

Building a Creative Innovation Economy

**Opportunities for the Australian and New Zealand
creative sectors in the digital environment**

Progress Report

Cultural Ministers Council Creative Innovation Economy Roundtable
February 2009

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Building a Creative Innovation Economy: opportunities for the Australian and New Zealand creative sectors in the digital environment

Progress Report

Introduction

At its meeting in Canberra on 29 February 2008 Cultural Ministers Council (CMC) accepted the *Building a Creative Innovation Economy* report, agreed that it be released publicly and agreed to formally cease the Creative Innovation Economy Roundtable working group which had produced the report. However, Cultural Ministers also agreed that 'the Australian Government would prepare a paper, with input from each jurisdiction, that reports on recommendations¹ being addressed by existing or planned actions, and that identifies recommendations requiring further actions, for the next CMC meeting scheduled for October 2008.'

Since the release of the *Building a Creative Innovation Economy* report in February 2008 jurisdictions have indicated that overall priorities identified in the original report remain:

- Improving access to culture in the digital environment
- Increasing production of creative digital content
- Developing skills for artists and executives
- Strengthening creative sector partnerships, and
- Commercialising the creative innovation economy.

The original report appears to have stimulated a range of specific initiatives across jurisdictions. Appendix 1 from the original report has been completely updated to reflect these changes and is accurate as at 30 June 2008. The Appendix is a comprehensive table which summarises policies and strategic plans, programs and sector data for the creative sector in the digital environment with hyperlinks to further information.

In addition there have been some significant related developments since the release of the original report including the 2020 Summit, the Review of the National Innovation System and a Call for Proposals for an organisation or consortium to partner with the Australian Government Department of Innovation, Industry, Science and Research (DIISR) to establish a Creative Industries Innovation Centre. The Australian Government believes that these initiatives, together with the ongoing policies and programs being developed and implemented in jurisdictions, lay a firm foundation for the ongoing development of the creative innovation economy.

In response to the request to identify and report Future Directions requiring further action, three items have been identified. Both the Australian and Queensland Governments have identified a need for more research and Victoria has identified collaborative actions related to the management of, and access to, state and commonwealth owned digital heritage collections.

Following the release of the report on 29 February 2008 public comment was invited, closing on 1 August 2008. Five submissions were received, three of which were coordinated on the same topic. The three coordinated submissions commented that the report's definition of 'digital environment' was too narrow and medium based. All argued that there are many opportunities for practitioners in the creative sector to utilise digital tools in the making of physical objects and these opportunities need to be recognised in any policy decisions about the creative sector and the digital environment.

¹ The report contained Future Directions rather than recommendations and jurisdictions have reported progress against the report's Future Directions.

The fourth submission was received from the Museum of Contemporary Art (MCA) in Sydney which supported the original report. The MCA submission also highlighted the need to:

- network and interpret national collections not merely digitise them
- build a world class broadband telecommunications network to be globally competitive
- adopt an innovative approach to the engagement between artists and the community so that the true value of the arts in a digital environment can be realised
- establish multimedia facilities where artists can disseminate their skills and ideas to young people to help develop new content across cultural, geographic and economic boundaries
- foster a creativity transfer between the arts and private companies to maximise the impact of new technology across the broader economy
- build more partnerships between potential content providers and schools to overcome the severe lack of online availability and access to Australian art and artists
- pioneer new forms of artistic partnership using new technology such as the MCA's "Generation Next" project which uses YouTube, MySpace and Facebook to create organic partnerships between individuals, community groups and institutions wherever they may be in Australia
- look beyond a straightforward product-based perspective on commercialisation to ensure a long term strategic impact, not just immediate tactical revenue, and
- invest in the early skill development of students and teachers to ensure direct commercial outcomes and long term economic benefits.

The fifth submission was from the Australian Copyright Council (ACC) and made two points. First, the ACC queried what the original report meant by 'simpler' copyright provisions and suggested that explanatory materials and guidelines about the application of the law would be a better way to improve people's understanding of their copyright rights and obligations than by amending the Copyright Act.

Secondly, the ACC supported the original report's recommendation for training on copyright, including digital rights management. Copyright issues are relevant to sourcing digital content, and protection of content involves legal obligations as well as technological considerations. The objective of copyright law is to encourage new creative content, including digital content. That objective is more fully realised the more creators know about how to manage their rights, particularly in the digital environment.

Below is a compendium of progress updates from each jurisdiction on the report's Future Directions that are being addressed by existing or planned actions. This is followed by an outline of the gaps where more work needs to be done and an updated Appendix 1 – a summary of policies and programs in jurisdictions as at 30 June 2008.

Australian Capital Territory

In March 2008, the ACT Government released a report on the study of the ACT Innovation System which was conducted during the second half of 2007. This report, entitled *Innovation, Creativity and Leadership*, reviewed aspects of the ACT Innovation System, including the creative and cultural practice sector. The Report noted the relative strengths of the ACT creative industry sector and the importance of the national cultural collecting institutions – based within the ACT – to the local innovation environment.

The ACT Budget for 2008/2009 announced several programs which will deliver business development assistance to the creative sector including:

- Innovation Connect is a small grants based program aimed at the creative technology sectors
- Lighthouse Business Innovation Centre will provide business advice and commercialisation assistance for new and emerging enterprises in the creative and technology sectors.

Australian Government

Australia Council for the Arts

Recommendations Being Addressed by Existing or Planned Actions

Key priority for increasing access to culture in the digital environment

The Australia Council for the Arts has a long history of supporting artists working in the digital environment through its artform boards. Australian media arts is highly regarded internationally. The Australia Council has identified art content for the digital era as one of its strategic priorities as a key area of focus and development. This strategy focuses on the distribution of both traditional arts content (eg. opera, music, theatre, dance etc) as well as arts content developed through media arts. The key aims of the strategy are to broaden the audience for arts content through the burgeoning array of distribution mechanisms that are on offer in the digital era, including broadband, mobile and broadcast infrastructures and to support the creation of content for these platforms.

Key partnerships and initiatives in the digital environment are as follows:

- Major funding partner of the Mobile Entertainment Growth Alliance (MEGA). Australia Council funding will ensure the participation of artists creating suitable art works for distribution on mobile devices. MEGA is a workshop lab within which ideas for mobile content and applications are developed with the direct supervision of Australia's leading industry experts before being pitched to a panel of investors. MEGA's goal is to grow the capacity and capabilities of the Australian mobile industry.
- The Australia Council has formed a strategic partnership with ABC TV to give Australians greater access to more Australian arts content across ABC TV's expanding digital delivery platforms. The partnership aims to deliver high quality Australian arts to new audiences – such as the recent live broadcast of the Australian Ballet's *Swan Lake* on ABC2 Live!

Under the partnership, the Australia Council and ABC TV will develop a number of initiatives, spanning the breadth of arts genres and practice, in a range of formats, including live performance. ABC TV will present this arts programming across the schedules of ABC1, ABC2, ABC online, Second Life, Internet channels, and through mobiles, vodcasts and user-generated content (UGC).

- With significant support from the Australia Council, Urban Screens Melbourne 08 profiles existing Australian digital arts content and the creation of new Australian digital arts content for exhibition on big urban screens. The project makes use of screens currently in place in public spaces. Urban Screens Melbourne 08 will directly commission up to 15 artists and groups to adapt suitable media art works for exhibition on Federation Square's big screen during the Urban Screens Festival in October 2008. The project will be delivered by the International Urban Screens Association in partnership with Federation Square and the Australian Centre for the Moving Image (ACMI).

Affirm cultural identity in the digital environment and measure the impact of Australian and New Zealand digital content.

The Australia Council for the Arts supports digital works that explore Australian cultural identity through a number of initiatives and grant programs. Australia's media artists are projecting Australia's identity to global audiences through their participation in festivals, biennales and online events.

- The current high profile project, the national competition My Favourite Australian involves the commissioning of ten video artists and directors to each create digital portraits of five subjects (up to 50 portraits in total). The digital portraits will be presented on large screens as one of the opening exhibitions of the new National Portrait Gallery at the end of 2008. It will be housed in the introductory gallery, the first space visitors will enter in the new building. The works will also be presented for broadcast on ABC1 and ABC2 plus through streaming and downloading on a dedicated ABC website.
- International Symposium of Electronic Arts
With support from the Visual Arts Board (VAB), Melbourne-based media arts organisation Experimenta toured *Game Play*, a exhibition of Australian media art to the International Symposium of Electronic Arts (ISEA), Singapore from 25 July until 3 August 2008. This program aims to promote Australian media arts in Asia, given the region's reputation as a leading force in the international media arts scene and to offer professional development opportunities for artists, who will have the opportunity to make presentations on their work. Australian artists have also been commissioned by ISEA to create new media art works as part of this international celebration of electronic art.
- San Jose Biennial
Artistic Director of the 2nd Biennial Zero One San Jose, Steve Dietz visited Australia in August 2007 at the invitation of the Australia Council to view work and meet with artists, curators and media arts organisations. The visit led to five Australian artists being selected to exhibit in the USA from 4 to 8 June 2008 as part of Zero One.
- Linking urban and regional screens across the country and the world
In conjunction with Urban Screens Melbourne 2008, the organisers are planning a regional and international joint broadcasting initiative that will see parts of the event telecast to temporary large LED screens in regional Victoria as well as other temporary or permanent urban screens in Adelaide, Brisbane, Sydney, Manchester, Berlin, Amsterdam, Milan, Seoul, Toronto and Dallas – Australian works will be streamed to big screens across the world.
- NOISE Global Creative Community
NOISE is a global creative community, offering emerging artists their own online galleries to showcase their talents, as well as opportunities to have their work viewed by industry leaders across many disciplines.

NOISE offers a space for artists to shape their own online creative communities, building support networks and exposing artists to like-minded creatives from around the corner or around the world. NOISE recognises and rewards outstanding talent across many fields of creative endeavour, so NOISE artists benefit from the feedback of their peers and industry professionals.
- Regional Residency and Exhibition
This proposal is for a "national residency" and exhibition program to be undertaken by an Australian artist. The artist will take up residence for varying periods of times in 6-7 regional locations around Australia over a 24 month period. The project will involve two key partnerships: a partnership with National Parks Australia in order to gain access to specific locations within national parks for the residency; and partnerships with regional art centres, local government and community organizations for the public projections/exhibitions.

- ICE – Information Cultural Exchange
The Australia Council is a major funding partner of ICE. ICE is known and respected for its expertise in community cultural development, information and communications technology and new media arts, and its strong partnerships across sectors. It has run initiatives which assist young people in developing skills in digital storytelling. ICE encourages cross cultural understanding amongst the Middle Eastern, Pacific Islander, Indigenous and European communities of South Western Sydney.
- EPIC – Emerging Producers in Community
EPIC programs have developed capacity in small screen artistic production through the mentorship of new media artists with at risk and marginalised youth. This has included Pixelplay and Portable Worlds both undertaken in conjunction with the Australian Network for Art and Technology.
- MHUL (Pitjantjantjara word meaning 'idea')
MHUL is a new iteration of the Indigenous Media Labs of earlier this decade. The projects have grown from a desire for the Indigenous labs to focus less on technology skills and more directed at the concepts and artistic rationale for developing works in media arts. Two five-day workshops held in 2007 and 2008 brought Indigenous artists from all over the country together to discuss and constructively critique each other's work, as well as engage with the practices of contemporary artists in Melbourne. Held in partnership with the Australian Centre for the Moving Image, the workshops introduced artists to a wide variety of issues at the forefront of both the political and conceptual agendas of media arts in an Indigenous context.

Improve technology training for administrators and artists

- Media Art Forums - regional and metropolitan
Experimenta is currently running a series of forums on exhibiting and collecting media art for metropolitan and regional gallery, museum and library professionals. Funded by the Australia Council's Visual Arts Board, these forums are being held in conjunction with the touring exhibition, *Experimenta Playground* and aim to encourage metropolitan and regional venues to collect and show media art by demystifying issues about exhibiting and storing media artworks.

Establish stronger relationships and connections with the education sector

The Australia Council has undertaken extensive research in arts education and works in partnership with the Department of Education, Employment and Workplace Relations on the National Review of School Music Education and the National Review of Visual Education. We support the National Education and the Arts Statement which was jointly approved and endorsed by the Cultural Ministers Council (CMC) and the Ministerial Council on Employment, Education, Training and Youth Affairs (MCEETYA) by focussing on three key areas as follows:

- Artist-in-Residence in Schools: Delivering the artist-in-residence initiative with a focus on shifting to sustainable artist-teacher partnerships.
- Tertiary education: Prioritising properly resourced and rigorous teacher training in the arts within the tertiary education system. Canvassing current practice and recommending improvements. The Australia Council currently has a research partnership with QUT Centre for Creative Industries and Innovation.
- Partnerships: Developing networks with arts organisations, education departments and the corporate sector in structured, longer term arts-education programs to be sustained both within and outside of the school curriculum.

Promote greater awareness of user-led social media phenomena

- The Australia Council increasingly engages in the use of interactive social networking media to promote programs, funding rounds, industry news, and promote opportunities from affiliated bodies such as the Australian Performing Rights Association. Through MySpace, Facebook and Ning we are digitally engaging with alternate methods of product dissemination.
- MySpace for music: The Australia Council's music page is particularly successful as MySpace provides musicians with a cost free means of marketing and promoting their music. The music page is used to promote advocacy dates, public information sessions and industry news, as well as opportunities from affiliated bodies (eg. Australia Performing Rights Association).
- MySpace and Facebook for digital initiatives: The Australia Council's digital pages provide a vehicle for media and inter-disciplinary artists to promote related grants from affiliated bodies in addition to Council.
- Ning webpage for the Venice Biennale: The Australia Council is developing a Ning social network webpage for Venice Biennale stakeholders.
- Second Life artists-in-residence
Second Life is a virtual environment created by US-based company Linden Lab. Residents can explore an online world that is more than 42,000 acres in real-world scale using alter egos called 'avatars'. The Australia Council Second Life Artist Residency was groundbreaking in that it was the first ever government funded initiative in this virtual space worldwide. It enabled a team of up to three artists, including a writer, musician/sound artist and digital visual media practitioner to collaborate and development a critically acclaimed inter-disciplinary artwork titled 'Babelswarm' in Second Life in 2008.
- MMUVE IT! Massive multi-user virtual environment
The Australia Council funded a team of two artists to create an inter-disciplinary artwork engaging the human body in virtual space. The successful recipients will work with the Queensland Brain Institute at the University of Queensland, in Second Life and an Australian virtual world company called *VasPark*. Their aim is to develop a human/computer interface system that explores the artistic possibilities of neuroscience studies. The system will allow viewers to interact with artificial life created in virtual worlds through sensor readings of bodily functions including physical gestures, breath, heartbeat or electrical brain and nervous system activity.

The Australia Council recognises the importance of encouraging and supporting new digital creative practices in these new digital environments.

Researching for sector development

The Australia Council has recognised the importance of sector development and this is reflected in the elevation of arts content for the digital era to the position of a strategic priority.

Through its engagement with the distribution of arts content across digital media the Australia Council will build a body of research and knowledge about the contribution and direction the arts can have on the digital economy.

The Australia Council is promoting the need for the breakdown of traditional discipline barriers in confronting some of the critical issues for society in the 21st century and believes that arts and artists can play a critical role in developing new ways of working and thinking in research teams. In its recent submission to the Review of the National Innovation System the Australia Council put forward the following recommendation:

- Establish and invest in a national interdisciplinary hub for innovation and creativity research in Australia. The hub would serve as a broker for interdisciplinary research across the country between universities, industry, business, government and communities. It could provide opportunities for artists, scientists, technologists, business and industry leaders, academics, community leaders and government to engage in interdisciplinary projects or programs. The hub could act as an aggregator of information and research about interdisciplinary and collaborative research in Australia and overseas to build and promote knowledge nationally and internationally.

Recently artists participating on collaborative teams have positively contributed to research and development in the fields of robotics, tissue culture, brain injury and mobile GPS data systems. This has been achieved in research environments led by practice.

Improve representation of the creative sector to government
Key shared priorities for strengthening partnerships in the creative sector

The Australia Council continues to be involved in groups and panels working across portfolios. The Council would welcome increased involvement with such groups.

Recognise and champion the central role of creativity, the cultural sector and the creative industries as a driver of innovation and growth in the broader economy

The Australia Council is currently developing a proposal for artist-placements in industry. This will take the form of several small scale pilot programs working in partnership with industry and state and federal government departments. The Australia Council is currently identifying opportunities for artist placements within the Enterprise Connect program under the Department of Industry, Innovation, Science and Research. Preliminary research in Victoria suggests that an opportunity for such a partnership exists with commercial game developers who are open to collaboration with artists to explore new and innovative approaches to video gaming.

Research suggests that innovation depends on the processes of analysis and interpretation, both of which are highly developed in many forms of artistic practice. The Australia Council in its submission to the Review of the National Innovation system identified the following as key areas for arts contribution:

- Establish artist-in-industry placements to challenge established ways of developing process, markets and product.
- Establish scientist, business or industry placements in arts organisations to challenge the arts in ways of developing process, markets and product.
- The arts use a broad model of diversification and augment product and experience. The arts, both through its practice and its approach to market development, promote an innovative image of Australia.

Explore new funding and finance models and industry development strategies for the creative sector

A number of potential programs discussed above would require new funding and finance models to be developed to enable their success, these include:

- A national interdisciplinary hub for innovation and creativity research in Australia
- Placement of artists in industry.

The Australia Council is keen to explore new funding models, especially cross portfolio collaborations to establish stronger synergies between government programs. This includes the potential for federal and state partnerships across portfolios beyond traditional arts funding.

Recommendations Requiring Further Action

Promote greater awareness of user-led social media phenomena

- Develop a properly funded framework for a more open system of support and funding for interdisciplinary research – particularly practice-based arts research.

Australia Business Arts Foundation (AbaF)

AbaF currently has no formal programs or services directed specifically to the 'creative industries'. However, AbaF has identified that it could, and would be keen to, play a role in a number of areas for action identified in the CMC report. Specifically AbaF could assist with:

- Investigating solutions to improving production through improved skills, better market research and innovative funding and financing models
- Exploring new and innovative approaches to funding and financing partnership arrangements that encourage sharing of resources
- Examining options for start-up funding for creative enterprises
- Facilitating access to business expertise in intellectual property rights management in the digital environment
- Delivering business skills advice and mentoring for small creative enterprises
- Improving practical business training for administrators and artists
- Facilitating partnerships between the creative and commercial ICT sectors, and
- Using business expertise to help identify commercialisation opportunities between cultural industries, creative industries and technology industries.

Screen Australia (formerly the Australian Film Commission)

Innovation is a key focus of the new agency, Screen Australia, which launched on 1 July 2008, following the amalgamation of the Australian Film Commission (AFC), Film Finance Corporation and Film Australia.

Gathering statistics and data on innovation in the screen industries

In developing strategies for encouraging innovation and harnessing its benefits in the creative screen industries, it is essential that the planning of any strategic initiatives are grounded in a thorough understanding of the industry. It is essential that accurate data and statistics are gathered on the size, nature and implementation of innovative new technologies in the screen production industries. In recognition of this, Screen Australia's wide ranging research program has recently been expanded to include an analysis of the impact of recently emerging technologies on the screen production sector.

Screen Australia's research division has worked with the Australian Bureau of Statistics (ABS) to improve the availability of data on the digital content sector. The former AFC assisted the ABS in the promotion of the 2007 ABS Survey of Film, Television and Video Production and Post-Production, Digital and Visual Effects Services (PDV). This was the first industry survey in four years and includes greater detail on the PDV sector for the first time. Results are to be released in 2008.

The ABS also conducted a survey of the Digital Games Development sector for the first time in 2007. The AFC also took an active role promoting this survey, which will provide detailed measures of the

performance, structure and activity of the businesses operating in Australia, including the composition of income earned, details of expenses and the characteristics of the workforce.

Screen Australia will continue to collect and analyse data on the post-production and digital effects sector in order to enhance existing bench-line data held by the ABS.

The 2006/07 annual National Drama Survey, released in December 2007, for the first time, surveyed companies providing PDV services in Australia.

Funding for skills development in the screen industries

The development of professional skills is a key priority in projects funded by Screen Australia. As new technologies develop new production processes and distribution models for the audiovisual industries, it is essential that screen production companies and individual practitioners are kept up-to-date with the latest developments.

Screen Australia also provides more targeted skills development, such as through internships for emerging practitioners to learn and develop their skills from more experienced practitioners.

Funding for innovative projects in the screen industries

Screen Australia regularly levers significant production funds via a small contribution of development funding. Projects such as Screen Australia's Broadband Production Initiative, the website www.australianscreen.com.au and the Regional Digital Screen Network, have brokered a wide array of partnerships that enable substantial costs to be offset. Following is a further detail on Screen Australia's digital funding strands and initiatives.

Interactive Digital Media Development

This strand seeks to provide experienced practitioners with the opportunity to create written and/or visual pitching materials to ensure that digital media projects are as strong as possible when competing for production finance. Funding is provided for pitching materials demonstrably appropriate to the project.

Interactive Digital Media Production

This strand supports the production of outstanding interactive digital media projects in order to provide professional development opportunities to emerging digital media practitioners by assisting key creative practitioners to gain relevant experience in the industry. Co-operation and crossover between film and television practitioners with experienced practitioners working in new media and digital content is encouraged.

Experimental Digital Production

This strand supports the production of experimental digital media projects that are innovative in form and content, for the purposes of professional development. Applicants are encouraged to explore new and hybrid image making in projects that may be interactive or non-interactive, narrative or non-narrative.

Recent AFC Digital Funding Initiatives

Broadband Production Initiative

Through a special funding initiative from the Australian Government, the AFC in partnership with ABC New Media & Digital Services funded seven dynamic projects developed and produced specifically for broadband delivery on the ABC's Broadband Service. The Tasmanian Electronic Commerce Centre, the Telstra Broadband Fund, South Australian Film Commission, Adelaide Film Festival and the Learning Federation have also been significant funding partners on a number of these projects.

The projects exemplify the potential for rich and creative collaborations between film and television and new media practitioners. They are producing new forms of entertainment and educational content for the broadband environment.

Broadband Cross-Media Production Initiative (BCPI)

A partnership between the AFC and ABC New Media and Digital Services, the BCPI sought to fund innovative documentary projects for multi-platform delivery, particularly via digital television and broadband. The BCPI was a continuation of the highly successful Broad Production Initiative.

Documentary Online

The AFC/ABC Documentary Online initiative was established to encourage exciting and adventurous projects that exploit the possibilities of the internet and challenge conventional documentary forms. The four documentary projects, *Homeless*, *Long Journey*, *Young Lives*, *A Year on the Wing* and *The Wrong Crowd* were selected from a total of 116 applications from around Australia. They were specifically produced for web-streaming and are hosted on ABC Online.

Special Screen Australia Digital Funding Initiatives

“Good Game” Game Initiative

This initiative is a partnership between Screen Australia and ABC TV to fund a game developer to make a playable game prototype. The prototype will be based on a game design document communally developed online ('crowdsourced') by viewers of the ABC's GOOD GAME television series. The successful production company or team will be responsible for reviewing, selecting and implementing viewer ideas and suggestions in the construction of the game.

“Great Moments in History” Mobile Phone Animation

For this initiative, Telstra BigPond and Screen Australia seek to fund animators to create one or more films for *Great Moments in History* - an innovative media event comprising ten to five minute animations. In addition to being delivered via BigPond's mobile and web platforms, the series is planned to screen at an Australian film festival. *Great Moments in History* animations can be made with any technique including CG, 2D, 3D, Flash, Traditional Cell, Machinima (using license-free engines and characters) or even stop motion.

IR Gurus and Heroes of the Pacific

Screen Australia matched an initial seed investment of \$26,000 by software developer thatgame to develop an early demo of computer game *Heroes of the Pacific* through its Strand W - Interactive Digital Media - Matched Investment funding stream. The creation of this demo was so successful it led to IRGurus securing an international publishing deal that allowed the game to go into production. The project not only enhanced the game development skills of the company, but a number of other digital artists employed by IR Gurus had their first introduction to games development through *Heroes of the Pacific*. The success IRGurus has experienced with *Heroes of the Pacific* has continued, with three projects worth \$14 million signed up as a result of the game.

Blue Rocket Productions and The Dog and Cat News

Blue Rocket is the team behind *The Dog and Cat News*, a satirical computer animated television series about a news desk manned by canine and feline newsreaders. After the success of its initial broadcast on ABC2, Blue Rocket went on to develop a companion interactive website for the series where children can continue their engagement by playing interactive games and sharing their own stories about their pets.

Hoodlum Active and PS Trixi

Hoodlum Active were commissioned in 2006 by Yahoo!7 to create *PS Trixi*, an innovative online drama series, one of only two commissioned by Yahoo worldwide. Funding for *PS Trixi* was provided the AFC through its Strand W - Interactive Digital Media - Matched Investment funding stream. Further funding was provided by Queensland's Pacific Film and Television Office and Yahoo!7. Hoodlum has since gone on to make *Spooks* and *Crossroads* for ITV in the UK and have been hired by the ABC in the United States to make the high profile game *Find Ocean 813* - which was an online game leading up to the launch of the series *Lost*.

Ambience Entertainment and Erky Perky

Ambience Entertainment has produced the first series of *Erky Perky*, a 3D animated comedy series.

Aimed at 8-12 year olds, the series follows the adventures of Erky and Perky.

Although a co-production between Canadian CCI, Ambience Entertainment has managed to locate all financing, development and production solely in Australia. The AFC's support, through its Strand W - Interactive Digital Media - Matched Investment funding stream, was essential to the creation of an interactive *Erky Perky* website, extending the appeal and fun of the series into the online world. *Erky Perky* was broadcast on Channel Seven in late 2006. A second series has been commissioned.

Argos Productions & Chiko Space Cadet

Chiko Space Cadet, a fun interactive comedy game for children was launched in 2005. The AFC provided a range of funding to Argos Productions through its digital media production strands for the development of Chiko. Following this phase, Argos was successful in receiving further funding through the AFC's Broadband Production Initiative, which allowed Argos to fully produce and launch Chiko. The success of Chiko has continued since its launch, with interest confirmed in the development of Chiko into a television series, and Argos currently pursuing international partners to complete financing of the project.

Roar Film & Dust on my Shoes

In conjunction with the AFC, ABC Online and the Tasmanian Electronic Commerce Centre, Roar recently produced *Dust on my Shoes*, an online documentary based on an epic travel book.

Girl Friday

Ish Media is the team behind *Girl Friday*, an innovative interactive cross platform comedy series. On the strength of the pilot season *Girl Friday* was successfully licensed to Telstra Bigpond for online and mobile distribution.

Podlove

PODLOVE is an innovative series of five documentaries produced for television and online. An initiative of the AFC and SBS Independent, different directing and writing teams created each of the five *PODLOVE* episodes.

Industry and Cultural Development Projects

The former AFC's ICD projects previously cited in the CMC report are in a state of flux due to the migration of several of these projects to the National Film and Sound Archive (NFSA), which has operated as an independent Statutory Authority since 1 July 2008.

The successful Regional Digital Screen Network (RDSN) stage one concludes in mid 2009 and will be reviewed by Screen Australia prior to that date. In 2007-08, the RDSN delivered 112 screenings/events across the eight venues.

The public access activities, Big Screen, School Screen and Black Screen along with the innovative website, *Australianscreenonline*, were transferred to the NFSA from 1 July 2008.

Australian Film, Television and Radio School

Developing business skills for artists and executives

The Australian Film Television and Radio School (AFTRS) has introduced a Graduate Certificate in Business Administration (Creative Industries) through its Centre for Screen Business (CSB), Australia's first management qualification specially designed for media and screen professionals. The course is aimed at producers, media executives, professionals and entrepreneurs and is structured around a 10 month program of intensive weekend workshops. AFTRS noted the course was over-subscribed when it opened for applications indicating pent-up demand for this higher level of practical training.

AFTRS's CSB is also focused on strengthening the business skills of professionals in the screen and related industries with courses that are offered in a variety of formats. In May the CSB held workshops focused on developing communication and negotiation techniques to enable building stronger professional relationships and better business outcomes. A three day workshop on establishing and running a creative business was also offered. This workshop for early career professionals included practical exercises in establishing the business framework of creative enterprises and included intensive sessions on financing, tax, legal issues, moral rights, sedition and defamation.

Encourage training opportunities for Indigenous people

The Australian Film Television and Radio School is strengthening its engagement with training Indigenous students. The advent of National Indigenous Television (NITV) has greatly expanded opportunities for Indigenous media organisations to produce and deliver new program material for broadcast through NITV while at the same time has exposed a shortage of skilled practitioners in the sector. AFTRS commissioned a report on the long-term and short term planning needs of indigenous media organisations and the best strategies for delivering training.

The report was developed in close consultation with all Indigenous media organisations based in and around Alice Springs. It recommended focused training in four key areas to meet immediate needs including location sound recording, producing and directing for field journalists, segment producing and production management. AFTRS is working closely with those Indigenous organisations to jointly deliver this training. A 'Train the Trainer' approach is being built into the training program to maximise local involvement and to underpin the longer term strategy of skills transfer.

Strengthening creative sector partnerships

As a leading education institution in the creative screen industries AFTRS pursues partnerships and collaborations as a strategy to deliver original approaches to training appropriate to the digital environment. In February 2008 AFTRS's Laboratory for Advanced Media Production (LAMP) held its first official international event in Victoria. Three teams from New Zealand attended and included teams from leading New Zealand companies The Gibson Group and Production Shed TV. The Australian teams were from NineMSN, the ABC and Flying Bark.

The intensive week of development produced a wide range of project pitches as varied as cross platform children's TV drama, online communities for victims of the road toll and collaborative online music creation tools. Equally important was bringing the project creators together with industry representatives including Screen Production and Development Association of New Zealand, ABC TV, the Ten Network, Film Victoria, The Smart Internet CRC, PBL Media, the Australian Council Literature Board and the New Zealand Screen Council.

Indigenous Contemporary Music Action Plan

An action plan to support the development of Indigenous contemporary music is currently being developed through the Contemporary Music Development Working group of CMC for consideration by CMC at its October 2008 meeting. The development of the action plan will address a range of the recommendations in the report, including

- Expand access to cultural material and experiences
- Coordinate government policies and programs for the creative industries to maximise effectiveness
- Affirm cultural identity in the digital environment and measure the impact of Australian and New Zealand digital content
- Encourage training opportunities for Indigenous people
- Improve practical business training for administrators and artists, and
- Improve collaboration across the creative sector.

Strategic Contemporary Music Industry Plan

The Government has committed to working with the contemporary music industry to identify challenges and opportunities under a Strategic Contemporary Music Industry Plan. Work on the plan has commenced.

Copyright reform

The Government has committed to examine ways to protect artists' copyright in new and emerging platforms and changing consumer patterns. Work in this area is about to commence jointly with the Attorney-General's Department.

The Attorney-General recently conducted a review of format shifting under the Copyright Act which allows copying of audiovisual and photographic material under certain circumstances. The Attorney-General has decided that current format shifting exceptions are satisfactory at the present time.

Through the CMC, considerable work has been undertaken to develop an Indigenous IP Toolkit. Work to distribute and manage implementation of the completed toolkit will be undertaken over 2008-09.

Improve practical business training for administrators and artists

The CMC is piloting an intensive interactive residential program called 'Control' to improve the business skills of music managers. A preliminary report of the program's outcomes will be presented to CMC on 2 October 2008. Further development of this program may be possible depending on results.

Improve collaboration across the creative sector

Work to develop a Strategic Contemporary Music Industry Plan involves effort from the Contemporary Music Working Group, an industry body comprising representatives from most sectors of the music industry, and the Department of the Environment, Water, Heritage and the Arts. The Cultural Ministers Council Working Group on Contemporary Music and the Australian Music Industry Network are also collaborators.

Recognise and champion the central role of creativity, the cultural sector and the creative industries as drivers of innovation and growth in the broader economy

Work in this area is occurring at the CMC Standing Committee level and further effort will occur as a result of the Creative Australia stream of the 2020 Summit.

Explore new funding and financing models and industry development strategies for the creative sector

Improving investment opportunities in the music industry and developing microfinancing models are election commitments that will be explored as part of the Strategic Contemporary Music Industry Plan.

Produce research on national and international market to match products and services with demand

Boosting music industry exports is an election commitment that will be explored as part of the Strategic Contemporary Music Industry Plan. The matter is also being considered by the Cultural Ministers Council Working Group on Contemporary Music as part of a report on contemporary music for the CMC on 2 October.

Creative Industries Strategy

The Government made an election commitment to develop a Strategic Digital Industry Plan to 'increase and target innovation investment, creating pathways for cooperative work between producers and distributors; government and the private sector; and artists and technologists.' Work on this policy is underway.

New South Wales

The Innovation Unit in the New South Wales Department of State and Regional Development (DSRD) has completed a research project on the Economic Fundamentals of the Creative Industries in NSW (the Report). The Report seeks to capture the:

Economic fundamentals of the Creative Industries (including employment, number of businesses, level of exports, etc) and their impacts on the New South Wales economy, to provide an evidence base for policy; and

Key areas where the NSW Government can play a role in creating an environment where it is easier for businesses to innovate and stimulate economic growth.

DSRD's Film and Television Industry Attraction Fund gives priority to projects and companies involving digital film making and skills development in the fast growing PDV (post-production, digital and visual effects) sector. Most recently this included a package of measures to attract the digitally animated feature film *Guardians of Ga'hoole* to Sydney and to support a broader expansion and skills development at Animal Logic.

DSRD recently partnered DET to support the Mobile Enterprise Growth Alliance (MEGA) delivery of a series of NSW based workshops to develop mobile content and applications.

New Zealand

Coordinate government policies and programs for the creative industries to maximise effectiveness

Digital Strategy 2.0

In April 2008, the Government released a draft Digital Strategy 2.0. This will refresh the objectives and initiatives of the original Digital Strategy, released in 2005.

The development of the draft Digital Strategy 2.0 was informed by a Digital Future Summit 2.0 held in November 2007. About 540 people attended the Digital Future Summit 2.0 in November 2007. They represented a broad cross-section of New Zealand interest groups, including local and international businesses, communities, young people, researchers, Māori, and central and local government organisations.

Consultation on the draft Digital Strategy 2.0 document was completed in June 2008, and it is intended that the final updated Strategy will be released later in 2008.

Some components of Digital Strategy 2.0 have already been announced and/or are being implemented. In addition to the broadband package (discussed below), initiatives announced in Budget 2008 include:

- an extension of the Digital Strategy by the Community Partnership Fund of \$6 million in operating funding in 2008/09
- \$500,000 in operating funding in 2008/09 to implement Digital Strategy 2.0
- \$2.9 million in operating funding over the next five years to support the establishment of the new Digital Development Council and Forum.

These initiatives build on original investments in the 2005 Digital Strategy of up to \$400 million, which included funding for the Broadband Challenge Fund, the Community Partnership Fund, and Digital Horizons for Schools.

Improve the creative sector's ability to leverage off broadband , mobile and broadcast infrastructures

Broadband Investment Fund

In Budget 2008, it was announced that the New Zealand Government will invest more than \$500 million in the next five years, targeting high speed open access urban fibre networks, improved rural connectivity and improved international links. The package includes an additional \$325 million of operating funding between 2008/09 and 2012/13 and \$15 million of capital funding in 2008/09 to support the roll-out of high-speed broadband.

The new Broadband Investment Fund will be used to accelerate broadband investment in three critical areas:

- facilitating high speed broadband to businesses and entities such as municipalities, universities, schools and hospitals in urban centres;
- extending the reach of broadband into underserved regions; and
- improving the resilience of New Zealand's international connections.

The Fund will involve a contestable process designed to maximise competition in the sector. The criteria are based on open access and are neutral to technology. The fund will be intended to assist investor

certainty and give the best possible leverage for the taxpayer's investment. Draft eligibility criteria and a proposed process for funding applications were released for public consultation until 30 June 2008.

The government also plans to spend at least \$160 million over the next five years on connectivity in the health sector, the education sector through the KAREN network [<http://www.karen.net.nz/home/>], and through the Government Shared Network.

Expand access to cultural material and experiences

Digital Content Strategy

The National Library is the lead agency for New Zealand's Digital Content Strategy, 'Creating a Digital New Zealand'. The strategy aims to chart a course for a content-rich digital New Zealand, where New Zealanders are actively engaged in creating, discovering, sharing and using content in a digital form. The strategy was launched by the Government in September 2007.

Key new initiatives from the strategy involving the National Library include:

Te reo Māori and Pacific Languages Metadata Project

Developing a te reo Māori metadata standard, followed by a range of Pacific language (e.g. Cook Islands Māori, Samoan, Tongan, Niuean, Tokelauan) standards based on Dublin Core. The metadata standards for Pacific languages will be prioritised in consultation with the Ministry of Pacific Island Affairs.

National Research Discovery Service

Extending the Tertiary Education Commission's institutional repository pilots to develop a nationwide network of research repositories to ensure the ongoing online availability of New Zealand's publicly funded research outputs.

National Heritage Program of Action

A collaborative programme of action between three agencies (Te Papa, Archives New Zealand, National Library of New Zealand) to cooperate on standards and interoperability, cross-sector collaboration, capability, understanding user needs and enhancing access to achieve seamless online access to New Zealand's culture and heritage collections.

Aotearoa People's Network

Enhancing New Zealand's public library network by establishing free internet access via libraries; computer and ICT hardware; onsite support and skill building; tools to encourage users to create, access, share and preserve content; and community repositories for citizen created content.

Digital New Zealand

Progressively enabling communities around New Zealand to connect with, access and create content for digital content repositories that reflect their rich histories, stories, cultures and environment.

Digital New Zealand: Digitisation Policy Framework

Developing and implementing a robust framework for prioritising digitisation of significant and important publicly held content in order to make strategic use of public funds for digitisation. The framework would establish approaches to digitisation standards, interoperability, preservation issues, online indexing alternatives, and other relevant criteria.

Digital New Zealand: Standards Development

Work on standards development and dissemination and the provision of advisory and support services to organisations and groups working on digital projects.

Explore new funding and financing models and industry development strategies for the creative sector

Screen Production Incentive Fund

New ongoing funding was provided by the Government in the 2008 Budget for a Screen Production Incentive Fund, established on 1 July 2008. The Fund will provide grants of 40 percent of qualifying New Zealand production expenditure for qualifying New Zealand feature films, and 20 per cent for qualifying television and other format screen productions, including digital productions. QNZPE thresholds and other criteria apply for eligibility for the Fund. The Fund is to be administered by the New Zealand Film Commission.

Simplify copyright legislation and management processes

Digital Broadcasting Review of Regulation

The transition from analogue to digital television represents a significant change to broadcasting infrastructure and alters the competitive relationship amongst free-to-air broadcasters, and between pay and free-to-air operators. A significant feature of the emerging media environment is the opportunity for convergence between broadcasting, telecommunications (fixed and mobile) and the Internet. Cabinet authorised a review of the current arrangements for the regulation of broadcasting, to ensure they remained appropriate to this new environment.

The review was initiated using a combination of research and a discussion paper for stakeholder consultation, and is being managed jointly by the Ministry for Culture and Heritage and the Ministry of Economic Development. It takes broadcasting policy as its starting point, but also considers the implications of convergence for regulatory policy. The review addresses issues under the broad headings of competition, standards and copyright, and at three main stages of the value chain: content, distribution and networks.

Two papers were released for public consultation on 23 January 2008. Between 5-11 March, a series of public workshops were held to promote discussion and facilitate responses to the discussion documents. The Minister of Broadcasting and the Minister for Communications and Information Technology will report back to Cabinet on the outcome of the public consultation and with their recommendations.

Copyright (New Technologies) Amendment Act 2008

The Act updates and clarify how copyright applies to new technologies in today's digital environment, promote a modern legal framework that guides the protection and use of copyright material, ensure the effective operation of the Act in the face of emerging technologies. It ensures that the Copyright Act remains fair and effective in the face of emerging needs of a dynamic and technology-supporting economy.

Northern Territory

Expand access to cultural material and experiences

The Northern Territory Library has developed a digital repository and will be encouraging Territorians to submit their own cultural heritage documents. This will assist in increasing the range and quantity of digitised library collection material.

Affirm cultural identity in the digital environment and measure the impact of Australian and New Zealand digital content

The Northern Territory Library supports remote community libraries through the Libraries and Knowledge Centres Program. A key component of the program is the *Our Story* database. The database encourages members of the community to store photographs, videos, sound recordings and other documentary items. An important feature of the database is the ability to restrict access to individual items to cater for cultural sensitivities. The program has been internationally recognised for its work in providing access to digital technology to remote communities.

Support intellectual property management training for artists and creative sector organisations

The Northern Territory Library is participating in a study of emerging Indigenous digital collections in three libraries to examine practices in the preparation of Indigenous materials for use in the public domain.

Encourage training opportunities for Indigenous people

Through the Libraries and Knowledge Centres program the Northern Territory Library provides professional support and training to the Community Library Officers (CLO) who run the library in their local community. The support and training is designed to increase library and technology skills. The *Our Story* database encourages the development and use of technology skills to all members within the community.

Strengthening Partnerships

In 2008 for the first time Charles Darwin University offered a Bachelor of Creative Arts and Industries, which is interdisciplinary across new media design, music, fine arts and communications. Through the partnership between Charles Darwin University and the Northern Territory Government discussions are underway in relation to the way forward in developing the creative industries in the Northern Territory.

Tourism NT

Tourism Strategic Plan 2008 to 2012 includes a strategy to build the online and digital capability of the NT Tourism Industry to enhance the distribution and promotion of NT tourism experiences and products.

Desert Knowledge Australia and Creative Industries Cluster

IT and creative content industries have begun to meet together to develop and strengthen strategies for building capacity and skills

Queensland

Recommendations being addressed by existing or planned actions

The Queensland Government is committed to coordinated service delivery and supports the ongoing development of linkages between the Online Communications Council (OCC) and CMC in areas of mutual interest such as establishment of the Creative Innovation Economy Roundtable.

The Queensland Government through Arts Queensland (AQ) and the Pacific Film and Television Commission (PFTC) has established a focus on these issues within the AQ New Media Unit and PFTC Industry Development and Production Unit.

In March 2006, Arts Queensland released the Queensland Arts Industry Sector Development Plan (QAISDP), an intermediate planning document intended to guide government priorities and decision-making for the next three years. Implementation and evaluation of the QAISDP is ongoing.

Recommendations requiring further action

There is currently minimal consolidated data available to map the supply and demand of creative product within the digital environment. A coordinated approach for data collation and analysis at a national level is recommended to strengthen the arts and cultural sectors within this changing landscape.

South Australia

MEGA AU – Mobile Enterprise Growth Alliance SA

Mega SA, the South Australian mobile industry development program, has now expanded to Victoria and NSW and become *Mega AU*. *Mega* is a 12-day incubator program which trains and supports entrepreneurs, computer programmers and creative developers in bringing business ideas to fruition for the booming mobile phone content and applications industry.

The South Australian Government is leading the program across the three states and raised \$409,000 cash and in-kind from industry, government and education sources for delivery of the program in 2007 – 2008. Fundraising has commenced for the 2008 – 2009 year.

Ninety three people applicants were selected to participate in the *Mega* program across the three states in 2007 – 2008. In addition, each of the states held a related Digital Content Industry and Education forum to improve skills pathways into the industry, and a Career Forum to increase the interest of students in joining the industry.

Digital Tomorrow Program

The Creative Industries Program of the Department of the Premier and Cabinet has secured \$4m over four years for new special measures to grow the digital content industry, with particular emphasis on applying digital creativity or 'embedded content' to other industries such as mining and defence. The program will run for four years from 2008 – 2009. The projects in this program include:

Skills Pathways

Tomorrow Pathways – a multi-project program to improve the articulation, establishment and promotion of skills pathways into the digital media industry

Tomorrow Entrepreneur - post-graduate creative industries foundations course through the Entrepreneurship Commercialisation and Innovation Centre at Adelaide University

Tomorrow Worlds - delivery of short courses and university programs which deliver skills development to teams of creatives, programmers and entrepreneurs to generate new product ideas and start ups.

Start Up Generation

Tomorrow Studio - low cost accommodation and project officer support for early stage start ups in digital media

Tomorrow Start - grants of \$5k - \$10k to assist start-ups with basic business establishment costs such as legal advice, developer kits, software, equipment and market planning.

Digital Innovation

Tomorrow IP - grants of \$40,000 to \$100,000 for the development and prototyping of new products which will assist fee-for-service companies to create and secure new intellectual property.

Upload Research Project - research project to examine the size, nature and direction of the fast-growing embedded content market.

The Department of Further Education, Employment, Science and Technology is running two new programs:

ICT Innovation Partnerships (IIP) Grants - small grants are being made available to South Australian companies who partner with a South Australian Government agency to develop a new and innovative ICT related product or service. Applications for Round 1 closed on 15 August 2008.

Copyright Forum - The forum aims to start the discussion about the realities of the current copyright situation and what, if any, actions need to be undertaken by creators of digital content, creative and ICT industries, the public and the South Australian Government.

Adelaide Film and Screen Hub

In May 2008, the South Australian State Government announced the establishment of the Adelaide Film and Screen Hub at Glenside – the new home of the South Australian Film Corporation (SAFC). These state-of-the-art facilities will support and strengthen South Australia's feature film industry and related production and audiovisual capabilities.

For over 30 years, South Australia's screen industry has been at the forefront of Australian feature film production, making films that have engaged audiences and garnered international acclaim including classics like *Picnic at Hanging Rock*, *Breaker Morant* and *Storm Boy*, *Shine* (nominated for an Academy Award in eight categories, and winner for best actor), and more recent hits such as *Look Both Ways*, *Ten Canoes* and *Wolf Creek*. In recent times, through the emergence of leading digital effects and post-production houses, the reach of South Australian film and screen industry talent has extended to international productions such as *Superman Returns* and *Harry Potter*.

The SAFC has played an integral role in the development of the industry over this time, supporting local films and filmmakers, and ensuring that our state remains a national leader in independent film production and post-production. For some time the South Australian film and screen sector has been calling for the development of new facilities for the SAFC, allowing the Corporation to meet the needs of the modern and growing local industry.

The film and screen industry not only offers significant employment opportunities and career pathways, but also showcases this state as a creative world centre and attractive destination for students, tourists and migrants.

The Adelaide Film and Screen Hub will be the new home for the SAFC's custom-built production and post-production facilities as well as its administration centre to be housed in the main heritage listed building.

The hub will also offer office space for hire so that creative enterprises involved in film production, broadcasting, telecommunications and IT; emerging screen practitioners; educational and training institutions; and film and digital companies (including animation and special effects) will be able to co-locate, and collaborate on exciting new ventures.

Film Lab

The South Australian State Government has announced that it will commit \$4 million in additional funding to the SAFC to invest in the new generation of film practitioners in South Australia.

To be known as the SA Film Lab, the funding will allow emerging writers, directors and producers to develop and produce low budget feature film projects here in SA, with the assistance of experienced practitioners.

Tasmania

Recommendations Being Addressed by Existing or Planned Actions

Expand access to cultural material and experiences

Arts Tasmania program funding to the Australian Script Centre has helped them develop a CD Rom of audition monologues from unpublished Australian plays. They are planning digitisation of the collection in future years. A number of projects funded through *Design Island* showcasing grants focused on ICT and web development, in terms of online gallery and sales presence but also in the creation of digital art. Arts Tasmania's new website will soon feature an artists' portal, where artists can control their own online content in promoting and updating their work. A rotating on-line gallery will be developed as part of this project.

Improve technology training for administrators and artists

arts@work, a business unit of Arts Tasmania, has employed a Professional Development Officer to identify and facilitate opportunities for artists and organisations to improve their skills. The newly created Arts Tasmania Infrastructure Fund provided grants for artists and organisations to upgrade their ICT infrastructure.

Training & IP rights for Indigenous Artists

Arts Tasmania held a special session in governance, IP rights and other business skills issues for Tasmanian Aboriginal artists in August 2008.

Social media

Arts Tasmania had strong success with using Facebook for its *Amplified* contemporary music festival and using moderated online think-tank environment for its *Design Island* industry development program. These initiatives are being expanded for future events.

ICT Partnership

Arts Tasmania was the first state arts agency to develop an online grants system; the system is now in its third iteration and has been sold internationally to other markets. Arts Tasmania is supported in this with a partnership between the Department of Environment, Parks, Heritage and the Arts and a commercial ICT partner.

Improve practical business training for admin & artists

Arts Tasmania through arts@work is developing a range of professional development programs including online delivery to address this. TasMusic has developed an incubator program that will support online marketing and distribution for musicians.

Stronger links with Education

Arts Tasmania has forged a partnership with the University of Tasmania in support of emerging artists through the *Art for Public Building Scheme* and is working on expanding into other areas.

Produce research on national and international markets

arts@work is developing its export research program with online and face to face advice for artists.

Victoria

Recommendations being addressed by existing or planned actions

Expand access to cultural material and experiences

Online cultural material

Public Record Office Victoria (PROV) has a program of online exhibitions, journals and digitising. PROV has also begun to use new technologies to engage the Victorian community with their cultural heritage contained in the Victorian Archives. The most significant project is PROV's collaboration with volunteers from the Genealogical Society of Utah for digitisation of wills, probates and inquests from 1841 to 1925. Over 150,000 records are now available online.

The Australian Centre for the Moving Image (ACMI) has recently received funding to digitise targeted material from the Cinema Papers Collection, comprising the archives of one of Australia's leading screen culture magazines.

Victorian Electronic Records Strategy (VERS)

PROV has a position of leadership in the area of electronic records management through its development of VERS and the Digital Archive. The majority of Victorian departments now have the capability of capturing electronic records. PROV collection of digital records within the Digital Archive continues to expand.

Screen Culture Resource Centre

ACMI is developing a new ground floor gallery and screen culture resource centre for early 2009 that will provide significantly increased access to digital media content. The development involves partnership with the National Film and Sound Archive (NFSA) to create a new national screen culture resource centre, the Australian Mediatheque, which will provide on-site access at ACMI to the collections of both ACMI and the NFSA.

State Library of Victoria (SLV)

The State Library of Victoria (SLV) is digitising unique material held in the Library's collections. To date, the Library has digitalised manuscript material relating to: the settlement of Port Phillip; Melbourne and Metropolitan Board of Works plans; maps of Victoria (over 2000 digitised in 2007-08); pamphlets (over 4500 digitised in 2007-08); and photographs and paintings (some 20,000 photographic images digitised in 2007-08).

In September 2008 the Library will make available online, in digital form, the *Victorian Government Gazette* from 1851 to 1997. In July 2007 the Library made *The La Trobe Journal* available online. It is a refereed journal established in 1968, featuring articles about Victorian history and the Library's collection. In its first year almost 300,000 visitors accessed the *Journal's* website:

<http://calisto.slv.vic.gov.au/latrobejournal/index.html>

The Library makes available 68 databases comprising 43,000 full text electronic journals, electronic books, newspapers and reference tools (these resources can be consulted onsite and most of them can be consulted remotely by registered users; registration does not cost anything)

The Library's *insideadog* website (www.insideadog.com.au) is a dedicated interactive resource for young adult readers. It drew 503,082 user visits in 2007-08. The *Mirror of the World* website (www.mirroroftheworld.com.au) provides to all online visitors the experience of visiting the exhibition of the same name at the Library. The Library has worked with creative artists to produce two immersive audio experiences (available on the Library's website): one about the Jerilderie letter the other about the majestic narrative painting, *Black Thursday*. The audio experience about the Jerilderie letter is consistently in the top ten audio files accessed by the public.

The Vicnet Portal is a website on which Victorians can access and share community information. It has approximately 10,000 links to Victorian organisations, and hosts nearly 5000 community websites.

MyLanguage, a website (www.mylanguage.gov.au) managed and led by SLV on behalf of several other state and territory libraries, provides access to multilingual online information for multicultural Australians. It delivers over six million information links in 67 languages and had over 2 million visitors in 2007-08.

The Library has been extensively involved in Victoria's Cultural Network. A collaborative project, the Network links Victorian cultural organisations via a broadband network to provide public access to Victorian cultural content. The project enables organisations to make their collection, research and other information available. The Library has produced content for the website, assisted in the development of its strategic directions and co-ordinated the installation of Cultural Network kiosks in four regional areas of Victoria

Increasing production of creative digital content

Museum Victoria – *PLACE-Hampi*

PLACE-Hampi is a modular interactive cinema which will be showing at Museum Victoria (MV) from November 2008. *PLACE-Hampi* enables visitors to experience the presence of remote sites and events in dramatic and culturally distinctive ways. It provides the setting for a high resolution virtual landscape panoramas that present the most significant archaeological, historical, and sacred locations at the site of the World Heritage of Vijayanagara (Hampi) in southern India. Virtual heritage is valued by museums for its cultural enrichment and protection of environmentally sensitive world heritage sites. The audience can participate, traverse and examine the landscape at will. Co-evolutionary systems enable the creation of virtual characters with the autonomy to track, represent and respond coherently to the actions of viewers. Partners include: UNSW iCinema, Museum Victoria, ACMI, EPIDEMIC – Paris, and ZKM Karlsruhe – Germany.

Museum Victoria: *The Eye of Nagaur*

The Eye of Nagaur is a pioneering interactive digital multimedia installation made with state of the art photographic and visualisation technologies. Visitors to this work are able to make an exceptional journey of discovery to Ahichatragarh's magnificent architectural spaces and the artistic decorations found throughout the Fort and Palace complex. The constellation of ultra-high resolution 360-degree panoramic images allow participants to rotate their point of view in any direction, exploring in fine detail the painted ceilings, floors and wall decorations, hydraulic infrastructure and the unique fusion of Mughal-Rajput architectural features. Each of the locations in *The Eye of Nagaur* is augmented with traditional royal musical compositions, specifically recorded to accompany each panoramic location.

Partners include: Museum Victoria, iCinema Centre, UNSW, His Highness Maharaja Gaj Singh II of Marwar – Jodhpur and the Mehrangarh Museum Trust.

Museum Victoria: Dynamic Map, *Melbourne Story*

The Dynamic Map at Melbourne Museum is an assortment of 39 variously sized plinths that act as an alternative viewing hub for a short animated film and a collection of archival images. Both video and stills are grouped into time periods and as eras pass, viewers witness Melbourne's simultaneous cultural shift and physical growth. As patrons approach the installation their presence causes images to flip, float and fade from individual plinths across the installation, so the viewer is engaged with the photographic content of the installation. Winner of the Victorian Premiers Design Awards, the Dynamic Map is a new approach to the display of content that simultaneously uses interactivity to maintain interest and deliver education outcomes.

Museum Victoria: *Water Smart Home*

The *Water Smart Home* interactive project was to create an innovative visitor experience that highlights the significant values of water in our homes and lifestyles. It aims to engage, inspire and educate the public in ways that they can reduce, reuse and revalue water in their daily lives. By bringing visitors

together in a collaborative way to meet the challenge of the game, *Water Smart Home* encourages clustered conversations about how to make the best decisions to save water, and how to make good use of case study information available on adjacent screens. *Water Smart Home* has received accolades in a number of forums, including a prestigious international Gold MUSE award for Educational/Interpretive Science from the American Association of Museums.

Film Victoria

Film Victoria offers a range of competitive grant programs aimed at increasing production of creative digital content, including:

- *Digital media scoping* – up to \$5,000 per project for scoping the technical, creative, market and audience potential of a digital media project;
- *Digital media prototyping* – up to \$500,000 per project for Sony PlayStation® 3/ Microsoft Xbox® 360/ Nintendo Wii® or \$150,000 for online, mobile and wireless platforms, handheld and PC gaming for developing a prototype of a digital media project;
- *Cross platform Development* – up to \$8,000 per project is available for developing an existing film or TV property into a cross platform strategy;
- *Production Investment for Digital Media Projects* – up to \$150,000 per project is available to original, marketable and quality digital media projects; and,
- *Pilot for TV or Digital Media Broadcast* – up to \$250,000 per project is available for Producers to produce a Pilot for an adult or children's drama or narrative comedy including mini-series, ongoing series/serials as well as short form series for digital media broadcast (i.e. online or mobile broadcast).

In October 2007, the Victorian Government commissioned an independent Review of the Victorian Screen Industry, the first step in development a new major strategy to continue growing Victoria's screen industry. A key element of the Review's scope included digital media (production of professional entertainment across any platform, such as film, broadband, mobile content, broadcasting, post-production, digital animation and games). The Review has now been completed and will be used to develop a new Victorian Screen Industry Strategy over the coming months. The Government is now seeking stakeholder feedback on the Report to ensure the new Strategy provides the most effective long term framework for the screen industry. A copy of the report is available at www.diird.vic.gov.au/screenreview

In addition, the 2008 Victorian Innovation Statement dedicates \$300 million in new funding in addition to the \$714.7 million in the innovation-related initiatives in the 2008-09 State Budget. One of the new initiatives includes a \$15 million collaborative Internet Innovation Fund (cIIF) which will accelerate the use of 'next generation' ICT in Victoria by supporting government agencies, industry and community groups to innovate using Web 2.0 technologies.

Experimenta, Where Creativity And Technology Meet

Arts Victoria provides recurrent funding to Experimenta. Experimenta is a nationally leading contemporary arts organisation dedicated to commissioning, exhibiting and promoting media art. Since 1986 Experimenta has promoted new media and digital arts through a vibrant program of exhibitions, screenings, artist commissions and exhibition tours.

Strengthening creative sector partnerships

Victorian Government support to the strengthening of creative sector partnerships include:

- **Supporting the Games Developers Association of Australia** – starting off as one of 14 ICT clusters supported by Multimedia Victoria in 1999, the GDA facilitates networking opportunities and gives collective strength to the games industry at overseas events;
- **Industry Based Learning (IBL) and ICT Skills Scholarships** – the aim of this program is to facilitate links with the ICT industry (including creative industries such as games, e-learning, digital content, and interactive entertainment sub-sectors) with education providers such as Universities and TAFEs. The pilot phase concluded end of 2007;
- **Trade fairs and Missions** - provide grants to Victorian ICT small to medium enterprises (SMEs) to attend overseas trade shows, expos. For example, the Victorian Government supports around 20

Victorian games companies each year to attend the Game Developers Conference (GDC) in San Francisco. GDC is an important forum for companies to meet games publishers and console manufacturers to negotiate next contracts and fee for service work. The Government has also provided discounts for the official business matching service at GDC (Game Connection) to offset the cost of doing business; and

- **Sponsorship funding for major creative sector events** – is available for conferences, professional development events, launches as well as awards. Event sponsorship proposals are considered on a case by case basis on receipt of a proposal from industry. These events facilitate networking and forging of important partnerships across the games, animation and digital content sub sectors.

Museum Victoria

The natural sciences communities in Australian museums works together collaboratively to produce web based data sharing projects. The communities also have significant interaction with colleagues in museums overseas as well as research communities outside of the museum sector. Close working relationships have been established with colleagues in herbaria, CSIRO, the universities and other government bodies (such as the Antarctic Division, Departments of Primary Industry, Departments of Fisheries, the National Oceans Office and the Australian Biological Resources Study).

The natural sciences community (largely driven by the plant taxonomists) has already developed internationally accepted standards for digitisation of specimens – based around data recorded on the label of museum and herbarium specimens. These standards are being actively reviewed and reworked by the international Taxonomic Databases Working Group (TDWG) (See <http://www.tdwg.org>). The development of these standards, as well as other work with the GIS communities and taxonomists is largely directed towards supporting a number of Australian and international efforts to publish biological data online. In Australia, the museum community collaborates to publish data to OZCAM (the Online Zoological Collections of Australian Museums) at <http://www.ozcam.gov.au/>.

In Australia, museums have in recent years been successful at attracting funding from Global Biodiversity Information Facility (GBIF) via the distributed Generic Information Retrieval (DiGIR) program to digitise collections. In 2003, the museums shared a US\$50,000 grant from GBIF to create a digital record and image of Australian vertebrate and mollusc primary types (the specimen on which the name of a species is based). The specimens digitised through this project are available via OZCAM.

The museums and herbaria put in a successful joint proposal to fund an Atlas of Living Australia, a single online access point for biodiversity data in Australia. This project is in its initial stages and progress can be tracked through its website at <http://www.ala.org.au/>.

Improve the creative sector's ability to leverage off broadband, mobile and broadcast infrastructures

Innovative programming

Australian Centre for the Moving Image (ACMI) actively leverages off broadband mobile and broadcast infrastructures across its programming. For example, the interactive venue game *Scoot* allowed participants of all ages to experience multiple cultural facilities across Melbourne in an engaging and educational way, using web and mobile phones as tools for play in real and virtual worlds. Players experienced *Scoot* as a treasure hunt where clues arrived on their mobile phone or online and were answered via sms text message. ACMI is also a nationally recognised leader in the delivery of engaging and educational video content through its website, including user-generated content.

Coordinate government policies and programs for the creative industries to maximise effectiveness

X Media Lab

ACMI is a partner and host for *X Media Lab*, an acclaimed digital innovation workshop and master class that connects Australian digital industry creatives with some of the world's leading creative industry professionals.

Arts Victoria Digital Media and ICT Working Group

Arts Victoria has conducted facilitated staff workshops, as part of the staff engagement process in developing the Arts Victoria Statement of Strategic Intent – which is still in draft stage. The technology workshops focussed on the key areas of content production, commercialisation, skills development, access and partnerships. A continuing Working Group of Arts Victoria staff – from across all units in the organisation - is pursuing these themes to ensure that Arts Victoria is pro-active in addressing these issues.

Affirm cultural identity in the digital environment and measure the impact of Australian and New Zealand digital content

Digital Storytelling

ACMI *Digital Storytelling* program engages Victorians (individuals and communities) to archive and reclaim their personal cultures and stories through digital media, while exploring their artistic creativity and sharing experiences with others. Stories include bushfire survival, living with the impact of drought, immigration experiences, and the process of restoring identity for the Stolen Generation. ACMI has brokered a new partnership with the Municipal Association of Victoria to support the archiving of community stories and history via digital storytelling projects in rural townships across the state.

Australian Perspectives

ACMI innovative cinema program, *Australian Perspectives*, ACMI provides screen exposure for emergent independent filmmakers by programming new works against recognised historical Australian content.

Simplify copyright legislation and management processes

Copyright and digital collections

National Gallery of Victoria (NGV) is collaborating with nine other peak cultural bodies on an ARC-funded, CMCL/IPRIA research project *Cultural Collections, Creators and Copyright: Museums, Galleries, Libraries and Archives and Australia's Digital Heritage*. The project is investigating current and emerging ways of publicly using digital collections and managing copyright and the interests of creators and aims to enhance future public policy about digital copyright. The NGV also aims to develop IP principles that apply to digital collections content.

The State Library of Victoria (SLV) is one of the partners of the Australian Research Council project, *Cultural Collections, Creators and Copyright: Museums, Galleries, Libraries and Archives and Australia's Digital Heritage* led by the University of Melbourne. The final report was released in August 2009 and a national conference will be held in December 2009. The Major outcomes of this project are: (a) Detailed policy recommendations about changes to cultural sector practices under current Australian copyright law as well as possible law reform; and (b) copyright guidelines for use by institutions.

National and State Libraries Australasia (a collaborative body of state and territory libraries and the national libraries of Australia and New Zealand) has agreed to work on a series of strategic projects, under the banner of *Reimagining Library Services*, all of which have a digital focus. One of these projects is titled *Do it now!* Among other things, it aims to ensure everyone knows what they can do with the content of our libraries. To this end National and State Libraries Australasia will re-write communications and implement ways to make copyrighted materials openly accessible, and pilot a copyright algorithm developed by the National Library of Australia that enables automated prediction of content copyright status.

Developing skills for artists and executives

The Victorian Government works with all education providers that deliver games, animation and multimedia courseware to help ensure graduate skills match industry requirements. Through Film Victoria, the following professional development support is provided for the screen industry:

- **International fellowships** – up to \$25K in funding for self-brokered fellowships to maximise skills and expand knowledge about global film, television and digital media industries through an international placement. The Program is also open to the film and TV sector as well as digital media business owners, department heads, producers, game designers, lead animators, lead programmers, lead artists or technical directors; and

- **Internship in a company** – up to 50% of salary pro-rata (industrial minimum award rate or certified workplace agreement) and \$4,000 for Host Company towards hardware and software purchases, licenses, etc, if required. Program is open to Film & TV and digital media sector - including 3D modelers, composers, FX and programmers.

Improve technology training for administrators and artists

Industry focused events

Australian Centre for the Moving Image provides an annual program of industry-focused talks, forums and workshops that advance screen culture engagement and provide opportunities for existing and emerging practitioners to professionally develop.

In 2007-08 the State Library of Victoria (SLV) supported 1,000 public library staff to register for the Learning 2.0 online program which provides training in the use of Web 2.0 technologies. SLV has also worked with the Australian Library and Information Association to present and promote *Digital Forums*, which provides information in the digital age for library professionals and the public. In 2007-08, Copyright Training conducted with the Australian Libraries Copyright Committee was open to all cultural agencies and the public.

Encourage training opportunities for Indigenous people

Indigenous training

ACMI implements an annual calendar of activities that engage with Australia's indigenous communities. These include digital storytelling workshops, The *Bringing Them Home* project, and a digital media screen culture programs for Tennant Creek Secondary College students and teachers, as part of the NT Artist in Schools program.

Improve collaboration across the creative sector

Sector collaboration

Australian Centre for the Moving Image (ACMI) collaborates extensively with screen production organizations, commercial and government broadcasters, festival organisers, and cultural organisations nationally and internationally.

Each year the State Library of Victoria seeks applications from historians, writers and creative producers for Creative Fellowships which will enable them to use the Library's collections to produce or further a body of work. Since the inception of the Creative Fellowships in 2003 historians, writers, visual and new media artists, dramaturges and others have each year been provided office space at the Library. This has resulted in both the creation of new works as well as the establishment of a hub at the Library.

The Victorian Cultural Network (VCN) links six of Melbourne's cultural agencies and selected regional partners enabling collaboration on the development and presentation of media-rich digital content for education and general audiences. Agreed standards, shared systems and resources support agencies and partners to upload and manage the digital content on a shared content management system. Students and members of the public can access the content through the website(www.cv.vic.gov.au). Current negotiations with education stakeholders aim to enable content to be delivered to Australian education networks.

Establish stronger connections with the education sector

ACMI education programs

The Australian Centre for the Moving Image (ACMI) screen education programs reaches thousands of students and teachers (30,000+ in 2006-2007). In 2007, ACMI partnered with the State Government Department of Education to deliver *The Virtual History* project, producing a comprehensive DVD resource that uses teacher lead production techniques to assist the teaching of history. ACMI's national filmmaking competition *Screen It* engages primary and secondary students with the moving image and the creative process across animation, films and computer games. In collaboration with NETS Victoria (National Exhibition Touring Support Victoria) ACMI delivers digital production programs to the education sector in regional art galleries across Victoria.

NGV Broadband Innovation

National Gallery of Victoria (NGV) is collaborating with Department of Education and Early Childhood Development (DEECD) to develop online art resources for use in schools, aligned with curriculum and assessment frameworks and suited for delivery to interactive whiteboards in classrooms.

State Library of Victoria (SLV)

In April 2008 the Library launched *ergo*, a website for secondary students which provides a large body of digitised primary sources, as well as clear and easy-to-follow guides to research and essay writing, which support the development of students' capacity to understand, interpret and evaluate what they see and read. Between 15 April and 30 June the site had 41,500 visits (www.slv.vic.gov.au/ergo).

SLV is Swinburne University of Technology's major industry partner in a three year Australian Research Council Linkage project, *Australian Information Seekers and the Social Consequences of Information Policy*. The project began in 2007 and will examine the strategic challenges presented by the online information environment for major public libraries. The project will provide guidance for SLV in developing appropriate models of information provision, and contribute new thinking on the role and position of major libraries in the digital age. Findings of the project will be made progressively available from July 2007 onwards.

In 2007-08, over 600 school library staff across Victoria signed up for the *Learning 2.0* online program which provides training in the use of Web 2.0 technologies as a result of a partnership between the State Library of Victoria, the School Library Association of Victoria, and the Yarra Plenty Regional Library.

Museum Victoria

Curriculum Corporation (CC) proposes a collaborative Project between the museums and school education sector through The Le@ming Federation (TLF). This project comprises a digital content exchange project between CC through The Le@ming Federation (TLF) and Museum Victoria, National Museum of Australia and the Powerhouse Museum to provide access to metadata for a selection of Digitised Assets to Australian and New Zealand education systems for use in teaching and learning.

Initially this Project is for a defined number of Digitised Assets; however, it is intended it become part of a larger and longer term affiliation with Museum Victoria to help unlock the collection for the 13,000 schools across Australia and New Zealand, and support the sustainable provision of quality online content for Australian schools and increase exposure of museums to a key target audience.

The project is comprised of two major components: 1) innovative technology infrastructure, standards and processes that underpin the user experience, and facilitate seamless and sustainable access to museum content through the use of Metadata exchange; and, 2) a trial portal that facilitates access to museum content in a stimulating educational context which allows students to explore unique content, add their own meaning and value through user tagging or manipulation of content, and communicate, publish and share their learning experience online using Web 2.0 tools.

Research projects

Australian Centre for the Moving Image (ACMI) participates in three Australian Research Council (ARC) funded projects: Queensland University of Technology – *New Literacies New Audiences*; Deakin University – *Literacy in the digital world of the twenty-first century: learning from computer games*; and Melbourne University – *Cultural collections, creators and copyright: Museums, Galleries, Libraries and Archives and Australia's digital heritage*.

Media Arts History 09 *Re:live* conference

Arts Victoria is assisting the hosting of the 3rd international Media Arts History 09 *Re:live* conference to be held in Melbourne in November 2009, in association with ACMI, the University of Melbourne (including the Victorian College of the Arts) and other partners. Following *re:fresh* (Banff 2005) and *re:place*

(Berlin2007), the 2009 conference will address the unique challenges of archiving, documenting and conserving media art.

Promote greater awareness of user-led social media phenomena

ACMI programs

Australian Centre for the Moving Image (ACMI) presents recent innovations in social and user generated media through a range of exhibitions, as well as facilitating production of user-generated content opportunities through hands-on workshop programs.

Recognise and champion the central role of creativity, the cultural sector and the creative industries as drivers of innovation and growth in the broader economy

ACMI programs

Australian Centre for the Moving Image (ACMI) exhibitions, partnerships (for example with BigPond), focus on the games industry, and events (for example mobile phone symposium), all champion creativity as drivers of innovation and economic growth in the broader economy.

State Library of Victoria (SLV)

National and State Libraries Australasia (a collaborative body of state and territory libraries and the national libraries of Australia and New Zealand) has agreed to work on a series of strategic projects under the banner of *Reimagining Library Services*, all of which have a digital focus. An aim of one of these projects, *Scaling up digitising*, is to demonstrate the economic value of the mass digitisation of our unique and heritage collections.

Museum Victoria: *The Virtual Room* (Melbourne Museum 2004 – 2008)

The Virtual Room, a world first visualisation laboratory, is an octagon of screens that gives visitors to Melbourne Museum a three dimensional insight into a range of complex systems and scientific principles. The display allows people to experience what it's like to be transported to other times, places and realities. By allowing visitors to experience a changing perspective as they walk around the content of *The Virtual Room*, the audience is provided with the illusion that the entity (such as a dinosaur or an ancient city) is physically contained within the confines of the eight screens. *Virtual Room* captivates the imagination of young people, enhances their learning experiences, and encourage them to pursue careers in science and technology. It also gives the public the chance to see cutting edge Victorian research results in areas as diverse as nanotechnology, medical imaging and astronomy.

The Virtual Room has established Museum Victoria and its project partners as world leaders in the development of educational 3D visualisation, and has generated over \$300,000 in revenue for Museum Victoria over the past four years and additional revenue for the other partners in the project (Adacel Technology, Monash University, RMIT, Swinburne University, Melbourne University). The project was initially funded with \$1.3m over three years through the Victorian Government's Science, Technology and Innovation Grants scheme in 2003. A touring version of the system has travelled extensively to the USA, Japan, New Zealand, Singapore and China. The 3D content developed for the in Melbourne has now been licensed to Silicon Graphics and is currently showing at the Malaysian National Science Centre.

Commercialising the creative innovation economy

Design Victoria Strategy

The 2006/2007 Victorian State Budget allocated \$14.9 million over four years for the delivery of four initiatives which comprise the Design Victoria Strategy – *Design Ready, Business Ready, State of Design and Design Knowledge*. Through seminars, workshops, case studies, surveys and an annual design festival, the Strategy aims to:

- increase the proportion of Victorian firms that know how to use design to increase their innovative capacity, competitiveness and export performance;
- improve the competitiveness of Victoria's design sector, particularly its export performance;
- build Victoria's national and international reputation as a centre of design leadership; and

- create a world-class body of knowledge detailing the impact of design on the Victorian economy and how design is used by firms to deliver economic and other benefits.

Recommendations requiring further action

Expand access to cultural material and experiences

Expanded audience interaction and engagement in our digitisation programs [Museum Victoria].

Ensuring 'screen neutral' access for our digital assets to cope with advances in mobile devices and other emerging information technologies [Museum Victoria].

Address storage, selection, purchase and maintenance issues [Museum Victoria].

Address the probable volume of material eventually to be digitised in terms of sound and video collections due to public demand, obsolescent analogue technologies and lack of storage space for analogue collections [Museum Victoria].

Affirm cultural identity in the digital environment

Development of a National Online Digitisation fund to ensure that Australian national cultural identity is maintained and asserted online – this is a significant issue and our position is declining as each year passes and no action is taken [Museum Victoria].

Establish stronger connections with the education sector.

Improve technical training for administrators and artists.

Training for operators and managers [Museum Victoria].

Sustaining the momentum, resources and skills needed for an ongoing digitisation program [Museum Victoria].

Improve collaboration across the sector

Encourage the establishment of an effective 'peak body' that acts as an effective advocate for digital content developers and provides information and advice to them [Museum Victoria].

Instigate further collaborative ventures such as *Picture Australia* that offer 'one stop shops' for access to digital assets (as distinct from catalogue entries) for collections such as media, rare books, documents, film, sound, etc. [Museum Victoria].

Initiate collaborative digitisation efforts where we recognise our cross-agency overlap. For example, most agencies have a library collection but the libraries can lead the collaboration in digitising printed material; similarly museums could lead the collaboration on the digitisation of 3D objects [Museum Victoria].

Develop agreement around metadata extraction and meeting consistent agreed standards [Museum Victoria].

Selecting standards and adequate file formats for our purposes [Museum Victoria].

Selecting data interchange protocols [Museum Victoria].

Simplify copyright legislation and management process

Ensure ongoing management of digital assets (including migration, preservation, and data integrity) [Museum Victoria].

Establishing automated workflows (covering creation, acquisition, access and management) [Museum Victoria].

Support intellectual property management training for artists and creative sector organisations

Develop strategies to deal with certain copyright, IP or ownership restrictions that may apply to our collections such as orphaned or unpublished works [Museum Victoria].

Commercialising the creative innovation economy

Linking the Design Victoria Strategy initiatives to the Commonwealth's Creative Industries Innovation Centre and Manufacturing Centres (part of the Enterprise Connect Program)

Western Australia

Recommendations being addressed by existing or planned actions

Improving access to culture in the digital environment

The Western Australian Department of Culture and the Arts has been working closely with other state government agencies, the Departments of Industry and Resources, Premier and Cabinet, Education and Training and ScreenWest, as well as the City of Perth to coordinate policy and program activities in relation to the creative industries.

The Department's portfolio agencies, the State Library, Western Australian Museum, Art Gallery of Western Australia and the State Records Office have all been developing programs to increase access to collections through digital programs.

Increasing production of creative digital content

iArts is an innovative partnership between the Department of Culture and the Arts(DCA), ScreenWest, and the ABC will give Western Australian artists an opportunity to reach and interact with new audiences through ABC television and online.

The *iArts* project will partner selected WA artists and musicians with WA producers to create interactive works that could be streamed online, podcast, vodcast or broadcast on mobile networks and on ABC TV.

In 2008, *iArts* will facilitate at least two interactive projects to be hosted by ABC TV across its digital platforms. We are seeking partnerships and collaborations between Western Australian resident producers of digital content and Western Australian arts practitioners, including arts companies or practitioner collectives, to create multiplatform interactive projects for a national and international audience.

iArts is a new digital programming space hosted by ABC TV. It aims to publish and promote content collaborations between Western Australian arts practitioners and digital content producers. The content produced will be published by ABC TV on its online site. Additionally the content could be podcast, vodcast streamed, broadcast on mobile and ABC TV channels.

It is hoped that these collaborations will generate new interactive works from WA for a national and an international audience. Incorporating interactivity on multiple platforms will allow the collaborating artists and producers to broaden the scope of their practice to directly involve audiences in the work.

DCA, ScreenWest and ABC TV have committed up to \$160,000 production funding to *iArts* in 2008. It is anticipated that a minimum of two projects will be funded. The maximum amount funded will be \$80,000 per project.

The new Matched Prime Time Television Production Fund caters for the potential for cross platform digital production and its inclusion into the production budget (e.g. 360 degree digital production such as website material, games or other ancillary interactive material).

ScreenWest is also currently reviewing its development and production programs, with the intention of increasing opportunities for the investment by ScreenWest in the creation of 360 degrees cross platform content.

Developing skills for artists and executives

ScreenWest have two new programs to support the development of skills for Western Australian digital artists. The Digital Directions Award aims to provide development, research and/or travel assistance to newer, and established, drama and factual writers who are hoping to explore the potential of digital

content creation and distribution, and the Suzhou *XMediaLab* travel assistance to attend an international conference focussing on digital content in Suzhou, China.

Strengthening creative sector partnerships

ScreenWest and the Department for Culture and the Arts have partnered with ABC TV to develop the iArts project. The *iArts* project is aimed at supporting partnerships and collaborations between Western Australian digital content producers and Western Australian artists and arts organisations, to create multiplatform interactive projects for a national and international audience through ABC Television and online.

Future directions requiring further action

In response to the request to identify report Future Directions requiring further action, three items have been identified. Both the Australian and Queensland Governments have identified a need for more research and Victoria has identified a need for increased collaborative efforts in digitisation of collections.

Framework for Interdisciplinary Research

The original report highlighted a need to promote greater awareness of user-led social media phenomena. The Australia Council has identified that to do this 'a properly funded framework for a more open system of support and funding for interdisciplinary research – particularly practice-based arts research' needs to be developed.

Data coordination collection and analysis

Queensland has identified that there is currently minimal consolidated data available to map the supply and demand of creative product within the digital environment. A coordinated approach for data collation and analysis at a national level is recommended to strengthen the arts and cultural sectors within this changing landscape.

Digitisation of collections

Victoria has identified collaborative actions related to the management of, and access to, state and commonwealth owned digital heritage collections. In particular, increased collaborative effort is required in the areas of:

- expanded audience interaction and engagement with digitised programs
- ensuring 'screen neutral' access for digital assets
- a collaborative digitisation strategy which addresses issues of volume, work flows, intellectual property, skills and training, long-term data preservation advocacy and funding, and
- open search capability including standards for data interchange.

Appendix 1: Polices and programs in jurisdictions

The information below is a summary of polices and strategic plans, programs and sector data for the creative sector in the digital environment. Details have been provided by jurisdictions and are correct at 30 June 2008. Titles that are underlined serve as hyperlinks to relevant websites.

Policies and strategic plans

<i>Jurisdiction/Title</i>	<i>Description</i>	<i>Date</i>	<i>Dept./Agency</i>
Australian Capital Territory			
Innovation, Creativity and Leadership	A Report on the Study of the ACT Innovation System which examines the potential of the creative sector to add economic value.	2008	
Economic White Paper	Identifies Creative Industries as a priority sector	2003	ACT Chief Minister's Department
Australian Government			
Building a Creative Innovation Economy	Maps opportunities to strengthen creative industries in the digital environment	2008	Department of the Environment, Water, Heritage and the Arts
Digital Content Industry Action Agenda Report	Addresses industry-wide goals across the digital content industry	2006	Department of Communications, IT and the Arts (former)
Strategic Digital Industry Plan	The plan will encompass the many aspects of the digital content industry, particularly addressing skills training and education for artists	In progress	Department of the Environment, Water, Heritage and the Arts
Indigenous Art Centres Strategy and Action Plan	Outlines strategy to build a strong and sustainable Indigenous visual arts sector	2003	Department of Communications, IT and the Arts (former)
Broadband Blueprint	A national framework for the future of broadband in Australia	2006	Department of Communications, IT and the Arts (former)
Guidelines for Commonwealth Information Published in Electronic Formats	Information for creating and maintaining government information	2001	National Archives of Australia
Better Practice Checklist	Helps agencies evaluate their websites in terms of program output and outcome monitoring	2004	National Archives of Australia
Creative Innovation Strategy	Facilitates links between cultural organisations across the creative and science/technology sectors	2005	Australia Council
Arts Content for the Digital Era	One of six priorities within the current Australia Council business plan	2008	Australia Council
Guidelines for Federal and ACT government websites	Information for ensuring online privacy in government websites	2003	National Archives of Australia

Information Interoperability Framework	Guidelines for cooperation between Australian Government agencies	2006	National Archives of Australia
Responsive Government: A New Service Agenda	Applying ICT to improve and reform government processes	2006	National Archives of Australia
ICT Investment Framework	Enhances the planning, management and evaluation of government ICT initiatives	2006	National Archives of Australia
Australian Framework and Action Plan for Digital Heritage Collections	National framework for current and future management of digital collections in archives, galleries, libraries and museums	2007	Collections Council of Australia
New South Wales			
NSW State Plan	Arts NSW is a partner under priority one—specifically in relation to increasing investment and fostering innovation in the creative industries. The partnership with the Department of State and Regional Development will focus on developing a strategy to foster the growth of the Creative Industries to: - define and quantify the creative economy in NSW; - identify opportunities to improve the environment for innovation; - foster investment and growth in the NSW screen production, post-production, digital and visual special effects sector; - review education support for the creative industries (including the TAFE and Conservatorium) through the Innovation Council	2006–2007	NSW Government
Innovation Strategy	The Innovation Unit in the Department of State and Regional Development (DSRD) has completed a research project on the Economic Fundamentals of the Creative Industries in NSW	2008	Department of State and Regional Development
Cultural Grants Program Guidelines (Arts Funding Program Guidelines from 2008)	Summarises Arts NSW's strategies and priorities which promote innovation	2006–2007	Arts NSW
The Australian Museum Annual Report, 2007-08	Programs include Australian Museum Access Road: Digital program that seeks to unlock Pacific cultural collections by providing remote access to creator communities and the museum's databases	2008	Australian Museum
The Museum of Applied	About NSW: Over the last ten	2008	Powerhouse Museum

Arts and Sciences Annual Report, 2007-08	months the Powerhouse Museum Web Services team, with support from Arts NSW and NSW Department of Commerce (DoC), has built a prototype encyclopedia of NSW called AboutNSW. A beta test site will be launched in the last quarter of 2008 and will demonstrate a range of new online approaches to providing greater public access to the State's cultural and scientific collections		
Department of State and Regional Development	Works with businesses in the film and creative industries to strengthen global competitiveness through investment attraction, job creation, export promotion and R&D		Department of State and Regional Development
Powerhouse Museum Strategic Plan	Research and scholarship program	2005–2008	Powerhouse Museum
New Zealand			
Creative Sector Strategy	Long-term vision to enhance the creative industries through the use of creativity and innovation	2006–2007	New Zealand Trade and Enterprise
Digital Strategy	Five-year action plan for ensuring NZ is a leader in using ICTs to realise economic, environmental, social and cultural goals	2004–2008	New Zealand Government
New Zealand Digital Content Strategy	Sub-Strategy of the Digital Strategy, with focus on access, sharing and creation of content	2007–	National Library of New Zealand
Creative New Zealand Strategic Plan	To achieve the vision of New Zealand arts as excellent, distinctive and essential in the lives of all New Zealanders	2004–2007	Creative New Zealand
ICT Strategic Framework for Education	Guides and co-ordinates ICT investment towards the government's vision of improved education outcomes	2006–2007	Ministry of Education
Northern Territory			
eGovernment MasterPlan		2002	Department of Chief Minister
NT Remote Telecommunications Strategy	Provision of broadband services in rural areas	2003–2008	Department of Corporate and Information Services
Indigenous Arts Strategy	Building strong arts business	2006–2009	ArtsNT, Department of Natural Resources, Environment and the Arts
NT Remote Telecommunications Action Plan	Strategy for improving access to ICT	2003	Department of Corporate and Information Services

Indigenous Economic Development Strategy	Aims for Indigenous population to share more substantially in economic growth		Department of Business, Economic and Regional Development
NT Library Strategic Policy 2008-2012	Major reference and research library, responsible for collecting, preserving and providing access to a range of cultural material	2008	Northern Territory Library
Creative Industries Partnership Agreement	Shared strategies to strengthen and develop the creative industries in the NT	2007	Charles Darwin University/Northern Territory Government
Queensland			
Queensland Arts Industry Sector Development Plan	Includes focus on new media	2007–2009	Arts Queensland
Creative Queensland Policy	High-level policy objectives		Arts Queensland
Theatre, Writing and New Media Development Plan	Aims to encourage and develop consistency in treatment of the new media sector	2007–2009	Arts Queensland
Pacific Film and Television Commission Corporate Plan	Aims to achieve three key economic and cultural objectives of industry development, production attraction and developing a screen culture	2004–2009	Pacific Film and Television Commission
South Australia			
South Australian Strategic Plan	'Fostering Creativity', one of the objectives, aims to increase output of cultural products. Target 4.1 aims to grow the creative industries by 20percent by 2014	2006	South Australian Government
Creative Industries in South Australia	Report aimed at identifying opportunities in creative industries	2004	Department of Premier and Cabinet
Information Economy Agenda for South Australia	The "Information Economy Agenda for South Australia" (IE Agenda) is about responding to and managing the changes wrought by information and communications technology (ICT), including digital content, across all portfolios and policy areas & ultimately, South Australian society in general	2008	Department of Further Education, Employment, Science and Technology
Tasmania			
Industry Development Plan	Aims to secure investment and create a more competitive business environment	2005	Tasmanian Government
Tasmania Together	Long-term, participative vision for social, economic and environmental progress	2006	Tasmanian Government
Screen Tasmania Strategic Plan	Includes a digital content development component		Screen Tasmania
Broadband Action Plan	Accompanies the National Broadband Strategy prepared by the Australian Government	2005	Tasmanian Government

Inter Agency Policy and Projects Unit	Leads the development of eGovernment strategies and coordinates standards for ICT across government	2006–2008	Department of Premier and Cabinet
IT Industry Council	Enables industry and government to work in partnership on growing the ICT industry		IT Industry Council
Victoria			
Creative Capacity +	Addresses opportunities in the creative industries	2003	Arts Victoria
City of Literature	Development of Melbourne as a city of literature	2007–2011	Arts Victoria
Victorian Government ICT Industry Plan 2005–2010	Addresses the ICT industry	2005	Multimedia Victoria (Department of Innovation, Industry and Regional Development)
Growing Victoria Together	Vision for social and economic progress	2005	Department of Premier and Cabinet
Victorian Government Innovation Statement	Innovation Statement leading to the establishment of Innovation Economy Advisory Board (IEAB)	2002	Department of Innovation, Industry and Regional Development
Design Victoria	Strategy to grow Victoria's design sector	2007	Department of Innovation, Industry and Regional Development
Broadband Framework	Administers the roll-out and uptake of broadband infrastructure	2005	Multimedia Victoria (Department of Innovation, Industry and Regional Development)
A Fairer Victoria	Social policy action plan	2001	Department of Premier and Cabinet
World Class Business: Growing Victoria's eLearning Industry	Aims to expand eLearning capacity in Australia and overseas	2004	Multimedia Victoria (Department of Innovation, Industry and Regional Development)
Game Plan: Game On	Targeted support for the computer games industry	2003	Multimedia Victoria (Department of Innovation, Industry and Regional Development)
Australian Centre for the Moving Image (ACMI) Strategic Plan	Sets directions for ACMI's innovative activities relating to film, television, games, new media and art	August 2007	ACMI
Digital Media Programs	Supports digital media projects previously managed through the Digital Media Fund	2006–2010	Film Victoria
Mobile Mondays Melbourne	Mobile Mondays is a networking event for the mobile industry	2006–ongoing	Supported by a number of industry associations
Victorian Electronic Records Strategy (VERS)	VERS is a framework of systems (the Digital Archive), standards, training, consultancy and implementation projects, aiming to reliably and authentically archiving electronic records of Victoria	Project commenced in 1995	Public Record Office Victoria

Western Australia			
Arts Development Policy	Strategy to increase opportunities for creative artists and expression	2004–2008	Department of Culture and the Arts
Contemporary Music Policy	Contributes to the growth of the contemporary music industry	2001	Department of Culture and the Arts
Designer Fashion Policy	Grants for research, marketing and development	2005	Department of Culture and the Arts
ScreenWest Strategic Plan	Encouraging creation and participation in screen industry activities	2006–2011	Department of Culture and the Arts
Structural Reform of Public Library Services	A state-wide Technology Strategy to maximise technology for labour efficiencies and an audit of ICT capabilities	2007–	State Library of Western Australia
WA—A Connected Community: State Communications Policy	Policy to ensure Western Australians have access to functional and affordable communications services	October 2004	Department of Industry and Resources
Enabling Future Prosperity: ICT Industry Development Strategy	Policy to strengthen the economy and build the competitiveness of WA industry by supporting the development of a strong ICT sector	November 2004	Department of Industry and Resources
Statewide Broadband Network Strategy	Strategy to increase broadband access for WA homes, businesses, schools and government departments	November 2006	Department of Industry and Resources
Digital Media and Arts in Western Australia	A report to identify the strengths in the State's existing creative media and arts industries and, through looking nationally and internationally, identify practical opportunities and methods to build on these emerging centers of excellence using the best and most appropriate digital applications available	November 2007	ScreenWest, Department of Culture and the Arts, Department of Industry and Resources

Programs

<i>Jurisdiction/Title</i>	<i>Description</i>	<i>Date</i>	<i>Dept./Agency</i>
Australian Capital Territory			
ScreenACT	Development funding for film, TV and digital media. Program included cross-border liaison between ScreenACT and NSW Government funded Regional Development Officer in the Capital Region	2004–2006 2007–	BusinessACT (within the former Department of Economic Development) Outsourced—now industry led
ArtsACT	Content development and artistic output		Chief Minister's Department
Australian Government			
Connect Australia—Broadband Connect, Clever Networks, Metropolitan Broadband Connect, Mobile Connect, Backing Indigenous Ability	Providing telecommunications services to communities in regional, rural and remote Australia	2006	Department of Communications, IT and the Arts (former)
Australia Connected	Funding and legislative initiative to provide fast, affordable broadband access for Australia	2007	Department of Communications, IT and the Arts (former)
Collections Australia Network	Portal to collecting institutions of Australia (previously Australian Museums and Galleries On Line)	2004–	Cultural Ministers Council
eBusiness Guide for the cultural sector	A practical guide to help Australian cultural organisations develop and improve their use of the internet as a business tool	2004	Department of Communications, IT and the Arts (former)
Learning Federation	Joint venture with New Zealand government to develop digital learning objectives for schools	Ongoing	Ministerial Council on Education, Employment, Training and Youth Affairs (MCEETYA)
Digital Interactive Project	Media research and production lab	2004–	Australian Film, Television and Radio School
Centre for Screen Business	Development of business knowledge and skills in the screen content industries to improve the sustainability of businesses in the sector	Ongoing	Australian Film, Television and Radio School
Laboratory for Advanced Media Production (LAMP)	LAMP programs are designed to: stimulate innovative digital content creation; develop cross-platform production skills for high level creative teams; disseminate new ideas, research and resources through on-line networks; assist production teams in obtaining commissions through the development of ground breaking interactive prototypes; linking creative teams with industry	Ongoing	Australian Film, Television and Radio School

	players in broadcasting, mobile, new media and technology sectors; creating a neutral ground for collaboration between creative teams, visiting mentors and the Australian media/entertainment industries		
Australian Screen Media Support Package	A comprehensive package of measures to boost support for the Australian film and television industry	2007–	Department of the Environment, Water, Heritage and the Arts
'A World Class Australian Film Industry'	Industry package to increase the quality and audience appeal of Australian films	2004–	Australian Film Commission
australianscreen online	Online access to clips from Australia's screen heritage	2007–	Australian Film Commission
Regional Digital Screen Network	Digital cinema facilities and supported programming in eight regional cinemas	2007–2008 (end of trial period)	Australian Film Commission
Cross-Platform Digital Media	Development and Production Funding Programs for Cross-Platform Digital Media, in the following streams: Interactive Digital Media Development – from Aug 2001 Interactive Digital Media Production - from 2001 to 2007 matched funding, direct funding from 2008 Experimental Digital Media -from Sept 2001	2001–	Australian Film Commission
jtv docs	Funding for half-hour and one-hour documentaries exploring contemporary issues, ideas and culture through the eyes of generations X, Y and Z. The documentaries will screen on ABC TV and ABC 2, and will have cross-platform potential via the jtv website	2007–	Australian Film Commission and the Australian Broadcasting Corporation
Good Game	Funding for development and production of a playable game prototype based on online development by viewers of ABC's GOOD GAME television series	2007–	Australian Film Commission and the Australian Broadcasting Corporation
Great Moments in History	Funding for animators to create one or more films for Great Moments In History - an innovative media event comprised of 10 x up to 5-minute animations, delivered via mobile and web platforms	2008–	Australian Film Commission and Big Pond
Podlove	Funding for short television and online documentaries exploring how recent advancements in	2006	Australian Film Commission and Special Broadcasting Service

	communication technologies affect our relationships		
Broadband Production Initiative	Funded seven dynamic projects developed and produced specifically for broadband delivery on the ABC's Broadband Service	2004	Australian Film Commission and Australian Broadcasting Corporation
Broadband Cross-Media Production Initiative (BCPI)	Provide development production funds for multi-platform documentary projects via digital delivery, television and broadband	2006	Australian Film Commission and Australian Broadcasting Corporation
Documentary Online	Online established to encourage exciting and adventurous projects that exploit the possibilities of the internet and challenge conventional documentary forms, for web-streaming and hosted on ABC Online	2001	Australian Film Commission and Australian Broadcasting Corporation
Serious Games	Proposal between the AFC, ABC, Lab of Advanced Media Production (AUS), Canadian Broadcasting Corporation (CAN), Bell Fund (CAN) and British Broadcasting Corporation (UK) to create a joint online portal for the world's best serious games	Expected to start from 2009	Australian Film Commission
ICD Interactive Media Fund	Funding for the development of the interactive digital media industry, with specific emphasis on interactive and broadband content designed for interactive television applications and online exhibition and distribution	1999–	Australian Film Commission
Doco2012 project	Series of workshops, presentations, commissioned papers and upcoming website – about Australian documentary and the digital future	2008	Film Australia
National Interest Program	Film Australia targets 15-25 per cent of the National Interest Program for projects for non-broadcast platforms (mobile phone delivery, cross platform delivery, interactive and participatory projects)	2006–	Film Australia
The Digital Resource Finder	Search engine for teachers and educators that features free Australian video clips to view or download, combined with dedicated curriculum-based notes and class activities	2002–	Film Australia
National Interest Program	Create an audio-visual record of Australian life	2003–	Film Australia
Film Australia Digital Learning	Online database of film clips from Australian history	2006–	Film Australia

Film Australia Library	Catalogues Australian archival, documentary and stock footage	2005–	Film Australia
ABAF Business Skills Training for Visual Artists	Free workshops to help visual artists increase their expertise in business and marketing	2007	Australian Business Arts Foundation
Synapse	Enables collaborations between the arts and sciences	2001	Australia Council
Maker to Manufacturer to Market	Tests income sustainability in the craft/design sector	2005–2006	Australia Council
Story of the Future	Develop Australian writing and narratives for digital media	2006–	Australia Council
Noise	Develops new work and profiles young artists and their work across the media (formerly LOUD)	1995–	Australia Council
FUEL4ARTS	Access to an international community of art professionals	1997–	Australia Council
THE PROGRAM	Online forum for creative expression	2000–	Australia Council
OzArtsOnline	Online service promoting Australian culture internationally	2004–	Australia Council
Australian Music Online	Web-based initiative designed to promote new Australian music	2002–	Australia Council
MMUVE IT!	Program providing opportunity for artists to develop work within the Massive multi-user virtual environment	2008	Australia Council
Second Life Residency	Artist in residence in a virtual space	2008	Australia Council
MEGA	Partnership with Mobile Entertainment Growth Alliance to develop artistic content for mobile phones	2008	Australia Council
MusicAustralia	Access to music scores, audio clips and information about Australian musicians and our musical heritage		National Library of Australia / National Film and Sound Archive
Australia Dancing	Current and historical information about dance in Australia		National Library of Australia / National Film and Sound Archive
Picture Australia	Access to Australia's major historical picture collections		National Library of Australia
New South Wales			
Powerhouse Museum	Fosters creativity and innovation through industrial and education partnerships. Also, has run 'SoundHouse VectorLab' workshops (computer labs located within the Powerhouse Museum equipped with the latest hardware and software)		Department of the Arts, Sport and Recreation
Film and Television Office	Responsible for industry development through cultural grant programs		Department of the Arts, Sport and Recreation
myVirtualGallery	Create virtual exhibitions online and view virtual exhibitions made by others		Art Gallery of NSW, Department of the Arts, Sport and Recreation

uTVstar	TV shows made by school children, shown on digital Channel NSW		Channel NSW, Government Chief Information Office
Museum of Contemporary Art	Art space featuring aspects of architecture, design, new media, the moving image and sound art		Arts NSW
dLux Media Arts	Screen and media arts organisation. Supports the Australian screen and digital media culture through R&D, online resources, touring, exhibitions, publications and advocacy		Arts NSW
Information and Cultural Exchange (ICE)	Produces creative new media arts and technology training enterprises, programs and products with western Sydney artists, groups and communities. Also manages SWITCH, western Sydney's multimedia and digital arts access centre		Arts NSW
Object	Australian Centre for Craft and Design (design fashion, architecture exhibitions, development of online retail, touring, publications)		Arts NSW
Performance Space	Presents a curated program (and undertakes R&D) of performance, time-based art (sound, screen and video), and new media events and installations		Arts NSW
Artspace	A contemporary art space that focuses on experimental and conceptual installation practices with priorities that include interdisciplinary, multimedia, new media and net art practices		Arts NSW
Parramatta Artists' Studios	Supports new media artists and undertakes R&D in the area		Arts NSW
Australian Music Centre: Virtual Repository Model	Online access to resources including digitised music scores		Arts NSW
Music NSW: VROOM	Online interactive database of NSW and national music venues		Arts NSW
Musica Viva: VivaZone	Online resource for years 5–8 and teachers to explore music including an experimental sound studio		Arts NSW
Legs on the Wall	Physical theatre/site-specific contemporary performing arts company that incorporates multi-media design elements		Arts NSW
Urban Theatre Projects	Contemporary performing arts that incorporates multi-media practice		Arts NSW
Shopfront Youth Theatre	Contemporary performing arts youth company that incorporates multi-media practice		Arts NSW

Erth	Contemporary performing company that incorporates physical theatre, puppetry and multi-media		Arts NSW
Critical Path	R&D choreographic laboratory that incorporates the exploration of multi-media and movement		Arts NSW
Force Majeure	Contemporary dance company that incorporates new media and multi-media components as well as dance on film		Arts NSW
Performance Space for Reeldance Film Festival	The presentation of dance on film in relation to new media and multi-media dance related projects		Arts NSW
Metro Screen	Video, television and resource centre offering production facilities to emerging film makers, new media makers, community-based screen practitioners and artists. It is located in the Sydney Film Centre		NSW Film and Television Office
Octapod	Octapod (Newcastle) supports a number of projects, community groups and creative types by providing important resources including a large meeting space, web hosting, zine library and project management advice		Arts NSW
Electrofringe	Electrofringe is a festival of experimental electronic arts and culture dedicated to skills development and artistic exchange. It focuses on uncovering emergent forms and places a particular emphasis on encouraging exchange between emerging and established artists		Currently auspiced by Music NSW
Film and Television Industry Attraction Fund	Financial incentives for footloose film productions and post production/digital special effects	Ongoing	Department of State and Regional Development
New Zealand			
Screen Production Incentive Fund	Financial incentive for qualifying New Zealand screen productions	2008–	New Zealand Film Commission
Freeview	Free to air digital television content	2005–	Ministry for Culture and Heritage
ScreenMark	Accreditation system for tertiary film training courses, ensuring industry-ready graduates	2006–	New Zealand Screen Council
Large Budget Screen Production Grant	Financial incentive for the production of foreign and domestic large budget film and television	2003–	Ministry of Economic Development
Post-, Digital and Visual Effects Production Grant	Financial incentive for post-, digital and visual effects productions.	2007	Ministry of Economic Development
Broadband Challenge	Aims to improve broadband services throughout New Zealand	2005–	Ministry of Economic Development

Community Partnerships Fund	Supports community ICT projects	2005–2008	Ministry of Economic Development
Film New Zealand	Film location office—support for domestic and international productions	Ongoing	Ministry of Economic Development
New Zealand Music Commission	Aims to build infrastructure and upskilling in music, support for music production and development	Ongoing	Ministry for Culture and Heritage
New Zealand Film Commission	Film production and screen industry development	Ongoing	New Zealand Film Commission
NZ On Air	Funding for television and contemporary music production	Ongoing	Ministry for Culture and Heritage
Creative New Zealand	Arts development agency	Ongoing	Ministry for Culture and Heritage
TVNZ	Free-to-air broadcaster		Ministry for Culture and Heritage
Te Mangai Paho	Funding for Māori television and music production		Te Puni Kōkiri
Maori Television	Free to air broadcast of Māori programming	2003–	Te Puni Kōkiri/Te Māngai Pāho
NZLive.com	Cultural events, organisations and activities website	Ongoing	Ministry for Culture and Heritage
Te Ara	New Zealand online encyclopaedia	2005–2011	Ministry for Culture and Heritage
National Digital Heritage Archive	Portal through which the National Library collects and preserves New Zealand digital content	2004–2009	National Library of New Zealand
Outward Sound	Provides assistance for market development initiatives and encourages entry of New Zealand music into global markets	Ongoing	New Zealand Music Commission
Kiwi Advanced Research and Education Network (KAREN)	Up to 10 gigabits/second telecommunications link for educators, researchers and innovators	Ongoing	Research and Education Advanced Network New Zealand Ltd
ICT Professional Development Clusters	Develops teachers' confidence and capability in using ICT	Ongoing	Ministry of Education
Virtual Learning Network	Establishing online, networked learning environments	Ongoing	Ministry of Education
Laptops for Teachers	Gives teachers a subsidised leased laptop	Ongoing	Ministry of Education
Learning Federation	Joint venture with Australian federal and state governments to develop digital learning objectives for schools	Ongoing	Ministry of Education
Digital Bridges	Uses technology to improve literacy skills of English as a second language students	Ongoing	Ministry of Education
Digital Imaging for Special Education	Uses digital video to help modify behaviour in special needs students	Ongoing	Ministry of Education
Screen Innovation Production Fund	Provides opportunities for new screen works, including digital films	Ongoing	NZ Film Commission/ Creative NZ
Technology New Zealand	Supports R&D companies in	Ongoing	Foundation for Research,

	overcoming technical barriers		Science and Technology
Northern Territory			
2015: Moving the Territory Ahead	Economic development framework, including increasing broadband penetration	2006–2015	Department of Business, Economic and Regional Development
eLearning	Online learning to years 8–12		Department of Education Employment and Training
NT Film Office	Screen industry development	2004–	Department of Natural Resources, Environment and the Arts
Bachelor of Creative Arts and Industries	Interdisciplinary new media design, music, fine arts, communication	2008–	Charles Darwin University
Territory Images	Digital photographic collection		Northern Territory Library
Knowledge Centres Program	Our story databases encourage development of technology skills in local communities		Northern Territory Library
NT iPortal	Locating published on-line material		Northern Territory Library
Territory Images	Digital photographic collection		Northern Territory Library
Queensland			
Fantastic Queensland	Volunteer organisation promoting speculative fiction content		Supported by Brisbane City Council
Institute of Modern Art	Art space featuring the moving image, sound art and music		
Multimedia Art Asia Pacific	Focuses on new media cultural content from Asia Pacific regions		
Pacific Film and Television Commission	Facilitates film and television and digital media development and production		Department of Education, Training and the Arts
QANTM	College offering courses in digital content production		SAE College
QMusic	Represents contemporary music practitioners		
QPIX	Supports the development of independent film, television production and new media productions		Pacific Film and Television Commission/ Australian Film Commission
Queensland Art Gallery	Key programs utilising digital content include Kids: Interactive Online Games, Cinematheque, Contemporary Collection Displays and online Education Kits		Arts Queensland
Queensland Museum	Covers science, the natural environment and culture in an interactive environment, including online learning resources		
Queensland Performing Arts Centre	Performance space and promotion of life arts		Arts Queensland
Queensland Theatre Company	Promotes and develops theatre artists and art through online chats with artists, playwriting classes, video workshops and school-based projects		
Queensland Writers Centre	Promotes skills development and recognition of local and national		

	writers		
RAW Spaces	Provides opportunities to exhibit, exchange and collaborate with other artists		Arts Queensland
Sticky.net.au	Explores how young people collaborate creatively online		Queensland University of Technology
60Sox	Showcases work of emerging creative practitioners and encourages collaboration between digital content creators, industry and government		Queensland University of Technology
State Library of Queensland	Programs include Online Public Access in Libraries (OPAL), Picture Queensland, online e-books, virtual exhibitions, Online Literature Festival and The Learning Place		
Digital Media Program	Supports new media in art	1997–2000	Arts Queensland
Digital Media Scheme	Facilitates development and production of content for new media platforms	2007	Pacific Film and Television Commission
South Australia			
Creative Industries Program – Digital Tomorrow	Development and assistance programs and funding aimed at supporting and accelerating the growth of the creative and digital content industry in South Australia	Ongoing	Department of Premier and Cabinet - Creative Industries Program
southaustralia.biz	Business Gateway and ICT industry profile		Department of Trade and Economic Development
Department of Trade and Economic Development	Includes an ICT sector support division		Department of Trade and Economic Development
Live Music Fund	Support for live music industry, targeting audience demand and business skills	Ongoing	Arts SA
Public Art and Design Program	Supports commissioning of works of art and design for the public arena	Ongoing	Arts SA
Australian International Documentary Conference	AIDC is a key event on the International documentary circuit and a must attend for anyone working in factual film and television production	Ongoing	SAFC/FFC/AIDC/Arts SA
Mobile Entertainment Growth Alliance, SA	Mobile digital content incubator and sector development project	2007–	TAFE SA
Growing Global Companies	Development of ICT, creative industries and electronic companies		Department of Trade and Economic Development
Trade missions	Creative industries practitioners encouraged to participate	Ongoing	Department of Trade and Economic Development
Art Thinker's Gym	Brings together artists, industry, education and government for collaboration		Service Skills SA
Music SA	Online portal for information, networking and promotion of contemporary music	2003–	Ausmusic SA

Digital Media Funding Programs	A range of programs and initiatives supporting the development of digital media	Ongoing	South Australian Film Corporation
Broadband SA	Program to develop and implement a state broadband strategy	2003–	South Australian Government
eLearning	Professional development events bringing digital content industry members together	2006–	AIMIA SA/TAFE SA/DECS/education.au
Secondary schools IT and media programs	Government program in secondary schools, with plans to deliver digital creative programs		Department of Education and Children's Services
Unpacking Art project	Encourages creative industries students to work on learning projects as part of their course		South Australian Museum
Future Trades Schools program	Aims to deliver programs in the high-tech industry sector	2006	Department of Education and Children's Services
Advanced Diploma in Game Art	New course where students partner with programming, and electronic music students		TAFE SA/Uni SA/Adelaide University
National Skill Ecosystem Project	Aims to develop a sustainable model for the development of the mobile content and applications industry, with plans for other industries		TAFE SA
Crossover	Think tank of artists, writers, filmmakers and new media producers to develop innovative and interactive projects	2003, 2007	South Australian Film Corporation / Adelaide Film Festival
South Australian Film Corporation	The SAFC provides funding to help create and support the screen industries sector, which makes such a significant contribution to South Australia's cultural and economic well being	1972–	South Australian Film Corporation / Arts SA
Tasmania			
Financial and Business Unit	Aims to develop the state's Broadband and Creative New Media capabilities		Department of Economic Development/TECC
Payroll Tax Exemption for ICT companies			Department of Treasury and Finance
Connect Tasmania	Optic-fibre backbone connecting Tasmania		Tasmanian Government / Department of Treasury and Finance / Department of Education, Science and Training
TasCOLT Project	Low-cost, optic fibre telecommunication network for Tasmanians		Department of Economic Development
Digital Futures	Aims to leverage benefits off the TasCOLT project		Tasmanian Electronic Commerce Centre/Intel Australia
Screen Tasmania	Supports and develops the state's film, television and multimedia		Department of Economic Development

	industries		
Public Information Services Group	Redevelopment of web sites, including the Virtual Library and digitisation of documentary heritage materials		Department of Education/ National Library
Tasmanian Communities Online network	Ensures information equity and digital inclusion		Department of Education
TAFE Tasmania	Offers entry-level short courses in professional digital design, a Certificate II in Printing and Graphic Arts and a Certificate IV in Design		TAFE Tasmania
Service Tasmania Unit	Pursues solutions to maximise the availability of government services online and over the phone		Department of Premier and Cabinet
arts@work	Arts agency established to develop opportunities in the arts and cultural sectors		Department of Tourism, Arts and the Environment
New Media Grant	\$5000 grant to practitioners in the production of new media works		Department of Tourism, Arts and the Environment
AMPLIFIED	Develops, encourages and showcases musical talent		Department of Tourism, Arts and the Environment
Market Access and Partnership Program (MAPP)	Grant program intended to accelerate the growth of ICT companies		Department of Economic Development
TasGovNet	Aims to connect higher education and research providers		Tasmanian Government/University of Tasmania/others
Broadband for Rural Tasmania	Increases quality and affordability of local broadband		Tasmanian Government/University of Tasmania
Networking Tasmania	Provides data networking solutions for the Tasmanian Government		Tasmanian Government
Victoria			
Arts Victoria Funding Programs	Support for the arts sector, (including music industry) and state-owned cultural agencies	Ongoing	Arts Victoria
Victorian Cultural Network (VCN)	A broadband network linking six of Victoria's key cultural organisations and development of coordinated broadband content. The launch of the VCN public interface, Culture Victoria (CV), took place in October 2007	2003–2006 2007–2010	Arts Victoria
City of Literature	Development of Melbourne as a city of literature	2007–2010	Arts Victoria
Digital Media Programs	Supports digital media projects previously managed through the Digital Media Fund	2006–2008	Film Victoria
Digital Media Fund	Supported the creative and economic development of digital content	2000–2006	Film Victoria
Film Victoria: Funding & Incentives	Support for film, television and digital media sector	Ongoing	Film Victoria

Broadband Innovation Fund	Supports broadband use by the state government	2005–2008	MultiMedia Victoria (Department of Innovation, Industry and Regional Development - DIIRD)
Broadband Framework	Supports a series of strategies around broadband roll out and uptake	Ongoing - subject to review	MultiMedia Victoria (DIIRD)
State of Design	Program of events, exhibitions, workshops, conferences and seminars showcasing design		Office of Business Innovation and Strategy (DIIRD)
Time to Thrive	Support for small business	2006–2009	Office of Small Business (DIIRD)
Creative Communities	Improves access to arts resources and regional programs	2007	Regional Arts Victoria
Cultural Development Network	Independent group promoting stronger participatory arts and cultural expression	2003	Various funding contributors
Production Workshops	Hands-on filmmaking and animation production workshops, for school group and broader community engagement. Includes Digital Storytelling workshops focused on production of audio-visual stories from people's lives	Ongoing	ACMI
Open Studio Program	ACMI Open Studios replicate a working 'studio' environment, where visitors can ask questions, explore and learn from industry professionals	Ongoing	ACMI
Talks Program	For creative industry professionals and specialists to access the very best in current practice from makers across film, television, games and new media	Ongoing	ACMI
Filmmaking Competition: Screen It	Open to all Australian schools and students. The 2008 competition is looking for the best short films, animations and computer games incorporating the theme of 'Australian Identity'	Annual	ACMI
Gamemaking competition: Project Joystick	Project Joystick was introduced by ACMI in partnership with BigPond in 2007 as a unique international competition to discover and then develop the videogame product. The 2007 competition resulted in the commercial production of a new Australian videogame in May 2008	Ongoing	ACMI
Memory and Places (MAP)	Sources, produces and screens contemporary and archival, community and artist-generated visual impressions of locations across Victoria – recording the	Ongoing	ACMI

	history of places as experienced by their inhabitants		
ACMI in the Regions	A broad strategy to offer ACMI programs in regional Victoria. Includes MAP, Digital Storytelling, educational programs and screening experiences	Ongoing	ACMI
Student Production Programs	ACMI encourages students at all levels to develop an appreciation for the art and craft of the moving image, through hands-on workshops with emphasis upon the creative process	Ongoing	ACMI
Western Australia			
iArts (Digital Interactive Arts Initiative)	iArts digital interactive arts initiative to support partnerships between Western Australian Digital Content Producers and Arts Practitioners. iArts will be produced and published in association with ABC TV	21 July 08	ScreenWest/ Department of Culture and the Arts
Arts Development Funding	Support for organisations and individuals for development and production across artform areas.	Annual	Department of Culture and the Arts
Contemporary Music Funding	Support for individuals and organisations in contemporary music	Annual	Department of Culture and the Arts
Designer Fashion Funding Program	Support for individuals and organisations in fashion design	Annual	Department of Culture and the Arts
ScreenWest Funding Program	Development, production and promotion of film	Annual	ScreenWest
Matched Prime Time Television Production Fund	Provides funding for screen content produced in Western Australia	Annual	ScreenWest / ABC
Historical Records Rescue Consortium (HRRRC) Project	Digital preservation of the most at-risk historical newspapers, photographic negatives and motion picture films in the JS Battye Library of West Australian History	2006–2007	State Library of Western Australia
Ngaanyatjarra Lands Telecommunications Project	To provide basic telecommunications services to 12 communities in the east of WA	First installations March 2007	Department of Industry and Resources with other government departments as anchor tenants
Kimberley Broadband Solutions	To improve broadband services in the northern part of the state	Expected by end of 2007	Department of Industry and Resources
Digital Directions Award	The award aims to provide development, research and/or travel assistance to newer and established drama and factual writers who are hoping to explore the potential of digital content creation and distribution	May 2008	ScreenWest
Suzhou XMediaLab travel assistance	To attend an international conference focusing on Digital	May 2008	ScreenWest

	Content		
State Art Collection: Online	To provide online access to the State Art Collection, Art Gallery of Western Australia	Phase One Launch June 2008	Art Gallery of Western Australia

Sector data

<i>Jurisdiction/Title</i>	<i>Description</i>	<i>Date</i>	<i>Dept/Agency</i>
Australian Capital Territory			
Economic White Paper	Creative Industries identified as a priority sector	2003	ACT Chief Minister's Department
Australian Government			
Cultural Funding by Government	Statistical measure of arts and cultural funding across Australia	2004–2005	Australian Bureau of Statistics
Korea Australia New Zealand (KANZ) Broadband Summit	Conference of ICT and digital content organisations with commercial focus	2008	Government ministers from Australia, Korea and New Zealand
Creative Industries Cluster Study	Study in respect of industries that produce digital content and applications	2002–2003	Department of Communications, IT and the Arts (former)
Creative Industries National Mapping Project	Mapping the size, growth and characteristics of the creative economy and the creative workforce in Australia	2004–2007	Department of Communications, IT and the Arts (former) / Australian Film Commission / Centre of Excellence for Creative Industries and Innovation
New Zealand			
Digital Technology and the Copyright Act	Copyright discussion document and policy proposal clarifying new technological protection measures	2001	Ministry of Economic Development
Creative Industries in New Zealand	Report on the economic contribution of the creative industries to New Zealand	2002	Industry New Zealand/NZ Institute of Economic Research
Industry Taskforce Reports	Reports on objectives and barriers in key GIF sectors: ICT, biotechnology, design, screen, food and beverage	2003, 2006	Industry Taskforces
Exports of New Zealand Published Books	First phase of an audience development and marketing initiative for New Zealand literature	2003	Ministry for Culture and Heritage
Creating Heat	Report on enhancing the export potential of New Zealand music	2004	Music Industry Export Development Group
New Zealand Book Publishing	Report on industry development issues	2004	NZ Trade and Enterprise
Employment in the Cultural Sector	Report on the changes in levels and distribution of employment in the cultural sector	2005	Statistics New Zealand/Ministry for Culture and Heritage
The Arts Work	Report on strengthening connections between the arts sector and New Zealand's creative economy	2005	Creative New Zealand
Screen Industry in New Zealand	Survey of screen industry	2005	Statistics New Zealand/Ministry for Culture and Heritage
Cultural Indicators for New Zealand	Report on key statistics across the cultural sector	2006	Statistics New Zealand/Ministry for Culture and Heritage

Innovation in New Zealand	Report on business innovation in New Zealand	2005, released 2007	Statistics New Zealand
New South Wales			
The Creative Industry: Economic Fundamentals	An analysis of the economic contribution of the creative industry to the NSW economy	2008	Department of State and Regional development
Imagining the Future 2: Screen and Creative Industries in the Northern Rivers Region	Tracks development trends and prospects for screen and creative industries activities to drive economic renewal and future prosperity of the Northern Rivers Region	2006	Northern Rivers Regional Development Board and Department of State and Regional Development
The Mid North Coast Creative Industries Research Project	Analysis of the economic value of creative industries in the region to establish opportunities for collaboration, mentoring programs and increasing job opportunities	2008	Arts Mid North Coast Inc (funded by ArtsNSW and seven local councils)
NSW Post Production, Digital and Visual Effects (PDV) Industries Review	Analysis of opportunities to improve the environment for innovation in the NSW PDV industry	2007	Department of State and Regional Development
Northern Territory			
Mapping Darwin's Creative Industries	Assessment of Darwin as a creative tropical city	2007-2008	Charles Darwin University
Queensland			
Arts Queensland Funding Programs	Support for the arts sector and state-owned cultural agencies	Ongoing	
Queensland Arts Industry Sector Planning	Consultations comprising researchers, academics and artistic professionals to discuss creative digital content and new media	2006	Arts Queensland
South Australia			
The Creative Industries in SA	Reports on the status of creative industries in South Australia	2005	Creative Industries Steering Committee
Adelaide Digital Media Showcase DVD	Profiles the products and services of 20 SA digital media companies.	2007	Creative Industries Program/Department of the Premier and Cabinet
Adelaide Digital Media Showcase - brochure	Profiles the products and services of 25 SA digital media companies.	2008	Creative Industries Program/Department of the Premier and Cabinet
Creative Economy: Investigating South Australia's Creative Industries	Maps the features and potential of organisations across the creative industries	2004-2007	University of Adelaide/Australian Research Council Linkage Program
Tasmania			
Cluster Development (an initiative of the Intelligent Island program)	Industry members engaged in completing a report on the Creative New Media Cluster, highlighting opportunities in cross-platform digital products and web content		Creative New Media Steering Committee
Creative New Media	Analyses development of Creative		

Study	New Media sector		
Australian Innovation Research Centre	Researches key issues in innovation performance and economic development		University of Tasmania
Victoria			
Multimedia Victoria Broadband Research	Research on attitudes and spending on broadband	Ongoing	MultiMedia Victoria (Department of Innovation, Industry and Regional Development)
Victorian Design: facts and figures	Analyses on contribution of design to Victoria's economy, innovation, capability and social cohesion	2003	Office of Business Innovation & Strategy

Western Australia			
Perth Creative Industries – An Analysis	Mapping the size, scale, characteristics and geographical spread of the Creative Industries in Perth	Dec 2007	Department of Culture and the Arts/ Department of Industry and Resources/ Department of the Premier and Cabinet/ City of Perth
Contemporary Music Interim Report	Evaluation Report for the Contemporary Music Funding Program, outlining the benefits and impact on the Western Australian Contemporary Music Sector	2006	Department of Culture and the Arts
Designer Fashion Interim Report	Evaluation report of The Designer Program, outlining the benefits and impact on the Western Australian designer fashion sector	2007	Department of Culture and the Arts
Telecommunications Needs Assessment	Research into the communications needs of regional Western Australians.	July 2003	Department of Industry and Resources
Legal Toolkit for Digital Content Delivery	Designed to assist navigation through areas of law crucial to dealing with distribution of content in the digital environment	2007	Arts Victoria
Perth Creative Industries Mapping Project	Mapping the size, scale, characteristics and geographical spread of the Creative Industries in Perth	2007	Department of Culture and the Arts
Vasse Region Creative Industries Study	Mapping the size, scale characteristics and geographical spread of the Creative Industries in the Vasse Region	2007	Department of Culture and the Arts
Contemporary Music Interim Report	Evaluation Report for the Contemporary Music Funding Program, outlining the benefits and impact on the Western Australian Contemporary Music Sector	2006	Department of Culture and the Arts
Designer Fashion Interim Report	Evaluation report of The Designer Program, outlining the benefits and impact on the Western Australian designer fashion sector	2007	Department of Culture and the Arts
Telecommunications Needs Assessment	Research into the communications needs of regional Western Australians	2003	Department of Industry and Resources