



VICTORIA'S IT VISION

Victorian Minister for State and Regional Development, and Treasurer, John Brumby launched the State's new Information and Communications Technologies Industry Plan on 29 November before an audience of around 150 invited members of the Victorian IT community.

The Plan "Growing Tomorrows Industries Today", is intended to provide a framework for industry growth and for industry Government cooperation.

Clusters of Excellence

It focusses on four clusters of excellence

- Telecommunications
- Creative Content
- Specialist ICT Manufacturing
- Interactive Applications

Innovative Features

Two other innovative features of the Plan are:

- an orientation to cross sectoral development, that is leveraging State competitive advantage in other industries
- and a proactive mechanism to identify and support emerging technologies and resulting new industry market sectors

Whitehorse was a major source of statistical and analytical information on the IT industry, used by the developers of the Plan, Multimedia Victoria, through our six-monthly **Whitehorse Report**.

We were very pleased to note the reference to our report, and the use of our data, scattered throughout the Industry Plan.

WHITEHORSE INTRODUCES...



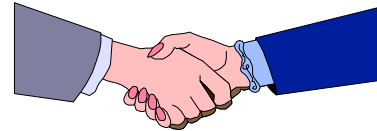
Ashley Coster is a Whitehorse Strategic Group consultant and research analyst. Joining Whitehorse to work on the MAV Online Service Delivery project, Ashley has recently completed a PhD in Chemical Engineering at Melbourne University.

Whitehorse Facts

Charles Dickens wrote the Pickwick Papers at the White Horse Hotel in Dorking, Surrey.

PARTNERSHIP AGREEMENTS

A recent article in the Financial Review reported that a large software company had signed "partnership agreements" with two leading consulting firms. The managing director of the software company said "Consultants help the client decide which product to choose and at the moment they have a weighting toward our competitors products"



Unfortunately such practices are not reserved to the "shonky" end of the market, but are indulged in by some of the largest, and supposedly reputable, consulting organisations, and some of the largest, mostly international, software companies.

At Whitehorse:

- we think that if consultants are recommending your oppositions products then it might be appropriate for you first to review your product quality, your services, and your pricing strategy, and improve your market offering.
- we think that consultants who enter into cosy "partnership agreements" under which they receive discounted products or other kickbacks are failing in their responsibility to their clients, are compromising their ethics, and are bringing all other consultants into disrepute by such behaviour.
- we believe that if you, as a client, discover that the purported independent advice that you received from a major consulting practice was, in fact, a delivery under a "partnership agreement", that you should seriously consider changing to a new consultant - one who works for you, not for somebody else.



Head Office:

Level 3, 45 William Street, Melbourne 3000
Tel: (03) 9614 8510 Fax: (03) 9614 8201

Tasmanian Office:

163 George Street, Launceston 7250
Tel: (03) 6334 4929 Fax: (03) 6331 7376

WA Office:

80 Bannister St, Fremantle 6160
Tel: (08) 9336 5500
Email: whitehorse@whitehorsestrategic.com
Website: www.whitehorsestrategic.com