

**Question on Notice  
No. 665  
Asked on 9 May 2006**

MRS SMITH asked the Minister for Small Business, Information Technology Policy and Multicultural Affairs (MR CUMMINS) —

**QUESTION:**

With reference to a workshop for Gold Coast IT companies held in early May —  
How will this assist my local ICT companies?

**ANSWER:**

I thank the Member for her question and congratulate her on her continued support for the strong ICT industry on the Gold Coast.

One of the decisions made by many businesses, and those in the ICT community are no exception, is whether to enter into a partnership arrangement in order to advance their business, and what form that arrangement might take. In fact, leading researchers, the IDC organisation, have found that two-thirds of all software revenue worldwide is generated or influenced by partnerships, a figure expected to rise to 70% before the end of this decade.

“Partnering 101” is part of the *Partnership Skills Program*, a key initiative of the *Smart ICT – Taking it to the world* strategy, and aims to assist Queensland-based ICT companies develop and build effective relationships with other ICT firms.

Partnering 101, or “P101” as it is commonly referred to, was run successfully on two occasions during 2005. May this year the Information Industries Bureau (IIB) teamed with the Gold Coast State Development Centre to deliver P101 on the Gold Coast. The event featured on the calendar of events for the Gold Coast Innovation Festival and represented the first time this seminar was presented in a regional area.

The seminar provided participants with valuable advice about how to become “partner ready”. It examined the structure and point of different partnering arrangements, including formal partnerships, alliances, networks, clusters, mergers and joint ventures. Also discussed was how to navigate the complexities, limitations and benefits of various collaborations, seeking an appropriate partner, and elements of negotiation.

P101 is the first module in a series of free seminars developed as part of the *Partnership Skills Program*. Partnering 102 deals in more depth with the various facets of negotiation. The IIB will continue to work with the Department’s State Development Centres both on the Gold Coast and across the Smart State to look for opportunities to deliver the Partnership Skills Program in their regions.

The Partnership Skills Program is just one of the many business skill programs offered through the Department of State Development, Trade and Innovation’s network of 19 State Development Centres across Queensland aimed at assisting Queensland’s industry grow and become even more competitive.