

NEWS RELEASE

Illawarra' s IT Leader Teams Up with International Specialist to Plan Australia' s Online Future

Camtu Pham, Managing Director of CleverLink Internet and Technology Services, has been invited to contribute to the "Growing Australia Online 2002" conference in Canberra on 3rd and 4th of December.

Organised by NetAlert, a Commonwealth government funded independent advisory body established in late 1999 to educate Australians in Internet use and access.

According to NetAlert CEO, Alan Tayt, this is the first event of this theme in Australia and it will endeavour to provide a launching pad for technology improvements and new directions.

"This conference will aim to set a blueprint for bold, visionary leadership, willing to act with enthusiasm and, above all, to understand the enormous benefits and outcomes to be had particularly for regional and rural Australia," said Mr Tayt.

Well appreciative of the dual need to further public and business education of the benefits of the Internet and cement the technology future with solid directions, Camtu is working diligently towards these goals. The only representative from the Illawarra, she firmly believes in proactive and joint initiatives to further develop Internet and associated technologies in Australia. "This industry is very new. It needs to be nurtured with on-going IT leadership collaboration to fully develop it' s undoubted potential," she said.

Running her own IT company and mindful of the importance of establishing client trust, Camtu expresses concern over a lack of industry safeguards. As such, she is very mindful of the need to set standards for the technology industry that translates to client value in their technology investment. "There are lack of standards and roadmaps in our industry. Therefore, it' s hard to benchmark and set a working platform to regulate processes," said Camtu.

Further adding, "At CleverLink we often have to create our own methodologies because of inadequate standards to fall back on."

Camtu' s wishes to share her experiences to help build an IT business checklist that will facilitate the development of a standardization and regulation code.

A former University lecturer in E-Business and a leading IT Consultant, Camtu draws upon her teaching skills and expertise to conduct group-training sessions for those wishing to give their business the IT edge and fully appreciate the benefits of E-Business. Seminars on technology and E-Business strategy are running in December 12th 2002 and January 22nd 2003. Please contact CleverLink for more details.

Attendees for the Growing Australia Online Conference include professionals from the IT industry, management consultants, policy makers, police, government, education institution, community organisations.

For further information please contact

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