



NZICT contest encourages small firms to get smarter

PAN-SECTOR LOBBY GROUP NZICT is set to launch a Smart Business competition, to promote investment in ICT and fast broadband among small businesses.

The group wants entrants to submit inspiring concepts that could encourage other small businesses to consider making similar technology investments.

"We want to encourage [small businesses] to think outside the square around how they might use technology in a smarter way," says NZICT CEO Brett O'Riley. "We want to highlight what people can look forward to and think about doing, with the right level of connectivity and investment in ICT services."

Run in conjunction with Business New Zealand, Bizzone and TVNZ, the contest will launch at the Bizzone Wellington expo later this month.

NZICT members, of which there are nearly 100 employing in total more than 10,000 staff, would give the winner services totalling a minimum of \$10,000, says O'Riley. There may

be two winners if more than one company could benefit from the services NZICT members could provide, he says. The winner or winners would be expected to match NZICT's investment dollar for dollar, but that could take the form of time and effort rather than capital, he says.

The group is also working with the Kiwi Computer Challenge to offer training to the successful entrants. "We want to help develop a smarter culture not just smarter solutions," he says.

NZICT wants to document the process of investment and implementation at the winning company or companies, so it can develop case studies to inspire other small businesses.

"They might read it and say, that doesn't look very hard to do and would work for me," O'Riley says.

He expects the winner or winners will be announced by early December.

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