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Excellence has no parameters



Geoff Gallop
Premier
Western Australia



Mike Rann
Premier
South Australia

Awards SPECIAL

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Dear Reader,

Greetings. Bilateral trade and commerce between India and Australia has been growing at a phenomenal pace. That is because both countries are striving to move towards the common goals of globalization. Hence, their economies complement each other. The Indian economy, which has opened up to the winds of change, is growing rapidly in areas unheard of a few years ago, such as the Information Technology and financial services.

Indian IT giants, Tata Consultancy Services (TCS) Satyam Computers among other companies have thriving operations in Australia. The number of Indian students opting for Australia for higher studies has been rising rapidly. In India, education, retail, processed foods, consumer and lifestyle products are among the fastest growing segments in which Australia is strongly positioned itself as a dependable ally, supplier and collaborator. Thus, India and Australia have become inseparable partners in progress, driven by the belief that interdependence between trans-national business communities is essential for individual as well as global prosperity. As the two countries scaled greater heights in their commitment to further boost bilateral trade, we at New Media decided to salute the spirit of entrepreneurship of those individuals who made it possible. In recognition of their vision, we instituted Indo-Australian Business Excellence Awards for the year 2004. What we thought was but a small step turned out to be great beginning. There was overwhelming response to our invitation as well as call for nominations in the categories of investment, both in India and Australia, two-way exports in commodities and services, education, tourism and travel and government initiatives. We enlisted as members of the jury eminent personalities, including Ross Garnaut, Economic Advisor to the Prime Minister of Australia, Garry Driffin, CEO, Invest Australia, Shabbir Wahid, Ex Australian Consul General, Mumbai, Sarat Chandran, Chairman of the Indo-Australian Chambers of Commerce and Anil Sinha, currently an Advisor to the UN and World Bank on disaster reduction. In our task, we were assisted by facilitators, including AUSTRADE, Invest Australia, Indo-Australian Chamber of Commerce, Australia-India Council, Western Australian Trade Office and the Export-Import Bank of India. We also have had the opportunity to personally handover the awards to Western Australia Premier Geoff Gallop and South Australia Premier Mike Rann during their recent visits to Mumbai. Apart from the awards-related reports, the current issue also highlights CeBIT Australia 2006, to be held in Sydney in May. We have travel write-ups on Western Australia and South Australia. A report on the wine industry aims to lift the spirits. The issue, however, is dedicated to the Indo-Australian Business Excellence Awards, which reflects New Media's committed to make it an annual feature. It will be our perpetual contribution to the promotion of Indo-Australian bilateral trade, commerce and cultural affinity.

Wish you happy reading



Satya Swaroop

Managing Editor

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'Galloping' to help boost Indo-Australian trade



On a cool October evening, Western Australia's Premier Geoff Gallop took Mumbai by storm. Full of dynamism and exuding confidence that comes from a commitment to put his province at the top in terms of Indo-Australian bilateral trade, Gallop told a glittering gathering of Mumbai businessmen to explore the unlimited opportunities that Western Australia offered in a number of industries.

High Point

The highpoint of the breezy evening, warmed up with camaraderie and mellowed with Australian wine, was the presentation of the prestigious Indo-Australian Business Excellence Award 2004 to Gallop. The annual award, constituted by New Media Communication, publishers of 10 trans-continental magazines, including Indo-Australian Business, was awarded to the Government of Western Australia for its outstanding contribution to the promotion of Indo-Australian bonds in a wide range of fields, including industry and trade, travel and tourism, art and culture and education. Presenting the Award personally to Gallop, New Media Managing Editor Satya Swaroop said it was a fitting tribute to the exuberant spirit of economic cooperation between the two countries. Gallop lauded the efforts of the Australian High Commission, especially the initiatives of Soniya Grincer, Regional Director, Western Australian Trade office, and her staff in Mumbai.

Excerpts from the evening's proceedings.

Western Australia trade with India over the last three years has multiplied at an enormous rate. In 2001, India was Western Australia's 15th trading partner where as today it ranks fourth. Of

the total Australian exports to India, 50 percent comes from Western Australia.

We have many minerals, oil and gas, which we use in our own industry and which we also export. This is an important basis for our relationship with India. We also have a strong service industry in the mining and IT industries. Most of the mining software used around the world has originated in Western Australia. We have a strong education system and a wonderful environment and you can see this in the shops shown in our advertising campaign for the real thing. We want to see more Indians

visiting our State, getting educated and touring Western Australia.

Wine industry

We also have a wonderful wine industry. Around 28 percent of the premium wines of Australia come from Western Australia and one of the brands was recently launched in Bangalore. We also have a strong agricultural sector and are indeed keen to further develop our relationship with India. Our diamonds support a wonderful jewellery industry in India. I believe more than

Rann in Mumbai **On Bollywood** **Trail...**



The youthful and dynamic Premier of South Australia, Mike Rann was on a brief but breezy visit to Mumbai in the first week of October. "This is a follow-up of my previous visit to Mumbai," Rann told Indo-Australian Business Managing Editor Satya Swaroop at an informal get-together at the Marriot. During his previous visit, Rann had espoused the cause of promoting bilateral trade and tie-ups in a number of fields including education and films. Rann's focus this time, however, was Bollywood, the dream factory that churns out India's Hindi film fantasies by the score. Rann is keen to entice many Indian film producers to South Australia, which boasts one of the world's best post-production facilities and where blockbuster Hollywood films such as the Lord of the Rings and Harry Potter were processed. Rann's visit was also particularly heartening to New Media as his government was one of the 13 recipients of the Indo-Australian Business Excellence Awards 2004 announced at a glittering ceremony held on September 12, 2005. Swaroop took the opportunity to present the Award to Rann in the presence of Australian Consul general Dan Cairn, saying that South Australia was selected for the honour, for its initiative in promoting trade and commerce between India and Australia. ■

250,000 people in India work on cutting and polishing diamonds from Western Australia. And so these are all the connections that we have with India.

Globalizing India

When we look at India today, we see a country that is changing, a country that is globalizing, a country that has enormous strength. We want to make sure that Western Australia participates in this growth that will take India towards a leading position in the global economy in the 21st century. And we are very very confident that we can play a role in this process that is in the infrastructural development, the energy needs, and the service needs.

Invitation to Indian Businessmen

We also want to encourage business from India to Western Australia. Important projects have been started in the resource sector, which has funding from India, we have a copper mine which is owned by an Indian company. But in the end, what is the point of having a strong economy unless you have a good society? We believe that one way we can have a good society is to encourage diversity and we are very proud of our multicultural society. About 30,000 people from India live and work in Western Australia as Australian citizens. Mr xxxxxx is the honorary Consul for India in Western Australia, who chairs the Indian and Western Australia Chamber of Commerce and is also present on this trip with me.

The friendship that India and Western Australia share is based on mutual respect and this comes from a belief in multiculturalism, and sharing religions and cultures rather than have one culture trying to dominate the other. And of



course, I am very pleased to have visited India at the time in which the birth of Mahatma Gandhi was celebrated. And I am very conscious of a phrase that Mahatma Gandhi used where he said 'what we should do is open up the doors and windows of our houses, and allow the winds of all our cultures and religions to blow in, so that we can strengthen our own commitment to humanity by learning from other people.'

And so all of us at Western Australia support multiculturalism and we respect the aspects of multiculturalism, which come from migration. And that's why we want to trade with India, we want to learn from India, we want to build a stronger society and we believe that there is much to learn. That gateway may have been created for the British royalty to seek entry into India, but we should mention this in a way where India's rich culture, heritage, tradition and religion goes out to the rest of the world. Thank you very much for your support at Western Australia. We believe we are in a good position to further branch out and diversify our relationship with India. We are really excited about what we have done but we are even more excited about what we are going to do.

Complementarities

My message to the Indian business community today is that Western Australia is open to business. Not only are we keen to see further trade with India, we would like to see Indian investment in Western Australia's future so that we can consolidate the partnership between these two great nations. Western Australia is a very strong resource state and there are many complementarities between the growth process in India and the resources we have in Western Australia. We have a wide range of activities in the service sector, in shipbuilding, in our agricultural industry, in our tourism industry, our education industry. We want to see more development on that front with respect to both the countries. ■

Indo-Australian Business Excellence Awards 2004

It was truly the event of the year for New Media Communication, publishers of nine trans-continental business magazines, including Indo-Australian Business. The Chief Guest at the glittering Awards function was Garry Draffin, Chief Executive Officer, Invest Australia, who specially flew to Mumbai, to grace the occasion. Held at the Taj Lands End, gaily decorated with flowers and banners sporting the logos of prestigious facilitators such as Austrade, Invest Australia, Australia-India Council, Western Australian Trade Office, Indo-Australian Chambers of Commerce and the Export Import Bank of India, the event helped to further forge the bonds between the business communities of India and Australia. Present among the celebrities were Exim Bank CMD, Venkat Subramanian, Australian Consul General in Mumbai, Don Cairns and Consuls General of as many as seven other countries.



R.K. Kasliwal of Aditya Birla Group receiving the Award from Garry Draffin

The Event of the Year



Don Cairns receiving the Awards on behalf of all the five provinces of Australia from T.C. Venkat Subramanian



S.R. Rao of EXIM Bank
receiving the Award from
Draffin

Pankaj Baliga of
Tata Consultancy Services
receiving the Award from Draffin



Chandrashekar Kakal,
VP Infosys Technologies Limited
receiving the Award from Draffin

Pradeep Gidwani
of Fosters Group receiving the
Award from T.C. Venkat Subramanian



Photo Feature



Sumant Pai of Films & Casting Temple receiving the Award from Garry Draffin

Lalit Sheth of Shree Raj Tours & Travels receiving the Award from T.C. Venkat Subramanian



Zubin Karkaria of Kuoni Group receiving the Award from Don Cairns

Ashwini Kakkar of Thomas Cook India receiving the Award from Draffin





Face to Face:
S.R Rao & Bimal Bhavanani



A musical treat



A pleasant encounter
Basu Kuzwayo,
Consul General S. Africa with
Satya Swaroop, Managing Editor,
New Media

A view of the celebrity gathering





CeBIT Australia 2006

Right time, Right place & Right people

The Biggest ICT Show of the Year

Once a mere display category, occupying a small space within the annual Hanover Fair, CeBIT has come a long way to find its own niche. In the last 15 years, CeBIT has evolved itself into one of the world's major ICT events, asserting its presence in leading countries to promote global business in the fields of Information Technology, telecommunications, software and services. CeBIT Australia 2006, which will be held in Sydney in May, is expected to provide an opportunity to 700 exhibitors to showcase their wares and services. More than 30,000 professional ICT players from across the world are expected to visit the event.

After four successful years, CeBIT Ausatralia has established itself as the premier event for Information and Communications Technology in Australasia, covering the entire spectrum of the industry in one place, at one time where all leading players meet and interact. No other event in Australasia attracts the quality and quantity of business visitors that CeBIT does.

Growing stronger every year, with more than 28,000 visitors in 2005, CeBIT Australia 2006, with its estimated 700 exhibition stalls, is geared for receiving more than 30,000 global ICT players who do not have enough time to visit 10 niche shows a year, but want to see the latest technologies available to improve their business interest at one single event.

Visitors come to source, test and buy solutions in their own specific field of interest, while at the same time learn all about what is new and what has a cutting-edge in the field of ICT. This is why most of the exhibitors keep coming back to CeBIT Australia year after year, with bigger and better stands.

Targeted Marketing Campaign

CeBIT Australia undertakes each year a focused and targeted marketing campaign aimed at attracting the right audience. The event specifically markets every technology category represented on the floor, and focuses on the relevant level of people across the various industries.

The campaign includes:

- Over 600,000 personalized invitations mailed to business professionals across all vertical markets
- Advertising in the leading business, technology and trade media
- Media relations generating press coverage both domestic and international
- International promotion through CeBIT's global network of 73 offices
- Continuous updates via CeBIT Australia Website (an estimated 15,000 hits a day close to the event) and its digital newsletters
- Support from Australian and international governments
- Partnerships with key industry and business associations
- Active co-operative marketing campaign with exhibitors and partners including direct mail, website listings and newsletter articles

Following are visitor industries:

Accounting, banking, finance, defence, education, engineering, government, graphic design, hospitality, ICT channel, ICT services/vendor, manufacturing, media, professional services, retailing, security, software, system integration, telecommunications/service provider.





Attracting the right visitors

CeBIT Australia 2006 has a sophisticated online exhibitor listing and business matchmaking service to make the right match for each visitor. An advanced exhibitor directory and an online search engine enables visitors to identify the exhibitors they want to meet, based on their industry, product category or business objectives.

Once visitors have identified which exhibitors they want to see, they can easily set up appointments to meet with these exhibitors, using the online matching service provided by CeBIT Australia. This makes a visit to CeBIT Australia even more valuable for the visitors and ensures that the exhibitors have the right people at hand to do some actual business.

Brand visibility

Creating more brand visibility for a visitor's company at CeBIT Australia can be realised by becoming one of its official sponsors, a facility available exclusively to exhibitors. CeBIT Australia 2006 offers a range of sponsorship options to suit a company's budget and requirements, raising the sponsor's profile before, during, and after the exhibition. There is also a range of sponsorship packages available.

The official CeBIT Australia Exhibition Guide will be handed out free of charge to every visitor as they enter the event site. Every exhibiting company is listed with their contact details as well as a brief description. One can further increase his company's exposure by placing an advertisement in the Exhibition Guide, which is a worthwhile investment, since the guide usually finds a place on visitors' bookshelves as a valuable industry reference publication long after the event.

CeBIT Tech Seminars

CeBIT Australia 2006 will be introducing the CeBIT Tech Seminars which are a series of technical seminars addressing a number of cutting-edge technologies to educate, entertain and inspire visitors to make an informed buying decision about technology that can truly enhance their business.

Opportunities exist for all registered exhibitors, giving them the chance to showcase their technology on a larger platform to a targeted audience. The CeBIT Tech Seminars will be held in two theatres on the exhibition floor at the rear of Halls 3 and 5, and will be open to all visitors. Each day will host specific themed segments, designed to create a greater focus on the different areas of technology at CeBIT Australia.

"Future Parc"

Fostering commitment to further Australia's Research & Development industry is a "future parc," a special display area, which highlights the potential to transfer technological research, ideas and development into commercialization. It is the perfect platform for research institutions, technology incubators and other innovation greenhouses to share knowledge and exchange ideas, leading to the next generation of technology breakthroughs.

CeBIT Strategy Forum

In response to industry demand, CeBIT Australia 2006 will incorporate the CeBIT Strategy Forum, a one-day conference addressing the hottest business issues for

top level Managements today.

Speakers will address breakthrough technologies and their value for business and organizations. Relevant case studies from different industries will be represented to illustrate and evaluate implementations of the solutions showcased. Emerging technologies will be presented with discussion on how they will shape the strategies of the future.

The CeBIT Strategy Forum will inspire all high level managers to power their business using the right technology. The Forum will take place on Tuesday 9th May, at the Sydney Convention and Exhibition Centre, and will be attended by more than 500 Senior Managers from Australia and abroad. Online delegate registration for the CeBIT Strategy Forum will start from November.

International business

CeBIT Australia 2006 continues to attract increasing numbers of international exhibitors, with over 120 companies bringing business to Australasia in 2005.

The event's international country pavilions offer the opportunities for visitors to get face-to-face with technology innovators from around the world, as CeBIT Australia attracts a large number of international visitors and delegations, looking for products and partners, as well as investigating opportunities in the Australasian market.

Exhibition Product Categories

CeBIT Australia covers the entire spectrum of the information and communications technology industry in one event. Below the different technology categories are outlined, guaranteeing you the best spot to showcase your company and products.

The product range includes:

- Software
- Digital Media
- RFID
- Security & Cards
- Enterprise Solutions
- IT Hardware
- Wireless & Mobile Technologies
- VoIP & Triple Play
- Storage

The power of exhibitions

Exhibitions give the exhibitors an opportunity to interact directly with their target market. CeBIT Australia attracts a large and high quality audience offering the best in potential leads and business. The exhibitors know the value of their participation and it benefits them more than any other marketing activity:

- This is where decision makers go to see new solutions and the latest technology
- This is where exhibitors can interact directly to create new business. Exhibitions offer the opportunity for the exhibitors to invite potential and existing clients to their stands, assisting their companies to establish and strengthen their relationships.
- Exhibitions are a place to network with potential partners, associations, trade organizations and governments. These are all present at CeBIT Australia. Competitors, potential partners, state, federal and international governments and all the leading associations, they have them all.



AIIA to broaden R&D to explore SMEs' potential

Australia's leading information, communication and technologically industrial body, the Australian Information Industry Association (AIIA) is set to broaden its research activities as part of its plan to realize the potential of Australian ICT small and medium enterprises (SMEs).

Research is the key element of AIIA's program to assist the growth of local ICT companies.

AIIA is engaging consultants to develop an industry profile which, when completed, will provide valuable information to AIIA and local industry participants on the emerging risks and opportunities for ICT SMEs.



The project will also include a review of available research, questionnaires and a series of interviews with local industry companies as well as other key industry and Government stakeholders.



Among the issues, which require better understanding, are the barriers facing the local industry. These will include business issues such as research & development, commercialization, incentives for early stage investors, venture capital availability, access to appropriate skills, assessment of market and trade export opportunities, government procurement, partnering/clustering potential and general information on types of government export assistance and grants to support market access.

AIIA Chief Executive Officer Rob Durie said that the project was in line with AIIA's objective to create jobs and opportunities by helping the local ICT industry companies achieve their growth potential.

"If we want to maximise the contribution ICT makes to productivity growth in

Australia, it is important that Australia becomes a net producer of ICT goods and services, and not just a user," Durie said.

He further stated that, "While this study represents only the first stage of our program, a key element will be the identification of barriers to growth and of opportunities which can be generated for the local industry."

"To develop and grow ICT businesses into global ventures, Australian businesses must create networks of companies which collaborate in the development of international markets. This research will go a long way towards helping the industry achieve that objective," Durie said.

ICT organizations remain controlled in their salary spending; contradicting claims that the ICT jobs market is in dire straits. Results from AIIA's latest Survey of Salaries and Remuneration Packaging in the Australian ICT Industry showed salary increases of 4.0 percent over the August 2004 to August 2005 period, a small increase, which challenges the predictions of a sharp surge in wages to meet skills shortages across the sector.

The survey's forecast of the pool of funds available for salary increases in the next financial year also points to a stable ICT sector, with a modest 4.0 percent predicted. "All indicators suggest that salaries will remain at a similar level for the remainder of the financial year, with no extravagant spending on salaries indicated," Durie says.

AIIA's previous survey also revealed steady salary increases: total salary packages averaged a 3.9 percent increase in the March 2004 to March 2005 period.

"The stability of these statistics demonstrates that ICT organisations are focused on profitability, with salary spending kept under control," said Durie.

While there is persistent talk of skills shortages in Australia, a tightening labour market and record low unemployment rates, the survey results suggest the ICT labour market is in balance.

According to Durie, the circumspect results bode well for ICT businesses. "Careful monitoring of salary spending will ensure we don't witness again, the cycle of boom and bust we experienced in the late '90s," Durie said.

"While industry scaremongers would have us believe that Australia's ICT industry is in decline, our survey results show otherwise. There are opportunities out there for



talented senior executives again, the results show a stable 4.0 percent increase in salary packages for high-end executive positions," Durie said.

The August 2005 Salary Survey is AIIA's thirty-sixth remuneration review of the ICT industry's leading companies. Findings are based on the salaries and benefits information of 30,021 individual employees in more than 200 individual job roles. Unlike other surveys, which may monitor print or Internet job advertisements, AIIA's Salary Survey captures information on new, existing and departing employees across the breadth of the ICT industry.

The comprehensive survey, conducted twice yearly in March and August, is used by AIIA member companies to develop their recruitment and remuneration strategies. It is also used in many government contracts as the basis for rate variations during the life of a contract, making the survey the most trusted source of up-to-date salary information.

"No other survey in Australia captures as much comprehensive information on ICT industry salaries," Durie adds. "AIIA's Salary Survey is a vital tool for employers in the ICT industry providing information so as to assist Australian companies to balance the dual goals of rewarding employees while achieving strategic business targets."

SME Marketing Guide

A rich resource regimen for ICT's rapid growth

Recognising the importance of marketing to small-to-medium enterprises (SMEs) and the lack of resources available, AIIA's Local Industry Action Group (LIAG) has developed the SME Marketing Guide in conjunction with marketing specialists, Porter Novelli, and WebCentral, Australia's largest web and application hosting company.

Speaking at the launch of the guide, which coincided with AIIA's annual Board of Directors meeting in Canberra recently, AIIA's Chief Executive Officer Rob Durie told the audience of ministers, shadow ministers, and key members and senators from major parties, that AIIA's SME Marketing Guide was a rich resource of information that would help smaller ICT companies in Australia to grow their businesses.

"Many SME companies are challenged not by a lack of drive, talent, ideas or products, but by the daunting task of marketing their company, products and services in an increasingly competitive marketplace," Durie said.

"Smaller companies rarely have the resources to engage in campaigns on par with large multinational companies, and often struggle to find information and ideas on how to successfully market smaller organisations."

AIIA's SME Marketing Guide is pitched directly at the ICT SME market, and provides practical assistance on a range of marketing, public relations and communication issues. A utilitarian handbook, the guide offers clear advice on marketing basics and employs ICT-based case studies to highlight the practical issues involved in marketing smaller ICT firms.

"Porter Novelli is pleased to leverage our expertise in positioning and marketing leading international brands to form a commonsense marketing guide aimed at local Australian ICT businesses," said Karen Paterson, Principal ICT Group of Porter Novelli Australia.

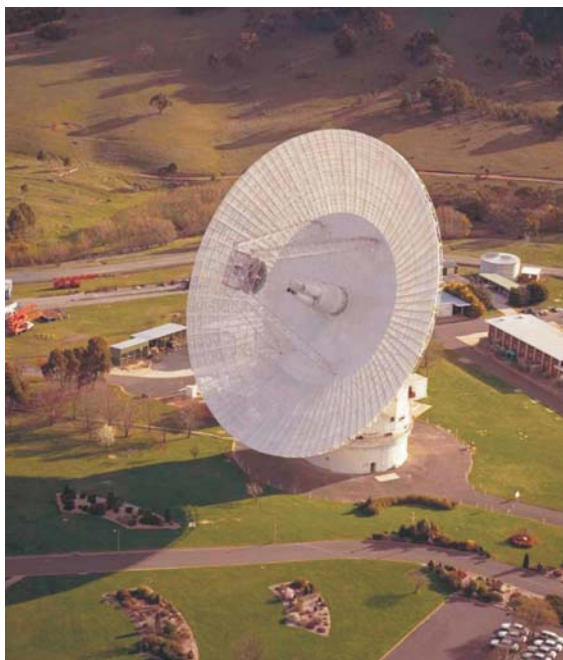
The guide offers step-by-step suggestions and useful templates such as developing a marketing plan, positioning products and assessing competitors. "These tools will assist local SMEs to unlock their sales and marketing potential," Durie explained.

According to David Lammey, WebCentral's General Manager, Business & Consumer, more than half of WebCentral's revenue comes from their strong SME customer base. "We are pleased to have been able to leverage our experience in both the ICT sector and the SME market to work with AIIA to deliver what we believe will be a valuable resource for small and medium businesses in the ICT industry," Lammey said.

AIIA's SME Marketing Guide is just one of the many initiatives that AIIA's Local Industry Action Group is developing to improve the business environment for ICT SMEs in Australia.

"As more than 70 percent of AIIA's member companies are local SMEs, a significant proportion of AIIA's programs and activities are directed towards growing local industry activity. The SME Marketing Guide is another important contribution to the continual development of a vibrant, world-class local ICT sector," Durie added.

The SME Marketing Guide is



available free of charge to all local industry SMEs simply by visiting AIIA's website here. CD versions can also be distributed to companies without Internet access.

Working with Government - A Practical Approach

From a Million to a Billion' ICT Entrepreneurs Program Takes Off

The Australian Information Industry Association (AIIA) has recently presented the first module of its inaugural developing business Skills for ICT Entrepreneurs Program in Sydney recently.

The first in four modules of course work, speaker presentations and case studies, this innovative course has been designed specifically for business owners and managers of established ICT companies with less than 20 employees.

The program has been developed by AIIA's Local Industry Action Group (LIAG), which identifies and addresses key industry development issues confronting Australian ICT small-to-medium enterprises (SMEs).

According to AIIA's Chief Executive Officer Rob Durie, AIIA is delighted with the results so far. "AIIA's underlying vision is to help companies grow their businesses 'from a million to a billion'," Durie said.

"We're committed to building the premier program for small ICT businesses in Australia, and we expect this to become the 'must do' course for the next generation of ICT entrepreneurs," he said.



The 25 participants were selected from across the country, and have all provided positive feedback on the quality of the course and its relevance to SMEs in the ICT industry.

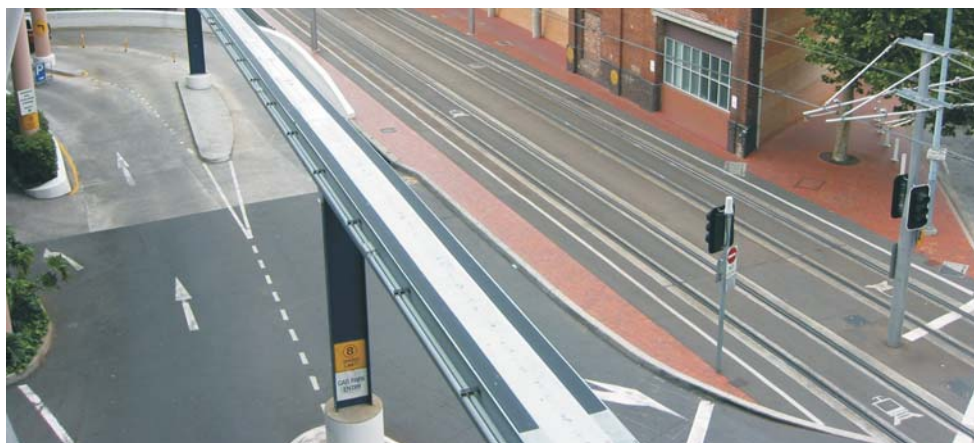
"We see that the program, with its balanced mix of contemporary business thinking, top-class mentoring, and networking, will greatly assist in accelerating our plans for domestic and international expansion," said Stuart Richardson, Director of Richardson O'Rourke, an ICT service and business management consultancy based in Canberra.

For Ari Pefkos, Director of Sydney-based software development house Princom, the program has already broadened his business' horizons. "The networking and sharing of ideas has already allowed a whole wealth of information to be transferred to my business," he said.

According to South Australia's Dieter Schmerlaib, Managing Director of Integrated Aviation Software, the course has provided some much needed focus. "The

strategy and marketing sessions have already prompted a review of our current activities," he said.

"The interactive nature of the course has provided a unique insight into the solutions that other similar-sized ICT businesses have developed to address common problems,"



Schmerlaib added.

One of the most unique aspects of the program has been AIIA's ability to provide participants with access to experienced and successful ICT entrepreneurs as mentors.

"Having an Australian icon David Merson as a mentor of the IT industry, is beyond my expectations," says Neil Pentland, CEO of Queensland-based Golden Orb Technologies, which specialises in human services software.

David Merson, founder and former managing director of Mincom, was awarded the inaugural CSIRO Award for Individual Achievement in ICT at the ninth annual iAwards in May for his outstanding contribution to the Australian ICT industry.

Merson is just one of the mentors involved in the project.

Other high profile mentors include Allan Brackin founder and former Managing Director of Volante, Chris Howells founder of Netcom, John Gwyther, founder and Executive Chairman of Tusc, Murray Rankin, founder and Chief Executive Officer of The Distillery, and John Stockbridge, Director of Brookstone Technologies.

"Mentoring is a powerful way for some of the ICT industry's leaders to share their professional experience and expertise, and to help these high potential companies meet the challenges ahead as they build their businesses," explained AIIA's chief Durie.

AIIA's prestigious Developing Business Skills for ICT Entrepreneurs program is an Australian Government funded service under the Small Business Enterprise Culture Program. The Victorian and ACT Governments have also contributed funds to the program. ■

Local firms vs MNCs The Art of Engaging the Goliaths

During business expansion, local companies often look to multinational companies operating in the same market sphere for partnerships and collaboration. But how best to engage with such large-scale enterprises?

Recognizing the need for a conduit between local industry and multinational ICT companies, AIIA's Local Industry Action Group (LIAG) has asked a wide range of multinational companies for information on their various channel support programs. To date some companies have responded with a number, providing case study material to demonstrate how local companies have benefited from engaging in their programs.

The multinational companies who have responded at this stage include IBM, ORACLE, CISCO, HP, Novell and Microsoft.

Local ICT companies will find information on the different characteristics of the channel partner programs, the contact details for the relevant manager and information on how local companies can start the engagement process.

Marketers in the ICT industry face an ongoing challenge

to convert the complexity of technology into straightforward marketing messages.

Speaking at the AIIA Marketing Forum on Friday 8th July, three ICT business leaders told a large Sydney audience that despite the sophistication of their products and services, marketers must keep their messages simple. "Do fewer things and do them better," advised Microsoft Australia's Managing Director, Steve Vamos.

AIIA's recent Marketing Forum opened the floor to three leaders in the ICT industry, who revealed just what CEOs want from their marketing teams. For Steve Vamos, concise communication of value proposition is a must for all marketers. "Marketing is a fundamental business process, but CEOs want to know that their marketing teams can clearly articulate their company's value proposition," he said.

"Marketers must align all the company's diverse goals into one coherent message and delivery platform," said Gary O'Brien, Citrix's Area Vice President (Australia/New Zealand).

"CEOs understand that marketing is a process of learning

and experience, one that requires continual education and reinforcement. However, that doesn't mean they don't expect absolute accountability, and a marketing team that can understand and interpret changes in the marketplace as the business grows."

Philip Cronin turned his attention to branding, suggesting that 'branding is the rising tide which floats all boats.'

"It's crucial that my marketing team balances the 'brand versus demand' agenda," Cronin explained, telling the audience that while CEOs recognise that the marketing cycle is at least twice as long as the sales cycle, that doesn't mean they don't expect a return on investment. "CEOs in our industry require 'MROI'," Cronin advised, "That's Maximum Return On Investment," he said.

"Today, we've heard three variations on the same theme," observed MC Mike Lafford, Group Vice President of Global Research Operations for Gartner. "When it all works well, there's absolutely no question of the value of the marketing department. However, there must be a high level of alignment and integration with other business units, and the overall objectives of the business must be

fully understood."

"However, each of today's speakers has expressed an element of frustration," Lafford continued. "Unsurprisingly, CEOs want to see appropriate measures, validated marketing plans and a good return on investment. But they've told us that it is quite rare to get all the boxes ticked."

AIIA hosts regular Marketing Forums across Australia, providing a rare opportunity for marketing professionals in the ICT industry to exchange information, gain useful benchmarks and networks with others who share similar challenges.

While there are a number of direct marketing forums available for marketing professionals, AIIA's Marketing Forum event series is unique, focusing on high-tech and business-to-business marketing.

Attending AIIA's Marketing Forum can reap a real return on investment. Gartner proudly supports AIIA's Marketing Forums. ■

APICTA Awards

As the peak representative of the Australian ICT industry, AIIA has strong alliances with the world's leading international computing and communication associations.

The Asia-Pacific ICT Awards (APICTA) was initiated to increase ICT awareness in the international community and assist in bridging the digital divide. The APICTA network has 14 member-economies and provides an international awards program to showcase innovation, creativity and excellence in ICT in the Asia-Pacific region. APICTA's member-economies include Australia, Brunei, Hong Kong, India, Indonesia, Korea, Macau, Malaysia, Myanmar, Philippines, Singapore, Sri Lanka, Thailand and Vietnam.

Members of APICTA take turns in hosting the annual awards program. APICTA provides the region's ICT

entrepreneurs with valuable networking and product benchmarking opportunities, fosters ICT innovation and creativity, promotes economic trade relations and facilitates technology transfer. APICTA nominees gain access to valuable business matching opportunities through exposure to venture capitalists and investors.



AIIA's award winners are the exclusive Australian representatives at the prestigious awards program, which will be held in Bali in November 2005.

The APICTA Awards provide AIIA's members with many more prospects to profile Australia's excellence in ICT solutions. Admission to APICTA cements the iAwards as the premier

Australian ICT awards event and provides a further opportunity for iAward winners to profile their success globally. ■

The Charming Mayor of Darebin

On Mission Mumbai



Diana Asmar

Tall and beautiful, **Miss Diana Asmar** is every inch an Australian. With a winsome smile that easily erupts into an infectious laughter, she carries her 'official burden' lightly on her elegant shoulders. Yes, the burden and we mean it. For, Diana is the Mayor of Darebin, a tranquil town, nestling next to Melbourne. Indo-Australian Business caught up with Diana during her recent visit to Mumbai for a brief

interview. Diana had just concluded a number of meetings with Indian businessmen, facilitated by the Export and Import Bank of India. A graceful picture of poise as well as confidence, the newly-elected Mayor of Darebin talked about her vision of what her city would be. Having congratulated Diana, how one desperately wished that Mumbai had a Mayor like her! Here are the excerpts.



Could you tell us in detail about your meetings with businessmen in Mumbai and what is it you are promoting in terms of business and investment in Darebin?

First of all I have had the pleasure of meeting some important Indian businessmen when they visited Australia. We hoisted a special business dinner where we concluded to look forward to working very closely together. This provided the city of Darebin with more businesses and encouraged trade and exports.. Now, we've had the pleasure of meeting a lot of businessmen

here in India. The main aim of today's meetings and seminars is that we have had the pleasure of listening to a lot of local Indian businesses from development to pharmaceuticals to various other aspects to see what we could do to assist in having these businesses within our city. Of course the city of Darebin is always looking to provide business because it's good for both our economies and will prove fruitful to both economies. Today it's a wise move to work with India in industries such as the IT and textiles, in which India rates next only to China. Of course, Natural Therapy is another area in

which Australia is strongly interested. I consider today's discussion very very beneficial. I'm sure that we could work very closely together. We have to see that businesses come to the city of Darebin where we could hoist exports for them and look at how we can further strengthen the relationship of the two cities of Mumbai and Darebin.

What is the one special thing or things, which Darebin is willing to offer that, is different from any other Australian city, especially Melbourne?

The city of Darebin and the city of Melbourne are very close. We promote similar things. In Melbourne there are no more parking spaces that could be facilitated, nor does it have the capacity to have apartments and development, whereas the city of Darebin is a lot larger in land space and that's why it can actually take the capacity there. This is why development is moving away from Melbourne. That's why now we are moving towards Darebin because there is no more car space left in Melbourne.

What is the response that you have received from the Indian side in terms of your presentation?

Very positive, I must say. I think we both have different ideas; but it was more about information that we could provide and information that they could provide to us. I think we both were happy and pleased as to what we could both offer each other.

You mentioned about herbal medicine and pharmaceuticals etc. could you elaborate on that a bit more?

Well, herbal medicine is not only good for the city of Darebin but also good for the city of Melbourne. Today we look at India as a leading example when it comes to natural therapy. A lot of things that we have debarred these days come from India because we don't believe in taking tablets or medication as we did maybe 10 years ago. The reason being that the products we've had in our health systems are a lot of painkillers and which are European. In fact, I have taken them myself. So we try and tend to use natural therapy because we find that's gentler and effective.

Are you looking towards making Darebin the hub of Australia's herbal medicines and nature therapy?

It's one of many things we are looking at. We are still in



discussion if that's what you want to call it. But I can't tell you yet because it's not what we have agreed to. We have just had an exchange of information at this stage so that there is nothing else but an exchange of information and we hope to work closer and then maybe come to some agreement.

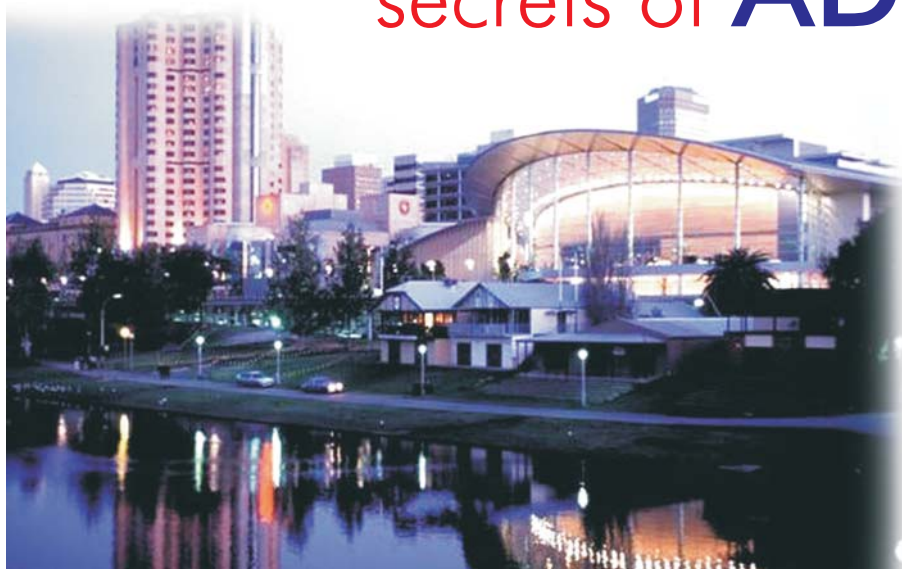
Do you have any special facilities for education with specific reference to students opting to study in Australia?

Most students who come from India live and study in Darebin like La Trobe University, which is one of the biggest universities that we have in Victoria, situated in Darebin. A lot of people come and live locally. You also have the University of Melbourne hence everything is close by because Darebin is the central point hence it is a hub for all the other universities.

And tourism?

As far as tourism is concerned there are a lot of attractions in the city of Darebin. We have what is called Ventura Houses. These are one of the oldest historical places. A lot of tourists come to visit these Ventura houses to look at the artistic architecture that we have there but of course we have many other aspects, which can be looked at whether in terms of universities, businesses or tourist attractions within our city. ■

Savouring the secrets of ADELAIDE



No surprises that there is a wide range of restaurants. Along the coast, Adelaide is home to a mix of cafés, pubs and restaurants, which serve an assortment of wines, coffees and delicacies not to be missed. Set alongside the Central Market, Gouger Street host's great seafood and there are also amazing Asian cafés and restaurants. Across the river Torrens in North Adelaide,

O'Connell and Melbourne Streets 'do' fine dining and café society side by side.

Possibly the last well-planned and contented metropolis on earth, Adelaide, is a city of great visual harmony and a classical elegant style. Superbly set beside the river Torrens between the Adelaide Hills and waters of Gulf St Vincent, the city boasts a sunny Mediterranean climate averaging 14 degrees C in winter and 34 degrees C over the summer. Adelaide has its own quiet confident air of individuality that gives it instant appeal, making it a great holiday location, whether you choose to stay in the city, by the sea or in the surrounding towns and suburbs.

It's your choice - make a change for the better...

FOOD AND WINE



With a wide array of restaurants and cafés set along the coast, it is the perfect location for holiday picnics, long lunches and sunset dinners. The city's nearest winery cellar's doors are on the plains or nestled in the foothills. Due east lies Penfolds Magill Estate, which is the birthplace of Australia's most famous wine, Grange. Visitors can take a guided tour of this beautiful historic winery and visit the tasting room.

PARKS AND GARDENS

Laid out by Colonel William Light in his original plan of the city in 1837, 'this city within a park' is completely encompassed by a moat of green space with parklands



containing 29 parks, an amazing 45 per cent of the city area.

Each park has its own unique character: there are formal rose gardens, wide spaces with grand native and exotic trees, playgrounds and lakes, and sporting fields from football and cricket to petanque and archery. There are walking trails, quiet spaces and gathering places throughout this green maze.

Adelaide enjoys the luxury of being closeted with nature on all sides, with many fine examples of natural bushlands successfully rubbing shoulders with residential areas. By the sea, in the foothills, along rivers, these important natural spaces protect vegetation, landscapes, wildlife and birds, as well as provide a wide range of activities and facilities. Their proximity to the city is a constant surprise to visitors and are among they're prized possessions.

LIFESTYLE

Adelaide is an elegant city that has preserved its heritage



and links with the past and offers a wealth of tourism experiences that are readily accessible from the city. It is not only South Australia's premier tourist destination but is also a true gateway to many tourist regions within the state. Adelaide is well equipped to provide a focus for the 'good living' tourism experience with which the state is so closely associated. The food and wine experience starts

right in the city centre with the National Wine Centre, Adelaide Central Market, vibrant cafes, restaurants boasting some of Australia's best chefs and events such as Tasting Australia.

SHOPPING



One of the premier malls, Rundle Mall has international and national flagship stores and boutiques, specialty shops, cafes, elegant arcades, flower stalls, lots of sculpture and many more. In the centre of the square mile, lies the Adelaide Central Market adding a fun and adventurous experience. With dozens of fresh food and specialty stalls, Asian grocery stores and a host of food halls, you're sure to find any number of unique South Australian products.

King William Road at Hyde Park is great for fashion and design, while Glen Osmond Road at Eastwood is the centre for seconds and clearance shops. The Parade at Norwood is much loved by locals and visitors. While visiting the beach side at Glenelg it's always a good excuse to mix shopping with a stroll on the beach while Harbour Town at West Beach contains over 50 quality brand outlets. Also the ever-popular suburban shopping centres at Tea Tree Plaza, West Lakes and

Marion have enough shops to browse and things to do to take up a whole day and maybe more.

TOWN BY NIGHT

Pubs, clubs and bars rule the roost at Rundle Street located in the east and Hindley Street and Light Square in the west making them the city's hottest zones for the nightlife crowd. Throughout Adelaide, hundreds of pubs



and clubs host musicians, bands, comedians and dance bands during the week, including great laid-back sessions on weekend afternoons.

The really big shows come to the Adelaide Entertainment Centre in Hindmarsh, and the theatres of the Adelaide Festival Centre, Her Majesty's Theatre, the Adelaide Town Hall and the Lion Arts Centre are used by South Australia's opera, theatre and contemporary dance companies and visiting and touring art companies.

Located in the historic Adelaide Railway Station, SKYCITY Adelaide offers an exciting combination of restaurants, bars, live music and gaming facilities. SKYCITY boasts a new bistro-style restaurant with alfresco dining, a contemporary new bar and provides gaming facilities.

Top Secrets:

Things to take home:

- South Australian opals - the world's best are mined in the Outback and sold in Adelaide
- Haighs Chocolates - the best in Australia
- Dried or glacé fruit - the best in quality and quantity
- Clothes and gear from RM Williams - Australia's legendary bush outfitters
- Wine - Southern Australia boasts nearly 50 per cent of

the nation's wine exports

- Fashion and accessories from Southern Australia's designers
- Pure and luxurious skin and body care essentials from Jurlique and Janesce

And Adelaide is home to.....

- The only Migration Museum in Australia.
 - Australia's first purpose built convention centre in Australia.
 - Australia's first modern multi-purpose performing arts venue.
 - The national food & wine festival - Tasting Australia.
 - The National Wine Centre North Terrace Adelaide.
- South Australia is the "festival" state and is home to Australia's leading festival, the Adelaide Festival of Arts & the Fringe Festival.
- The National Motor Museum in the Adelaide hills, which houses Australia's largest and most important collection of motor vehicles. The collection, which comprises over 300 cars, motorcycles and commercial vehicles, is considered to be one of the best in the world.
- The largest vintage car rally in the Southern Hemisphere (Bay to Birdwood).
- The largest fresh produce market in the Southern Hemisphere and the longest running in Australia.
- The Art Gallery of South Australia has the largest collection of 18th Century Australian art on display.
- The Sir Donald Bradman Collection Exhibition at the State Library.
- The Sir Donald Bradman Statue in Creswell Gardens.
- The Obahn, which is the longest, guided busway in the world.
- The largest and oldest glasshouses in a Botanic Garden in the Southern Hemisphere. Imported from London.
- Has the closest and most accessible beach for an Australian Capital City.
- The largest display of Aboriginal culture and artifacts in the South Australian Museum and Tandanya (National Aboriginal Cultural Institute).
- More restaurants per head of population in Australia.
- The largest fresh water sailing regatta in the Southern Hemisphere (Milang to Goolwa).
- Home to the RM Williams Museum & clothing outfitters at Prospect.
- South Australia is the opal capital of the world. ■

Adventure across Western Australia

From dense forests to dry deserts

A land that is as big as the name suggests with a variety of activities and enjoyment to match, that's Western Australia. From big ancient forests in the South to vast dry deserts in the east, huge crashing swells in the west to big fat gold nuggets in the North, Western Australia is the land of adventure. Come and taste a big slice of experience for yourself.

Perth, situated on the Swan River, is the capital of the state and has all the modern conveniences. White sandy beaches are only minutes from the city, while Rottnest Island and Fremantle, maritime history, are close by. The north of the state boasts a wide variety of attractions. Visit the gorges and National Parks of the tropics, laze on the stunning beaches of Broome, or feed the dolphins of Monkey Mia. Travelling inland to the Golden Heartland visitors will be rewarded with spectacular wildflower shows and changing colours. Visit the natural wonders of Wave Rock and Dyandra State Forest, or fossick for gold in some of the world's richest goldfields. Wine, challenging surf, limestone caves, spectacular coastline, magnificent forests and golden beaches are just some of the attractions waiting for you in the south-west. A visit to this area is a must, but be careful you may never leave.



South - incredible contrasts

The Southern corner of Western Australia consists of magnificent scenes and incredible contrasts - forests, beaches, cliffs, lakes and fields, all within a short distance of each other. The coastline heading south from Perth is a favorite family holiday destination with white sandy beaches, sheltered from the brunt of the Indian Ocean by outer reefs.

The Margaret River area is renowned for producing some of the best wine in the world as well as its excellent and challenging surf breaks. Heading west along the south-east coast of Western Australia are the great Karri forests

around Pemberton and a wild and scenic coastline which is almost untouched which also provides prolific fishing grounds for the keen angler

North -defying imagination

The immense North of Western Australia is a land of infinite contrasts and variety, it almost defies the imagination. Nowhere else on earth can you gaze in awe at the world's largest single rock or stand on a beach over a hundred miles long where the tide is measured in kilometers. Whether you're travelling south from the tropical Eden of Kununurra, or North from Perth, every day is an adventure, every turn brings new experiences.

Wherever you go in the wild, especially the North, you will find a myriad of unique and unforgettable sights and experiences that you will carry in your memory forever.



Perth - the perpetual sunshine

Perth, one of the most isolated cities in the world, has all modern conveniences and is a stunning place for a summer or winter holiday. With the sun always shining, white sandy beaches and a cosmopolitan atmosphere there is always something to see and do in Perth, Western Australia.

Get away from it all at Rottnest Island, the home of the Quokka, or head down to Fremantle, a town rich in marine history with over 150 buildings classified by the National Trust. The Avon Valley is home to a spectacular

variety of water fowl and holds a spectacular white water race - The Avon Descent in August.

North of Perth the coastline boasts some of the most popular recreation areas in Western Australia with excellent snorkelling, fishing and surfing.

Golden Heartlands - glorious colours

There's something special about the Golden Heartlands

of Western Australia. As a holiday destination, it has everything you need, it's a combination of colours, clear blue skies, sparkling ocean waters set against pristine white sands, the multi-hued magic carpets of wildflowers, subtle greens of the bush, red tones of the desert, gold of the magical metal and the grain fields.

Experiences, frolicking in the ocean, marvelling at the intricate patterns of the world famous Western Australian wildflowers, feeling the charm and special character of the historic towns. Exploring natural wonders like The Pinnacles and Wave Rock, bushwalking and experiencing the grandeur and beauty of the Australian bush or fossicking for nuggets in some of the world's richest goldfields.

And memories, driving the Golden Way where gold fossickers once trudged with their meagre provisions and their dreams, evoking the struggles, labours and victories of the pioneers.

Whatever type of break you want, it's here for you... a day trip from Perth, a weekend getaway or an extended holiday. Adventure, relaxation, history or non-stop fun. Every area of the Golden Heartlands is a destination in its own right. So jump in your car (or coach or train or plane) and just go.





Rottnest

Swimming, surfing & sunbathing

Rottnest Island is located approximately 18 km west of Perth. It is one of Western Australia's most popular holiday destinations, with over 400,000 visitors per year.

Rottnest's popular appeal lies in its spectacular coral fringed beaches and sparkling sands, ideal for swimming, surfing or sunbathing.

You can enjoy snorkelling, diving, guided tours or bus and train tours. Public vehicles are not permitted on Rottnest, so hire a bike and use pedal power to see the sights. During the peak period (November to April) there are various marine activities to enjoy, and the gift shop has many special souvenirs to remind you of your visit to the island.

The cute and mischievous marsupials that live on Rottnest, the quokkas, are another of the island's attractions. They are almost unique to the island and resemble small kangaroos, pouches and all!

Winter is a popular period on the island, with warmer temperatures and often less rain than Perth. There are also special discounts on accommodation and special rates for senior citizens.

The island boasts all the facilities required for overnight and daytripping visitors as well as a unique history and a spectacular environment.

Rottnest runs many events throughout the year, the largest of which is the annual Cottesloe to Rottnest swim, held every February. The swim is approximately 20 kilometres long and attracts around 1,200 competitors.

If you plan to stay over, there are accommodation options

to suit any budget, from beachfront villas, hotel and lodge accommodation to cabins and tent sites. It is recommended that you book your accommodation well in advance.

A range of food is available from a la carte restaurants, a cafe, the Island's hotel, bakery, and take away outlets. Ferries to the Island depart regularly from Perth, Fremantle and Hillarys Marina.

Pemberton

Cool climes & crystal clear forest streams

Pemberton is an ideal location from where you can explore the south west corner of Western Australia. Pemberton is located about an hour and a half's drive from Margaret River, Busselton, Walpole/Nornalup and the Valley of the Giants, and only two hours' drive from Bunbury.

Pemberton was established in 1913 as a timber town. The town's name comes from one of the earliest European settlers, Pemberton Walcott.

Nestled in the valley surrounded by the karri forests of the Gloucester National Park and the Pemberton Forest Park, Pemberton enjoys a cool Mediterranean climate with crystal clear streams, rich soils and friendly locals.

It's the smell of the forest that you won't forget, the cool night air, the crackle of a log fire or the views from your verandah. While the karri forest may be the backdrop, Pemberton offers great diversity within a very small area. Explore by self drive, regular four wheel drive, or guided tours. Discover the forest on horseback, tranquilly at a walk or exhilarate at a faster pace. Four wheel drive tracks



enable you to see the best of the karri forest, discover the secret Yeagerup dunes or the nearby coast.

Canoe hire is available for you to travel by river. An experienced and knowledgeable guide will lead you on a

leisurely stroll or take you for a hiking and camping experience of several days. Take a timber tour, see a working timber mill and find out how the forests are managed, or join an Aboriginal cultural tour and taste some bush tucker.

Learn how to drive the engine while on a nostalgic trip on a Steam Train. See the karri forest by tramway, travelling over many streams and brooks on wooden trestle bridges.

Pemberton's cool climate and abundant fresh water make it ideal for raising trout and marron (a local freshwater crayfish). You can purchase your marron or trout direct from the farm or catch your own in the farm's ponds.

Safe swimming and a magnificent setting can be found at the Big Brook Dam. The beaches close to Pemberton also offer superb beach fishing.

Arts and crafts are created from the inspiration of the forest. Be inspired yourself and visit one of the many galleries and craft centres featuring fine local work.

Relax in a garden cafe, enjoy a gourmet meal as you gaze out over the karri forest, purchase some fine local wine at the cellar door and enjoy the wholesome country cooking and hospitality. Pemberton is famous for its towering karri forests, cool bubbling streams, steep river valleys and secluded white beaches.

Pemberton is serviced by bus services from Perth, Bunbury and Albany.

A wide range of quality accommodation is available including lodge, hotel, motel, self contained cottages, cabins, bed and breakfast and caravan and camping facilities.

Cape Leveque

The Hidden Land of the Aborigines

Cape Leveque is a beautiful hidden pocket of the Kimberley, located on the tip of the Dampier Peninsula. A drive from Broome to Cape Leveque includes some 200 km of unsealed road, characterised by corrugations and sandy sections, so a four wheel drive vehicle is strongly recommended for travel as the road is not suitable for caravans. You will need to allow three and a half hours for the drive from Broome to Cape Leveque and during the summer or rainy season the road will sometimes have to traffic.

Please respect the land, culture and privacy of the local Aboriginal people. Drive slowly when entering communities and do not wander uninvited into residential areas. No permit is required to drive to Cape Leveque, though entry fees do apply if not staying overnight.

There is excellent swimming, fishing and snorkelling. Fly/drive tours, scenic flights, four wheel drive day tours and overnight tours are available from Broome. Aboriginal bushtucker, tag-a-long and mud-crabbing tours available. Charter boats offer full and half day fishing, and scenic tours to Sunday Island.

Accommodation includes safari tents, beach cabins and shelters, units and camping facilities. Barbeques are available for use.

Room service, self catering meals are available through a "Bush Butler" service for breakfast, lunch and dinner. There is a seasonal restaurant open for lunch and dinner most days from April to October. A small general store stocks emergency supplies, ice, bait and ice creams.



Bring your own alcohol. Fuel is not available at Cape Leveque though it can be purchased from the communities 18 kilometres away during office hours.

Ningaloo

One step off the beach, deep into the reef

The Ningaloo area borders the coast near one of Western Australia's most treasured assets and the Ningaloo Reef is



a two hours' drive north of Carnarvon. The Ningaloo Reef is not only Western Australia's largest fringing coral reef, but one of the largest reefs worldwide that can be reached just by stepping off the beach. Here the mighty whale shark, the world's largest fish, can be found from March through June, feeding on coral spawn. Other magnificent marine animals that visitors can swim or dive with are manta rays, potato cod, sharks, dolphins, and turtles. Dugongs and the migratory Humpback whale can also be seen. Ningaloo also offers safe swimming on the long sandy beaches.

Ningaloo Marine Park stretches from Bundegi Reef in the Exmouth Gulf, around the North West Cape to Amherst Point 260 kilometres to the south. Established by the State and Commonwealth Governments in 1987, the park extends 10 nautical miles seaward and encompasses over 5,000 square kilometres of ocean. Zoning for fishing, diving and sanctuary areas fall within the marine park's boundary, ensuring preservation of the environment.

Food supplies, restaurants and cafes can be found in Exmouth and Coral Bay.

Cape Range National Park, which borders the marine park, offers wilderness tenting and camping. Exmouth and Coral Bay offer hotels, motels, chalets, resorts, caravan and camping facilities and backpacker hostels.

Karijini National Park

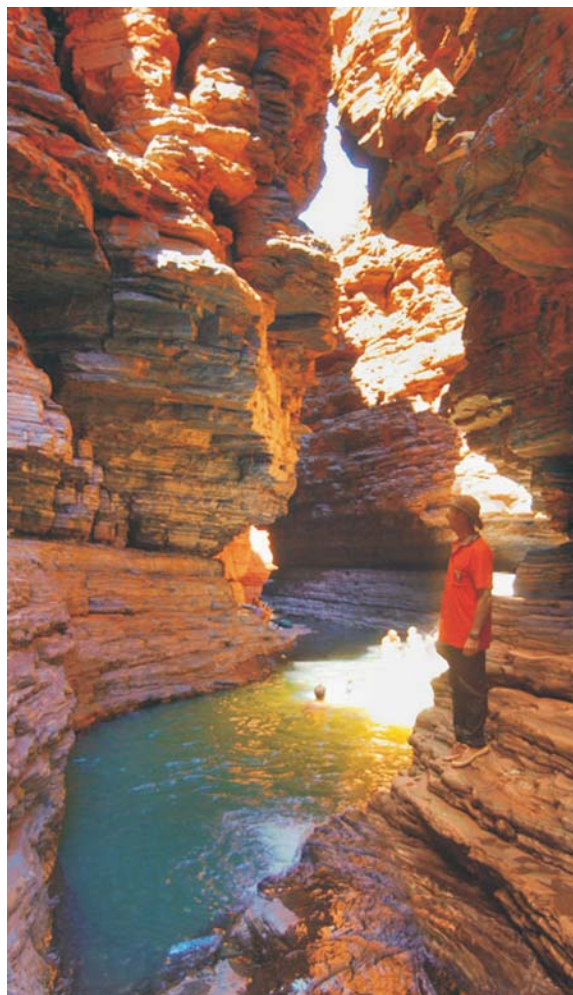
Magnificent mountains & spectacular waterfalls

Formerly the Hamersley Ranges, Karijini National Park is a five to six hours' drive south of Roebourne or about three days north of Perth.

Karijini National Park is the second largest National Park in Western Australia. It boasts an abundance of diverse flora and fauna, dramatic gorges, spectacular waterfalls, magnificent mountains, water courses and plateaus. Explore beautiful Karijini and its sights like Circular Pool, Fern Pool and Fortescue Falls, the Park's only permanent waterfall.

The Karijini Visitor Centre located in the park, is managed by the Department of Conservation and Land Management and run by members of the local Aboriginal community. The Centre offers information on walking, sightseeing, photography, camping, swimming and nature observation.

The park has very good camping facilities at the Fortescue camp site. Toilets, bench seating and gas barbecues are available and a camping fee applies. The park has a



system of excellent walk trails of varying levels, for the beginner to the adventurous, which will lead you deep into the subterranean gorges and through waterfalls where you can dive into sparkling rock pools.

Distance:

330 kilometres south of Port Hedland via Great Northern Highway

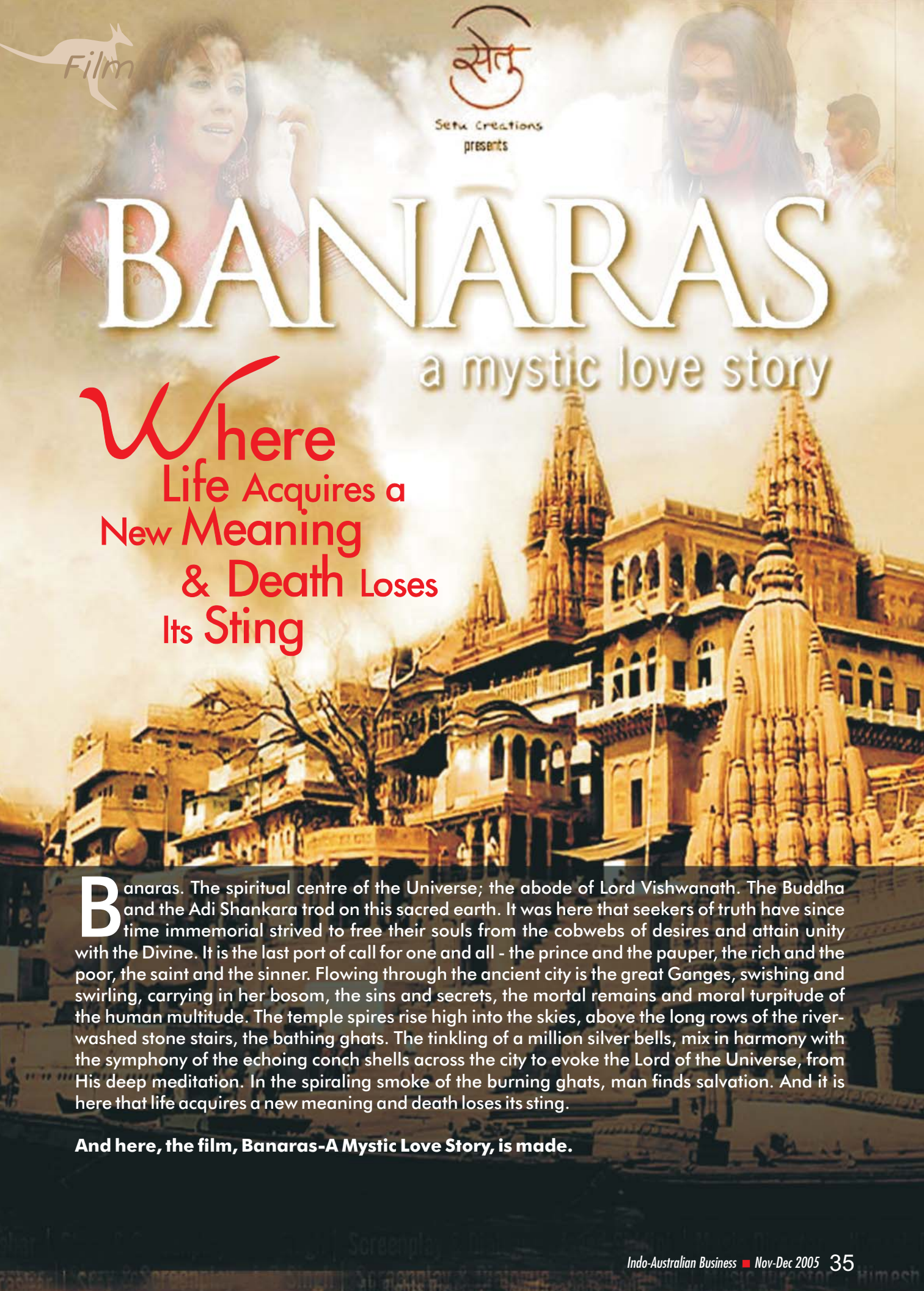
200 kilometres north-west of Newman via Great Northern Highway

350 kilometres east of Nanutarra via sealed road

90 kilometres north-east of Tom Price via sealed road

Tours depart Tom Price, Karratha, and Port Hedland on a regular basis.

Vegetation includes Mulga and Spinifex with some 50 varieties of Acacia, eucalyptus and Melaleuca inside Gorges. Fauna consists of Euro (Rock Wallaby), dingoes, 133 species of birds, and 92 species of amphibians and reptiles. Also, pebblemounds of Pebble-mound Mice may be seen throughout the Park.



Film



Setu Creations
presents

BANARAS

a mystic love story

Where
Life Acquires a
New Meaning
& Death Loses
Its Sting

Banaras. The spiritual centre of the Universe; the abode of Lord Vishwanath. The Buddha and the Adi Shankara trod on this sacred earth. It was here that seekers of truth have since time immemorial strived to free their souls from the cobwebs of desires and attain unity with the Divine. It is the last port of call for one and all - the prince and the pauper, the rich and the poor, the saint and the sinner. Flowing through the ancient city is the great Ganges, swishing and swirling, carrying in her bosom, the sins and secrets, the mortal remains and moral turpitude of the human multitude. The temple spires rise high into the skies, above the long rows of the river-washed stone stairs, the bathing ghats. The tinkling of a million silver bells, mix in harmony with the symphony of the echoing conch shells across the city to evoke the Lord of the Universe, from His deep meditation. In the spiraling smoke of the burning ghats, man finds salvation. And it is here that life acquires a new meaning and death loses its sting.

And here, the film, Banaras-A Mystic Love Story, is made.



BANARAS

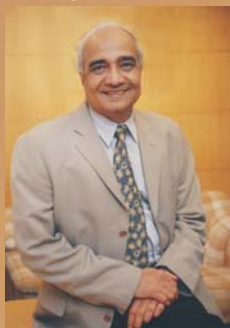
a mystic love story

SYNOPSIS

The story, as the title indicates, is set in the timeless city of Banaras. And it revolves round love, the most endearing of all human emotions. That love knows no barriers and has no boundaries is the crux of the drama that unfolds. Which is why, when Shwetambari (Urmilla Matondkar), the beautiful Brahmin girl from a cultured aristocratic family, a student at the local university, meets Soham (Ashmit Patel), a young, handsome, low-caste music teacher and mystic, love is born. The opposites - she a highborn and he a lowborn - unite in love, that all consuming and purifying fire. Love has no consideration for class, caste or creed. But it ignites the passions of hatred in the city, steeped in orthodoxy. Banaras boils with ancient rage. Conservatives condemn the sacred love between Shwetambari and Soham as an act of sin and sacrilege. Dark forces that dictate terms to tradition take over. Destiny determines its own course for the shattered young lives. Shwetambari leaves Banaras despite support from her enlightened parents (Dimple Kapadia and Raj Babbar). Soham finds meaning in meditation under his Guru, the enlightened mystic, Babaji (Naseeruddin Shah).

The wise say that time heals and forgives. But, 17 years later, Shwetambari, now a renowned world teacher of philosophy and religion, is caught up in a dilemma. Whether or not to return to Banaras, where her doting father lies dying. Would her return revive the demons and dark forces of the past lying dormant? What would in the end rule the human hearts and souls - revenge and retribution or love and compassion? That's the question. The film tries to provide the answer, the same way as does the inscrutable Babaji, meditating on the banks of the Ganges.

Like enduring love that lasts forever, the Mother Ganges continues her endless journey, with joys and sorrows merging as inseparable ripples of the same sacred waters.



The Passion & The Film

L.C. Singh, one of the pioneers of the Indian IT industry, has been very successful as a technocrat. He has stints with giant corporations such as the State Bank of India, Tata Consultancy Services (TCS) and Zensar Technologies. At present, LC heads Nihilent Technologies, a global solutions integration and change management company, with its headquarters in Pune. LC has been both a student and scholar of existentialism and mysticism for more than three decades.

Many years ago, LC had delivered an address to the cream of IT international senior managers at Harvard. He put forth his thoughts, culled out from his deep understanding of Indian culture, with copious references to Banaras. The audience, though largely materialistic in their outlook and immensely successful in their careers, felt touched. Banaras has always been growing on LC - as a creative concept, a human drama, a philosophy, a symphony and salvation. LC has finally made the movie, *Banaras - A Mystic Love Story*. It took him two years to write the story. He also collaborated in writing the film's screenplay with Javed Siddiqi, one of the best dialogue writers and a master craftsman in the Hindi film industry. Pankuj Parashar, the man who gave such a blockbuster as *Chalbaaz*, directed the film. Music was composed by Himesh Reshammiya and lyrics were by Sameer. The Film's cast includes Urmilla Matondkar, Ashmit Patel, Naseeruddin Shah, Dimple Kapadia, Raj Babbar & Akash Khurana.

Talking about the film, Parashar said, "it would prove to be a marked departure from my familiar style and pattern as it is a different genre of film, which is based on a spiritual subject."

LC tells in his own words, about the film, *Banaras - A Mystic Love Story*, how it has happened.

The first thing, Banaras visually appeals to you. Look at the Ganges, her sacred waters. It is nothing but concentration of pure energy.

Then you go to Saranath, Tusi Das' home, the Kabir Muth. Experiences beyond description. There are so many different colours. In just seven kilometers of space, look at the contradictions in the philosophy of the great men. Some follow "Nirankar", some "Sakar." Yet all were great paths. Buddha was right, Mahavir was right, Patanjali was right, Guru Nanak was right. Who is wrong?

That reminds me of the Gita, "Sadgun" is right and so is 'Nirgun'. Only the paths are different. What strikes is that so many intellectual giants in different eras of time should come to Banaras. What did they see in Banaras that they have to come there and gain something from? The question invoked intense curiosity. And thus began my own journey. I began going deeper and deeper. You know, beyond a point, the knowledge disappears. What you know disappears. Then a feeling starts building up. Then you feel almost a sense of devotion. There is only that spiritual longing, an unshakable faith in one's values and a deep passion to communicate them through a creative medium. And it culminated in the film, *Banaras - A Mystic Love Story*.

The Idea of Banaras

While I stayed in Banaras, I was curious and wanted to learn more. Later, all that

suddenly ceased. When I left Banaras, I did not want to know anything. I felt that ideas were intertwined in my mind. In fact, a decade back, I gave a talk at Harvard in which there was a reference to Banaras. Many have written and still write to me saying that they read the speech when they are depressed about life. Then the idea in mind started taking shape. I thought I needed to communicate it. Those people who have gotten money, feel more disillusioned than people who are chasing it. When we don't have anything, the first priority is material; to gain some money. But having done that one needs to move on to create a balance between my mind and matter. This harmony is the culture that we need to be evolving. The concept needs to be completely internalized, not as knowledge, but as a feeling, a kind of compassion. Not a reaction. But absolute compassion. And to me that is Banaras.

About the story

The story is all about creating drama with messages embedded. The big difference between a documentary and drama, in layman's terms, is the human drama. In a documentary somebody talks and offers information and knowledge. In the

drama, even if one has to preach, one character will have to preach to some other. You can't talk to the audience. Talking to the audience amounts to a sacrilege. That's why I approached Javed Siddiqi, who is a master craftsman; one of the best dialogue writers. I don't want to deviate from the classic cinema, the human drama. The ultimate drama is the human drama. The ultimate drama is Death. The ultimate drama is Life. The ultimate drama is Transformation. The struggle that we carry with us, if that ends, it is drama. If it begins, it is drama. In this film, every character in itself, all of them, have their own understanding of life. They clash because everybody's perception of life is different. So you will find the characters in the movie, even the small characters, stand absolutely firm on ground. You won't be able to identify the villain - no one is a villain. Because, we have gone so deep into her/his character, and from her/his point of view, what she/he does appears right. Hence you are perplexed as to what is right and what is wrong. And I can assure you that nobody can guess what happens in the movie. Because, at every stage you are empathizing with the characters so much, that you do not

know what is going to happen.

The Music

Then there is that visual appeal of Banaras and the background music to match it. In Banaras, music is embedded in life. Not external. Without music a film on Banaras cannot be made. The whole film itself is like a symphony.

The Message

These days, revenge, retribution and competition have become the culture. Very Darwinian. The survival of the strongest. I think the film defies that. We show that by practicing the philosophy of revenge, you only create a hell. Because the forces which are defeated, only go dormant. They don't die. They will come back and create a perfect hell around you. This philosophy of retribution and revenge, will only lead to creation of hell. The heaven can be created only by love and compassion. That is the message of the film.

In the end, you will feel good and go back home with peace in heart and soul and some ideas in mind to transform your own life.

IN PURSUIT OF THE PERFECT SYMPHONY

We think it relevant to reproduce here a brief address delivered by LC at Harvard years back. Mind-blowing in their simplicity and clarity, the thoughts flow live, like the vibes from a meditative mind.

Banaras is the oldest city on earth. It is known as the spiritual capital of India. Banares is where Buddha chose to give his first sermon after the enlightenment.

Drawn by the mystique, a few years back I visited a "master" who lived in a tiny hut on the banks of the river Ganges. It will be useful to point out that I am not exactly a "religious" person and I am against all fragmentation, dogmas and judgments.

As I entered the hut, I was overwhelmed by my feelings. There was a calmness, tranquility and serenity beyond words. As I looked at the master, a spontaneous smile flashed on his face. Time and space simply froze.

The other day I was walking in the lawns of the campus here. A child three or four years old was playing with his mother. Seeing me he ran, stopped and stood blocking my way, smiling. No purpose No reason. My response was not a thought but a flash. For few divine moments ... there was no Harvard ... no child ... no mother ... no "I". I became the boy.

Experiences beyond boundaries; transcendental

The master continued to smile. My ego soon took control.

I came back to reality. In retrospect, I don't know which was the actual reality. The moment of timeless experience or being back with the conditioned mind and all the thoughts?

I was now again an intellectual ready to discuss and question. Looking at the master, I managed to ask, "Sir, why is there so much evil in the universe?"

"Son, all the evil is in your mind. Clear it from there and you will witness a different world," the master replied.

I felt slightly offended and a little humiliated. I became aggressive, "Sir", I said, "I am a rational being and I have good control over my mind".

He eyed me affectionately. "Go, in that corner". He said, "sit inside the prayer circle for ten minutes in lotus posture. A revelation awaits you. While seated pray if you like, think if you like. You can think of all the evil in the world if you like", he paused and added, "there is only one small condition. Do not think about a monkey."

Puzzled, I went and sat inside the circle. As soon as I crossed my legs for the posture the first thought came ... Guess what...

Monkey, of course!

I closed my eyes...Monkey and monkey. The monkeys were everywhere. The whole world vanished and became a monkey.

I held my head and opened my eyes. Master was standing in front of me. His eyes were like eternity. His face was glowing with compassion, affection and love.

I got up and he embraced me. By now I was crying unabated like a child.

"Son", he whispered, "You are born as a seed. Human life is not an actuality. It has some beautiful potentiality. You are not an Intellect. Intellect is competition and competition is primitive. An animal has these instincts by birth. A dog is born as dog and will die as dog. It has no other possibility. It is perfect as dog. With humans it is different. You are compassion, love and pure awareness. Abandon all your conditioning, fragmentation and fear."

He looked at me for the last time and said, "Son, learn to think, not with your mind, but with your heart."

With those words in my ears, the master went away. I never saw him again, ever.

Life is not the past, neither it is future.

It is only the moment, now.

Life is like a musical instrument.

Music is possible. Symphony is a potentiality.

Life is not repeating the same note again and again.

Life is longing for perfection.

Ravindranath Tagore, the great Indian poet and mystic and a Nobel laureate prayed his last prayer to God, "Oh lord, your world was beautiful and you gave me a precious life. I don't want to disappear yet: I have to sing many songs; I have yet to paint many paintings. There is, yet, in my heart, which needs to bloom. Send me back, I am not perfect! Send me back." This was his last prayer. He died praying this way. What a beautiful way to die. "Your world was beautiful. I wasn't worthy of it but you made me. I am not worthy to be sent back but your compassion is great. One more time, send me back. I have to complete my song."

A friend of Tagore was sitting by his bedside. He couldn't stop himself, "Ravindra, You must be mad. Shelly is thought to be one of the greatest poets in Europe. He wrote only two thousand songs, you wrote six thousand. You beat him three times. You should be happy and contented."

Tagore opened his tearful eyes "I am not. Yes, six thousand songs I have sung but you don't know the inside story. I wanted to sing only one song. But because it was never possible... I tried once failed. I tried again failed. I failed six thousand times. Those are all efforts. That which I wanted to sing, my friend, is still unsung."

My dearest friends at Harvard, the pursuit of the perfection, let us begin, here and now. Pray lord, that this quest continues life after life after life.

In this journey my friends:

The pen is not important, only the poem is,

The brush is not important, only the painting is,

The instrument is not important only the music is,

The perfect symphony is not important, only the effort is.

Our Gurus of the Harvard Business School, you were kind to us. When we arrived here, our minds were conditioned with the odd "notes" we were comfortable with. You have opened the new treasures in our mind and shown us the way to new potentialities.

Forgive us, if ever we hurt any feelings unintentionally; for many times, we were no different than young, curious, little children.

We urge you, our beloved teachers! Bless us, please, to succeed in our pursuit of the perfect symphony.

God bless us all.

When South Australia's Grange vintage outclassed every wine at the Olympiad...



Beating the French at their own game

The French and wine are synonymous, and the French wine is matchless. But the surprise winner in the Shiraz class at the 1979 Wine Olympiad in Paris was a 1971 vintage called Grange from South Australia. The world sat up to stare, and of course, to sip and cheer.

Known today as Australia's Wine State, South Australia produces fresh and distinctive regional wines that continue to win world favour. The State's wine growing and wine making regions are recognised internationally like the Barossa Valley, the Coonawarra, Clare Valley and McLaren Vale.

Following several years of steadily increasing exports, wine has become the State's second biggest export item behind automotive products. In 2003-04, South Australian wine exports were valued at around \$1.4 billion. Known as the winemaking capital of Australia, it produces about 50% of Australian wines and 65% of national wine exports. This represents 18% of overall merchandise exports from South Australia, higher than all other categories including motor vehicles, meat, wheat and wool.

South Australia's wine grape-producing regions offer a range of climates and soils making it ideal for growing fully flavoured, quality wines with distinct varietal and regional styles.

Other advantages include:

- Internationally recognised research and development.
- Innovative industry culture.
- Consistent uptake of new research, development and technology.
- Upgrading of vineyards to different varieties to meet



changing consumer tastes.

- Strong quarantine systems and ISO quality and export standards.
- Close proximity to developing Asian markets.

Some leading wine companies in South Australia include:

- Hardy Wine Company
- Kingston Estate Wines
- Beringer-Blass Wine Estates
- Orlando Wyndham Group
- Petaluma Wines
- Peter Lehmann Wines
- Southcorp Wines
- McGuigan Simeon Wines

Clare Valley - South Australia

Clare Valley once the powerhouse behind South Australia's economy, is today most famous for its wines, a tradition begun in 1851 by the Jesuit priests at Sevenhill



Cellars. This heritage is still very much a part of the Valley and well worth exploring.

Clare Valley is a place where 'wine' means people and pleasure, heritage and hospitality. It's a region with a warm rustic flavour - and a world-beating wine-list.

Clare Valley is a place where you can belong. Wine experts regularly make the pilgrimage after vintage in March/April every year. You don't need to be a connoisseur to appreciate the wine-lands. Here's where you can cycle an idyllic 25km through vineyards on the Riesling Trail, watch master vigneron at work in 150-year old cellars and enjoy the festivals among the vines.

Of course, it's also a place where you can recline on that picnic blanket, lift a glass of chilled white and admire the view...

The wines

Clare Valley may be small, according to Australian

standards, accounting for around two point five per cent of the nation's crush, but its boutique wines are select, taking the world by storm.

You'll find Clare Valley on wine lists in the world's five-star restaurants, as well as in the First Class compartments on the Qantas aircraft. Clare Valley continues to be known as the home of Australian Riesling, having set the standard by which others measure their own excellence.

Local wine-makers are novel dealers and innovators, not only in the blending of their varieties but also in their handling of their products. You'll notice the widespread use of the screw-cap closure: this cork replacement was bravely championed by the region, and has proved so successful in preventing 'wine taint' that it's rapidly being adopted by the industry in Australasia and overseas.

The cellar doors

It was the Jesuit priests who planted Clare Valley's first grapes and began making sacramental wine. Today,

Jesuits at Sevenhill are still making sacramental wines in the same cellars, but they've been joined in the region by 22 other wineries and 40 cellar doors.





Cellar doors operate out of farmhouses, sheds, heritage buildings and state-of-the-art structures. Some overlook sublime views; others enjoy straw-littered courtyards and aromatic flower gardens. Touring of small scale boutique producers, is both easy and delightful, made more so thanks to their association with a string of charming historic villages.

So if you're looking for famous labels bearing equally famous names, look no further. Clare Valley is home to the likes of Neil Paulett, Stephen John, Jeffrey Grosset, David O'Leary, Andrew Mitchell, the Barry family, Robert Crabtree, Neil Pike, Stephanie Toole, Tim Adams and Brother John May. And if you have a question about wine and wine making, chances are the winemaker is somewhere nearby and will be delighted to attend to you personally. It's just one of the many advantages of being a truly 'boutique' region...

Food

Clare Valley's landscapes are not only idyllic, they're also lush and fertile with restaurants and food outlets offering ingredients and products that are either locally grown or locally made. The local growers understand that clean and green means flavour: 'organic' and 'grain-fed' are not exercises in branding, they're sources of pride and guarantees of good old-fashioned taste.

Many of Clare Valley's gourmet food producers have returned to time-honoured means of food processing. At their various farm-shops, cellar doors and outlets you can see them using antique presses that render olive oil extra-virgin, real grindstones that retain the goodness of wheat germ, and of course that most trustworthy of machines in the production of gourmet

sausages, chutneys and mustards - the hand.

But where to dine?

You really are spoiled for choice. You could try a pub like the historic Wheatsheaf with its great menu and funky art house décor, or the Magpie and Stump in Mintaro that still uses its 1854 oven. You could eat at a cellar door restaurant like Neagles Rock, or the Skillogalee farmhouse with its views to dine for. You could even take a cooking course at the renowned Thorn Park under the tutelage of host David Hay.

You can experience everything the region has to offer during the gastronomic blowout i.e. the Clare Gourmet Weekend. This was Australia's very first regional food and wine festival, and it's still the finest. During May, join 15,000 merry-makers as they savour the flavours from Clare Valley's many food producers, restauranteurs and wine-makers. ■



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