

Thursday August 10, 2006

MELBOURNE THE NATURAL CHOICE FOR WORKBRAIN HQ

Canadian software company, Workbrain, has chosen Melbourne as the new home for its Asia Pacific regional headquarters, the Minister for Information and Communication Technology, Marsha Thomson, announced today.

Workbrain's regional HQ has created approximately 20 jobs, both in technical development and systems implementation, as well as research and development.

Ms Thomson said Workbrain, an international workforce-management software specialist, chose Victoria because of its proximity to Asia as well as the State's highly-skilled, multilingual workforce.

"The Bracks Government is also encouraging universities and industry to work together, to not only attract more young people study ICT, but also to help ICT students graduate job-ready, with the right mix of business and technical abilities," she said.

"Victoria's workforce is an extraordinarily valuable asset.

"Victoria is the largest concentration of ICT university enrolments in Australia, with 39 percent of the nation's ICT students completing their education in this State."

Ms Thomson said Melbourne had a lot to offer companies looking for high-tech skills.

Workbrain's Chief Operating Officer, Steve DeBacco, said the decision to base its Asia-Pacific operations in Melbourne was easy.

"Our success to date with major clients, including Pacific National and the Queensland Government, provides us with a strong base from which to grow," Mr DeBacco said.

Ms Thomson said the Bracks Government was working hard to attract new investment and grow local innovation through its *ICT Industry Plan 2005-2010*.

"As international companies create new, high-level jobs by locating major offices and headquarters in Victoria, they are also investing to grow our local skill-base," she said.

For more information on Victorian ICT investment opportunities go to:
www.mmv.vic.gov.au/InvestInVictorianICT

For more information on Workbrain go to: www.workbrain.com