



# THE CECC eXtra

## EDitorial comment

After a recess of approximately eighteen months the CECC eXtra is back. The CECC eXtra is the newsletter of the University of Ballarat Centre for Electronic Commerce and Communications. Through the eXtra the team at CECC aim to keep clients and friends of the Centre up-to-date and

highlight new opportunities in ICT and e-commerce. In the current edition we introduce readers to the team at CECC, share client news, highlight recent projects and developments and provide information on our research and other ICT and e-commerce activities.

We look forward to receiving your suggestions for future editions of the CECC eXtra. In the meantime, if you have any queries, please do not hesitate to contact us online at [www.cecc.com.au](http://www.cecc.com.au), via email at [info@cecc.com.au](mailto:info@cecc.com.au), or by telephone on 03 5327 9315.

## STaff update

The retirement of Professor Gerry Anderson led to a number of operational changes across the University of Ballarat with CECC operating under a new leadership and management structure. **Professor Julian Lowe** now heads up the Centre. Professor Lowe is Head of the School of Business and Director of the Centre for Regional Innovation and Competitiveness.

**Helen Thompson** is responsible for business development and for managing the day-to-day activities of the Centre.

After returning from his overseas travels **Andrew Macleod** resumed his position as technical manger, in May 2002.

**John Van Beveren** is developing CECCs research activities with the first major activity being the hosting of the International Academy of e-Business Conference in Melbourne in January 2003. See [www.mainstreet.net.au/clients/iaeb](http://www.mainstreet.net.au/clients/iaeb) for more details.

**Ian Knox** from the School of Business has assisted with the implementation of a number of projects during 2002 including [www.yarn.gov.au](http://www.yarn.gov.au) and [www.exporthay.com.au](http://www.exporthay.com.au).

**Craig Briody** is employed with CECC on a part-time basis. He assists us with web-development and programming. Craig's first

major task was to upgrade the CECC website. We encourage you to check out the results at [www.cecc.com.au](http://www.cecc.com.au).

At CECC we continue to provide UoB students with opportunities to gain practical experiences in ICT and ecommerce. **Paul Feely** is currently completing his honors project with the support of CECC and the Centre for Regional Innovation and Competitiveness (CRIC) [www.cric.com.au](http://www.cric.com.au).

At CECC we are ready to assist you in developing web-based services which meet your particular needs. For further information contact Helen Thompson on 03 5327 9418 or [h.thompson@ballarat.edu.au](mailto:h.thompson@ballarat.edu.au).

## CLient news

In the follow section we provide an update on some of the diverse projects that CECC has undertaken during recent months. **New client developments** have included projects with the Pyrenees Shire, the Department of Agriculture, Fisheries and Forestry and the

Pyrenees Hay Processors Co-operative. **Redeveloped and expanded online services** have been implemented for clients such as the Central Highlands Area Consultative Committee. Other clients are at various stages of upgrading their online

services. These include: Regional Connectivity project [www.regionalconnectivity.org](http://www.regionalconnectivity.org), Ballarat A Learning City [www.ballaratlearningcity.com.au](http://www.ballaratlearningcity.com.au) Pyrenees Online [www.pyreneesonline.com.au](http://www.pyreneesonline.com.au).

## NEw projects

### [www.yarn.gov.au](http://www.yarn.gov.au)

Federal Government Minister, Warren Truss, recently launched [www.yarn.gov.au](http://www.yarn.gov.au) an online community which was developed by CECC. YARN is a federal government funded initiative that was developed in consultation with graduates of the Young People in Rural Leadership programs and the



Department of Agriculture Fisheries and Forestry. It is an online community for young people. The site incorporates a number of two-way communication tools; online forums, event calendars, news building tools, web link libraries and a members only area.

### [www.exporthay.com](http://www.exporthay.com)

The Pyrenees Hay Processors Cooperative Online Crop Profile and Shipment Tracking System Project is being implemented with funding support received through the Victorian E-commerce Exhibition Project Program.



Project activities have included the development of new communication and business tools for use between the PHPC and its member growers, the launch of the PHPC website and the development of a supply chain management system.

### [www.chacc.com.au](http://www.chacc.com.au)

CHACC is one of a number of clients, who have over the last few months have invested to redevelop or expand their web-based services. The Central Highlands Area Consultative Committee has recently relaunched their website after a complete revamp by CECC. The benefits have included:

1. Automatic updates/content generation on front page



2. A design which is consistent with CHACCs marketing in other mediums

3. A more logical website structure which better reflects CHACCs operations.

4. Integration of the latest content management tools, making it much easier for CHACC to maintain.

## Product update

CECC has developed a suite of applications which include registration systems, searchable directories, online product systems, event calendar tools, news and content building tools, dynamically generated content functionality (to

import news, weather, images and other information), online polls, help desk facilities, database driven applications (member registers, business directories) and web link library functionality. All applications

can be customised to suite the specific needs of our clients.

For more information contact Andrew Macleod on 03 5327 9315.

## Conference presentation and Journal Publications

Helen Thompson and John Van Beveren had their paper titled *The Use of Electronic Commerce by SMEs in Victoria, Australia* published in the American Journal of Small Business in July 2002.

Helen has attended a number of conferences during 2002 with presentations and publications as follows: **Electronic Networks 2002 Building Community Conference**, July 2002, Melbourne. Paper title: MainStreet: A Performance Evaluation.

**CRIC Innovation, Enterprise and Regional Development Conference and Symposium** August 2002, Ballarat. Title of paper: A strategic approach to community informatics: The role of Local Government.

**Information Technology in Regional Areas (ItiRA) Conference**, August 2002, Rockhampton. Title of paper: Delivering MainStreet functionality through local community portals.

**OECD Victoria Learning Cities and Regions Conference**, October 2002, Melbourne. Title of paper: Creating and Sustaining Online Communities – Replicable Web-Based Services meeting the Diverse Needs of Regional and Rural Australia.

**The Competitiveness Institute Connecting Clusters Conference**, October 2002, Cairns. Title of paper: Growth and decline: Rejuvenating and sustaining regional communities.

## Projects in Progress

CECC has a number of projects at various stages of their development. For example, we have developed an **in-kind application** to assist the Pyrenees Shire in monitoring in-kind contributions to the PHPC project. The **Wendouree West Community Renewal** project is

securing Skills Audit infrastructure. We have been engaged to redevelop both **Pyrenees Online** and **Ararat Online** and to integrate the latest content management tools. We are also currently revamping the **Ballarat - A Learning City** website and adding a database of

learning activities and a new website is being developed for the **Working Together** conference which will be held in Ballarat in February 2003. If you any project you would like to explore contact either Andrew Macleod or Helen Thompson on 03 5327 9315.

