



NEWS RELEASE

Premier of New South Wales

100,000 REASONS TO PUT 'IT' TO THE TEST

September 4, 2009

In an Australian first, Premier Nathan Rees will launch a \$100,000 competition today looking for better ways to provide government information to the public.

The *APPS for NSW* competition will encourage software developers to come up with new and innovative ways to store, use and analyse Government data on the latest technologies.

"This is about making government information accessible for people, businesses and community groups," Mr Rees said.

"It will mean government information is available in a 21st century format on 21st century technology like iPhones."

The competition is based on the Applications for Democracy Model developed in Washington DC.

"Top entries in this competition included providing tourist friendly maps on i-phones and finding the best parking spots in various parts of the City," Mr Rees said.

As part of the competition a prize will be dedicated to school children across the State.

"We would like to see parents and teachers encourage their kids and classrooms to get involved," Mr Rees said.

"NSW is serious about drawing on our thriving knowledge sector, including our strengths in ICT, and our tech-savvy young people."

Minister for Science and Medical Research Jodi McKay said the prize comes on top of the recent NSW Energy Challenge Prize, a new \$5 million international prize to keep the State at the forefront of clean energy provision.

"Prizes have demonstrated their effectiveness in promoting innovation activities and pushing the boundaries of human knowledge," Ms McKay said.

"They might all have different objectives and themes but prizes all have one thing in common, they use competition to stimulate ingenuity, resourcefulness and problem solving."

The prizes will be judged by an expert panel and there will also be a People's Choice Award and the opportunity for the best entry to go to a prototyping phase.

Mr Rees announced the inaugural APPS for NSW competition at the NSW Public Sphere: Government 2.0 at Parliament House, a forum exploring how new technologies (known as Web 2.0) can improve collaboration, participation and service delivery in NSW.

The competition will run for a three month period.

Details are available on <http://www.information.nsw.gov.au/2009/>