



Eric Roozendaal
NSW Minister for Roads
Minister for Commerce

MEDIA RELEASE

Indigenous IT company wins NSW Government contract

State Plan Priority P3: Cutting Red Tape, P5: AAA Rating Maintained

August 27, 2007

NSW Minister for Commerce, Eric Roozendaal, today announced that Australia's first Indigenous telecommunications company, Message Stick Communications, had been awarded a NSW Government contract for landline and mobile voice products and services.

Mr Roozendaal said the Government Telecommunications Agreements would cut the Government's annual telecommunications bill by more than \$50 million a year from 2007/08 onwards.

"The NSW Government is keen to provide opportunities for smaller companies to do business with Government," Mr Roozendaal said.

"Contracts have been signed with Message Stick Communications, Soul and PowerTel to form a development panel of service providers as part of the latest NSW Government Telecommunications Agreements.

"The Department of Commerce has signed an agreement with Michael McLeod, CEO and founder of Message Stick Communications, earlier this month.

"Message Stick Communications has demonstrated its ability to offer high quality services at competitive prices in a very tough and technical marketplace," Mr Roozendaal said.

Mr McLeod is an Indigenous Australian, as are most of his management and staff. The company is majority owned by Indigenous Australians.

"The NSW Government is committed to supporting small and innovative NSW businesses whether they are located locally or regionally.

"The development panel was established to provide opportunities for small or regional focused companies to provide services to the NSW Government.

"Message Stick provides high quality landline and mobile voice and data telephony and conferencing services." Mr Roozendaal said.

The Government Telecommunications Agreements consist of two panels. The first panel contract was signed in April 2007 with AAPT, Macquarie Telecom, Optus and Telstra for the delivery of fixed line and mobile services for government agencies.

The new agreements form part of *People First* – the NSW Government's ICT Plan which redirects back-end savings to frontline services such as patient care, police operations, emergency services and community services.

MEDIA CONTACT:

Stavro Sofios

9228 3535 or 0418 685 960