

NSW ICT Market - Executive Update

Thursday 29 April 2010

A critical briefing for those developing and delivering against NSW Government ICT sales budgets and strategies

Where is the market headed?

- What can we glean from the number of tenders going to the open market?
- What is the total value of contracts for Q1 & Q2 2009-10 relative to 2008-09?

What is happening in the formation of the 13 Super Departments?

Performance of the 2020 panel - How much business is going through it, with which agencies?

Briefing Description & Objectives

NSW Government is the second largest ICT market in Australia, with public sector ICT spending estimated to be \$1.5b per annum. Many suppliers have been frustrated by the lack of concrete information about the market.

At this executive briefing, three key elements of the market will be covered:

1. Intermedium will present an analysis of ICT spending by the NSW Government, based on a two year comparison of tenders and contracts reported by NSW Government agencies.
2. Intermedium will provide a report card on the performance of the IT Services (2020) panel as a vehicle for profitable engagement with NSW Government for the panel's participating companies.
3. Intermedium will give an update of the transition status for each of the Super Departments and their progress of their ICT plans.

Attending this briefing and gain an understanding of:

- What has affected Government ICT spending over the first half of 2009-10;
- Where money has been flowing, and to whom;
- The half-year revised estimates;
- How to prepare for 2010-11;
- Which agencies might be the best prospects for future business; and
- What does it really mean to be on the 2020 panel?

Who should attend?

- Account Managers
- Marketing Managers
- NSW State Managers
- Business Development Managers
- Sales Managers.

Briefing Presenters



Judy Hurditch
Director
Intermedium

Since founding Intermedium in 2004, Judy has become a highly regarded specialist on the government marketplace.

As an independent industry analyst, she has extensive knowledge about both federal and state jurisdictions, and a comprehensive knowledge of suppliers to governments.

Prior to her commercial sector experience, Judy spent almost 20 years in the public sector, predominantly in IT-related project management and business system roles. During this time, Judy managed major IT projects and procurements and was responsible for service delivery. These roles included senior executive service roles within the Australian Taxation Office as well as in a NSW government corporation, senior project roles as the precursor to Centrelink and senior project management roles at the Office of Asset Sales. Judy was a Deputy Commissioner of Taxation when she left the Australian Public Service.

Judy has an MBA from the Australian Graduate School of Management.



Helen Flint
Research Manager
Intermedium

Since joining Intermedium in 2009, Helen has deepened her research expertise in the government ICT field.

She has lead projects in budget analysis, expenditure analysis and agency review for both state and federal jurisdictions.

Helen's background is with the public sector, predominantly in business and trade development and marketing, where she was frequently responsible for research into key markets for development. Working at Tourism Queensland ignited her passion for research and data driven business planning and decision making. Since leaving the Queensland Public Service Helen has continued to pursue her interest in marketing research.

Helen is this year completing a Master of Marketing at the Australian School of Business, University of New South Wales.

Briefing Details

Cost: \$275 (inc GST) per person

Sydney:

Thursday 29 April 2010, 07:30-09:30am
Rydges Hotel, North Sydney

Register online at www.intermedium.com.au

For further information please contact [Kaan Uysen](mailto:Kaan.Uysen) on (02) 9955 9896.

Why choose Intermedium

Intermedium specialises in Australian public sector markets. We have achieved a strong reputation with companies offering technology products and services to the public sector, and public sector agencies seeking to better understand the capabilities and capacity of their supplier base. We provide our clients with market information so that they can make informed decisions about the government market and with consulting services so that they can be more effective in the way they engage in the market.

detailed information about
the ICT environment

Agency Profiles



The New South Wales Super Departments were formed in July 2009 when the NSW Government reorganised its 160 agencies into 13 Super Departments to gain administrative efficiencies and reduce costs.

While at the top level, the new NSW Super Departments operate with a new executive (and for budget purposes as the one entity) within many of NSW Super Departments, the former agencies currently continue to operate with much of their previous autonomy.

With Intermedium's Super Department Agency Profiles you will be able to:

1. Deepen your understanding of the priorities for each of new NSW Super Department and within each, of its constituent agencies;
2. Determine the nature of the solutions they are most likely to be seeking; and
3. Engage more effectively with NSW Government decision makers.

Intermedium's Agency Profiles for the NSW Super Departments provides information both at the Super Department level and (in this time of transition) for each of their major comprising agencies.

Each profile pulls together key public domain information otherwise only available to you if you do your own extensive, time-intensive research across many disparate resources.

Intermedium's NSW Super Department Profiles include (where available):

- Introduction to the Super Department;
 - Super Department Core Business and Priorities
 - Ministers
 - Director-General
 - Comprising Agencies
 - Other Bodies
- About the Comprising Agency;
 - Key People: Minister, Chief-Executive and CIO
 - Staff and Locations
 - Strategic Objectives
 - Organisation Structure
- Super Department and Comprising Agency Budget: Operating Budget, Estimated ICT Operating Budget, Capital Expenditure Budget and ICT Capital Budget; and
- Comprising Agency ICT: Approaches, Strategy, Environment, Initiatives & Projects, Major Suppliers, Contracts, Planned Procurement.

Each NSW Super Department profile or Comprising Agency profile is separately purchasable.

