



CCI Symposium
10-12 November 2010

**Swinburne University of Technology,
AGSE building (enter from Wakefield St),
Level 2, AGSE Lecture Theatre, AGSE207**
Corner William and Wakefield St, Hawthorn, Melbourne

CCI Emerging Scholars Workshop

Time	Activity	Location
9.00am	Introduction to the day: <i>Julian Thomas, Jean Burgess and Michael Keane</i>	AGSE Lecture
9.15am	<p><u>Session #1: Working with Communities</u> (Panel – Q&A) <i>Jo Tacchi (Chair), Ellie Rennie, Aneta Podkalicka, Elaine Zhao, John Banks, Julie Robson</i></p> <p>Reflecting on methodological issues of working in applied contexts, particularly in partnership with industry and community organisations and with a focus on ethnography and participatory action research. Projects discussed include Youthworx, development communication in South Asia, broadband in remote communities, and the games industry.</p>	Theatre (AGSE207)
11.00am	Morning Tea	
11.15am	<p><u>Session #2: Internet Research Methods – Part 1</u> (Cross-disciplinary Panel – Q&A) <i>Julian Thomas (Chair), Jean Burgess, Scott Ewing, Sandra Hanchard</i></p> <p>Reflection on quantitative, qualitative and computer-assisted internet research methods, working in interdisciplinary teams, and the development of new tools.</p>	
12.30pm	Lunch	
1.15pm	<p><u>Session #3: Internet Research Methods – Part 2</u> (Cross-disciplinary Panel – Q&A) <i>Axel Bruns (Chair), Henry Li, Darryl Woodford</i></p> <p>Reflection on quantitative, qualitative and computer-assisted internet research methods, working in interdisciplinary teams, and the development of new tools.</p>	
2.45pm	Afternoon Tea	
3.00pm	<p><u>Session #4: Emerging Issues and Opportunities</u> (Brainstorming/Panel – Q&A) <i>Michael Keane (Chair), Denise Meredyth, Robyn Torney, Rami Olwan, Michael Keane, Mark Ryan</i></p> <p>What are the emerging research problems and issues, within and across our disciplines? Where are significant problem domains that we're currently missing?</p>	
4.30pm	Day close	

For catering purposes, please register your attendance for the workshop at

<https://qevents.qut.edu.au/getdemo.ei?id=786&s= 5LK0UCAPJ> by Friday 29 October

CCI Emerging Scholars Workshop

Time	Activity	Location
9.00am	Welcome – <i>Julian Thomas</i> Keynote Address – <i>Professor Margaret Seares AO</i> , 'Transitions and career development pathways for research intensive staff'	AGSE Lecture Theatre (AGSE207)
10.00am	Morning Tea	
10.15am	Student group presentations <i>Catharine Lumby (Chair)</i>	AGSE Lecture Theatre (AGSE207)
11.35am	Wrap-up and Prizes	(AGSE207)
12.00pm	Lunch – Workshop close	(AGSE207)
12.30pm - 3.30pm	CCI Emerging scholars activity -- Field work -- Media Trash & Treasure Details announced separately	
1.00pm	CCI Advisory Board Meeting (Advisory Board and Management Committee members only)	AGSE301
3.30pm	Afternoon Tea – Meeting close	AGSE301
6.30pm	Symposium Dinner – all welcome to attend Cost (incl. GST): \$30 or \$20 for students (excludes Advisory Board members) Register: https://qevents.qut.edu.au/getdemo.ei?id=786&s=_5LK0UCAPJ by Friday 29 October to secure a seat	The Grace Darling Hotel 114 Smith St Collingwood T: 9416 0055
8.30pm	Day close	

For catering purposes, please register your attendance for the workshop and/or dinner at https://qevents.qut.edu.au/getdemo.ei?id=786&s=_5LK0UCAPJ by Friday 29 October

Centre of Excellence Symposium

Time	Activity	Location
9.00am	<u>Session 1</u> CCI Welcome and Introduction – CCI Director, <i>Stuart Cunningham</i> Keynote Address “ <i>Changes to the National Competitive Grants Programs (NCGP) in the ARC</i> ” – <i>Professor Andrew Wells</i> 30 mins, Q&A 15 mins	AGSE Lecture Theatre (AGSE207)
9.45am	<u>Session 2 Cross-sectoral and cross-disciplinary studies of Innovation</u> <i>Paul Jensen</i> – Why the Men at Work Case is Bad Economics <i>Tony Moore and Mark Gibson</i> – From Fringe to Famous – a model of commercialisation in Australian cultural history <i>Michael Gilding</i> – Entrepreneurship and brokerage: CSIRO, innovation and social network analysis Discussant: <i>Jason Potts</i> 10-15 mins each, Q&A 30 mins	
11.15am	Morning Tea	
11.30am	<u>Session 3 CCI Skunkworks</u> <i>Stuart Cunningham</i> – Intro: Strategies for Sustainability beyond block funding <i>Ramon Lobato, Julian Thomas</i> – Informal media economies <i>Kate Crawford, Jean Burgess</i> – Crisis Communication <i>Jo Tacchi</i> – Intel and other funders Respondent: <i>Professor Andrew Wells</i> 10-15 mins each, Q&A 30 mins	AGSE Lecture Theatre (AGSE207)
12.45pm	Lunch	
1.15pm	<u>Session 4</u> Public Lecture “Internet Governance. Reconciling the differences” – <i>Professor Richard Collins</i>	AGSE Lecture Theatre (AGSE207)
2.15pm	Afternoon Tea	
2.30pm	<u>Session 5 CCI Phase 2 Project Previews</u> <i>Christoph Antons</i> – IP in Asia <i>Catharine Lumby</i> – Wiping the Slate Clean: Rethinking Media Content Regulation <i>John Banks</i> – Cultural Science <i>Brian Fitzgerald, Rami Olwan and Abdalla Johar</i> – Law for Creative Innovation 10-15 mins each, Q&A 30 mins	AGSE Lecture Theatre (AGSE207)
3.45pm	Wrap-up – CCI Chief Investigator & ISR Director, <i>Julian Thomas</i>	
4.00pm	Event close	

For catering purposes, please register your attendance for the symposium at <https://qevents.qut.edu.au/getdemo.ei?id=786&s=5LKOUCAPJ> by Friday 29 October

Christoph Antons is Professor of Comparative Law in the Faculty of Law and at the Centre for Comparative Law and Development Studies in Asia and the Pacific (CLDSAP); member of the Institute for Social Transformation Research (ISTR) and associate member of the Centre for Asia-Pacific Social Transformation Studies (CAPSTRANS) at the University of Wollongong; External Associate at the Max Planck Institute for Intellectual Property, Competition and Tax Law in Munich and Chief Investigator of the 'IP in Asia' project at CCI. Recent book publications are 'Globalisation and Resistance: Law Reform in Asia since the Crisis' (Hart, 2007; with Volkmar Gessner) and 'Traditional Knowledge, Traditional Cultural Expressions and Intellectual Property Law in the Asia-Pacific Region' (Kluwer, 2009).

Abstract: IP in Asia

This presentation will start with a brief review of the first phase of this project, which focused largely on the impact on innovation of legal and institutional IP reforms in Asia triggered by the WTO Agreement on Trade Related Intellectual Property Rights (TRIPS) and by subsequent bilateral or multilateral Free Trade Agreements (FTAs). The presentation will then show the emerging issues relevant for the second phase of the project, which in an increasingly diversified IP landscape will lie at the intersection of IP with other disciplines and other areas of law, such as competition law, media law, criminal law, human rights, environmental law and constitutional law.

Dr John Banks is a research fellow at the Centre of Excellence for Creative Industries and Innovation, Queensland University of Technology (<http://www.cci.edu.au/>). His research interests focus on consumer co-creation and innovation in the interactive entertainment industry, with a particular concentration on videogames. He has published widely on these topics, including articles in leading journals such as *New Media & Society*. He is currently leading an ARC Linkage research project on innovation in the interactive entertainment industry that involves six of Australia's leading companies in the sector. He will address the challenges and opportunities of undertaking industry-partner industry drawing from his experience on the linkage project and from other industry focused research he has undertaken in the video game industry.

Abstract: Cultural Science

John Banks will briefly discuss developments and plans for the Cultural Science program, including outcomes from the Cultural Science two day workshop held in late September at the Institute of Advanced Study, Durham University, and plans for a Cultural Science book to be published by Bloomsbury Academic.

Dr Axel Bruns is an Associate Professor in the Creative Industries Faculty at Queensland University of Technology in Brisbane, Australia. He is the author of *Blogs, Wikipedia, Second Life and Beyond: From Production to Produsage* (2008) and *Gatewatching: Collaborative Online News Production* (2005), and the editor of *Uses of Blogs with Joanne Jacobs* (2006; all released by Peter Lang, New York). His research Website is snurb.info, and he blogs about social media network mapping at mappingonlinepublics.net, with Jean Burgess.

Dr Jean Burgess is a Senior Research Fellow in the Creative Industries Faculty, and an Associate Researcher with the ARC Centre of Excellence for Creative Industries & Innovation. From 2010 Jean is an ARC Postdoctoral Fellow, working with Axel Bruns on the ARC Discovery Project 'New Media and Public Communication'. She researches and publishes on issues of cultural participation in new media contexts, focusing particularly on user-created content, online social networks, and co-creative media such as digital storytelling. Her recent work has included a study of YouTube undertaken in collaboration with Joshua Green (Convergence Culture Consortium, MIT), culminating in the book *YouTube: Online Video and Participatory Culture*, published by Polity Press in 2009, and subsequently translated into Portuguese (Editora Aleph) and Italian (Editore EGEA).

Abstract: Crisis Communication

How do social media spaces respond to acute events, such as natural disasters, as well as cultural and political flashpoints? We are currently researching events that disrupt and reveal the emergent systems of contemporary public communication and their relationship to uncertainty and risk.

In particular, we focus on the communicative ecologies that develop around major events, disasters, and political crises; drawing on diverse disciplinary perspectives to explore the ways in which events are mediated in contemporary culture.

Richard Collins is Professor of Media Studies at the Open University UK and Visiting Professor at Swinburne University of Technology Melbourne and at the LINK Centre, Graduate School of Public Development and Management, University of the Witwatersrand, Johannesburg. His most recent book is "Three Myths of Internet Governance" 2009. Bristol. Intellect.

Abstract: Internet Governance. Reconciling the differences.

If internet governance is, John Perry Barlow like, "governance lite", how are the increasing convergence of the internet with "legacy" media and the substitution of the internet for "legacy" platforms and applications to be managed? Through markets, hierarchies or networks? The focus of Richard Collins' talk will be the internet in the UK with reference to EU and global governance regimes.

Kate Crawford is an Associate Professor at the Journalism and Media Research Centre at the University of New South Wales, Sydney. She is the author of the award-winning *Adult Themes* (2006) and currently holds an Australian Research Council Discovery fellowship. In 2010 she was an invited researcher to work with Danah Boyd at Microsoft Research in Cambridge, and she was a featured presenter at Harvard's Berkman Centre for Internet and Society.

Abstract: Crisis Communication

How do social media spaces respond to acute events, such as natural disasters, as well as cultural and political flashpoints? We are currently researching events that disrupt and reveal the emergent systems of contemporary public communication and their relationship to uncertainty and risk. In particular, we focus on the communicative ecologies that develop around major events, disasters, and political crises; drawing on diverse disciplinary perspectives to explore the ways in which events are mediated in contemporary culture.

Stuart Cunningham is Distinguished Professor, Queensland University of Technology, and Director of the Australian Research Council Centre of Excellence for Creative Industries and Innovation. He is author or editor of several books and major reports, most recently: *The Media and Communications in Australia* 3rd ed (with Graeme Turner, Allen & Unwin, forthcoming 2009), *What Price a Creative Economy?* (Platform Papers, 2006), *Beyond the creative industries: mapping the creative economy in the United Kingdom* (with Peter Higgs and Hasan Bakhshi, NESTA, 2008) and *In the Vernacular: A Generation of Australian Culture and Controversy* (University of Queensland Press, 2008).

Abstract: Intro: Strategies for Sustainability beyond block funding

The ARC expects that the sustainability of the research agenda of Centres of Excellence will be a prominent feature of their participating institutions' forward planning. Given that CCI is close to its final three years of block funding by the ARC, this session will showcase a few of the projects that have been developed to complement block funded activity.

Brian Fitzgerald studied law at the Queensland University of Technology graduating as University Medallist in Law and holds postgraduate degrees in law from Oxford University and Harvard University. He is well known in the areas of Intellectual Property and Internet Law and has worked closely with Australian governments on facilitating access to public sector information. Brian is also a project lead and active member of the Creative Commons community. From 1998-2002 he was Head of the School of Law and Justice at Southern Cross University in New South Wales, Australia and from January 2002 – January 2007 was Head of the School of Law at QUT in Brisbane, Australia. Brian is currently a specialist Research Professor in Intellectual Property and Innovation at QUT and through his work with the ARC Centre of Excellence for Creative Industries and Innovation has been appointed as an Honorary Professor at the City University of London. In 2009 Brian was also appointed to the Australia Government's "Government 2.0 Taskforce" and to the Advisory Council on Intellectual Property (ACIP).

Abstract: Law for Creative Innovation

This presentation will consider issues surrounding copyright law and development in the Arab region as well as other work undertaken in this area.

Mark Gibson is Coordinator of the Master of Communications and Media Studies program in the National Centre for Australian Studies at Monash University. He has interests in creativity in 'attenuated spaces' and is currently involved in an ARC Discovery project on creative industries in outer suburbia. He is General Editor of *Continuum – Journal of Media and Cultural Studies* and author of *Culture and Power – A History of Cultural Studies* (Oxford: Berg, 2007).

Abstract: From Fringe to Famous – a model of commercialisation in Australian cultural history

Since the 1980s, there has been an increasingly fertile cross-over between 'alternative' arts practice and popular culture industries. The mainstream market has fragmented into an array of style-based youth subcultures and identity movements and a proliferation of 'do-it yourself' independent media initiatives, beginning with public access radio, multicultural television and 'indie' records in the 1980s and proceeding through fanzines, community TV, affordable video and editing technology and on to internet-based interactive web sites, magazines, blogs, 'mashups' and social networking sites. The paper considers the creative and economic impact of the relationship between alternative artists and the mainstream cultural industries. It sketches a larger project of identifying the institutional relationships and policy settings which favour or inhibit translations for the margins to the mainstream, from fringe to famous.

Michael Gilding is Professor of Sociology at the Institute for Social Research, Swinburne University of Technology, and President of The Australian Sociological Association. His collaborators on the CSIRO project are Lyndal Thompson, Tom Spurling and Greg Simpson.

Abstract: Entrepreneurship and brokerage: CSIRO, innovation and social network analysis

The paper applies social network analysis to the innovation pathway of a biomedical product developed by CSIRO. It highlights the influence of key personnel as entrepreneurs and brokers in facilitating networked innovation.

Sandra Hanchard is a PhD candidate at the Institute for Social Research, Swinburne University of Technology. Previously Sandra was Senior Analyst at internet measurement firm, Experian Hitwise covering trends in online behaviour in Asia Pacific. She worked with several prominent brands to identify opportunities for online business growth, including Google, Seek and Westpac. Sandra authored numerous whitepapers covering commercial and non-profit industries and her expertise was widely quoted in the mainstream and trade press.

Sandra's research interests include social media and generational knowledge transfer. The goal of her thesis is to help educators and media organisations respond to the rapidly changing value placed on information sources by internet users and to develop tools that enhance trust in web content. She currently resides in Kuala Lumpur.

Associate Professor Paul Jensen is an industrial economist at the University of Melbourne. Although he has published widely, much of his current research is focused on the economics of innovation and intellectual property. He has a PhD from the Australian Graduate School of Management and has published in prestigious international journals such as *Review of Economics and Statistics*, *Journal of Law & Economics*, *Strategic Management Journal*, *Economics Letters*, *Oxford Economic Papers* and *Cambridge Journal of Economics*. Paul also participates regularly in important policy debates as illustrated by his submission to Government reviews and his publications in the popular press including *Australian R&D Review*, and the *Australian Financial Review*. He has provided advice on a wide range of economic issues to numerous national and international agencies including IBM, PricewaterhouseCoopers, the OECD, the European Commission, the Productivity Commission, and NSW Treasury. He was also an expert panel member on the Australian Federal Government's *National Innovation Systems Review* and WIPO's Roundtable on "IP and SMEs".

Abstract: Why the *Men at Work* Case is Bad Economics

To understand why the “Men at Work” case is bad economics, I first outline the economic rationale for the existence of IP rights. As a matter of economic principle, IP rights only exist to stimulate investment in creation of new technology, music or books, which they achieve via protecting against imitation. I then review the recent “Men at Work” decision and explain why the damages awarded are inconsistent with sound economic public policy.

Abdalla Johar is a PhD student under the supervision of Professor Brian Fitzgerald at the Faculty of Law, QUT. He holds a Master of Law from Indiana University School of Law - Indianapolis, and a BA in Shariah & Law from UAE University - College of Law where he currently holds an academic appointment. His area of interest is copyright law and technology.

Abstract: Law for Creative Innovation

This presentation will consider issues surrounding copyright law and development in the Arab region as well as other work undertaken in this area.

Michael Keane is an ARC Centre Fellow in the CCI. His research interests include China’s cultural and media policy, creative clusters in China and East Asia, and East Asian cultural exports. He is co-coordinator of the Asian Creative Transformations project in the CCI.

Henry Siling Li is a PhD candidate at CCI supported by the China Scholarship Council. He has worked as a university lecturer, professional interpreter and public servant before coming to Brisbane in 2007. His project studies networked spoof videos, cultural renewal and social change, trying to understand the affordances of user-created content in China.

Ramon Lobato is a postdoctoral researcher at Swinburne's Institute for Social Research.

Abstract: Informal media economies

This project examines audiovisual distribution circuits which fall outside conventional models of policy making, measurement and regulation. Our project approaches informal networks, including pirate and grey-market circuits, through the lens of economic informality rather than market marginality, legal status, or putatively novel subjectivities. Our aim is to develop analytical and policy frameworks that are attentive to how the formal and informal media economies interact and intersect.

Catharine Lumby is the Director of the Journalism and Media Research at the University of NSW. She was the Foundation Chair of the Media and Communications Department at the University of Sydney. She is the author of seven books and numerous book chapters and journal articles. Professor Lumby is a well-known public commentator who has worked as a news reporter, feature writer and columnist for the Sydney Morning Herald and the Bulletin magazine. She sits on the Education and Welfare Committee and the Research Committee of the National Rugby League, advising them on gender issues. She is also a member of the Advertising Standards Board. She has been awarded five Australian Research Council grants and is a member of the ARC Cultural Research Network. Her latest book is *The Porn Report* (Melbourne University Publishing, 2008) co-authored with Alan McKee and Kath Albury.

Abstract: Wiping the Slate Clean: Rethinking Media Content Regulation

Drawing on research jointly conducted with Associate Professor Kate Crawford, Catharine Lumby will explore the principles that might underpin a fresh approach to media content regulation in the online and mobile media era. She will argue that we need a regulatory framework that both acknowledges the role of media consumers as agents in the process of regulation and ensures a future-proof approach.

Denise Meredyth is the Deputy Director of the Institute for Social Research. Her current research interests include youth media enterprise, cultural planning, community consultation and social enterprise. Current projects include partnerships with Victoria Police, Vietnamese community groups, the Salvation Army, SYN-Media, the Victorian education department and the Falls Creek corporation and community.

Dr Tony Moore is Director of the National Centre for Australian Studies, Monash University, and a Lecturer in its Communications and Media Studies program. His doctoral thesis was a history of Australian bohemia, detailing over a century of creative iconoclasts, completed at the University of Sydney in 2007. Prior to academia Tony worked a documentary maker and journalist at the ABC and then as commissioning editor of Pluto Press and Cambridge University Press. His first book was a volume in the Australian Screen Classics series and he was awarded the NSW History Fellowship in 2007 to write *Death or Liberty*, a history of political prisoners transported to Australia, published in May 2010.

Tony is commissioning editor of CUP's Australian Encounters book series, and his most recent publication in the cultural policy area is, 'The Art of Risk in an Age of Anxiety', in K. Oakley & L. Anderson, eds, *Making Meaning, Making Money. Directions for the Arts and Cultural Industries in the Creative Age*, Cambridge Scholars Press, 2008. He is a regular commentator on the arts and media policy in the broadsheet press, and maintains close industry links with professionals working in the media and policy sectors.

Abstract: From Fringe to Famous – a model of commercialisation in Australian cultural history

Since the 1980s, there has been an increasingly fertile cross-over between 'alternative' arts practice and popular culture industries. The mainstream market has fragmented into an array of style-based youth subcultures and identity movements and a proliferation of 'do-it yourself' independent media initiatives, beginning with public access radio, multicultural television and 'indie' records in the 1980s and proceeding through fanzines, community TV, affordable video and editing technology and on to internet-based interactive web sites, magazines, blogs, 'mashups' and social networking sites. The paper considers the creative and economic impact of the relationship between alternative artists and the mainstream cultural industries. It sketches a larger project of identifying the institutional relationships and policy settings which favour or inhibit translations for the margins to the mainstream, from fringe to famous.

Rami Olwan is an Australian Government PhD scholarship candidate at Queensland University of Technology (QUT). He has an LL.M. from Columbia University Law School on a scholarship from Open Society Institute. His current research focuses on intellectual property and development.

Dr Jason Potts is an evolutionary economist at the University of Queensland and a Principal Research Fellow at the CCI. His work focuses on the role of creative industries in the process of economic evolution.

Mark Ryan is a Research Fellow for the Creative Industries Faculty, Queensland University of Technology. He is an expert on Australian horror films and genre cinema having written extensively on these issues. He has published on film, creative industries, new media and cultural policy.

Margaret Seares is a former Senior Deputy Vice-Chancellor at The University of Western Australia, having retired from that position at the end of 2008.

She holds a PhD from UWA in Music, with her specialty being keyboard music of the 18th century. She is a former Head of the School of Music at UWA, and also has extensive experience in arts administration, having held the position of CEO with the Western Australian Department for the Arts (now the Department of Culture and the Arts) from 1995-7, and Chair of the Australia Council, the Australian Government's arts funding and advisory board, from 1997-2001.

Since completion of her term as Chair of the Australia Council, she has been a member of a wide range of boards, including the Expert Advisory Committee for Humanities & Creative Arts for the Australian Research Council, the Advisory Council for the ARC, and the Board of the National Portrait Gallery. She is currently on the National Research Infrastructure Council, the Education Investment Fund, and the boards of the Centre for Creative Industries, the West Australian Symphony Orchestra, the Perth International Arts Festival, and the Telethon Institute of Child Health Research.

Abstract: Transitions and career development pathways for career intensive staff

It is generally acknowledged that Australia's research funding system creates difficulties for researchers looking to develop a career as a 'research-only' staff member in a higher education institution and, indeed, even in an institution dedicated to research. This is because the full costs of research are not funded in Australia and, although the current government has committed to raise the return on research dollars over the next few years, this will not entirely solve the problem. What, therefore, can institutions do to support their research staff, particularly their early career staff, to maximize their situation in the current funding environment? This talk will address some options for consideration.

Jo Tacchi is a Centre Fellow in the CCI, based at the Queensland University of Technology, Australia. She is joint Co-ordinator of the Asian Creative Transformations group within the centre, leading research into the everyday uses of new technologies. Trained as an anthropologist, Jo's research is mostly concerned with media, communications and development. She also has a long standing interest in media and affect, and the role of radio and new audio technologies in domestic spaces. Jo has developed methodologies that combine ethnographic principles with action research cycles (ear.findingavoice.org), and is the co-author of *Action Research and New Media* published in 2009 by Hampton Press. Her current work in Asia explores issues of voice and participation in relation to information and communication technologies (ICT), media and development.

Abstract: Intel and other funders

In this short presentation Jo Tacchi will outline the current and future plans for her work with Intel Corporation, and past and current work with the UN. She will show how developing strategic collaborations over time is key to maintaining and pursuing research that is at the cutting edge for non ARC funders. CCI's investment in developing such relationships can be seen to contribute to issues of long term sustainability.

Professor Julian Thomas is Director of the Institute for Social Research.

Abstract: Informal media economies

This project examines audiovisual distribution circuits which fall outside conventional models of policy making, measurement and regulation.

Our project approaches informal networks, including pirate and grey-market circuits, through the lens of economic informality rather than market marginality, legal status, or putatively novel subjectivities. Our aim is to develop analytical and policy frameworks that are attentive to how the formal and informal media economies interact and intersect.

Robyn Torney is currently researching the model of "*graduate- performance-companies*" in Australia, UK and USA. Robyn's career encompasses both performance and teaching: her acting career began at QTC continuing in Chicago, Denver, Sydney and Perth and she has taught at universities in Denver, Houston and Sydney. Robyn is currently based at ECU (WAAPA) completing a PhD researching the transition from professional training to employment in the performing arts.

Professor Andrew Wells joined the ARC in February 2009 in the position of Executive Director, Humanities and Creative Arts. Before joining the ARC, he was Dean of the Faculty of Arts at the University of Wollongong for five years, commencing in September 2003.

Professor Wells has a strong understanding of the ARC and the humanities and arts sector. He has held four ARC grants and has been a highly active HDR supervisor—with around 25 completions to his credit. Professor Wells has previously been an active member of the Executive of the Deans of Arts, Social Sciences and Humanities. In addition, he has a longstanding interest in interdisciplinary studies, substantial and longstanding management experience, and a great capacity for strategic thinking.

Professor Wells is a graduate of Monash University (BA Hons, MA) and the Australian National University (PhD). He has taught a wide range of undergraduate and graduate courses in politics, history, economic history, Asian studies and Australian studies at Monash University, Melbourne University, the Australian National University and the University of Wollongong.

Professor Wells is published widely on Australian economics, and labour and intellectual history. His current research interests concern comparative studies of Australian and South East Asian labour history, most recently focusing on imperial hegemony and colonial labour—a major, multi-authored study on the commodification of colonial labour is close to completion.

Darryl Woodford is a PhD student in the Creative Industries faculty at QUT, researching the regulation of virtual environments. Having graduated with a Bachelor of Engineering from the University of Essex in the United Kingdom, he completed a Master of Science in Media Technology and Games at IT University of Copenhagen, Denmark, with a thesis examining the agency of avatars in virtual environments. His current research consists of a participant ethnography study of three virtual worlds: Eve Online, Project Entropia and Second Life, with a view to establishing the behavioural norms and governance structures currently in place. Ultimately this research seeks to establish how these types of virtual environments could be regulated, both now and in the future.

Elaine Jing Zhao is a doctoral candidate on a CCI/iCi scholarship at Queensland University of Technology. She is undertaking research in firms' adoption of mobile marketing, and the role of mobile media in building brand-consumer relationship in China. Her current research interests include new media, user co-creation, and their cultural and business implications in China. She is going to share some learnings from her research on online community, online video industry, and the engagement with different actors in mobile industry.

Getting to Swinburne

The symposium will be held in the AGSE building (enter from Wakefield St), at Swinburne University of Technology, corner of William and Wakefield Streets, Hawthorn Campus, Melbourne.

By taxi:

From Tullamarine Airport, it takes approximately 45 minutes.

By train:

Glenferrie Station is located within the Hawthorn Campus, for timetables and maps please see

www.metlinkmelbourne.com.au



Parking: Please refer to the following link http://www.cci.edu.au/sites/default/files/map_parkingatswinburne-hawthorn.pdf

Accommodation

The following is a list of preferred hotels, which are located within the CBD:

Rydges Melbourne Hotel

186 Exhibition Street, Melbourne

P: 03 9662 0511, W: <http://www.rydges.com/hotel/RVMELB/Rydges-Melbourne.htm>

Oaks On Market

60 Market Street, Melbourne

P: 1300 786 603, W: <http://www.oakshotelsresorts.com/Site.aspx?pid=65>

The Crossley Hotel

51 Little Bourke Street, Melbourne

P: 1300 855 975, W: <http://www.crossleyhotel.com.au>

CCI Symposium Dinner – Thursday 11 November, 6.30pm

Grace Darling Hotel

114 Smith St, Collingwood, 3066

Ph: (03) 9416 0055

Cost: \$30 per person or \$20 per student

CCI DINNER
Grace Darling
Hotel



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