



THE  
**le@rning**  
FEDERATION

schools online curriculum content initiative

# INDUSTRY SEMINARS 2004

## Report on the 2004 TLF/AIMIA seminar series

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AUSTRALIAN INTERACTIVE MEDIA  
INDUSTRY ASSOCIATION

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# 1 Summary

The Le@rning Federation and the Australian Interactive Multimedia Industry Association (AIMIA) conducted a series of seminars for industry during the months of May and June, 2004. The seminars were conducted in Sydney, Brisbane, Perth, Adelaide, Canberra, Hobart and Melbourne and attracted an approximate total of 254 participants. The audience was primarily drawn from the developer community.

## 2 Introduction

Since the beginning of the Initiative, The Le@rning Federation and the Australian Interactive Multimedia Industry Association have conducted regular briefings on industry matters common to each organisation. It was agreed to organise a series of seminars in 2004 for the multimedia industry who are seeking a share in the elearning market. A committee was established consisting of TLF staff, the national executive officer of AIMIA and presidents of AIMIA state chapters to coordinate the seminar series.

## 3 Organisation

The Industry Seminars were organised by The Le@rning Federation and AIMIA. AIMIA consists of a national office and state chapters in Victoria, NSW, Queensland and South Australia. AIMIA state chapters took an active role in organising seminars for their own state. Further support was provided by the Department of Communications, Information Technology and the Arts; Department of Commerce, NSW; Department of State Development and Innovation, Queensland; Multimedia Victoria; Department of Economic Development and Department of Education, Tasmania; Department of Trade and Economic Development, South Australia; and Department of Industry and Resources, Western Australia.

The Australian Innovation Festival 2004 supported the seminars through publicising the series and the national office of AIMIA distributed press releases for each seminar. Hill & Knowlton Australia Pty Limited provided support by compiling and distributing press releases for each seminar.

Invitations were sent to state ministers for industry development and the Minister for Communications, Information Technology and the Arts to open and/or participate in the seminars. The invitations were accepted by: Hon. Marsha Thomson MP, Victorian Minister for Information and Communication Technology; Hon. John Della Bosca, NSW Minister for Commerce; and Hon. Linda Lavarch, Parliamentary Secretary to Minister for State Development and Innovation.

The Victorian seminar was one of a series focussing on elearning that was organised by Multimedia Victoria and the Victorian state chapter of AIMIA.

## 4 Seminars

### 4.1 Themes of the seminars

The themes for the seminars varied to allow for state based issues but had a strong emphasis on process improvement for developers. Other themes covered by the presenters included:

- Ensuring creativity does not get put aside in standards-based development.
- The benefits of having a broad range of capacities in the development team.
- Acquiring experience and know-how from The Le@rning Federation projects.
- Developing elearning content for varied publishing models; for example, learning management systems, CD ROM and file systems.
- How do teachers use learning objects? A selection of case studies and anecdotes.
- How standards based development can assist establishing an export market for Australia.
- Similarities and differences between elearning sectors.

- How cultural institutions can be involved in The Le@rning Federation.
- Experiences with selling content and services in an export market.

## 4.2 Seminar participants

Location	Date	Venue	Presenters/panel members	Attendees
Sydney	5 May 2004	Australia Technology Park	<ul style="list-style-type: none"> <li>• Hon. John Della Bosca, NSW Minister for Commerce – opened seminar</li> <li>• Felicity Mildon, Felicity Mildon and Associates - presenter</li> <li>• Harvey Feldstein, The Centre of Learning Innovation and Appcon - presenter</li> <li>• David Hegarty, Cadre Design - presenter</li> <li>• Mark Samuels The Le@rning Group - presenter</li> <li>• Stuart Tait, The Le@rning Federation – panel member</li> </ul>	55
Brisbane	6 May 2004	Web Central Theatre	<ul style="list-style-type: none"> <li>• Hon. Linda Lavarch, Parliamentary Secretary to Minister for State Development and Innovation - opened seminar</li> <li>• Cathie Sherwood AIMIA QLD President - moderator</li> <li>• Stuart Tait, The Le@rning Federation - presenter</li> <li>• Dr Michael Crock Director of Flexible Learning and Access Services Griffith University - presenter</li> <li>• Matthew Angell QANTM Consulting - presenter</li> <li>• Adam Bell Wellington Point School - presenter</li> <li>• Sandra Newbould Tradestart Manager QLD - panel member</li> <li>• Michael Burke Liquid Animation - panel member</li> <li>• Don Lanham Life International Training Pty Ltd - panel member</li> </ul>	44
Perth	10 May 2004	Perth Cultural Centre	<ul style="list-style-type: none"> <li>• Peter Morris, Telesis Communications - moderator</li> <li>• Stuart Tait, The Le@rning Federation - presenter</li> <li>• Roger Dickinson, Centre for Learning Technology - presenter</li> <li>• Ian Kenny, Westone - presenter</li> <li>• Sandra Newbould, Tradestart Manager QLD - presenter</li> </ul>	19
Adelaide	12 May 2004	CIBM - Centre for Innovation and Business Management	<ul style="list-style-type: none"> <li>• Susan Andrews - moderator</li> <li>• Mark Keough Archer College - presenter</li> <li>• Stuart Tait, The Le@rning Federation - presenter</li> <li>• Jon Mason, education.au limited - presenter</li> <li>• Allan Christie NetSpot Pty Ltd - presenter</li> <li>• Sandra Newbould, Tradestart Manager QLD - panel member</li> </ul>	32
Canberra	13 May 2004	National Gallery of Australia	<ul style="list-style-type: none"> <li>• Stuart Tait, The Le@rning Federation - presenter</li> <li>• Dr Neville Higgins Learning Curve Pty Limited - presenter</li> </ul>	24

			<ul style="list-style-type: none"> <li>• Ann Baylis ScreenSound Australia - presenter</li> <li>• Di Kerr The Le@rning Federation - presenter</li> </ul>	
Hobart	1 June 2004	Department of Education Seminar Room	<ul style="list-style-type: none"> <li>• Louise van Rooyen, President AIMIA National - moderator</li> <li>• Stuart Tait, The Le@rning Federation - presenter</li> <li>• Geoff Elwood, Etech Group - presenter</li> <li>• Craig Dow Sainter, Roar Studios - presenter</li> </ul>	20
Melbourne*	2 June 2004	Melbourne Museum	<ul style="list-style-type: none"> <li>• Sue Marlan, The Le@rning Federation - presenter and moderator</li> <li>• Martin Power, International Training Australia Pty Ltd and Holmesglen TAFE - presenter</li> <li>• Scott Mahoney, ANZ Online Learning Services - presenter</li> <li>• John Thomas, Dataworks, - presenter</li> </ul>	60

\* The Melbourne seminar was one of a series of elearning seminars organised by the Victorian chapter of AIMIA and Multimedia Victoria. The series was officially launched by the Hon Marsha Thomson MP, Victorian Minister for Information and Communication Technology at a Victorian eLearning Network Function on 28 April 2004.

### 4.3 Discussion arising from the seminars

The seminar series provided the opportunity for developers to discuss issues surrounding process improvement, export opportunities and seeking market share in elearning. The NSW seminar opened with Minister Della Bosca outlining initiatives the NSW government have undertaken to support the eLearning industry. He was followed by Harvey Feldstein who presented findings of a report into training<sup>1</sup> conducted in 2003. The survey highlighted that in 2003 \$4.5 billion spent in training in Australia, and increased over the \$3.2 billion spent in 2001 and that during the same period, intranet and internet delivery of training almost doubled. David Hegarty was joined by an instructional designer and project manager to provide a range of perspectives when working on elearning projects.

The Queensland event was titled "*Blending and blurring: eLearning perspectives for QLD in a global environment*" and was focused on three dimensions of elearning: global, national and consumer. Hon. Linda Lavarch outlined Queensland government initiatives to support the multimedia industry. Dr Michael Crock discussed the findings from the recent eLearning eTraining 2004 international symposiums and in particular the future of learning objects and their impact on educational product development. Matthew Angell reflect on his work in the national environment and how the development of learning objects in particular and elearning in general requires a team approach and an excellent understanding of how to design interactive environments without breaking the bank. Adam Bell presented practical examples from the perspective of a classroom teacher of using learning objects with students.

The West Australian seminar compared and contrasted elearning in the VET and schools sectors. Roger Dickinson outlined the production processes his company undertakes when developing content for The Le@rning Federation and compared this to other projects he has been involved with. Ian Kenny gave an overview of specifications in elearning in the VET sector and case studies on applying the specifications to new and existing content. Sandra Newbould introduced participants to the TradeStart initiative outlining how companies can qualify for support in seeking export markets.

South Australia's seminar began through an address by Mark Keough on start up businesses and accessing international markets. Jon Mason provided an overview of standards and specifications and the relevance to an international market. Allan Christie provided a case

<sup>1</sup> See <http://www.appcon.com.au/tnpn002774/GyroWeb.nsf/Survey!OpenFrameset> for full report.

study of a successful elearning business that works within the VET and corporate sector. Sandra Newbould introduced participants to the TradeStart initiative outlining how companies can qualify for support in seeking export markets.

Due to the audience, the focus for the ACT seminar was on ways cultural institutes can work with The Le@rning Federation. Stuart Tait outlined an initiative of The Le@rning Federation that will work with cultural institutions to digitise and distribute resources. Dr Neville Higgins provided a perspective of a developer who has worked with TLF and cultural institutions in developing learning objects. Ann Baylis and Di Kerr presented a summary of the pilot between TLF and Screensounds Australia, highlighting issues that arose during the process and outcomes of the pilot.

The Tasmania seminar was called "*Seeking Markets for eLearning Beyond Tasmania*". Louise van Rooyen reflected on the high quality of Australian elearning content as compared to elearning content she viewed at a recent international conference. Geoff Elwood provided a case study on Etech and his success in seeking export markets. Craig Dow Sainter presented the history of Roar Studios who have been able to be a successful developer for state and national projects across a spectrum of film and multimedia.

The Victorian seminar was one of a series and was titled "*Learning for the Future - the eLearning Marketplace*". The series was launched in conjunction with Victoria's eLearning Strategy "*World Class Business: Growing Victoria's eLearning Industry*" by the Victorian Minister for Information and Communication technology, Marsha Thomson on 28 April 2004.

On June 2, at the first seminar in the Victorian series, Sue Marlan outlined issues faced managing a national project working with 16 developers and the support required to improve development processes to meet The Le@rning Federation requirements. Martin Power emphasised the need for industry to have a focussed voice and outlined the activities of International Training Australia who represent Victorian TAFE colleges in the international market place. Scott Mahoney provided strategies for companies to critically assess the viability of taking on development projects and demonstrated a failure assessment model as a project management tool. John Thomas gave an overview of activities of local developers and publishers. He emphasised the importance of interoperability and that dependence on proprietorial systems is not sustainable. He recommended developers build for multiple markets, build for export and be ready and able to demonstrate the benefits of their products.

## 5 Conclusion

The industry seminars provided opportunity for industry to engage in dialogue over process improvement and seeking export markets. Speakers presented case studies, reflected on international trends and provided support to each other in sharing experiences within the industry. The Le@rning Federation cemented further its relationship with AIMIA, national office and state chapters, and was also able to establish relationships with state base industry development authorities. Anecdotal evidence suggests the seminars were well received and participants appreciated the opportunity to speak to their peers as presenters and to share their experiences to develop a stronger elearning industry. In response to the support given at the ACT seminar, The Le@rning Federation has organised another workshop with cultural institutions to establish ongoing relationships to digitise and distribute resources for Australian and New Zealand schools.

## List of speakers and other participants

Seminar	Contact	Title	Company	Role in Seminar
NSW - Sydney	David Hegarty	Managing Director	Cadre Design	Presenter
	Felicity Mildon	Director	Felicity Mildon and Associates	Moderator
	Harvey Feldstein	Principal Consultant and Director	The Centre of Learning Innovation	Presenter
	Mark Samuels	Business Development Director	The Le@rning Group	Presenter
	The Honourable John Della Bosca	Minister for Commerce		Launched Seminar
	Stuart Tait	Manager, Market Information and Research	The Le@rning Federation	Panel Member
	Esther Bailey	President	AIMIA NSW	Organisational support
QLD – Brisbane	Dr Michael Crock	Director of Flexible Learning and Access Services	Griffith University	Presenter
	Matthew Angell	Manager	QANTM Consulting	Presenter
	Adam Bell		Wellington Point School	Presenter
	Hon Linda Lavarch	Parliamentary Secretary to Minister for State Development and Innovation		Launched Seminar
	Sandra Newbould	Tradestart Manager QLD		Panel Member
	Michael Burke		Liquid Animation	Panel member
	Don Lanham		Life International Training Pty Ltd	Panel member
	Stuart Tait	Manager, Market Information and Research	The Le@rning Federation	Panel Member
	Cathie Sherwood	President	AIMIA Queensland	Organisational support



Seminar	Contact	Title	Company	Role in Seminar
ACT – Canberra	Dr Neville Higgins	Managing Director	Learning Curve Pty Limited	Presenter
	Anne Baylis		ScreenSound Australia	Presenter
	Di Kerr		The Le@rning Federation	Presenter
	Robert Canard		DCITA	Organisational support
	Christabel Wright	Manager, Digital Content Film and Digital Content	DCITA	Organisational support
	Katie Biggs		DCITA	Organisational support
	Stuart Tait	Manager, Market Information and Research	The Le@rning Federation	Presenter
SA - Adelaide	Karen Orr Vered		AIMIA South Australia	Moderator
	Jon Mason	Executive Consultant	education.au limited	Presenter
	Mark Keough		Archer College	Presenter
	Allan Christie		NetSpot Pty Ltd	Presenter
	Susan Andrews		Government of South Australia	Host and organisational support
	Sandra Newbould	TradeStart Manager QLD		Presenter
	Stuart Tait	Manager, Market Information and Research	The Le@rning Federation	Presenter
	Steven Watt		AIMIA South Australia	Organisational support
WA - Perth	Roger Dickinson	Director	Centre for Learning Technology	Presenter
	Ian Kenny	Manager Product Development	WestOne	Presenter
	Sandra Newbould	TradeStart Manager QLD		Presenter
	Peter Morris	Principal	Telesis Communications	Moderator
	Stuart Tait	Manager, Market Information and Research	The Le@rning Federation	Presenter
Tasmania - Hobart	Louise van Rooyen	Executive Officer	AIMIA	Moderator
	Geoff Elwood	Managing Director	etechgroup	Presenter

Seminar	Contact	Title	Company	Role in Seminar
	Craig Dow Sainter	Director	Roar Films	Presenter
	Stuart Tait	Manager, Market Information and Research	The Le@rning Federation	Presenter
	Angela Merriman	Manager, Commercial Development Business Strategy Section	Department of Education Tasmania	Organisational support
	Lara Saunders	Project Manager – ICT Development Projects	Department of Economic Development Tasmania	Organisational support
Victoria - Melbourne	Sue Marlan	Manager, Production	The Le@rning Federation	Moderator
	Martin Power		International Training Australia Pty Ltd and Holmesglen TAFE	Presenter
	Scott Mahoney	Head	ANZ Online Learning Services	Presenter
	John Thomas	Managing Director	Dataworks,	Presenter
	Steve Grocott	President	AIMIA Victoria	Organisational support
	Kathy Coultas	Manager ICT Investment and Business Development	Multimedia Victoria	Organisational support
	Hon Marsha Thomson MP	Victorian Minister for Information and Communication Technology		Launched Victorian eLearning Network seminars

## AIMIA

### ELearning National Roadshow

**Details:** Media Release – AIMIA eLearning National Roadshow - Queensland  
**Author:** Lupe Millan  
**Version:** 1  
**Date:** 04 May 2004

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## Blending and Blurring: eLearning Perspectives for Queensland in a Global Environment

**04 May 2004:** Australia's leading industry body for interactive media, the Australian Interactive Media Industry Association (AIMIA) [www.aimia.com.au](http://www.aimia.com.au), will hold a series of seminars across Australia from 28 April to 13 May 2004, in partnership with The Le@rning Federation, Australian Innovation Festival 2004 and MultiMedia Victoria.

Since Australia is a leading creator of eLearning products, with significant domestic and export potential, AIMIA and the Le@rning Federation have joined forces to foster discussion in an expert forum of the issues and opportunities for Australian content and product creators.

Each AIMIA State chapter will host an eLearning event focused on the theme of "eLearning as Innovation". A panel discussion format will facilitate opportunities for audience involvement, networking and idea-generation between attendees.

The Queensland eLearning seminar is designed to take attendees beyond the usual debate about the value of eLearning. It is focused on eLearning's three dimensions: global, national and consumer. The three speakers and the panel members have been specially selected to illustrate these dimensions providing information that will be of interest to all attendees, whether developer, consumer (teacher or student) or simply interested bystander.

Dr Michael Crock, Director of Flexible Learning and Access Services at Griffith University, will address the global dimension of eLearning. Michael will discuss the findings from the recent eLearning eTraining 2004 international symposiums held in Singapore, Washington DC and London. Matthew Angell, Manager of QANTM Consulting, will present the national dimension of eLearning. Matthew has developed best practice methods across a range of development activities to ensure that there is optimum value gained for all those who will use the interactive products and his organisation. Finally, Adam Bell, Wellington Point State High School

(Education Queensland), will discuss the consumer dimension. Adam will help demystify the hype about technology and the learning content by explaining how it is integrated into all classrooms from primary through to tertiary.

“AIMIA’s e-Learning seminar series will foster discussion on key developments, industry issues and promote the opportunities presented by this burgeoning industry sector. Featuring local case studies from eLearning companies and institutions in each state, the seminars will stimulate dialogue between industry participants”, said Louise van Rooyen, Executive Director, AIMIA.

The seminars will be held at the end of the working day to enable the industry to attend and refreshments will be provided as a backdrop for networking.

**Date:** Thursday 06 May, 2004

**Time:** 6-8pm

**Venue:** Web Central Theatre, Level 5, 100 Wickham Street  
Fortitude Valley QLD 4006

*Innovation Festival Special Offer: Joining members receive free entry.*

**To register or for more information: <http://www.aimia.com.au>**

-ends-

**Australian Interactive Media Industry Association:** With approximately 300 member companies AIMIA is the peak industry body representing the views and needs of Australia's interactive media sector. AIMIA members are drawn from the broad spectrum of the Australian IT industry, including producers and developers of digital content and applications for interactive platforms such as broadband and narrowband internet services, interactive television, wireless, CD/DVD media and games consoles.

Australia's Information and Communications Technology (ICT) industry has become a leading source of export revenue, achieving almost \$6 billion in exports in 2000-01.

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## Seeking Markets for eLearning Beyond Tasmania

Across the world interactive digital media is revolutionising the ways in which people learn, bringing one-to-one, self-paced learning principles into classrooms, offices and homes and significantly increasing learning and retention rates.

Since Australia is a leading creator of eLearning products, with significant domestic and export potential, AIMIA and The Le@rning Federation have joined forces to foster discussion in an expert forum of the issues and opportunities for Australian content and product creators.

Australia's leading industry body for interactive media, the Australian Interactive Media Industry Association (AIMIA) <http://www.aimia.com.au/>, has held a series of seminars across Australia which will now come to Tasmania, in partnership with The Le@rning Federation, and the Tasmanian Departments of [Economic Development](#) and [Education](#).

"The aims of AIMIA's e-Learning seminar series are to foster discussion on key developments, industry issues and to promote the opportunities presented by this burgeoning industry sector. Featuring local case studies from eLearning companies and institutions in each state, the seminars will stimulate dialogue between industry participants", said Louise van Rooyen, Executive Director, AIMIA.

A panel discussion format will facilitate opportunities for audience involvement, networking and idea-generation between attendees.

Key topics to be covered:

- Ensuring creativity does not get put aside in standards-based development
- The benefits of having a broad range of capacities such as a technical document writer, a systems architect, an instructional designer
- Education sectors - what are the similarities and differences between higher ed, TAFE, schools and commercial sector
- Developing for varied publishing models. For example, learning management systems, CD ROM, file systems
- How do teachers use learning objects? A selection of case studies and anecdotes
- How standards based development can assist establishing an

export market for Australia

- Acquiring experience & know-how from TLF projects

The TAS seminar is scheduled towards the end of the working day to enable the industry to attend and refreshments will be provided as a backdrop for networking.

**Date:** Tuesday 1 June 2004

**Time:** 3.30 – 5.30pm

**Venue:**

Department of Education Seminar Room

1<sup>st</sup> Floor, 73 Murray Street, Hobart, Tasmania

**Register online via the [AIMIA website](#).**

**Speakers:**

**Craig Dow Sainter – [Roar Film](#)**

Roar Film is a content provider across film, television and multimedia.

In addition to its success in nationally broadcast documentaries, Roar has adapted its multimedia skills to the rigours of the educational sector to emerge as a highly successful e-learning content developer. From humble beginnings, developing content for the state Department of Education, Roar has won three [Learning Federation contracts](#) and is one of four companies selected nationally to produce significant broadband sites under the [Australian Film Commission's Broadband Production Initiative](#) as well as e-learning contracts for [Film Australia](#). Roar is now collaborating with UK partners to create content for the UK e-learning market.

**Geoff Elwood – [Etechgroup](#)**

Etechgroup is an online software development company that specialises in products and services for the eLearning sector. The strategic alliances Etechgroup has developed with many of its clients and content partners have helped the company establish a growing market presence in Europe and Asia. [Etechgroup](#) is growing rapidly, with a head office in [Melbourne](#), a sales office in [Hong Kong](#), a new office in [Europe](#) (U.K), a development team in St. Petersburg Russia, and have just launched a global support centre in Hobart, [Tasmania](#). In September 2002, Etechgroup launched [StudyWiz](#), a new generation online Learning Delivery System for schools, designed around usability for students and teachers. In November of the same year, [FourPoint Learning](#) was launched to offer the same intuitive ease of use and flexibility to corporate, government and institutional clients. Both applications have received global acclaim, with recent major installations in Hong Kong, France,

the UK and Malaysia.

**Stuart Tait** - [The Learning Federation](#)

Stuart Tait is the Manager Market Information and Research for The Le@rning Federation, Schools Online Curriculum Content Initiative (SOCCI). The Le@rning Federation is a 5 year initiative from July 2001 funded by [all governments of Australia and New Zealand](#) to develop online curriculum content for Australian and New Zealand schools. The initiative has [outsourced content development](#) to the multimedia and elearning [industry](#) and managed the project within a framework of [standards and specifications](#). Recent content reviews and discussions with developers indicate that the process put into place for the content development cycle has produced high quality content recognised at an international level.

**Louise van Rooyen** – [AIMIA](#) - (Moderator)

As AIMIA's Executive Director Louise van Rooyen manages the Association's operations in order to represent, support and advocate the interactive media industry in Australia. This involves building relationships with members, industry, government, partners and educational and cultural institutions. Prior to this, van Rooyen was co- founder and MD of [Massive Interactive](#) . With over 10 years experience in the industry, she was previously Executive Producer for an award-winning [edutainment CD-ROM series](#) and has worked as an interactive exhibition developer for science museum environments in the USA. Van Rooyen has participated in a variety of national and international forums including the APEC YLE forum in Beijing and Shanghai, and the [Global ICT Summit](#) in Hong Kong earlier this month. She is the Australian representative for the UN [World Summit Awards](#), is a founding member of the [Global Alliance for Bridging the Digital Divide](#) and is an active member of the National ICT Alliance and the Australian Coalition for Cultural Diversity.