

Business Skills Qualifications IT Solutions



NDA website

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If you can't read this edition click http://www.nda.com.au/newsletters/august10.pdf for the unadulterated copy.

Dear John

Have you ever wondered if Microsoft is superstitious? No? We hadn't either until we installed the latest version of Office and noticed that the version number jumped from number 12 (Office 2007) to number 14 (Office 2010) - no Office 13! This may confirm the rumour that Bill Gates still favours the same underpants he was wearing when he sold MS DOS to IBM in 1980 and the Microsoft juggernaut took off.

Can you cheat fate in this way? Perhaps not. My musical colleague Wayne Madden tells me several famous composers, including Beethoven, Schubert, Bruckner and Dvorak, all died after composing their ninth symphonies. Gustav Mahler, in an effort to avoid what had by then become known as 'the curse of the ninth', did not give his ninth symphony a number - and died midway through writing the tenth. So Bill, you can't win, mate. Get out of those old rags, get into a new pair of Calvin Kleins and let's just call it Office 13.

Moving on, NDA has <u>updated its website</u>. In the fast-changing world of the Internet it is good practice to change the content of websites regularly and to give them a complete make-over every three or four years. So we have updated the look and reorganised the content into a more accessible format. It's like a new born baby at the moment - all pink and shiny and probably not toilet trained, so be gentle with it. If you have links or bookmarks to pages other than the root directory you may need to update them. Feedback welcome.

To launch the new site we are running a competition for everyone who signs up to follow NDA on *Twitter* before 31 August - details below.

On the subject of Twitter and social media in general, TasICT are presenting a good value <u>social media</u> <u>workshop for business</u> in Hobart on 29 July. This will be of interest to anyone who wants to understand social media and develop a strategy for using it. Also in Hobart the national body of System Administrators (SAGE) will be hosting their <u>annual technical conference and training event</u> at Wrest Point from August 9th – 13th.

Kind regards

Nigel Davies **Director**, **NDA**

You are receiving this newsletter either because you attended an NDA training course and ticked the relevant box on the course review form or because a friend subscribed you. You can unsubscribe automatically at any time by clicking the link at the bottom of the email.

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Competition: Follow NDATas on Twitter and Win a \$100 Myer Voucher

One of the challenges of the modern business environment is how to make the best use of the Web. In addition to establishing an effective web site there are also many alternative e-business opportunities that can be developed. For some types of business the choice is clear cut: if you are in tourism you will want to be on TripAdvisor; if you are in retail you might establish an eBay site.

Apart from the more specialised applications, all organisations can choose to keep in touch with clients

through social media sites such as <u>Facebook</u>, <u>MySpace</u>, <u>LinkedIn</u>, <u>YouTube</u>, <u>Digg</u>, <u>Delicious</u>, <u>StumbleUpon</u>, <u>Twitter</u> 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 <u>social media workshop for business</u> mentioned above if you are interested in le arning more about this).

It may come as no surprise to you that we have decided to become a twit. 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 <u>ride on a crocodile</u>. I just hope my rellies 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.
- 2. Go to the NDATas Twitter page at http://www.twitter.com/NDATas.
- 3. Click on the Follow button



to follow NDA.

e-Newspaper Wrap Up

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

- Due to a cancellation we have one spot available for a government systems administration employee in Hobart for the <u>Diploma in IT+MCSE</u> 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 <u>An Introduction to e-Marketing and e-Distribution</u> and <u>Search Engine</u>
 <u>Optimisation and Google Analytics</u> 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

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.

Thank you for the newsletter.

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

Nigel.

The art of suggestion, now everyone eating a bacon sandwhich will want to book an NDA course! I LOVE it!

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.

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). 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.

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

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

<u>Delivering Convincing Presentations</u> 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

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110 Collins St

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LAUNCESTON

Level 1,

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DEVONPORT

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Devonport TAS 7310

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