 people.



New Technology Park Tenants

Maxworth International Pty Ltd and **GreenStar Networks** have recently moved into the Technology Park. These small technology 'start-ups' are located in the converted residential units on the south side of the Greenhill Enterprise Centre.

GreenStar Networks Pty Ltd is an Australian company specialising in energy sustainability issues related to commercial and residential buildings. GreenStar Networks' Intelligent Energy Monitoring Solution offers a complete solution to Electricity, Water and Gas Management in single and multi-dwelling residential developments.

Maxworth International Pty Ltd is a diversified business organisation, involved in importing and exporting industrial, electronic and conventional technologies. The business has major clients worldwide including Germany, United Kingdom, Malaysia, Singapore, Thailand, India, Pakistan and Sri Lanka.



*Gavin de Livera,
GreenStar Networks (left) and
M Mohannan Nair,
Maxworth International (centre)*

Monash University (School of Public Health and Preventive Medicine) is in the process of moving a component of its ASPREE (Aspirin in Reducing Events in the Elderly) international study into the Global Innovation Centre. The study involves a very large clinical trial of low dose aspirin versus placebo in people aged 70 years and over. The study will be undertaken across a 5 year period. We are delighted to support this important medical research.

Ballarat Health Services recently secured a statewide contract to supply aids and equipment to people with a disability. Whilst the services will be provided via a range of distribution options across Victoria, the administration of this service will be provided from Ballarat, specifically the Global Innovation Centre. Ballarat Health Services will create 45 new management and administrative positions to support this important State-wide service. We are delighted that BHS has resolved to locate this new service initiative in the Park.



Aviarc and the 2010 Consensus Software Awards

The Annual Consensus Software Awards identify the most innovative software in Australia and New Zealand. They are endorsed and supported by Austrade, NZ Trade & Enterprise, Australian Computer Society and New Zealand Computer Society. The major sponsor is IBM and Program Partners are Clifton's, Bayard Lawyers, TiE and the Alinement Network.

This year **Aviarc** received a Consensus Software Award and the citation read:

...Aviarc is a paradigm shift in the way developers and business people interface with each other to deliver applications that truly do meet user expectations. Employing Aviarc within an organisation eliminates uncertainty and any potential for developers to misinterpret requirements as its inbred collaboration effectively forces ownership and interaction on a day by day basis. With established business in Australia and New Zealand they have a huge opportunity to enter the US market.



Ross Smith (third from left) of Aviarc Ballarat and his colleagues are photographed with the Senator Stephen Conroy, Minister of Information and Communications at the awards event.

Business Development Initiatives

There is an unwavering commitment to the continued expansion of the Park and to attracting a range of new enterprises and organisations that are involved in contemporary and innovative technologies. Without going into specific detail, we are currently negotiating with the following businesses:

- Medical research/health services (2)
- Government sponsored ICT businesses (2)

Further information will be provided in upcoming newsletters in connection with these investment attraction initiatives.

Ballarat ICT Breakfast

The next Breakfast will be held on Tuesday, 21 September at the Neighbourhood Cable Conference Centre, Greenhill Enterprise Centre, Technology Park. The guest speaker will be **Simon Hackett**, Managing Director of **Internode**, an internationally connected IP carrier.



Westpac Business Luncheon

On Wednesday, 23 June Ms Gail Kelly, Chief Executive Officer of Westpac Bank, spoke at a Business Luncheon in the Technology Park attended by 90 senior executives of organisations and enterprises throughout the region. This photograph captures Ms Kelly with Professor David Battersby, Sharyn Puncheon and Mal Vallance at the event.



Westpac Bank will commence part time banking services at the Greenhill Enterprise Centre in the very near future. Please contact me for more details.

'Refreshed' Website

As part of our commitment to continuous improvement, we have recently 'refreshed' the 'webskin' of the Park's website www.ubtp.com.au

Please have a look at our website and feel free to provide us with feedback on the changes we have implemented.

If you would like any additional information in relation to any of the above stories, then please email me at m.vallance@ballarat.edu.au or telephone 03 5327 9711.

Mal Vallance
Director – Technology Park