



ICT GEELONG
 MAKING ICT HAPPEN
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INVESTMENT - R&D - SKILLS DEVELOPMENT - EDUCATION - NETWORKING - COLLABORATION

INFORMATION AND COMMUNICATIONS TECHNOLOGY (ICT)

An exciting part of
Geelong's economic
future

The Geelong region is growing its position as an attractive location for ICT capability, investment and employment. Locally, the ICT sector provides:

A STRATEGIC LOCATION FOR ICT INVESTMENT

The Geelong region is geographically well-positioned and has much to offer in terms of lifestyle, affordability and proximity. Located within one hour's drive from Melbourne, the Geelong region is the largest commercial and industrial centre in Victoria outside of the capital.

The region has well developed infrastructure and provides attractive, cost-competitive investment options for businesses.

The region is committed to creating a technology hub to support the co-location of innovative businesses. This is evidenced by Deakin's Geelong Technology Precinct and the planned Business Parks within the infrastructure-led growth corridor of Armstrong Creek.

STRONG LEADERSHIP

ICT Geelong is a collaborative group of organisations dedicated to energising the region's ICT efforts, and responding to the opportunities and challenges of the sector. Our Steering Committee consists of industry leaders from the private sector, experts from tertiary education institutions and community leaders from the public sector.

A CLEAR VISION

The Geelong region's leading ICT organisations, education institutions and government are committed to helping establish the region as a globally focussed, knowledge-driven economy.

Our vision is to establish the Geelong region as a major Victorian ICT precinct, and act as a significant player in the State Government's vision to position Victoria as a globally recognised ICT region.

KNOWLEDGE & SKILL DEVELOPMENT

The region has an outstanding education and knowledge base on which to continue to build and retain skills for the ICT sector. Deakin University and Gordon Institute of TAFE provide high quality education outcomes, and can quickly respond to the training needs of the industry.

Locally, the ICT sector has linkages into allied industries with significant ICT capability including a world-class biotechnology industry, advanced manufacturing and the health sector.

DEVELOPING RELATIONSHIPS & NETWORKS

ICT Geelong has been instrumental in establishing strong relationships between industry stakeholders. It provides the forum for these stakeholders to interact for growth, raise their profile to attract global interest and realise Geelong region's potential as an ICT precinct.

ICT GEELONG - MAKING ICT HAPPEN

ICT Geelong is the representative voice and peak body of the Information & Communications Technology (ICT) industry in the Geelong region. Our foundation members are industry leaders from the private sector, experts from tertiary education institutions and community leaders from the public sector.

ICT GEELONG'S GOALS & OBJECTIVES ARE:

- To facilitate the development of the ICT industry in the Geelong region, with emphasis on;**
 - Growing the involvement of ICT organisations / stakeholders in ICT Geelong's activities.
 - Increasing partnerships between ICT Geelong members and sharing of business intelligence.
 - Improving local advocacy by better responding to opportunities in investment attraction, infrastructure needs and R&D funding.
- To attract investment and employment into the region by;**
 - Developing Technology Business Precinct/s and creating an attractive investment proposition for major ICT organisations and innovative businesses to co-locate in Geelong.
 - Developing, attracting and retaining ICT skills in the region.
- To promote the Geelong region's ICT capabilities and successes to industry, government, educators and prospective employees.**
- To become a financially sustainable representative body for the Geelong ICT industry by 2011.**

ICT GEELONG'S KEY FOCUS AREAS (2009 – 2011):

- > **Participation to Strengthen ICT Geelong**
Attracting key ICT stakeholders to participate in and strengthen the advocacy of ICT Geelong.
- > **Investment Attraction and Job Creation**
Promoting ICT investment and job creation opportunities.
- > **Skills Development and Retention**
Developing a Skills Attraction Strategy to develop, attract and retain ICT skills within the region.
- > **Strengthening Innovation & Commercialisation**
Identifying and securing grants, funding and / or assistance to strengthen the R&D capabilities of the sector.
- > **Influencing ICT Infrastructure**
Influence decisions regarding development of ICT infrastructure.
- > **Developing a Sustainable Representative Body**
Developing a Funding Model for the sustainability of ICT Geelong beyond 2011.
- > **Networking and Collaboration Opportunities**
Conducting business and networking events.



GEELONG LOCATION

Located one hour (75km) south west of Melbourne, Geelong is Victoria's largest provincial centre and the fastest growing region.

The Region supports a population of 273,389 residents (annual growth rate of 1.3%) which is expected to grow to 355,000 by 2031.

