



For Immediate Release

Further Information

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skillsone.com.au NOMINATED FOR THE 12th ANNUAL WEBBY AWARDS

Australia's skillsone.com.au on the Shortlist for the "Oscars of the Internet"

Sydney –Thursday, 10 April 2008 - The 12th Annual Webby Awards has nominated Australia's skillsone.com.au as one of only five nominees in the Associations category, placing it in the running for the two most sought-after Internet awards: The Webby Award and the Webby People's Voice Award for 2008. The SkillsOne website is an initiative of the Institute for Trade Skills Excellence and was designed to promote trades and skills in an interactive environment in order to address Australia's trade skills shortage

Hailed as the "Oscars of the Internet" by the *New York Times*, The Webby Awards is the leading international award honouring excellence on the Internet. The Webby Awards is presented by the International Academy of Digital Arts and Sciences, and the judging panel is made up of David Bowie, Harvey Weinstein, Matt Groening, Jamie Oliver, Internet co-inventor Vinton Cerf, RealNetworks CEO Rob Glaser, AKQA Global Creative Director Rei Inamoto, Richard Branson and R/GA CEO Bob Greenberg.

Winners will be announced on May 6, 2008 and honoured at a star-studded gala in New York City on June 10th.

Executive Director of the Webby awards, David-Michel Davies said the awards recognised the best websites globally.

"The Webby Awards honor the outstanding Websites that are setting the standards for the Internet.

"The SkillsOne Webby Award nomination is a testament to the skill, ingenuity, and vision of its creators" said David-Michel Davies.

Creative Director of SkillsOne and well-recognised Australian film director and television producer Peter Faiman said creativity was essential in promoting trades and skills to Australians.

"Cost effective creative innovation is a key driving force behind the content and presentation of SkillsOne. We feel very proud this creativity has been recognised by the Internet community which continues to distinguish itself in the process of forging a new and profound communications art form" said Peter Faiman.

SkillsOne's Head of Digital Media, Kathryn Franco said that being nominated from a pool of 9,500 entries and being only 1 of 3 Australian nominees is a huge accomplishment for the SkillsOne team who have been up and running for less than twelve months.

"The Webby Awards is the pre-eminent symbol of excellence worldwide. The Internet hasn't just changed everything, it is everything. That is the thinking we apply everyday to the business and the project.

“The SkillsOne integrated web and television platform is central to the overall strategy for the initiative and makes skillsone.com.au so successful.

“This nomination is testament to the fact that our expertise can be compared to some of the best sites in the world, including those driven by big teams from the world's largest media and search organisations" said Kathryn Franco.

Brian Wexham, Chief Executive Officer of The Institute for Trade Skills Excellence said the SkillsOne multimedia platform is an essential tool in closing the skills shortage gap in Australia.

“The support of new media assists greatly in helping to communicate informative, positive, practical information to address skills shortages. SkillsOne is central to that innovative thrust. For the website to be nominated for the Webby Awards underscores that innovation” said Mr Wexham.

From now through May 1st, online fans around the world can cast their own votes for skillsone.com.au in The Webby People's Voice Awards presented by Nokia at <http://pv.webbyawards.com>. SkillsOne is one of five global sites nominated for the People's Voice Awards so all Aussie's should get online to vote!

Founded in 1996, The Webby Awards are known worldwide for its famous five-word speech limit. Past headline-grabbing speechmakers include Al Gore (“Please don't recount this vote”), Beastie Boys (“Can anyone fix my computer?”), and Prince (“Everything you think is true.”).

- ENDS -

About SkillsOne

SkillsOne is a cutting edge, fully integrated multi-platform project. SkillsOne comprises of SkillsOne Television which screens on Foxtel/Austar's Aurora Channel (183) for 18 hours a week and is integrated with the broadband video-based SkillsOne website.

skillsone.com.au presents high quality videos that are available 24 hours a day, 7 days a week . The videos, along with other content provide visitors to www.skillsone.com.au with all the information they need to get started in a trade skill and also information for employers looking to employers apprentices.

skillsone.com.au is a great resource for students, school leavers, teachers, career advisors, training colleges and employers any anyone interested in exploring trade skills opportunities.

About The Webby Awards:

Hailed as the "Oscars of the Internet" by the New York Times, The Webby Awards is the leading international award honoring excellence on the Internet, including Websites, interactive advertising, online film and video, and mobile web sites. Established in 1996, the 12th Annual Webby Awards received a record 9,500 entries from all 50 states and over 60 countries worldwide. The Webby Awards is presented by [The International Academy of Digital Arts and Sciences](http://www.theiaa.com). Sponsors and Partners of The Webby Awards include: Adobe; The Creative Group; .ORG; The Barbarian Group; Level3; Adweek; Fortune; Variety; Wired; IDG; Brightcove; PricewaterhouseCoopers; 2advanced.Net; KobeMail and Museum of the Moving Image.
www.webbyawards.com