



MEDIA RELEASE

National Launch of the Desert Knowledge Australia Outback Business Networks Project will be on Monday 14th September 2009. The Hon Kim Carr, Minister for Innovation, Industry, Science and Research will officially launch the project from Parliament House in Canberra via video-conference with Alice Springs and audio links with the eight other regions connected by the Project. The Pilbara Development Commission will be participating in the national launch with the Karratha and Port Hedland offices holding events to mark the occasion.

The \$10 million Desert Knowledge Australia Outback Business Networks Project will significantly strengthen the SME sector in regional areas helping to build local economies. The project establishes new networks and supports existing regional networks in nine regions across outback Australia. These regional networks are linked across State/Territory borders, forming cross border industry networks. This cross border network development service enables business owners and managers to explore and develop collaborative business opportunities and gain other benefits of business networking. The nine regions connected through the network are:

- Pilbara, WA
- Midwest/Gascoyne, WA
- Kalgoorlie/Boulder, WA
- Central Australia, NT
- Barkly, NT
- Far North, SA
- Far West, NSW
- Central West, Qld
- North West, Qld

Desert Knowledge Australia in partnership with the Pilbara Development Commission provides a network development service that links local and regional business networks across industries and across borders. The five industry groups are creative industries, local produce, mining services, sustainable building and tourism.

Through these services, businesses are made aware of the benefits of business networking, meet with related businesses both locally and across regions, and then address collaborative business opportunities.

Benefits to businesses are:

- Increased revenue by identifying new projects, collaborations and market reach
- Reduce cost through shared marketing and input
- Connect with people across industry, region and Outback Australia
- Save time by accessing information and contacts in an efficient way
- Local contacts who know your region
- Latest communication technology such as web-conferencing
- No cost to become a member

For further information regarding the Outback Network, please contact Lee Sweeney at the Commission on (08) 9173 8400

(ENDS)



Government of Western Australia
Pilbara Development Commission



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MEDIA CONTACT :	Lee Sweeney		
PHONE :	(08) 9173 8410	MOBILE :	0427 385 479
FAX :	(08) 9173 1881	EMAIL :	lee.sweeney@pdc.wa.gov.au