



through social media sites such as [Facebook](#), [MySpace](#), [LinkedIn](#), [YouTube](#), [Digg](#), [Delicious](#), [StumbleUpon](#), [Twitter](#) and so on. The challenge for the organisation is to decide which of these opportunities is most relevant to their type of business and which will give the best return for time expended in setting up and maintaining the initiative (see the [social media workshop for business](#) mentioned above if you are interested in learning more about this).

It may come as no surprise to you that we have decided to become a tweet. If we come across something that we think you might be interested in then an occasional short message from Twitter will keep you informed between newsletters. For example we may:

- Steer you towards interesting web content. Forgive me, but I cannot resist this delightfully ingenuous man who decided after what must have been one XXXX too many that he really wanted to [ride on a crocodile](#). I just hope my relatives in the UK don't see it as I have enough trouble defending our cricket team, rugby team, prime ministerial succession policy and Tour de France cyclists who think they are playing rugby for South Africa.
- Inform you about the new free Google application that lets you develop Android apps without programming - see <http://appinventor.googlelabs.com/about/>
- Invite your feedback
- Forward (or 're-tweet') your useful tips

To encourage you to sign up for our tweets we will draw for a \$100 Myer voucher from every named person on our mail list (ie not randoms) who signs up to follow our Twitter page before 31 August.

#### How to follow NDA on Twitter

1. If you don't already have one, create a Twitter account in your own name at [www.twitter.com](http://www.twitter.com).
2. Go to the NDAs Twitter page at <http://www.twitter.com/NDAs>.

3. Click on the Follow button  to follow NDA.

#### e-Newspaper Wrap Up

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In previous newsletters we reviewed *The Australian's* e-newspaper for the iPad and competitive products such as RSS feed aggregators.

I did not feel any compelling reason to renew my \$4.99 monthly subscription after the first month of reading *The Australian* iPad edition. More worryingly for News Corporation, my brief flirtation with their electronic copy appears to have broken my addiction to purchasing the hard copy *Australian* newspaper - most days I don't buy it now. Instead I find myself relying on iGoogle news gadgets for general news and on the *Daily News* RSS feed aggregator for items of a more general interest.

While I am not suggesting that my desertion of *The Australian* has Rupert Murdoch quaking in his Blunnies or soiling his Bonds, he is clearly concerned that more people may follow the same path and substitute free Internet content for News Corp's paid-for content - concerned enough to host a conference on the subject and invite Apple boss Steve Jobs and Google founder Larry Page.

You can read all about it (for free) at News Corp's [Wall Street Journal](#) site.

#### What's happening at NDA this month

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- Due to a cancellation we have one spot available for a government systems administration employee in Hobart for the [Diploma in IT+MCSE](#) program. The program is 90% funded by Skills Tasmania. Enquiries to 1300 756 736.
- Congratulations to NDA's David Deacon on passing his Microsoft Certified Technology Specialist (MCTS) exam.
- In August we present [An Introduction to e-Marketing and e-Distribution](#) and [Search Engine Optimisation and Google Analytics](#) in both Hobart and Launceston. These half-day e-commerce courses are highly recommended for anyone wishing to get their head around doing business on

- the Web and on improving their Google search rankings.
- Some attractive '**train two people for the price of one**' bargains in *Access*, *Outlook* and *Designing Simple Websites* listed below.

## Outsider tips revisited

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Thank you for the feedback on last month's newsletter. Here are a selection of your comments:

Have you visited the bread bakery at Oatlands at the northern end of the Main St., just diagonally across from the refurbished flour mill ? They put us on to the Red Bridge Cafe, as I understand the Red Bridge owners learnt to make their sourdoughs through them. The owner bread makers are terrific people and you can stand there and have a chat while they knead the bread doughs, and sip on a nice coffee etc. Well worth your while checking out if you have not yet had a chance to do so.

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Thank you for the newsletter.

However, there is one glaring omission from your list of "stops" - Ut Si in Perth.

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Nigel,

The art of suggestion, now everyone eating a bacon sandwich will want to book an NDA course!

I LOVE it!

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Totally agree with your observations of the pit stops on the way to Hobart. But another is St Andrews Inn at Cleveland. If you haven't tried it do so next time you travel.

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Thanks for your latest newsletter Nigel. A good read as always.

Just thought I'd add that for people (like me) who do not (yet) have iPads (snarling, hissing noises in the background) and even for those who are on iPad but use a browser (Safari?) to read their feeds, I can highly recommend Feedly ([www.feedly.com](http://www.feedly.com)). I've become addicted. Feedly is free and organises your RSS feeds into a visually attractive package (try both the "cover" and "digest" views). It's also intuitive to set up and it's eazy az to include your current Google Reader feeds.

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There are 7 of us here in our Launceston office and we travel to Hobart quite often and part of our unofficial Travel Policy is to stop for coffee in Campbell Town and we mainly use Banjo's. On the way back we stop at "Mood Food" (a Caltex Servo just outside Kempton) for a chocolate and fat food fix. We also travel to Smithton/Woolnorth and then a compulsory stop is "etc" in Elizabeth Town. Old habits die hard.

I have been pondering another idea about travel between Hobart and Launceston and was wondering how many of your readers who travel frequently to Hobart for the day would consider using a train to commute. All we need is a fairly high speed train (lets say do the trip in about an hour) with a good wireless network and a good barista and brekkie bar. The trip back could be beer and wine of course. It could do a trip in both directions in the morning and the same in the evening. Here are my list of advantages:

- Time to do some work or relax and read
- Less accidents on highway
- Reduced pollution (1 train vs 100's of cars)
- Time saving – more efficient
- Healthier (you can move around and walk) – just use facilities (coffee and beer) in moderation please
- Socialise with other commuters
- Time to fill in those NDA enrolment forms
- Time to read very good NDA Newsletter
- Time to catch up on calls, emails etc.

So instead of the government trying to build a 4-lane highway – give us a train. I would use it. During the week it could be used for business and tourists and on weekends it could be used for Markets, Footy matches, tourists etc etc.

## Forthcoming Training Courses

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NDA is now able to release the following courses for stand-by enrolment, some at significant discounts on standard rates (**to obtain the discount, please phone Kristina on 1300 765 736** and mention this email when making bookings):

**Hobart – IT courses**

- [MYOB Setup and Operation](#) 22/26 Jul - \$570
- [Crystal Reports Introductory](#) 26/27 Jul - \$570
- [Access Introductory 2007](#) 5/6 Aug - **two for the price of one** \$480
- [Excel Introductory 2007](#) 9/10 Aug - \$460
- [Excel Intermediate 2007](#) 10/12 Aug - \$460
- [Excel Advanced 2007](#) 12/13 Aug - \$460
- [Outlook](#) 12 Aug - **two for the price of one** \$240
- [Intro to e-Marketing and e-Distribution](#) 17 Aug (am) - \$195
- [Search Engine Optimisation and Google Analytics](#) 17 Aug (pm) - \$195
- [Word Introductory 2003](#) 17/19 Aug - \$460
- [Word Intermediate 2003](#) 19/20 Aug - \$460
- [MYOB Setup and Operation](#) 19/20 Aug - \$570

**Hobart – Business Skills courses**

- [Managing Successful Projects](#) 28/29 Jul - \$570
- [Delivering Convincing Presentations](#) 30 Jul - \$285
- [Time Management](#) 5 Aug - \$285
- [Superior Customer Service](#) 13 Aug - \$285
- [Business Writing Skills](#) 24 Aug - \$285

**Launceston – IT courses**

- [Crystal Reports Introductory](#) 26/27 Jul - \$570
- [MYOB Advanced](#) 27 Jul - \$285
- [Designing Simple Websites](#) - 3 Aug - **two for the price of one** \$240
- [Excel Introductory 2007](#) 9/10 Aug - \$460
- [Excel Intermediate 2007](#) 10/12 Aug - \$460
- [Intro to e-Marketing and e-Distribution](#) 10 Aug (am) - \$195
- [Search Engine Optimisation and Google Analytics](#) 10 Aug (pm) - \$195
- [Excel Advanced 2007](#) 12/13 Aug - \$460

**Launceston – Business Skills courses**

- [Conflict Resolution and Assertiveness](#) 26 Jul - \$285
- [Delivering Convincing Presentations](#) 30 Jul - \$285
- [Recruit Select and Induct Staff](#) 11 Aug - \$285
- [Superior Customer Service](#) 13 Aug - \$285
- [OH&S in the Workplace](#) 18 Aug - \$285
- [Business Writing Skills](#) 24 Aug - \$285

**Devonport – IT courses**

- [Excel Introductory 2007](#) 9/10 Aug - \$460
- [Excel Intermediate 2007](#) 10/12 Aug - \$460
- [Excel Advanced 2007](#) 12/13 Aug - \$460

**Devonport – Business Skills courses**

- [Time Management](#) 5 Aug - \$285
- [OH&S in the Workplace](#) 18 Aug - \$285

**HOBART**

Level 3, Trafalgar Centre,  
110 Collins St  
Hobart TAS 7000  
Phone: (03) 6224 2660

**LAUNCESTON**

Level 1,  
65 St John Street  
Launceston TAS 7250  
Phone: (03) 6334 4910

**DEVONPORT**

The Roberts Building,  
23 Stewart St  
Devonport TAS 7310  
Phone: (03) 6423 4547

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