The University of Ballarat Technology Park Breakfast brings together information and communications technology professionals and other stakeholders from Ballarat and the broader region.

The Challenges of Building a Small Business

The Australian Bureau of Statistics tells us that at any point in time, over half a million Australians are involved in early stage entrepreneurial activity. Of those start-up companies (nascent firms), 50% will never achieve venture creation. The 50% that make it though, are on an upward journey. In fact, 78% of those young firms will continue to exist, grow and account for just under half of the private sector industry. So what does it take to belong to the latter 50%?

According to the Commonwealth Department of Industry, Innovation, Science, Research and Tertiary Education (DIISRTE) the use of innovative activity—whether that be marketing methods or the introduction of significantly improved operational, organisational or managerial processes—is one of the main factors associated with those success stories. The biggest barrier to that type of innovation, however, is the lack of skilled personnel (as reported by 65% of young firms). How then, as a nascent company that is not yet operational, do you find the right skills? How do you develop your product and market it on a shoestring? What are some of the challenges and pitfalls that you will have to face?

Guest Speakers: Michèle Fitz-Gerald and Dr Cameron Foale, CDMsystems

Michèle Fitz-Gerald is a director at CDMsystems and one of the creators of the online role-playing game Grammatikus. A local upcoming company, CDMsystems designs and develops digital learning platforms and is dedicated to educational and entertaining programs that engage and inspire young Australians.

Before founding CDMsystems, Michèle had previous experience with taking an innovative concept and bringing it to market, when her husband introduced Paintball games to Australia in the late 1980s.

With a near 20-year experience as a business owner, Michèle also has a BA (Hons) specialising in languages. As a director, mother and blogger, Michèle believes in having a vision, passion, persistence and making things happen.

Dr. Cameron Foale has been involved in the local technology sector for over 15 years, with a broad array of projects under his belt, including making cars safer, career moves simpler, communication easier and video games more immersive. In addition, Cameron has helped teach a range of IT courses at UB. He is currently working at CDMsystems making education fun and engaging for early high-school students.

Tuesday 21 May 2013
7.30 for 7.45 am (sharp)  iiNet Conference Centre • Greenhill Enterprise Centre
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RSVP is essential prior to Friday 17 May 2013 > i.anson@ballarat.edu.au
Greenhill Enterprise Centre, P.O. Box 691, Ballarat, Vic 3353. Ph: 5327 9893  Fax: 5327 9895

Numbers are limited. If you book and don’t attend we will unfortunately have to invoice you.