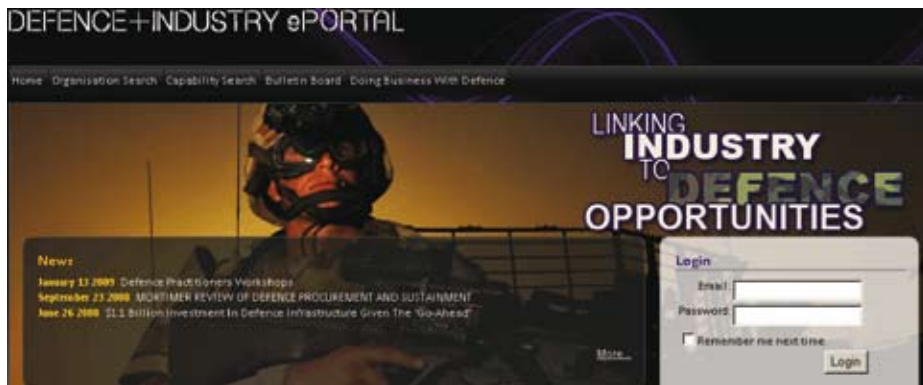


Defence + Industry ePortal



The Defence + Industry ePortal – www.dplusi.defence.gov.au – was launched in mid 2008.

The ePortal, often called the D+I ePortal, was established with the prime objective of providing a web-accessible, publicly-searchable Australian industry capability information system.

Any Australian or New Zealand company wishing to promote capabilities relevant to supporting the Australian Defence Force, whether it be in engineering, manufacturing, or services, is welcome to promote its capabilities through the D+I ePortal.

Today the ePortal holds information on more than 1000 defence industry companies; the number of hits on the home page is closing on 37 000; and users have carried out almost 18 000 searches on specific business capabilities.

This initiative has bipartisan political support, having its genesis in the 2007 Defence and Industry Policy Statement, and launched by the parliamentary secretary for defence procurement, Greg Combet.

What differentiates the D+I ePortal from other business directories?

A key distinction is the ability to link a capability to a geographic work location. This allows

users, including Defence, to know where capabilities are located across the country. This is a far more useful approach than a discrete list of capabilities for a company plus a separate discrete list of locations for that company.

Another distinction is the design of the capability taxonomy which is structured like a tree. This allows companies to define their capability based on a list from this tree structure. This same tree is used to drive the capability searches allowing the user to either broaden or narrow the search parameters to suit their specific needs.

The D+I ePortal is not just about capturing capabilities. It is also a source of information on how to do business with Defence, or indeed any Commonwealth department. There is also a bulletin board where news items, business opportunities, tender announcement and other information useful to industry can be posted. Registered users from industry can also submit items for posting.

And this is just the first phase. The intention is to use the ePortal as the single point where information can be exchanged between Defence and industry.

The Defence + Industry ePortal can be found at www.dplusi.defence.gov.au. ■

Need a personal lifestyle assistant?

Stand aside climate change and the global financial crisis we are in the middle of a revolution... the outsourcing revolution. As businesses across the world are outsourcing tasks – book keeping, receptionists, CRM, it begs the question what if we could outsource some of our own lives? Well now you can as a new style of personal services emerges – the personal lifestyle assistant.

Kalieg Blake established Balance – Personal Lifestyle Assistant after seeing the potential for busy families and small business owners to outsource some of their important yet often time consuming tasks.

"I help people balance their busy lifestyles. There is no limit to what I can do. Anything from grocery shopping, planning kids parties, helping families to relocate or elderly care." Kalieg said.

With more Australians working longer hours the demand for assistance to help keep the family life functioning is in high demand. Kalieg has several clients that she works for on a regular basis but also does one off tasks for people.

"Most of my clients are small business owners and parents who can see the value in my services so that they can spend more time with either their kids or building their business."

Kalieg offers a variety of ready-made packages (including Frantic Family, Mums and Bubs and Bachelor) or can simply be engaged on an hourly basis.

"My service is very personal and is flexible depending on my clients needs. I work with my clients to give them more time to enjoy their life."

A warm, energetic and obviously enthusiastic Kalieg grins with delight at my question of what it's like going into someone's home for the first time.

"My clients have to be comfortable with me and we usually establish this at our first meeting. It's all about building a strong relationship with the client and understanding their needs."

If you want to join the outsourcing revolution and get a little more Balance in your work and family life contact Kalieg Blake from Balance PLA by phoning 6157 5182 or 0403 068 913, email Kalieg@balancepla.com.au or www.balancepla.com.au. ■



Kalieg Blake, Balance – Personal Lifestyle Assistant

FACT: The total number of motor vehicles registered in Australia rose 3.5% (over the past 12 months) to reach 15.3 million, with motor cycles up 10.8% in the last year (Australian Bureau of Statistics Jan 2009).