

Alice Springs ICT Industry Forum Friday April 29, 2005

Mike Crowe – Presentation Desert Knowledge Australia

Reference: www.desertknowledge.com.au

Desert Knowledge funded Ifor's visit to Central Australia for their existing business clustering projects. They kindly offered to facilitate communication with Ifor and the local ICT Industry. Funding is not available for DKA to take on the ICT business cluster if it develops.

Les Hodgson DCIS

Presentation of the Draft Strategic Plan for the NT ICT Industry. DCIS provided funding and administrative support for today's seminar. A copy of the plan is available from Jane Muré.

Business Clustering Presenter:

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PROCESS (*from Cluster Navigators*)

Through our experience around the world, we have refined a Five Stage, Twelve Step cluster development process.

Stages

Steps

- | | |
|------------------------|---|
| 1. Mustering Support | 1. Introducing the relevance of a clustering approach |
| | 2. Identifying and prioritising local clusters |
| 2. Building the Base | 3. Initial cluster analysis |
| | 4. Building the leadership group |
| 3. Creating Momentum | 5. Establishing the preferred future |
| | 6. Identifying the stepping stones |
| | 7. Immediate action agenda |
| 4. Extending the Base | 8. Launching the clustering initiative |
| | 9. Formalising the cluster |
| 5. Sustaining Momentum | 10. Upgrading the strategic agenda |
| | 11. Process review |
| | 12. Linking the cluster |

NOTES ON BUTCHER PAPER:

Desert Knowledge Precinct

- ICT marketing opportunity

Business Incubator

Skills Shortages

Our Strengths:

Non-literacy based databases and software (eg Tangentyere Night Patrol)

Outreach Support

- Multiskilled
- Training
- Remote Training

HOW WE ARE GOING TO 'GET THERE':



**Interactive, Supportive, Flexible
ICT Community**

Local Meeting

- **CDU coffee shop**

Training

- **Collaboration**
- **Pool**
- **Bring in training (link with
CDU)**

*Richard Waring, Jennifer Dinham,
Li Ting Lee*

Precinct – *Brendan Peterkin, Lloyd
Peacock*

Incubator

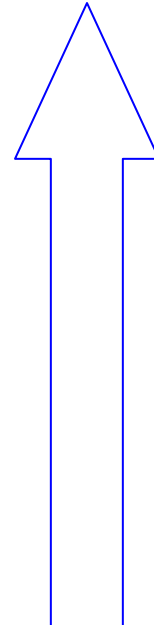
Market Development

- **Website**
- **VC Link**

*Mike Crowe, Patrick Smith, Ken
Hemmes, Greg Crowe, Jane Mure,
Ryan Tregoe*

Capability Development

Define Products



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Attendees

Corporate Express	Mr Lloyd Peacock	lloyd.peacock@ce.com.au
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Tangentyere	Mr Grant Anderson	itsupport@tangentyere.org.au