



For Immediate Release

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Brett O’Riley Appointed CEO of NZICT Group

AUCKLAND, New Zealand — March 4, 2009 — The newly established NZICT Group, whose membership is made up of more than 40 of the country’s leading ICT companies, today announced the appointment of Brett O’Riley as chief executive.

As the new CEO, O’Riley will be responsible for representing members’ interests to government and within the wider business community. The primary objective of the NZICT Group is to represent the supply side of the ICT industry. NZICT will take a leadership role by collaborating with business, aligned associations, communities and government to promote the use of ICT. This is to enhance the country’s competitiveness for the betterment of all New Zealanders, and growth of the ICT industry. O’Riley starts on 20 March.

“Brett has over 20 years experience in the ICT sector as well as a deep understanding of government. This will be of tremendous value in raising awareness of the vital role ICT plays in

New Zealand's economic growth as well as providing a voice for the industry as a whole," said Kevin Ackhurst, interim chair of the NZICT Group and Microsoft New Zealand managing director. "Brett will be working with government and other associations and groups to help raise the industry's profile and to get the message across that ICT is vital to New Zealand's future."

"I'm looking forward to returning to New Zealand to take on the challenge of leading this new industry group," O'Riley said. "My priorities are to ensure the ICT industry supports the national broadband initiative, addresses the skills shortage and contributes to creating jobs and wealth by stimulating New Zealand's economy during this tough time."

Mr O'Riley's key priorities and initiatives in more detail include :

- Working with Government and its agencies to drive job growth and productivity in the New Zealand economy, contributing toward a common measurable outcome – Gross Domestic Product.
- Ensure that the Government's broadband initiative is well targeted and maximises the potential benefits to New Zealanders.
- Promoting the use of ICT products and services as a means to raise New Zealand's economic competitiveness.
- Developing a strong cohesive NZ ICT industry involving businesses of all sizes and the global pool of NZ ICT talent.
- Promoting a positive regulatory framework that addresses the issues and challenges of a 21st century information economy.

- Promoting the development of value-added segments of the ICT industry and the evolution of globally competitive NZ ICT firms.
- Ensuring more New Zealanders see ICT as a fulfilling career and have the skills to participate fully in the industry including NZ ICT working closely with the education system and various agencies to increase the relevance and quality of training available.

Since 2006 O’Riley has been Managing Director of Australian based Ochre Services and Ochre Networks, responsible for building a start-up telecommunications infrastructure development business with projects in Australia, Thailand, Indonesia and Singapore.

Prior to that he held senior executive roles at Gen-i, Telecom New Zealand, Nava Networks, Southern Cross Cable Network and Pacific Gateway Exchange. Early in his career he spent time in corporate and public affairs. He has been a press secretary and ministerial advisor under previous National and Labour governments.

Brett is also vice chairman of the Advisory Council of the Pacific Telecommunications Council, a regular writer and speaker on ICT issues, and away from business he has also been extensively involved as an international bowls administrator and player for the Professional Bowls Association and World Bowls Tour.

About NZICT Group

Formed in December 2008 the NZICT Group is an industry association made up of over 40 leading New Zealand ICT companies. It was founded to provide a single unified voice to address issues facing the industry as a whole.

NZICT Group aims to focus on three main areas initially: advocacy, raising the industry’s profile in terms of its economic delivery, and the industry’s current skills shortage.

Membership of the NZICT includes: ACE, Adroit Recruitment, Andrew Bonica, Augen, Axcell Institute, Axon, Catch, Cisco, ComputerForensics, Computer Power, Dennis Smith, Designertech, EdTech, ExpressData, Fronde, Gen-i, Hewlett Packard, Hitachi Data Systems, Hyperion Management Services, IBM, i-Consult, Ingram Micro, Lexel Systems, Kinetics, Mako Networks, Microsoft, Optimization, Quay Corporate, Show IT, SIMPL, SOFTsource, Solnet Solutions, SQL Services, TEAMnetwork, Teleconsultants, TechTonics, Unisys and XSOL.

ICT companies interested in joining the NZICT can contact Susan Wells tel +64 9 4149714, susan.wells@ict.org.nz.

For more information, press only:

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