

# Chairman's Report



**Barrie Adams**  
Chairman

On behalf of the CITEC Business Enterprise Board of Directors I am pleased to present CITEC's annual business report for the year ended 30 June 2003. In providing the first Chairman's Report since the establishment of the Board in early 2002, I acknowledge a climate that tested not only CITEC, but also others in the ICT sector.

Over the past few years there has been an increasing level of competition amongst ICT service providers and also a propensity for organisations to revert to in-sourcing ICT services. ICT organisations, large and small, have not performed well - competition is increasing and market conditions have made the past two financial years difficult for most industry players. The overall impact has been stagnant growth where revenue has remained relatively consistent.

In December 2002, CITEC appointed a new Managing Director, Dr Mark Rainbird. Mark's extensive experience gave him a valuable insight into the organisation's key strengths and his review of CITEC revealed that the organisation lacked a common direction. Therefore, with the Board's endorsement Mark has begun to realign CITEC's structure on the following key objectives: selling products and services and generating revenue; delivering excellent service to customers and enabling the business through sales and delivery.

## • The Way Forward

• The Board's efforts for the past 12 months have focused on reviewing CITEC's strategic direction. In the Board's first full year we have put in place relevant corporate governance processes, including establishing two Board Committees: Finance and Audit, and Creating the Future. We are committed to developing CITEC into an organisation that will:

- be a national leader in providing Information and Communication Technology (ICT) services;
- be the premier information solutions services provider in Australia;
- remain the number one ICT services provider in Queensland; and
- provide quality bundled ICT services based on world class infrastructure and technology, and information solutions that support our clients' business processes.

The Board and management have implemented strategies that will grow and expand our business, increasing revenue and market share by:

- building a strong brand name;
- expanding our product portfolio;
- building relationships with strategic partners;
- focusing on measuring sales on margins not revenue; and
- developing a national sales focus.

The Board expresses its gratitude to our clients, the management team and to all our valued employees, whose contribution has helped CITEC continue to realise its value and potential.

**Barrie Adams**  
Chairman