

PUBLIC ADMINISTRATION

Canberra is Australia's national capital and the seat of Federal Government.

It is also home of the administrative arm of the Australian Government, the Australian Public Service, which is widely recognised as one of the most innovative and efficient government administrations in the world.

Around 40 per cent of Canberra's workforce comprises Australian Government public servants who advise on policy and administer the A\$200 billion business of government from Canberra. Procurement decision making around information and communications technology (ICT), defence technology, national research priorities and national security are based in Canberra. Many of the global private sector suppliers to these government markets have significant operations in Canberra.

In ICT alone, the Australian Government spends over A\$4 billion annually on ICT related products and services, with a significant proportion of this directly Canberra

based. The Department of Defence also spends several billion dollars annually in the Canberra economy. All of Australia's public security agencies are based in Canberra and are growing with technology and capability upgrading programs.

There is also a significant government market for human resource services including the recruitment and training of public sector staff. This includes general management and leadership training, as well as training in portfolio-specific skills requirements such as industry policy development and environmental management.

Not surprisingly, Canberra's private sector is partly the product of its strength in public administration, although this relationship continues to change and evolve as the private sector diversifies from its government business origins.

If you are seeking to do business with the Australian Government, there is no more strategic and effective place to do so than in Canberra. As a strongly networked

city, having a presence and visibility on the ground is often critical to long term business development.

Case Study: Recruitment Systems

Recruitment Systems is a Canberra based company that supplies systems to the recruitment industry, predominantly recruitment agencies. Recruitment Systems commenced operations in 2001 and has since developed and marketed its Complete Recruitment Information System (CRIS) and TRIS Recruitment customer relationship management system worldwide.

Recruitment Systems sees recruiters not as administrators, but as managers of relationships. The company has been successful in eliminating and automating tasks in the recruitment process, thereby allowing recruiters more time to focus on what they do best – build and sustain profitable relationships.

The CRIS recruitment database is well known in Australia and New Zealand as a logical and powerful candidate management and

PUBLIC ADMINISTRATION

CONTINUED

applicant tracking system. The TRIS Recruitment CRM provides recruiters with highly intuitive communication tools for candidate management and best practice client relationship management.

In 2009, Recruitment Systems was a finalist in the Australian Export Awards for the second consecutive year. In 2008, the company won the Chief Minister's Export Award for Small Business in the ACT and was selected as one of the top 50 most innovative and fastest growing companies in Australia.

For further information contact:
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"Canberra has been a wonderful place for the development of our business because it has an economic and social climate that encourages entrepreneurs. It also has an incredibly talented and culturally diverse workforce, and many companies in Canberra have a global vision from inception. It is the easiest place in Australia to do business."

Neil Bolton
CEO
Recruitment Systems