



## **'CCI 2.0' Symposium**

**5-6 July 2010**

Queensland University of Technology (QUT), The Glasshouse, Z2 Block, Level 4  
Creative Industries Precinct, Musk Avenue, Kelvin Grove

**CCI Emerging Scholars Workshop – Must be a CCI Google Group member to participate****Venue: The Glasshouse, Level 4 , Z2 Block, Kelvin Grove Campus**

Time	Activity
9.00am	<u>Introduction</u> : How do I find myself in 'CCI 2.0'? <i>Stuart Cunningham</i> 15 mins Introduction to the workshop organising team: <i>Julian Thomas</i> Orientation: <i>Michael Keane</i> and <i>Jean Burgess</i>
9.45am	Morning Tea
10.00am	<u>Research: CCI Research Clusters</u> (Panel – Q&A) <i>John Hartley (Chair), Luke Jaaniste, Denise Meredyth, Thomas Petzold</i> Positioning, problems, pros and hot debates
10.45am	<u>Session #1 Article Writing</u> Anatomy of a journal article How to turn out a good journal article
11.30am	<u>What is a Research Idea?</u> (Panel – Q&A) <i>Jean Burgess (Chair), Michael Keane, Lelia Green, Chris Wilson</i> Life cycle of an idea Idea – Problem – Question – Research Project
12.15pm	Lunch
1.00pm	<u>ERA Presentation</u> <i>Stuart Cunningham</i>
1.05pm	<u>Publishing</u> (Panel – Q&A) <i>Terry Flew (Chair), Mark Ryan, Henry Li, Kylie Stevenson</i>
1.45pm	<u>Session #2 Article Writing</u>
2.45pm	Afternoon Tea
3.00pm	<u>Discussion, Feedback and Future</u> How can we continue our energy? How can we build and maintain our network?
4.00pm	Workshop close

**AUSTRALIA'S BROADBAND FUTURE – open invitation****Venue: The Glasshouse, Level 4 , Z2 Block, Kelvin Grove Campus**

Time	Activity
4.30pm – 6.00pm	<u>A Q&amp;A Style Roundtable</u> "How will Australian society be changed by fast broadband?" featuring panel members: <b>Senator Kate Lundy</b> (Labor ACT Senator & Australian Ambassador for Gov 2.0), <b>Yiyang Lu</b> (Designer of the Twitter Over Capacity Fail Whale logo), <b>Nicholas Gruen</b> (Chair of the Government 2.0 taskforce and CEO of Lateral Economics), <b>Terry Cutler</b> (Principal, Cutler & Company), <b>Peter Coroneos</b> (CEO of the Internet Industry Association) Chair: <b>Emma Tom</b> , National Journalist and Opinion Columnist <b>Cost (incl. GST):</b> \$30 pp or \$20 for students (includes tapas and drinks) <b>Register at:</b> <a href="https://qevents.qut.edu.au/getdemo.ei?id=786&amp;s= 2WKOWY6R4">https://qevents.qut.edu.au/getdemo.ei?id=786&amp;s= 2WKOWY6R4</a> by 22 June 2010

**BOOK LAUNCH – open invitation****Venue: The Glasshouse, Level 4 , Z2 Block, Kelvin Grove Campus**

Time	Activity
6.00pm – 6.30pm	Book launch by John Quiggin Richard E Lee, "Knowledge Matters" Carsten Herrmann-Pillath, "The Economics of Identity and Creativity" Lelia Green, "The Internet: An Introduction to New Media"

**'CCI 2.0' Symposium****Venue: The Glasshouse, Level 4 , Z2 Block, Kelvin Grove Campus**

Time	Activity
9.00am	Registration Freshly brewed coffee and tea
9.30am	<u>Session 1</u> "CCI Welcome and Introduction: 'CCI 2.0'" – CCI Director, <i>Stuart Cunningham</i> 10-20 mins
9.50am	<u>Session 2 "Implementing Government 2.0" (Policy and Law theme)</u> Keynote Address "Implementing Government 2.0" – <i>Senator Kate Lundy</i> 20 mins Respondent Panel: <i>Nicholas Gruen, Brian Fitzgerald</i> and <i>Peter Coroneos</i> with <i>Senator Kate Lundy</i> Chaired by <i>Terry Cutler</i> 45 mins, Q&A 20 mins
11.15am	Morning Tea
11.45am	<u>Session 3 "The Challenge of Quantitative Method for Cultural Analysis"</u> ( <u>New Theory and Method theme</u> ) <i>Axel Bruns</i> – Media Ecologies and Methodological Innovation <i>Stuart Cunningham</i> – Mapping Methods: Insights and Limits <i>Julian Thomas</i> – Findings from the second digital futures report 10-15 mins each, Q&A 30 mins
1.00pm	Lunch
1.30pm	<u>Session 4 "Does Australia have the necessary skills for the Digital Content Industries of tomorrow?" (Youth and Workforce Capacity theme)</u> <i>Greg Hearn</i> – Creative Workforce 2.0: Challenges and opportunities <i>Denise Meredyth</i> – Skills without schools? <i>Lelia Green</i> – Filtering creativity? The chilling effects of mandated regulation 10-15 mins each, Q&A 30 mins
2.45pm	Afternoon Tea
3.15pm	<u>Session 5 "A Coordinated Approach to CCI's Engagement with Asia"</u> ( <u>International and Asia theme</u> ) <i>Michael Keane</i> <i>Jo Tacchi</i> <i>John Hartley</i> <i>Terry Cutler</i> – respondent
4.30pm	Wrap-up – CCI Research Director, <i>John Hartley</i>
4.45pm	Event close

To register your attendance for either day, please visit

<https://qevents.qut.edu.au/getdemo.ei?id=786&s= 2WK0WY6R4> by Tuesday 22 June.

**Dr Axel Bruns** is an Associate Professor in the Creative Industries Faculty at Queensland University of Technology. He is a Chief Investigator in the ARC Centre of Excellence for Creative Industries and Innovation (CCI), and a Senior Researcher in the Smart Services Cooperative Research Centre. Bruns is the author of *Blogs, Wikipedia, Second Life and Beyond: From Production to Producership* (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). In 1997, Bruns was a co-founder of M/C - Media and Culture, which publishes M/C Journal and M/C Reviews, and he continues to serve as M/C's General Editor. Bruns's research interests are in producership (or collaborative user-led content development), blogging, citizen journalism, online publishing, virtual communities, creative industries, creative hypertext writing, and popular music studies. He has published a variety of articles in these fields, many of which can be found at [snurb.info](http://snurb.info) and [Producership.org](http://Producership.org).

**Dr Jean Burgess** is a Senior Research Fellow in the Creative Industries Faculty, Queensland University of Technology, and an Associate Researcher with the ARC Centre of Excellence for Creative Industries & Innovation (CCI). From 2010 Jean is an ARC Postdoctoral Fellow (APD), 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).

**Peter Coroneos** is Chief Executive of the Internet Industry Association, the national industry body for the Internet in Australia. In addition to his role as primary industry advocate, political strategist and spokesperson for the IIA, Peter drives the IIA's policy development work and has instigated the formation of specialist taskforces to leverage member expertise in diverse legal, economic and technical areas. Peter is currently overseeing the development and implementation of industry codes of practice within the IIA representing industry's proactive response to a range of challenging social policy areas within Australia, ranging from cybercrime to online privacy. Peter acts as industry representative on a number of high level bodies and regularly appears before House of Representatives and Senate inquiries to advise on the development of facilitative and workable rules for the internet and new media.

**Stuart Cunningham** is Distinguished Professor of Media and Communications at Queensland University of Technology, where he is Director of the Australian Research Council Centre of Excellence for Creative Industries and Innovation (<http://cci.edu.au>). Stuart has been a leader in research and advocacy for the relevance of culture and creative industries to innovation policy, and directs the only nationally-funded research centre in Australia dedicated to this objective. His most recent books are *The Media and Communications in Australia* 3rd ed (with Graeme Turner, 2010) and *In the Vernacular: A Generation of Australian Culture and Controversy* (2008). He is well known for his writings on media, communications and cultural policy.

**Dr Terry Cutler** is an industry consultant and strategy advisor with a background in the information and communications technology sector. Terry Cutler has authored numerous influential reports and papers on the Digital Economy and innovation. During 2008 he chaired the Australian Government's Review of the National Innovation System which culminated in the Report, *Venturous Australia*. He currently holds the following appointments:

- Deputy Chairman, Commonwealth Scientific and Industrial Research Organisation (CSIRO) Director
- Director, Multimedia University (Universiti Telekom Sdn. Bhd.), Malaysia
- Chairman Advisory Board, Centre of Excellence for Creative Industries and Innovation
- Chairman, Pharmacy Australia Centre of Excellence (PACE), Brisbane
- Director, Chunky Move, Melbourne

He has served on numerous other boards, including both industry and cultural agencies. Terry Cutler is a Fellow of the Australian Academy of Technological Sciences and Engineering, the Australian Institute of Management, and the Australian Institute of Public Administration. In 2002 he was awarded an honorary doctorate by Queensland University of Technology and in 2003 was awarded Australia's Centenary Medal.

**Professor 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 leader 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 a Chief Investigator in the ARC Centre of Excellence for Creative Industries and Innovation. In 2009 Brian was also appointed to the Australia Government's "Government 2.0 Taskforce" by Ministers Tanner and Ludwig and to the Advisory Council on Intellectual Property (ACIP) by Minister Carr.

**Lelia Green** is Professor of Communications at Edith Cowan University and a member of the Risk and Representation node of the CCI. Between 2006 and 2009 she was on the International Advisory Panel of EU Kids Online and remains actively involved in the project. With Professors Catharine Lumby and John Hartley she made submissions to the DBCDE enquiry on the parameters of the 'Refused Classification' license category. She is the author of 'The Internet: An introduction to new media' (Berg, 2010).

**Nicholas Gruen** has been a ministerial advisor to two Cabinet Ministers in the 1980s and 90s, he was appointed to the Productivity Commission in 1994 and worked for the Business Council of Australia from 1997 to 2000. He then founded Lateral Economics and Peach Financial.

He has published internationally on a range of economic policy issues, is a regular newspaper columnist, a board member of Sustainability Victoria, and is a substantial contributor to Australia's thriving policy blog scene. He is Chairman of Online Opinion and Kaggle.

Dr Gruen was a member of the Panel reviewing Australia's Innovation System. Lateral Economics has been involved with the Commonwealth, Victorian, South Australian, NSW and Queensland governments and the World Bank in the areas of innovation in government and continuous improvement in regulation. He is a member of an advisory committee guiding innovation in the Victoria Public Service and worked with Federal Department of Innovation on its report to the MAC committee on innovation in Government.

In 2009 Dr Gruen chaired the Federal Government's Government 2.0 Taskforce producing a report which garnered high praise from leading international experts. The Federal Government accepted 12 of thirteen recommendations and deferred consideration of the other one.

**Distinguished Professor John Hartley** is a Federation Fellow (Australian Research Council), and research director of the ARC Centre of Excellence for Creative Industries and Innovation at Queensland University of Technology. He was foundation dean of QUT's Creative Industries Faculty and in 2006 he was awarded its first Distinguished Professorship. Previously he was head of the School of Journalism, Media and Cultural Studies at Cardiff University in Wales. The author, co-author and editor of 20 books and many articles on culture, media, journalism and the creative economy – from the classic Reading Television to the most recent Uses of Digital Literacy – he is the founding editor of the International Journal of Cultural Studies. Hartley has served on ministerial advisory committees for educational renewal (Queensland) and international education (Federal), is an elected Fellow of the Australian Academy of the Humanities, and in 2009 was awarded the Order of Australia in the Queen's Birthday Honours List.

**Greg Hearn** is Research Professor in the Creative Industries Faculty at QUT. His work focuses on policy development and R and D for new technologies and services in the creative industries. He has authored or co-authored over 20 major research reports and books, including, *Public policy in knowledge-based economies* (2003: Edward Elgar) and *The knowledge economy handbook* (2005: Edward Elgar); *Knowledge policy: Challenges for the 21st Century* (2008: Edward Elgar) and *Action research and new media*. (2008: Hampton Press). He is the leader of the Creative workforce 2.0 program in CCI.

**Dr Luke Jaaniste** is a research fellow working in the Actually Existing Innovation program of the CCI. He specialises in analysis and conceptual mapping of innovation policy and systems as it relates to the arts and cultural domains.

In 2008 he co-authored 'The Arts and Australia's National Innovation System: 1994-2008' for the Council for the Humanities, Arts and Social Sciences (CHASS) and has since published various journal and conference papers investigating the arts connection to research and development (R&D) in the university and industry. He has also published and lectured on issues of practice-led research, and assisted in the background study of the 'Growing Future Innovators' project based in the Perth node of CCI at Edith Cowan University. Luke is also a contemporary visual and sonic artist, and published arts writer, with commissions, festival appearances, exhibitions and residencies across Australia, including ABC Science Week, Brisbane Festival, Liquid Architecture, Melbourne Fringe, Arts House and Performance Space.

**Dr Michael Keane** is an ARC Centre Fellow at the Australian Research Council Centre of Excellence for Creative Industries and Innovation, Queensland University of Technology, Brisbane. 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 program in the CCI. He has provided expertise for a number of international consultancies and has presented at international forums including The House of Commons (UK), Yale University (US), Creative Clusters (UK), and Copenhagen Business School (Denmark).

Michael is author of *Created in China: the Great New Leap Forward* (Routledge 2007) and co-editor with Ying Zhu and Ruoyun Bai of *TV Drama in China* (HKU Press 2008). Other books include *New Television, Globalization and the East Asian Cultural Imagination* (with Anthony Fung and Albert Moran, HKU Press 2007), *Television across Asia: Television Industries, Programme Formats and Globalisation* (ed. Moran and Keane, Routledge 2004), and *Media in China: Consumption Content and Crisis* (ed. Donald, Keane and Yin 2002).

**Yiyi Lu** was born in Shanghai and has made Sydney her home for almost a decade. Yiyi is known for creating the iconic "Fail Whale" illustration used by social networking service Twitter, which has been featured in the BBC, the New York Times, CNN, Sydney Morning Herald, Wired Magazine and so on.

Yiyi has received many awards including: Top 10 Emerging Leaders in Innovation from Weekend Australian Next 100 Series; 1st place of New York Shorty Award in Design; One Show Design Merit Award; Finalist in Qantas Spirit of the Youth Award; Gold Award in "TransLocalMotion" Shanghai Biennale; Emerging Talent Award from Desktop Create Awards 08; Distinction winner in Digital Media of AGDA Inaugural Student Award.

Yiyi was educated in Sydney and London, graduated with 1st class Honours in Bachelor of Design Visual Communication from the University of Technology Sydney. Apart from studio projects, Yiyi enjoys teaching design at UTS and attending TED conferences.

**Senator Kate Lundy** has represented the Australian Capital Territory in the Senate in the Australian Federal Parliament as a member of the Australian Labor Party since 1996.

Elected for the fifth time, as part of the Rudd Labor Government Senator Lundy is currently Chair of the Joint Standing Committee for the National Capital and External Territories and a long-standing active member of the Senate Environment, Communications and the Arts Committee. She is also one of the Federal Parliament's representatives on the Advisory Council of the National Archive of Australia.

Senator Lundy has participated in every Senate Inquiry relating to telecommunications and Information Technology over the last fourteen years, and spearheaded Gov 2.0 initiatives such as her Public Sphere events which facilitate online public collaboration on policy development.

In September 2009 Senator Lundy was recognised for her leadership in Gov2.0 online innovation with her Public Sphere initiative when she was ranked 13th in a short list of 25 global leaders by the International Centre for E-democracy and Politics Online.

Senator Lundy continues to be a strong advocate for the use of the internet, digital technology and ICT innovation to strengthen the Australian economy for future growth, to transform public engagement in government processes and to enhance social inclusion within our communities.

**Professor Denise Meredyth** is the Deputy Director of the Institute for Social Research at Swinburne University of Technology. Her research includes citizenship studies and various areas of social, educational and information policy, including work on social enterprises, the digital divide and wired communities, community consultation and hard to reach groups, search and information-seeking. She is currently working on projects with research partners ranging from the Salvation Army and the State Library of Victoria to Victoria Police and Vietnamese community groups.

**Thomas Petzold** is a doctoral candidate at the ARC Centre of Excellence for Creative Industries and Innovation at Queensland University of Technology, Brisbane, Australia. He holds a BA Hons (Media Studies and Economics) from the The Open University, Milton Keynes and an MA (Media Studies and Linguistics) from the European University Viadrina Frankfurt/Oder. He has a professional background in the creative industries working as an academic, journalist and media expert since the late 1990s. He has been awarded Commonwealth of Australia and European Union/German Government Scholarships to undertake research in the fields of culture, languages and Internet, looking in particular at the uses of multilingualism in digital culture.

**Dr. Mark David Ryan** is a Research Fellow for the Queensland University of Technology. He is an expert on Australian horror films, having written his PhD and several conference papers, journal articles and book chapters on the subject. Ryan has published on creative industries, new media and cultural policy more broadly.

**Kylie J Stevenson** joined the CCI community in February 2010 via the ECU node where, in her PhD project, she will explore methods of developing and mapping reflective arts practice with postgraduate students, with particular interest in progressions in practice-led research methodology.

In 2009, Kylie completed an M.Phil. degree in Arts, Culture and Education at the University of Cambridge. Her thesis highlighted the important role of reflection on practice in higher education creative writing pedagogy.

In 2007, Kylie completed a coursework M.Ed. at the University of Melbourne, with specific focus on thinking skills, creativity and education. In 2004, Kylie completed a research M.A. in creative writing at RMIT University, Melbourne, in which she wrote a creative component – a novel – and an exegetical component examining Csikszentmihalyi's model of creativity and its relevance to the creative writing process.

**Associate Professor Jo Tacchi** is a Centre Fellow in the Australian Research Council's Centre of Excellence for Creative Industries and Innovation 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 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](http://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.

**Professor Julian Thomas** is Director of the Institute for Social Research and Professor of Media and Communications at Swinburne University of Technology, and Convenor of the Swinburne node of the CCI. He writes about new media, information policy and the history of communications technologies. *Framing Modern Intellectual Property*, co-authored with Megan Richardson, will be published in 2011. Julian is an Associate Editor of the website *Australian Policy Online*, and was co-editor with Peter Browne of *Briefings*, a public policy book series published by UNSW Press. He is a board member and Treasurer of the Public Interest Journalism Foundation, and a member of the Consumer Consultative Forum of the Australian Media and Communications Authority.

**Emma Tom** is an award-winning Sydney writer and broadcaster who has spent the past 22 years working in both the print and electronic media. Her column appears in *The Australian* each Saturday and she freelances widely for magazines and newspapers both in Australia and overseas. Emma Tom is the author of six books including a novel, *Deadset*, which won the Commonwealth Writers' Prize for Asia and the South Pacific for Best First Novel in 1997, and most recently, *Attack of the Fifty-Foot Hormones*, which was published by HarperCollins in July 2009. Her short stories and essays have also been widely published. Emma Tom lectures and tutors in media studies in a number of Sydney universities and is completing her PhD under the supervision of Professor Catharine Lumby and Dr Kath Albury at the Journalism and Media Research Centre within the University of New South Wales.

**Chris Wilson** is a doctoral student with the Institute for Social Research at Swinburne University, where he also provides administration and research assistance. His doctoral project, *Frequently Modulating: Australian Radio's Relationship With Youth*, is an administrative and political history of Australian youth radio. The research aims to trace the variety of ways in which Australian broadcasting has understood and sought to engage with youth. While the adoption of particular popular music programming strategies by some commercial stations in the late 1950s may have inadvertently given birth to what came to be viewed as youth radio, later developments in the public and community broadcasting sectors drew upon much more considered rationales about the importance of radio to youth and youth to radio. How did such rationales develop and gain traction amongst policy-makers and decision-makers? Just how did we end up with a youth public broadcasting network and, at least until recently, youth community broadcasters in each of the Australian capital cities?

### Getting to The Glasshouse

The Glasshouse is located at Queensland University of Technology, Creative Industries Precinct, Z2 block, Level 4, Musk Avenue, Kelvin Grove campus, Brisbane.

#### By taxi

From Brisbane Airport, it takes approximately 20 minutes.

#### By bus

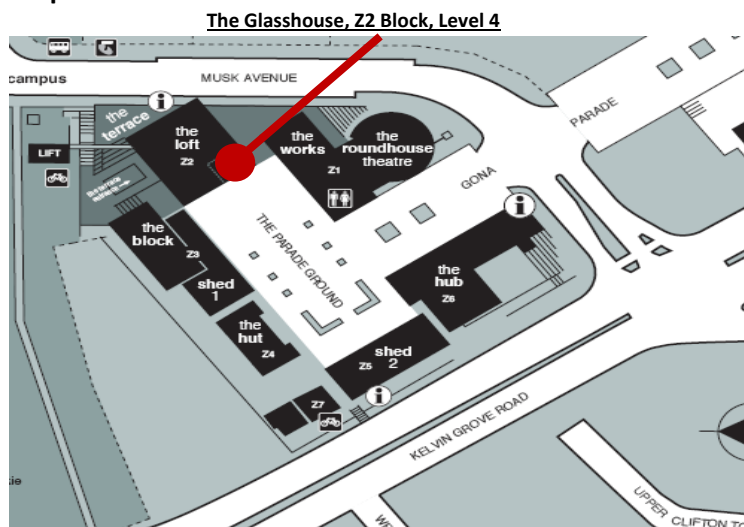
Bus route 66 runs every 10 minutes in peak hour. The bus stops at the Cultural Centre Busway and Roma Street Busway, dropping passengers within QUT, Kelvin Grove.

Follow this link for a timetable [http://download.translink.com.au/timetables/100222\\_66.pdf](http://download.translink.com.au/timetables/100222_66.pdf)

#### By foot

The Glasshouse is approximately a 15 minute walk from Roma Street Station/Busway.

### Map



### Accommodation

The following is a list of preferred hotels, which are located in close proximity to QUT:

Grand Chancellor

23 Leichhardt Street, Brisbane

P: 07 3831 4055, W: <http://www.ghihotels.com/hgc/Brisbane/hotels.aspx>

Sebel Suites

95 Charlotte Street, Brisbane

P: 07 3224 3500, W: <http://www.mirvachotels.com/sebel-suites-brisbane>

Sofitel

249 Turbot Street, Brisbane

P: 07 3835 3535, W: <http://www.sofitelbrisbane.com.au>

Marque Hotel

103 George Street, Brisbane

P: 3221 6044, W: <http://www.marquehotels.com/brisbane/default.aspx>

Ibis

27-35 Turbot Street, Brisbane

P: 3237 2312, W: <http://www.ibishotel.com/gb/hotel-2062-ibis-brisbane/index.shtml>

**ARC Centre of Excellence for Creative Industries and Innovation**

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