



WIT WIRE

JANUARY 2013

"What would you do if you knew you couldn't fall?"



Hello Witty Women,

Welcome to 2013! I hope you all had a great break over the Christmas and New Year period.

Around this time of year many women

stop and reflect on the year that was and plan for the things they would like to achieve in the coming year. More time for family....more time for ME, eat better..... exercise more.....and also what to do next with their career.

WIT has a number of programs and events scheduled in 2013 to assist women working in the technology fields to get you noticed, increase your network of contacts, build a mentoring relationship and increase skills to get you back in the workforce, make that next career jump or begin your move to the boardroom.

Please check our [Event Calendar](#) for details and be sure to book early. I look forward to seeing you at one of our events soon.

WIT EVENTS

February

13/2/13
[Mentoring](#)
[Networking](#)
[Evening](#) Date
 Saver

The board continues to find and build sponsorship relationships whether they be general sponsorship or for a specific program or event. If any members are aware of an organisation that would benefit from building a relationship with WIT and might be interested in sponsoring this year please contact any board member or email secretariat@wit.org.au. All sponsorship is allocated to supporting members and assists WIT to make all programs and events as affordable and inclusive as possible.

Until next month - I wish you all an exciting and prosperous start to the new year.

Sue Johnston, President of WiT

TAKE 5 WITH FIONA - 3 TIPS FROM HOLLYWOOD ON CREATING A SUCCESSFUL CAREER



In Movie Awards Season, it's easy to forget that those receiving the awards all started somewhere. As career women, I think we have a lot to learn from Hollywood Actors. Should I ever have the fortune to meet Ryan Gosling, this is what I imagine he would tell me his top 3 tips for success are.

Learn to LOVE Networking - Progressing your career is as much about who you know as what you know. Many movie directors work with the same actors time and again: they know they are backing a winner.

Consider this statistic: 70% of new roles are never advertised. That means they are either filled internally or through networks.

Quite simply, you need to be in it to win it - If you need resources to help you get started with networking, email me for a copy of my soon to be released Networking For Newbies e-book.

Step up to the Leading Role - This is your year to shine. To do that you need to spend time on standing out, rather than wasting time on trying to fit in.

Calculated risks will pay off - George Clooney heard about the role in ER and knocked down doors till he got it – he knew it would lead to stardom for him.

Brand Yourself Before You Get Branded - You may not be hounded by the paparazzi like Nicole Kidman, but everything you do on and offline affects your professional reputation. So take control and be clear about the image and brand

you want to portray to the outside world.

**Go out there and make the most important movie of all – the movie of
YOUR life!**

WE ARE LOOKING FOR YOUR SUPPORT IN 2013!

WiT is a not-for-profit association with a membership of over 570, an affiliate list of over 2000 individuals and an annual WiT events attendance exceeding 2000. To cater for our growing community, we rely on the support of many reputable organisations.

WiT sponsors take advantage of opportunities to place their names in front of hundreds of the most influential technology industry professionals. WiT sponsorship is designed to ensure targeted exposure within industry, research institution and government, whilst providing the opportunity to promote employers of choice for professional women.

Benefits include:

- Direct referrals
- Increased reach
- Targeted exposure
- Reduced marketing costs
- Increased sales and reach
- Links to networks and knowledge
- Access to an objective source of information
- Recognition in the technology industry
- Lead generation
- Database building opportunities
- Enhanced relationships

We thrive on sponsorship items such as:

- Financial support
- Computer hardware and software for daily operations
- Finances for awareness creation
- Services and specialities for events
- Prizes for programs and events
- Your time as a volunteer or guest speaker

WiT uses sponsorship funds for:

- Events and programs
- Technological development
- Membership services
- Organisational growth
- Marketing and communications

Women in Technology offers flexible sponsorship options. Whether you want to harness the full potential of our Gold package or simply obtain targeted niche exposure, WiT can help.

Contact our Operations Manager, Lisa Cawthorne on 0430 219 091 or at secretariat@wit.org.au for a Sponsorship Pack and to discuss how we can help you choose the right level of exposure, support and opportunity.

SPRINGBOARD ENTERPRISES AND WIT SUPPORTING THE NEXT GENERATION OF FEMALE ENTREPRENEURS

WiT are looking to encourage the next generation of female entrepreneurs with their involvement in regional interviews for Springboard Enterprises.

One of our directors, Terry Woodcroft, listened to the pitches from local women-led companies and gave valuable advice and feedback.

Venture-catalyst Springboard Enterprises is the premier platform where influencers, investors and innovators meet to help women build 'big businesses starting small'. This is Australia's first accelerator program designed exclusively for investment-ready, women-led companies.

Springboard sources, coaches, showcases and supports growth companies seeking equity capital for product development and expansion. Our Australian companies now have an opportunity to join over 500 women-led US companies that have gone through Springboard's accelerator programs; raising more than \$5.6 billion in financing, creating tens of thousands of new jobs, and generating billions of dollars in annual revenues.

MORE INFORMATION

**AWARD WINNER PROFILE - Manas
Sivaramakrishnan Winner of the PhD
Career Start Award**



After the 2012 Awards we took some time to ask our amazing award winners the secrets to their success and plans and dreams for the future. We would like to thank Manaswini for her contribution to the industry and her support of Women in Technology. Congratulations Manaswini a well deserved win!

1. What is your background and your work and your career to date?

I have always striven to be an inquisitive and a keen student researcher. Due to my excellent academic record at Manipal University (MU), India where I completed my Bachelor degree) and The University of Queensland (UQ) where I gained my Master of Molecular biology, I was offered a Research Capacity Building Scholarship to undertake her PhD studies at Queensland University of Technology (QUT).

I was the first candidate from Manipal University to be offered a Peace Scholarship, sponsored by UQ & Qld Education and Training International. This scholarship was offered to students based on academic achievements demonstrated a commitment to 'global peace and understanding' through community activities. This led to the establishment of a Memorandum of Understanding between MU & UQ, principally mediated by Professor Ross Barnard, director of the biotechnology program at UQ. This initial step has since encouraged fellow MU students to pursue higher studies at UQ.

I have achieved several key milestones since I commenced my doctoral studies at QUT on "The interactions of Insulin-like Growth Factor I with transglutaminases". I obtained a score of 100% & the maximum Grade Point Average of 7 in the coursework requirement of my PhD. Work I have undertaken over the tenure of my PhD has enabled QUT's research team to gain valuable data to support several successful funding submissions, a publication & patent application and have strengthened ties with Manipal University. This has subsequently led to a highly successful collaboration between India & Australia evident from the \$300,000 Australia-India 2010 Strategic Research Fund grant.

I have already presented the results from my PhD at five national and two international conferences for which I was awarded travel grants to attend. My research calibre has also been tangibly recognised through my receipt of the International Student of the Year award in the Research sector by the Queensland Government at the Queensland Education and Training International awards held in November 2010. More recently, I have been accepted and am currently undertaking an internship at F.Hoffmann La Roche Ltd, Basel, Switzerland. This is a highly prestigious and exclusive position & will allow me to acquire firsthand experience of working in a world class pharmaceutical industry such as Roche.

I have also been actively involved in community engagement activities. I was involved in showcasing QUT's research at QUT Science display at the National Science Week in 2009 and 2011. As a part of a four member team of scientists from the Tissue Repair & Regeneration Program, I helped engage and promote scientific thinking in the young minds of Kenmore State high school students as a part of Scientists in School initiative. After my significant contribution as QUT's Science and

Technology ambassador at the Tall poppy regional tour of 2011, I was offered the role of an Extreme Science van ambassador for QUT involved in communicating & creating scientific awareness in Brisbane primary & high school students.

2. Describe how you felt when you were nominated for the award and when you won?

I have been looking at applying for this award since the start of my PhD. Since then, I have always told myself that I would apply during the next round because I would be a better candidate the following year. Hence, just wanting to apply for this award was sufficient enough to motivate me to aim higher and perform better. Being nominated and having won this award has allowed me to believe in myself more and I hope to contribute back to the scientific community and promote Women in technology in the best way I can.

3. Can you briefly describe why you were chosen for this award?

I believe that I was chosen because of my vision to try and make research more collaborative & international so as to facilitate better sharing of knowledge & resources on a global scale; aimed solely for the purpose of the greater good.

4. What do you feel are the qualities women need to succeed in the technology sectors?

I believe the success formula for women in technology sectors lies in a mixture that includes hard work, determination and perseverance as well as good mentors who can advise and guide through various stages of their career.

5. Who are your role models and how have they contributed to your success?

My motivation comes from all the successful researchers and entrepreneurs around the world. My role models are my parents. They always said two things which have become golden rules for me, even in research 1) There is no substitute for hard work 2) Success might be variable, but satisfaction is definite if you give it your best shot.

6. What are the benefits of having an association such as WiT to support, acknowledge and recognize the outstanding contribution women give to the technology sectors?

There is always a constant assumption and the possible reality that Women are not supported and acknowledged enough for their contribution in technology sectors. Organisations like WiT are rapidly changing this scenario and creating more awareness in these contexts. It is only with the help of such institutions can we radicalise increased importance towards women in leadership as well as managerial roles in technology sectors.

7. If you had a magic wand to change one thing to make the world work better what would you do?

If I had a magic wand, I would make research very well-funded all over the world.

INFORMATION TECHNOLOGY INSURANCE RISKS



The ever increasing dependence on technology by business and consumers have driven fantastic growth in the IT sector – but the reliance on technology means the companies that provide it are increasingly vulnerable to legal actions claiming non-performance, failure to deliver and a whole host of other liabilities. In a business environment characterised by fast-evolving innovation, intense competition and demanding customers, information and network technology companies face an ever-widening array of potential costly risks. The financial impact to an organisation if their insurance does not provide the correct insurance may be devastating on the bottom line.

Insurance Solutions for IT is innovative and flexible in crafting insurance solutions tailored to meet any need or budget. The following are examples of disputes and litigation that have occurred between Information Technology (IT) organisations and their clients. These examples illustrate why every IT organisation needs a specialist IT Policy backed by an experienced broker and an Insurer with a stable claims management.

Copyright Infringement - A company distributing database management software was sued by a software developer claiming the distributor hired a number of its former employees who stole the source code and used it to develop a competing product. The software developer sued for breach of copyright and breach of confidentiality and is seeking damages of \$2,000,000 from its rival plus an injunction to prevent further sales.

Lost Data - An IT company was engaged to provide a practice management system for a professional services firm. Following implementation of the system there were a number of problems with system crashes and data loss. The firm claimed compensation for consequential loss of revenue due to the loss of records of billable hours entered by fee earners and breach of contract in the amount of \$700,000.

Breach of Privacy - An Internet Service Provider (ISP) was sued for breach of privacy by a number of subscribers after their details of internet searches were made available online. Although the details were taken down copies were already circulating. Lawyers acting for the subscribers are seeking class action status. Although numeric identifiers had been substituted for subscribers' names, the ISP acknowledged that search queries might contain personally identifiable data revealing names, credit card numbers and medical conditions. The ISP blamed a researcher who had failed to gain proper clearances.

Property Damage - An IT hardware supplier was sued by a customer's property insurer as a result of fire damage to the customer's premises. Faulty

communications equipment provided by the supplier was found to be the cause of the fire. A defect in the manufacturing process caused the equipment to short circuit internally leading to extreme heat and combustion. The resulting fire damage was \$250,000.

Please Note: The above claims scenario examples have been collected from the IT claims division of global insurer Liberty international

The financial impact to an organisation or an individual if their insurance does not provide the correct insurance may be devastating on the bottom line. It is often easy to over-look the risks; however the impact on the business when it strikes is often catastrophic.

AT OAMPS we specialise in providing insurance risks associated with IT. Give us a call today and let us help you understand your risks better!

For more information or to discuss your needs contact Himan Bhindi, Account Manager - IT, OAMPS Insurance Brokers Ltd, Ph 02 9424 1893, Fax 02 9424 1800, M 0408 461 703, email himan.bhindi@oamps.com.au or check our our website at www.oamps.com.au.

ARTICLES OF INTEREST

It's still a long way to the top for Australia's working women

The 2012 [Australian Census of Women in Leadership](#), paints a mixed picture of gender equality in the workplace.

According to the Census report, women now hold 12.3% of ASX 200 directorships, up from 8.4% in 2010, but they only hold 9.7% of executive key management personnel (executive KMP) positions in the ASX 200. There are 18 more women in executive KMP positions than in 2010. The report suggests some explanations for this: "the recent focus of attention on women in leadership has been directed at boards rather than executives", and that "although it is possible to secure a board position by having demonstrated ability in other organisations and activities, senior executives normally need to have worked their way up the executive ladder. The pipeline for senior executive positions is generally narrower than for board positions and it will take time to channel more women through it".

If corporate Australia wants to sustain the significant gains it has made in valuing women's leadership, it needs to focus its attention on building pathways for career advancement.

[Read More....](#)

OTHER NEWS AND EVENTS

GET UP TO SPEED - Are you ready to get your business Up To Speed?

The digital age has dramatically changed the way we do business. It can be hard to keep up with the constant changes in technology and what they mean for your business but it is important that you try!

The Get Up To Speed program is a 12 week program designed to do just as it's name suggests, help your business get up to speed with new technologies, and to apply them to your business situation. This comprehensive program is delivered online allowing busy business professionals like you to study in a flexible manner around your business and family commitments.

Learn about:

- The online tools you need to succeed online
- How to analyse your website (if you already have one)
- Website design & development (if you need a website, or may need to revise your existing one)
- Selling and accepting bookings online
- SEO – search engine optimisation
- Social media – for the individual and for business
- Pay per click
- Emarketing
- Online advertising
- Understanding your website stats

More than 380 business have already engaged in this program, with incredible results.

Program starts February 2013. Mention Women in Technology in the "where did you hear about us" field when booking and WiT receive 10% from every booking. As a not for profit organisation this will be greatly appreciated.

MORE INFORMATION

LSQ Industry Breakfast

The next LSQ Industry Breakfast with feature Dr Steve Arlington, Global Advisory Leader, Pharmaceuticals and Life Sciences, PwC. "From vision to decision: Pharma 2020".

Date: Friday 15th February, 2013

Venue: Brisbane PwC Office, Riverside Centre, Lv 15, 123 Eagle Street, Brisbane

Time: 7:00am for 7:15am start
Cost: FREE for LSQ Members \$44.00 inc. GST for Non LSQ Members
RSVP: Friday 8 February 2013 to marketing@lsq.com.au or call 3331 3999

2013 International Women's Day Breakfast

The UN Women Australia Brisbane Chapter looks forward to welcoming you to the 2013 International Women's Day Breakfast.

With a focus on Ending Violence Against Women, proceeds from the breakfast will go to the Critical Services Initiative to support this cause.

Date: Friday 8 March, 2013
Time: 6.45 am – 8.30 am
Where: Brisbane Convention and Exhibition Centre
Bookings: Now open at www.unwomen.org.au

Unleash your passion for play this summer at SLQ!



Being held from 5 January - 14 April at the State Library of Queensland Garage Gamer is Queensland's first games space exclusively dedicated to local game lovers and game makers.

We're celebrating locally, (QLD) produced video and digital games so drop in and play your way through the latest and greatest video and mobile games Queensland has to offer.

Grab yourself an iPad, jump on a PC or hook yourself into our Big Play screen & flex those gaming muscles. Each station is pre-loaded with the hottest games available and updated regularly with new releases.

Also on the agenda — a gaming program packed full of workshops, talks, films and special events to get you thinking, creating, and living games! It's the first of it's kind in Queensland.

Our major contributor to the full program, Truna, aka Jane Turner, is a game design researcher, teacher and artist working at the intersection of games design and educational design. Regarded as the 'Aunty' of the Queensland games scene, Truna has supported countless young developers undertaking games studies at Queensland University of Technology and Griffith University.

Truna has published numerous work on games pedagogy, curates the annual 48 Hour Gaming Challenge, and runs the Game On program at QUT Creative Industries precinct.

Indie developer, Nicole Stark from Disparity Studio's, who's work features in the exhibition: Set adrift like a modern day Swiss Family Robinson, husband and wife Jason and Nicole Stark left the Australian games industry on mission together. They took their four children, they packed their bags and set sail to Noosa, Queensland. They gave themselves one single year to create a successful iOS game...

Program highlights include:

- **Level Up games nights:** 8 Feb, 8 Mar, 12 Apr, 6pm-9pm
- **Crowd-funding your game:** Talk with Alex Norton, creator of the Kickstarter-funded Malevolence RPG Wednesday 23 Jan, 6pm-7pm
- **The Mana Bar's Trivia Night:** Wednesday 20 Feb, 6pm-9pm
- **Game Changers** - Conversation with Queensland Entrepreneur Shainiel Deo: Wednesday 20 Mar, 6pm-8pm
- **Pecha Kucha Night:** Garage Gamer Wednesday 27 March, 6pm-9pm
- **7bit Hero concert and album launch:** Saturday 2 March, 7pm-9pm

MORE INFORMATION

Don't forget to ensure your WiT Membership is current moving in to 2013 to ensure you do not miss out on the benefits available to Members Only! If you have any queries regarding your membership status don't hesitate to email secretariat@wit.org.au.

Women in Technology

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You agree that WiT will use personal information to register you for this event. WiT may pass attendance details to other stakeholders in this event. Please advise if you do NOT wish your details to be passed to sponsors and stakeholders.