

Audit of Australian digital media literacy programs

JULY 2009



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Overview

This report is an overview of existing Commonwealth, state and territory policies and programs that aim to promote, and increase levels of, digital media literacy (DML). These programs aim to provide people with the opportunity to use digital technology and to acquire a range of competencies to participate in digital media and communications environments.

A number of current programs have been identified for each state/territory in Australia and relevant Commonwealth departments. In addition, the report includes information on programs and initiatives implemented by local government to help foster digital media literacy outcomes at the local community level. These are detailed in the following pages.

This listing of government programs is not exhaustive of all programs in Australia to build digital media literacy, but it provides an insight into the diversity of key stakeholders (referred to as *players*) and key programs available in Australia.

Methodology

Information was provided to the Australian Communications and Media Authority (ACMA) by members of the Online Communications Council Digital Economy Group (OCC/DEG) on behalf of each of the states and territories, the Department of Broadband, Communications and the Digital Economy (DBCDE), the Department of Education, Employment and Workplace Relations (DEEWR) and the Australian Local Government Association (ALGA). The information received was supplemented by desk research. Information about program budgets was not specifically sought although where provided this information is included.

A list of Commonwealth government programs previously published by the ACMA is available at www.acma.gov.au/WEB/STANDARD/pc=PC_311473#govt.

Overview of key players

Across the states/territories, the key players include government departments and agencies with responsibility for education, rural development, industry development, and consumer affairs.

For some states/territories, such as South Australia and Victoria, programs are part of an integrated state-wide policy to create online opportunity and respond to changes brought about by information and communication technologies. One government department takes the central coordination role for the programs. In other states/territories, responsibilities for digital communications are spread across a range of agencies and programs reflecting various departmental/agency objectives.

Public libraries also play an important role in providing access and training in use of digital media through the state/territory and local government public library systems and assisting with the infrastructure and delivery of some government department programs.

Partnership arrangements are also common among the programs. Partnerships occur between state and Commonwealth departments and agencies, and local government, and with external industry and community organisations. As part of their corporate citizenship activities, private organisations contribute to some of the programs by providing equipment and/or funding. Community organisations also play a role by assisting with the operations of some programs within communities.

Overview of key programs

Programs generally aim to address the needs of specific target groups. They focus on building specific competencies appropriate to the intended audience, such as introductory ICT skills for disadvantaged Australians who have never used a computer (e.g., learning how to operate a computer and use basic word processing functions). By far the greatest number of programs target school-aged children, and economically or socially disadvantaged groups.

The types of programs by target group include:

- **Students and teachers:** Programs aim to ensure that students across Australia have the necessary skills to engage in a digital environment. Programs are run through each state's education system, and are focused on building and developing ICT infrastructure and developing competence with new and emerging technologies.
- **Rural, regional and remote communities:** Across the states, community technology centres/telecentres are the main avenue for providing training and service delivery to these communities, with programs which provide access to internet-enabled computers and basic ICT skills. These programs have met the needs of many rural and regional communities, but there are remote communities with small populations not reached by these programs.
- **Seniors and disadvantaged Australians** (including persons with a disability, unemployed and from a non-English speaking background): Programs are specialised for the particular needs of these populations and are aimed at removing barriers to use. They cross-over with some of the programs targeting rural, regional and remote communities. Programs targeting the unemployed are focused on providing the necessary skills required for entering/returning to the workforce. These include ICT skills which are increasingly essential for many occupations.
- **Indigenous communities:** The focus of these programs is to equip indigenous communities and schools with the technology and skills required for effective use of digital media and communications. Some of these programs can also cross over with those targeting rural, regional and remote communities.
- **Businesses:** Programs are focused on promoting online business/e-business to existing businesses which could benefit from entering this market. With the exception of programs targeting tourism operators, there are much fewer DML programs targeting businesses across the states. However, there is extensive information in the public domain and on government websites available on this topic for interested businesses.
- **General population:** Programs teaching basic and/ or specific ICT skills are available through public libraries and a range of service providers either online or at learning centres and libraries. In some cases these courses are free, although fees generally apply. Some state consumer affairs agencies also run their own scams awareness programs and provide consumer education on potential online risks and strategies to avoid them. There are some recent community engagement programs encouraging community groups to have an online presence.

Similarities are found across state and territory programs, reflecting the goals and objectives of national level grant programs which have contributed funding. The national-level grants program *Networking the Nation* provided the impetus for a number of state and territory programs addressing the disparities between metropolitan and rural/ remote communities in accessing and using information and communication technologies (ICTs).

Networking the Nation was completed in 2005 but its influence continues to be significant as it provided the seed funding and establishment capital for many of the current programs.

Similarly, the Australian Government's *Digital Education Revolution*, including the *National Secondary Schools Computer Fund*, has funded programs across the states/territories for school students and teachers. The programs ensure that the education system continues to change and adapt in response to new and emerging technologies in order to prepare students and future generations to live and work in a digital world.

At the local government level, one particular focus on use of ICTs is to improve government service delivery, transparency and participation in decision-making, and community engagement. Local councils across Australia also support the communities access to digital media literacy activities through funding local public libraries. DBCDE's Digital Regions Initiative is another good example of a program promoting digital enablement applications to improve services. It co-funds projects in the key sectors of health, education and emergency services in regional, rural and remote communities across Australia.

In summary

This overview of programs is confined to OCC/DEG member affiliated programs partially or fully funded by government. A large number of programs exist beyond this list that also make a valuable contribution toward building ICT and digital media literacy competencies for the Australian public.

Programs are being delivered by industry, the vocational education and training (VET) sector, higher learning institutions and not for profit organisations to build digital literacy. There is also an important role played by workplaces and family and friends in developing ICT and digital communication skills in the community.

There has been a noticeable change in program focus, moving away from programs addressing digital divide issues and basic ICT skills towards programs developed around increasing participation and engagement in their target groups and incorporating skills development in new and emerging digital technologies. The evolution of ICT training centres to incorporate a greater range of services and access to community web-portals. For instance, community technology centres or telecentres which were established under *Networking the Nation* are entering a second phase in their development. They are evolving from ICT training centres to community hubs providing access to a greater range of services and activities.

New programs are also being introduced in response to emerging ICT developments, such as training in specific web tools and applications, like Facebook. In schools, programs are incorporating newer technologies, such as interactive whiteboards and e-learning platforms. These changes reflect the evolving needs of the community. As the number of Australians with broadband availability at home and work increases, the emphasis is shifting to promoting greater use and more active participation. Building confidence through guidance and education about internet security and online safety is expected to have a place in more general programs to increase skills and competencies.

State government and agencies players and programs

This section provides detailed information on players and programs active in promoting digital media literacy (DML) at state level. The information is presented by state ordered by population size.

New South Wales

Summary of players and programs at state level

Various New South Wales Government departments and agencies have developed programs and initiatives to ensure the State is in a position to take advantage of the benefits of the digital economy.

The **Department of Education and Training** has two programs in place to ensure NSW schools have access to digital educational resources and interactive technologies for learning and teaching.

The **Department of Commerce**, with funding from the Australian Government's Networking the Nation grants program, ran the CTC@NSW program in 2001 —05 to establish Community Technology Centres. The Centres were designed to bridge the digital divide by providing small communities in regional NSW with access to information and communication technologies. Following on from this program, the **Community Technology Centres Association** has formed to assist and support these centres in their ongoing operations.

Tourism NSW and the **State Library of NSW** have programs in place for tourism operators and public library staff respectively which promote and encourage the use of web technologies for changing the way they do business.

Key players

- New South Wales Department of Education and Training
- Community Technology Centres Association
- Tourism New South Wales
- State Library of New South Wales

Key programs

- Connected Classrooms Program
- Laptops for Learning Program
- Community Technology Centres
- Get Connected
- New South Wales Public Libraries Learning 2.0

Target groups

- NSW public schools
- Senior secondary students and their teachers

- Rural and regional New South Wales community members
- NSW tourism operators
- Public library staff

Detailed information on players and programs in New South Wales

Department of Education and Training (DET)

www.det.nsw.edu.au

Key objectives

The Department of Education and Training (DET) is responsible for the delivery of high quality, internationally competitive public education and training from early childhood (pre-school), through to the compulsory years of schooling (Kindergarten to Year 10), and senior secondary education leading to the award of the NSW Higher School Certificate (in Years 11 and 12).

Description of involvement in DML

DET Office of Schools Plan (2009—11) identifies 'Connected Learning' as a priority area for NSW public education to achieve:

- enhanced state-wide access to digital educational resources for learning and teaching and for teacher professional learning
- innovation in the use of interactive technologies for learning, teaching and for teacher professional learning
- broader curriculum options for every student through ICTs and communities of schools.

Digital media literacy-related programs

- **Connected Classrooms – individual programs**

The Connected Classrooms Program will deliver a set of tools to meet the needs of today's learners in their school environment that can also be accessed in other environments.

Connected Classrooms is comprised of three projects:

- ***Interactive Classrooms***

The project will equip every NSW public school with Interactive Classroom facilities (interactive whiteboard, video conferencing facility and data collaboration).

- ***Learning Tools***

The project will provide tools that support the ability to create, store, edit, reuse, manage, view and deliver digital learning content from collections and repositories to staff and students across NSW. It will deliver the latest Web 2.0 technologies to staff and students as required to enable and enrich teaching and learning practices.

- ***Network Bandwidth Enhancement***

The project will provide enhanced, authenticated and filtered internet browsing services, increased bandwidth and speed and network upgrades to support the delivery of the Interactive Classrooms and Learning Tools projects.

The Connected Classrooms Program offers the following benefits for students, their parents, and the community by enabling:

- greater student engagement through the use of interactive whiteboards and video conferencing
- student access to a personalised online workspace with 'when and where they require' access to appropriate resources, resulting in increased efficiency
- online access for parents to their children's student reports
- greater control in relation to the appropriateness of the electronic content the students are exposed to due to filtered browsing.

www.det.nsw.edu.au/strat_direction/schools/ccp/aboutccp/index.htm

- **Laptops for Learning**

The Laptops for Learning Program will supply laptops to NSW senior secondary public school students and their teachers.

The Commonwealth and NSW Governments are working together to provide a wireless enabled specialist educational laptop to every student in years 9 to 12 in NSW public schools by June 2012. DET is also investing in wireless networking and technical support for all secondary schools as well as professional learning for teachers.

The laptops come with Microsoft and Adobe software. The laptops are secure, with filters to block inappropriate material and encoding to ensure they aren't a target of theft.

The Commonwealth contribution comes from the National Secondary School Computer Fund, which is part of the Australian Government's Digital Education Revolution Program.

www.schools.nsw.edu.au/news/announcements/yr2009/apr/laptops.php

Target groups

- NSW public schools
- Senior secondary students and their teachers

Community Technology Centres Association

www.ctca.net.au

Key objectives

The Community Technology Centres Association seeks to support and be the voice of Community Technology Centres (CTCs). The objectives of the Association are to:

- provide information and resources relevant to the running of the CTCs
- advance and promotes standards, accreditation, branding and marketing of the CTCs
- develop business opportunities and partnerships and provide a central point of contact for users of CTC network services
- develop and provide educational and networking opportunities to assist in the running of CTCs
- advocate on behalf of the interests of members.

Description of involvement in DML

The Community Technology Centres Association Inc was established in 2005 to assist Community Technology Centre (CTC) members with business planning, growth, marketing and sustainability. The Association is a member-based peak organisation for CTCs. It manages network-wide activities and supports individual CTC activities with resources and access to mutual aid.

The CTC Association acts as a project manager and co-coordinator for all the CTCs, managing program implementation, quality control and reporting, and financial management and reporting, to guarantee quality service and delivery.

Digital media literacy-related programs

- **Community Technology Centres (CTCs)**

Community Technology Centres (CTCs) are computer enabled community resource, technology and information centres designed to bridge the digital divide for communities with populations under 3000 in NSW.

CTCs serve as community centres using technology as a platform for many community events, projects and training programs. The CTC network currently includes approximately 80 member organisations spanning regional NSW from the Northern Rivers to the Far West to the Riverina.

Among the services CTCs provide are:

- communication services—dialup and broadband Internet, email, fax, videoconferencing, webcasts, podcasts and other online services and information
- education and training services—basic ICT training, accredited training courses, TAFE and vocational training, industry and business training, online training facilitation and support
- IT services such as technical support, computer maintenance, website development, and desktop publishing
- online government and e-government solutions for all tiers of government including labour/work participation schemes such as Work for the Dole, telehealth and telelaw.

CTCs were established as part of the CTC@NSW program administered by the NSW Department of Commerce. CTC@NSW was a \$15 million State/Commonwealth initiative to assist regional communities develop sustainable IT facilities and services between 2001 and 2005. The Commonwealth Government, through its Networking the Nation Program, provided seed funding for CTC establishment. CTC@NSW managed the funding program and development work with communities through New South Wales Government funding.

Following on from 2005, CTCs are community owned and operated and often have partnerships or affiliations with their local government, Neighbourhood Centres, RTOs, Job Network agencies, Centrelink, etc.

Target groups

- Rural and regional New South Wales community members

<p>Tourism NSW</p> <p>http://corporate.tourism.nsw.gov.au/</p>
<p>Key objectives</p> <p>Tourism NSW promotes and supports the development of sustainable tourist destinations and experiences.</p>
<p>Description of involvement in DML</p> <p>Tourism NSW, in partnership with the Australian Tourism Data Warehouse (ATDW) and all the Australian State and Territory Tourism Offices, developed the Tourism e-Kit. The e-Kit tutorials are intended to provide tourism operators access to a range of information about how to maximise online marketing opportunities.</p> <p>As well as providing access to the e-Kit, Tourism NSW has developed associated initiatives to further encourage NSW tourism operators to get online.</p>
<p>Digital media literacy-related programs</p> <ul style="list-style-type: none"> • Get Connected <p>Get Connected is Tourism NSW's website membership program. It is free to register and is open to all tourism operators within New South Wales.</p> <p>Get Connected gives tourism operators the opportunity to showcase their tourism products online to potential customers, both domestic and international. Participating tourism business operators must be located and/or operate their services within New South Wales.</p> <p>http://corporate.tourism.nsw.gov.au/Get_Connected_p582.aspx</p>
<p>Target groups</p> <ul style="list-style-type: none"> • NSW tourism operators

<p>State Library of New South Wales</p> <p>www.sl.nsw.gov.au</p>
<p>Key objectives</p> <p>The State Library of New South Wales aims to strengthen the community by being the trusted provider of quality information services by:</p> <ul style="list-style-type: none"> - providing equitable access to contemporary and historical knowledge - collecting and preserving Australia's heritage - promoting our role as a cultural destination - collaborating with the NSW public library network.
<p>Description of involvement in DML</p> <p>The Public Library Services division of the State Library of NSW provides advisory services, strategic leadership, information and advice on all aspects of public library provision, control and management to New South Wales local authorities and public libraries. This includes managing state-wide, cross-sectoral projects for public libraries and local authorities, managing a professional development program for public library staff to support the development of the network and contributing to the development of library services that are delivered either directly to public libraries, or to the public through public libraries.</p>

NSW public libraries have an important role in addressing equity issues related to the digital divide through providing access to computers and the internet on-site and providing ICT training courses.

Digital media literacy-related programs

- **NSW Public Libraries Learning 2.0**

Learning 2.0 is an online self-paced training program to allow public library staff across NSW to learn more about emerging technologies on the web that are changing the way people, society and libraries access information and communicate with each other. These tools can be used by libraries to deliver better services to their communities.

Library staff are encouraged to work together with others in their libraries or region and share with each other their discoveries, techniques and "how to" both in person and through their blogs. The NSW Public Libraries Learning 2.0 team is available to answer questions and provide comments on participants' blogs.

<http://nswpubliclibrarieslearning2.blogspot.com>

Target groups

- Public library staff

Victoria

Summary of players and programs at state level

The Victorian Government plays an active role in ensuring all Victorians can access the opportunities being generated by digital media technologies, such as the internet. It also promotes technology as a means for creating and strengthening communities.

Six key programs promoting ICT and digital media literacy skills have been identified in Victoria and are part of a single framework, *Connecting Communities: Second Wave* which is being coordinated by the **Department of Planning and Community Development (DPCD)**. The Victorian Government has committed more than \$9 million over four years from 2004/05 to these programs. The framework builds on previous wave of programs - *Connecting Communities* (2001—04).

- The *Connecting Communities* 2001-2004 framework focused on helping communities to overcome the variety of barriers to increased Internet uptake by improving access to Internet technology, developing the skills needed to use the technology and generating relevant and useful Internet content.
- *Connecting Communities: the second wave* (2005 — on-going) is an acknowledgement that there is still an important role for government in assisting these Victorians to access and use the Internet. The programs are focused on providing continuing support for existing public Internet access infrastructure; ensuring basic skills can be acquired by groups facing particular barriers; and encouraging the development of more relevant and useful content for these groups.

Three additional programs supporting the use of digital media are running in Victoria.

Consumer Affairs Victoria (CAV) provides two educational programs aimed at helping Victorians using digital media technologies safely and avoiding falling victim to scams, including online scams.

The Department of Education and Early Childhood Development (DEECD) has an initiative which integrates digital media by providing students with an online learning environment.

Target groups for programs in Victoria are mainly disadvantaged and vulnerable Victorians. Disadvantaged Victorians include senior Victorians (including from non-English speaking backgrounds), recent migrants, unemployed Victorians and those outside the education system and workforce (including disadvantaged youth), disadvantaged families, and people with a disability. The Department of Education and Early Childhood Development more specifically targets students, parents and teachers.

Key players

- Department of Planning and Community Development
- Victorian Department of Education and Early Childhood Development
- Consumers Affairs Victoria

Key programs

- Public Internet Access Program (PIAP)
- Skills.net Roadshow Program
- My Connected Community (MC²)
- Computer for Every Child (CFEC)
- Culturally and Linguistically Diverse (CALD) Senior Surfers
- Internet Training for People with a Disability

- Ultranet
- Scams Program
- Community Education Program

Target groups

- Disadvantaged Victorians
- Senior Victorians
- Senior Victorians from non-English speaking backgrounds
- Unemployed Victorians
- Victorians outside the education system and workforce (including disadvantaged youth)
- Recent migrants
- Victorians with disability
- Disadvantaged families (with children in Grade 3-5 in primary schools)
- Community based groups (i.e. special interest groups such as sporting clubs or hobby groups, support groups, not-for-profit organisations, local government entities and peak bodies)
- Students, teachers, parents
- Vulnerable, disadvantaged consumers

Detailed information on players and programs in Victoria

<p>Department of Planning and Community Development (DPCD)</p> <p>www.dvc.vic.gov.au/</p>
<p>Key objectives</p> <p>The Department of Planning and Community Development (DPCD) was established in August 2007 to support the development of liveable communities.</p>
<p>Description of involvement in DML</p> <p>DPCD supports the ongoing provision of public internet access across Victoria and the provision of introductory internet skills where most needed. It also encourages more relevant and useful content to be developed by and for communities and seeks new and creative partnerships to enhance community outcomes.</p>
<p>Digital media literacy-related programs</p> <p>The Department of Planning and Community Development coordinates current initiatives of <i>Connecting Communities: The Second Wave</i>. Some of these programs are delivered in partnership with other players. These are outlined in bold in description of the programs.</p> <p>In particular, Vicnet Division of Victoria State Library plays an active role in the administration; coordination and delivery of a number of programs described below.</p> <ul style="list-style-type: none"> • Public Internet Access Program (PIAP) <p>Public Internet Access Program (PIAP) aims to ensure that community-based free or affordable public Internet access continues to be provided to disadvantaged Victorians that would not otherwise have such access.</p> <p>PIAP provides funding for not-for-profit / community organisations, local government authorities and similar bodies for the provision of public Internet</p>

access. Organisations are provided with technical support for two years and be required to provide a minimum number of public Internet access hours per week to identified target groups.

Target groups include senior Victorians (including from non-English speaking backgrounds), recent migrants, unemployed Victorians and those outside the education system and workforce (including disadvantaged youth) and people with a disability.

PIAP is funded by the Victorian Government. The program is administered by the **Department of Planning and Community Development** and is coordinated by **Vicnet**, a division of the **State Library of Victoria** which is governed by the Library Board of Victoria.

To date, over \$1.9 million of grant funding has been allocated and 297 organisations have been funded to set up public internet access venues under the PIAP. The program has provided for more than 386,000 hours of public internet access.

www.internet-access.vic.gov.au/content.asp?Document_ID=1

- **Skills.net Roadshow Program**

Skills.net Roadshow program is a mobile Internet training facility which provides introductory internet training to disadvantaged Victorians and pathways for ongoing Internet access in local communities.

Eligible Victorians are shown how to access, use and navigate around the World Wide Web; find information on the internet; and use web-based email to stay in contact with family and friends all over the world.

Target populations are beginners who are senior Victorians (including those from non-English speaking background), unemployed Victorians and those outside the education system and workforce (including disadvantaged youth), recent migrants, and people with a disability.

The program is administered via **Vicnet**, a division of the **State Library of Victoria**. Trainers from the Skills.net Roadshow utilise laptop computers in conjunction with local community organisations. **Telstra Country Wide** is a project partner providing Next G wireless broadband to the mobile classroom.

To date, this program has provided introductory internet training to more than 17,000 Victorians.

www.roadshow.skills.net.au/

- **My Connected Community (MC²)**

My Connected Community (MC²) is a social networking web application and grants program which aims to stimulate the development of online groups of interest within Victoria.

Community groups are provided with support and tools to establish a website, publish online, network to members, extend their membership and activities, and communicate with other communities of interest. More than 3,500 groups and 70,000 users are currently active on MC².

Target populations are community based groups. Community based groups include special interest groups such as sporting clubs or hobby groups, support groups, not-for-profit organisations, local government entities, state government agencies and peak bodies.

It is funded by the Victorian Government through the **Department of Planning and Community Development** and coordinated by **Vicnet**.

<http://mc2.vicnet.net.au>

- **Computer for Every Child (CFEC)**

Computer for Every Child (CFEC) is a pilot project to test a model for the provision of computers, internet access, training, and technical support to 400 disadvantaged families for use in their home.

Eligible families have children enrolled in Grades 3, 4 and 5 in Government Primary Schools located primarily in Melbourne's Western suburbs.

The home based computer supports students with their school work and, at the same time, provides access for family members to internet services and programs which might be beneficial for future education and employment opportunities.

The objective of the CFEC project is to address digital inclusion through access to technology in the home of disadvantaged families, with the aim to stimulate education and social outcomes for primary school aged children and their families.

The program is administered by **Technology Access for Social Development Australia**. Partners for this project include: **Microsoft Australia, Gandel Charitable Trust, Myer Foundation**.

<http://cfec.org.au/>

- **Culturally and Linguistically Diverse (CALD) Senior Surfers**

Culturally and Linguistically Diverse (CALD) Senior Surfers program aims to provide introductory internet training to CALD seniors in their own language.

Community-based organisations receive funding for public internet access, so CALD seniors can use computers and the internet in a convenient and comfortable community setting. Translated training materials have been developed for participants and other community groups. Volunteers from community based organisations are given 'train-the-trainer' sessions, so they can train CALD seniors how to use the internet.

Target groups are senior Victorians—and particularly those from non-English speaking backgrounds—as they face significant barriers and are disadvantaged in regard to access and use of the internet.

The project is a joint initiative of **Community ICT** and the **Office of Seniors Victorians (OSV), Department of Planning and Community Development**.

Vicnet is the project deliverer in charge of providing the training and support to the volunteer trainers and technical support to the organisations involved.

To date, ten community-based organisations have benefited from this program

- **Internet Training for People with a Disability**

Internet Training for People with a Disability provides opportunities for people with a disability to get online.

Organisations are funded to purchase adaptive equipment so people with a disability can use computers and the internet at an accessible community setting. Volunteers from each of the organisations undertake 'train-the-trainer' sessions so they can provide introductory internet training for people with a disability. A range of training materials is also developed.

This program is being delivered by **Vicnet**.

To date, six organisations have benefited from this program.

Target groups

- Disadvantaged Victorians

- Senior Victorians
- Senior Victorians from non-English speaking backgrounds
- Unemployed Victorians
- Victorians outside the education system and workforce (including disadvantaged youth)
- Recent migrants
- Victorians with disability
- Disadvantaged families (with children in Grade 3-5 in primary schools)
- Community based groups (i.e. special interest groups such as sporting clubs or hobby groups, support groups, not-for-profit organisations, local government entities and peak bodies)

Department of Education and Early Childhood Development (DEECD)

www.education.vic.gov.au

Key objectives

The Department of Education and Early Childhood Development (DEECD) is committed to ensuring that every young Victorian thrives, learns and grows, enjoying every opportunity to realise a rewarding and fulfilling life.

Description of involvement in DML

The Department's initiatives and programs play an important role in achieving the Department's overall goal of improving outcomes for all Victorian children.

Digital media literacy-related programs

One of the key strategic areas for the Department for the next five years is technology and information systems improvement.

- **Ultranet**

Ultranet is a student centred electronic learning environment that supports high quality learning and teaching, connects students, teachers and parents and enables efficient knowledge transfer.

The objectives of the program are to improve responsiveness to individual learning needs; provide better information to parents, the school system and Government; improve efficiency of the learning environment and school administration; adopt an enterprise approach to intranet development; and exploit previous ICT investments.

www.education.vic.gov.au/management/ultranet/default.htm

Target groups

- Students
- Parents
- Teachers

<p>Consumer Affairs Victoria (CAV) www.consumer.vic.gov.au/</p>
<p>Key objectives</p> <p>The role of Consumer Affairs Victoria (CAV) is to protect and promote the interests of consumers.</p>
<p>Description of involvement in DML</p> <p>CAV aims to reduce the number of Victorians falling victim to online, phone, mail and other scams. It tries to achieve this by raising awareness of scams (Scams program) and improving consumers' knowledge and skills (Community Education Program).</p>
<p>Digital media literacy-related programs</p> <ul style="list-style-type: none"> • Scams <p>Scams Program aims to raise awareness of scams and scammers' tactics, and provide consumers with the knowledge and skills to protect themselves against scams and fraud. Awareness-raising is undertaken through a suite of initiatives through different channels: media, CAV Community Education Program sessions, advertising, CAV website, and special events.</p> <ul style="list-style-type: none"> • Community Education <p>Community Education Program aims to help people acquire the knowledge and skills needed to become an informed consumer, with particular support being provided to the vulnerable and disadvantaged.</p> <p>Information in consumer education/information sessions cover the full range of consumer rights, including advice about using computers, the Internet, and phones safely and smartly, avoiding scams, and who to approach should things go wrong.</p> <p>The program delivers to communities. Sessions may take place at schools, at retirement villages, or at community events. Information is tailored to address the different needs of different audiences.</p>
<p>Target groups</p> <ul style="list-style-type: none"> • Vulnerable • Disadvantaged

<p>Vicnet Division of the State Victoria Library (Vicnet) www.slv.vic.gov.au/about/organisation/divisions/vicnet.html</p>
<p>Key objectives</p> <p>Vicnet is a division of the State Library of Victoria focused on community-based technology business.</p>
<p>Description of involvement in DML</p> <p>Vicnet delivers information and communication technologies, and support services which aim to strengthen Victorian communities.</p>

Digital media literacy-related programs or initiatives

- **ICT project management**

Vicnet provides project management for a range of government projects and activities. Some of the projects currently being delivered are the Public Internet Access project (PIAP), IT for Kindergartens, My Connected Community and Skills.net Roadshow (refer to programs listed under Department of Planning and Community Development for more detail).

- **Internet services for the community**

Vicnet provides a range of internet services to community groups and libraries, including broadband and dial-up internet and email access, website & domain hosting, and website design and development.

- **Vicnet community information portal**

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

- **Training**

As a registered training organisation (RTO), Vicnet provides ICT and internet training to a broad range of Victorian community groups, including seniors and multilingual groups.

Target groups

- Community groups
- Seniors
- Multilingual Victorians

Queensland

Summary of players and programs at state level

The Queensland Government has established a number of programs to promote ICT and digital media literacy skills as part of its Smart State Strategy 2005-15.

Smart State is the name given to Queensland Government's vision of a state where knowledge, creativity and innovation drive economic growth to improve prosperity and quality of life for all Queenslanders. Smart State is for all Queenslanders, and the Government is helping people to participate in the knowledge economy by ensuring equity of access to broadband telecommunications and basic ICT skills.

The two key programs – the Community Skills Development Program in Information and Communication Technology and the Technology Survival Skills Program -, have now been completed. They provided funding to community organisations to deliver ICT training to people who are disadvantaged in their access, including rural, regional and remote communities.

The **State Library** and **Learning Network Queensland (LNQ)** have an ongoing role to play in providing access and training in computer skills, including staff training. Their programs are delivered through the state-wide public library system and Learning Centres in rural, regional and remote communities.

The **Queensland Department of Education and Training** is administering the Smart Classrooms program and initiatives into Queensland's education system. These initiatives will be a significant driver in the fulfilment of the Smart State vision, with its commitment to providing ICT rich learning environments in Queensland state schools.

The **Queensland Department of Employment, Economic Development and Innovation** promotes the use and benefits of information technology to business through its website and online tools.

Target groups for programs in Queensland are diverse and differ depending on the organisations and programs involved. While the State Library's programs are generally aimed at all Queenslanders, other state departments and agencies have a more targeted focus. Learning Network Queensland aims at rural, regional and remote communities. Department of Education and Training is focused on students, teachers, parents and guardians. Department of Employment, Economic Development and Innovation is focused on businesses.

Key players

- Department of Education and Training (DET)
- Learning Network Queensland (LNQ)
- Queensland State Library
- Department of Employment, Economic Development and Innovation (DEEDI)

Key programs

- Smart Classrooms
- The Learning Place
- Back to Work
- Library Training and Information Sessions
- Online Public Access in Libraries Training (OPAL)
- Doing Business Online Diagnostic Tools

Target groups

- Rural, regional and remote Queensland community members
- Mature Queenslanders seeking to enter or re-enter the workforce
- Students
- Teachers
- Parents and guardians
- Businesses

Detailed information on players and programs in Queensland

Department of Education and Training (DET)

<http://education.qld.gov.au/>

Key objectives

Queensland Department of Education and Training (DET) aims to engage Queenslanders in life-long education and training to enrich the lives of Queenslanders.

Description of involvement in DML

A key strategy within the Information and Knowledge Strategic Plan 2007—11 is to transform learning experiences through providing secure access to learning from anywhere at any time and using eLearning to bridge the engagement divide and enrich traditional delivery.

Digital media literacy-related programs

- **Smart Classrooms—overarching strategy**

The Smart Classrooms strategy establishes Information and Communication Technologies (ICTs) as the foundation of 21st century schools. It aims, through technologies, to enable greater interaction between students, teachers, parents and guardians.

Smart Classrooms aims to :

- automate and streamline administration within schools
- develop stronger partnerships between everyone who can make a difference to the educational outcomes of students
- roll out superior technical support and reengineering ICT systems
- provide more teachers with a tool-of-trade that most knowledge workers have had for years
- help schools to engage the digital generation.

- **Smart Classroom—individual programs**

Smart Classrooms is comprised of a number of initiatives/programs, four of which are further detailed below:

- ***eLearning Communities at Schools***

The eLearning Communities in Schools program extends the work of Community Access to ICT initiative that developed from the 2002—05 ICTs for Learning Strategy.

This program aims to foster school community involvement in supporting student learning with ICT. Schools are supported to create digital literacy programs for parents and community members utilising a range of digital resources available to all state schools. Regional facilitators will develop regional

action learning plans and materials to support schools that choose to be involved in the program.

The program seeks to develop ICT skills with parents and community members to support student learning; promote access to safe eSpaces; nurture school-community relationships and partnerships; and build workforce capacity through alignment with the Smart Classrooms Professional Development Framework.

<http://education.qld.gov.au/smartclassrooms/strategy/dp/communities.html>

- eLearning Principal Program

The eLearning Principal Program is designed to support Band 7–11 non-teaching Principals in delivering 21st eLearning opportunities for their students.

Principals will develop a greater knowledge and understanding of current eLearning strategies and factors for creating and maintaining innovative 21st Century learning environments; receive professional development and support in relation to implementing eLearning in a school context; address school based issues and goals in relation to curriculum delivery; and share successes, issues, and solutions relating to ICT with colleagues.

The eLearning Principal Program is a three-day program and Principals are nominated to participate by their Regional Executive Director.

Two cohorts of approximately 60 Principals each were held in 2008. So far, a further two are planned for 2009.

<http://education.qld.gov.au/smartclassrooms/strategy/dp/nt-principals.html>

- Games in Learning

The Games in Learning project focuses on how game play, game study, game development and game innovation of digital games can be used to improve student learning outcomes.

The project includes workshops, practicums, a conference and research and development. Purposefully selected games blended with carefully constructed learning experiences have been shown to improve student learning outcomes and provide them with skills in programming and designing and developing games.

<http://education.qld.gov.au/smartclassrooms/strategy/dp/games.html>

- eLearning Model Schools Project

The eLearning Model Schools Project involves seven innovative schools across the state. In embracing the creation of digital content, digital pedagogies and eLearning infrastructures, these schools are adopting different models for eLearning implementation.

The project is supporting these schools while documenting the various models in case studies. This research will inform further strategic directions and provide guidance for new schools working towards a whole school approach to eLearning.

<http://education.qld.gov.au/smartclassrooms/strategy/dp/schoolsproject.html>

Target groups

- Students
- Teachers
- Parents and guardians

<p>Learning Network Queensland (LNQ)</p> <p>www.education.vic.gov.au</p>
<p>Key objectives</p> <p>Learning Network Queensland (LNQ) is committed to empowering Queenslanders in rural and remote communities with educational opportunities.</p>
<p>Description of involvement in DML</p> <p>LNQ is the first state-wide system that was set up in regional Australia to harness new learning technologies and to be a driving force behind access to learning opportunities for people in regional and remote Queensland.</p>
<p>Digital media literacy-related programs</p> <ul style="list-style-type: none"> <p>Back to Work</p> <p>The Back to Work program is an employment training program that aims to support mature Queenslanders seeking to enter or re-enter the workforce. Conditions are to be 40 years or over; currently unemployed; and looking for work for a period of three months or more.</p> <p>The program consists of face to face training in job seeking skills and accredited computing skills. The computer skills include the first three units of the Certificate I in IT—covering operating a word processing application, operating a personal computer and sending and retrieving information over the Internet using browsers and email. Successful completion leads to a Statement of Attainment.</p> <p>Back to Work is delivered across rural, regional and remote Queensland only, and is not available for the southeast corner.</p> <p>It is fully funded under the Queensland Government's <i>Skilling Queenslanders for Work Initiative</i> and is delivered by Learning Network Queensland through its Learning Centres located across Queensland.</p> <p>www.lnq.net.au/BTW.aspx</p> <p>Learning centres</p> <p>There are 36 Learning Network Queensland centres throughout Queensland.</p> <p>These centres are linked and supported by a sophisticated technological network and supervised by local co-ordinators.</p> <p>Centres vary in the services they offer. Most provide :</p> <ul style="list-style-type: none"> - training and communication facilities for community members, distance education students, local, state and national businesses and organisations - information, availability and enrolment procedures for LNQ courses - examination supervision - facilities for quiet study, web conferencing, video and teleconferencing - information on courses available through Australian educational institutions - internet and printing access - non-academic mentor for centre users.
<p>Target groups</p> <ul style="list-style-type: none"> • Rural, regional and remote Queensland community members • Men and women aged 40 or over seeking to enter or re-enter the workforce

State Library of Queensland

www.slq.qld.gov.au/

Key objectives

The State Library of Queensland is committed to the belief that an empowered and progressive society depends on creative thinking and the sharing of knowledge.

The State Library's vision *Enriching the lives of Queenslanders* is focused on delivering three outcomes: Learning for all; Queensland memory: today for tomorrow; Community connections

Description of involvement in DML

The State Library of Queensland is committed to embracing changes to service delivery to meet the changing needs and expectations of its clients.

In particular, the rapid evolution of internet service and information technology provides enhanced ability to :

- deliver library services to a wider audience
- make global and local knowledge accessible.

Digital media literacy-related programs

- **Training and information sessions**

Training and information sessions mainly focus on using computers and other digital technologies, and developing library research skills needed for accessing resources—many of which are digital.

Courses include Internet safety, Second Life, Blogging, Photo-editing and using Skype. The courses range in cost, with some being offered for free.

www.slq.qld.gov.au/whats-on/events/training

- **Online Public Access in Libraries Training (OPAL)**

OPAL is funded by the Queensland Government and managed by the State Library of Queensland to allocate resources to various projects that contribute to building Queensland content on the web and to fostering 'information rich' communities.

One of the major goals of OPAL is to empower and support the development of online skills and knowledge in the Queensland public library community. The State Library achieves this by providing training to public library staff throughout Queensland and access to online training resources.

These courses train Queensland public library staff in how to deliver training and search the Internet effectively.

The training covers such topics as Library 2.0: Blogs, wikis and feeds, Library 2.0: Podcasts, vodcasts and MP3s, Emerging technology, together with a range of courses in using the Internet to find resources. In addition, an OPAL Training Blog aims to keep librarians up-to-date with new and emerging web technologies.

www.slq.qld.gov.au/info/publib/libs/opal

Target groups

- All Queenslanders
- Queensland public library staff

Western Australia

Summary of players and programs at state level

Community Resource Network is Western Australia's key program for providing ICT access and training. It is coordinated by the Department of Local Government and Rural Development and targets Western Australians living in rural and remote communities across the State.

This Network was initially established as WA Telecentre Network using funds from the Commonwealth Government's former *Networking the Nation* grants program. Funds from the Western Australian Government initiative *Royalties for Regions* have been allocated to the continuation and transformation of the Network into the Community Resource Network.

Royalties for Regions initiative announced in 2008 will be redistributing 25 per cent of the State's annual mining and resources royalties revenue in regional communities every year. Funding is available under this scheme to improve economic and community infrastructure and services in the region. Priority is given to projects that will assist in attracting investment and increasing jobs or help to improve the quality of life in the region.

Key player

- Department of Local Government and Rural Development

Key program

- Community Resource Network

Target group

- Small rural and remote communities across Western Australia

Detailed information on players and programs in Western Australia

Department of Local Government and Regional Development (DLGRD)

www.dlgrd.wa.gov.au/

Key objectives

The Department of Local Government and Regional Development (DLGRD) is an active partner in the development of policy and strategies aimed at improving services to regional communities.

It provides advice, financial and other assistance and information to regional communities throughout Western Australia to enhance their economic and social development. It also provides communications and information services to regional communities.

Description of involvement in DML

The Department manages the State Government's **Telecentre Support Program** through the provision of funding and ongoing support and development services to centres that form part of the network.

Development support includes access to training, information, advice and referral services, assistance in developing and attracting business opportunities and grants, and helping to establish local capacity building projects.

Digital media literacy-related programs

- **Community Resource Network (formally WA Telecentre Network)**

The Community Resource Network is a network of community owned and operated Telecentre facilities. It aims to provide local access to technology such as video conferencing facilities, information, training and other services in small rural and remote communities across Western Australia.

The role for Telecentres is to provide:

- ICT Upskilling Programs
- access to leading edge ICT technologies, including broadband
- access to Government information and service delivery, most notably e-government and other online services

and to:

- facilitate and manage community web portals
- enable skills transfer, training and life-long learning
- assist with the ongoing development of communities.

The network currently serves an approximate population of just over 10,000 people across 82 local governments involving:

- 99 standard telecentre sites
- eight telecentres in remote indigenous communities
- seven Modular Interactive Telecommunications Environments
- 20 Additional Community Resource Centres

Established by the **Department of Local Government and Regional Development** in partnership with the **WA Local Government Association**, this program involves a number of players, including commonwealth, state and local government and agencies, formal and informal education, industry peak bodies, consumer and community organisations, research and academia and industry organisations.

In February 2009, Regional Development Minister Brendon Grylls announced support for the program will be available under Royalties for Regions funding. The Liberal-National Government will invest \$40 million over the next four years (2009 – 2013) to help the Community Resource Centres enhance the delivery and diversity of important community services, including capacity building and access to government and commercial services. These expanded facilities will have a key role in supporting growth and prosperity in regional Western Australia.

www.dlgrd.wa.gov.au/RegionDev/Telecentres.asp

Target groups

- Small rural and remote communities across Western Australia

South Australia

Summary of players and programs at state level

The South Australian Government has established key focus areas and specific programs to ensure South Australia is well placed to embrace the information economy and digital media technologies.

These programs fall within the responsibility of the *Information Economy Directorate*, a business unit within the South Australian Department of Further Education, Employment, Science and Technology. The Directorate's role is to provide a coordinated, whole-of-government approach to the development and implementation of strategic policy for the information economy to foster developments within the government, business, industry and community sectors. Its core responsibility is creating online opportunity for South Australia which it aims to achieve through its various initiatives and programs.

The programs identified are focused on different target segments of the South Australian population and cater to the specific needs of each of these groups.

Outback Connect offers free online training and support to people living in rural, regional and remote SA communities. Legendary Tales encourages young people (5–25 years) to develop the necessary skills to participate in a digital art exhibition. Web Accessibility for People Disability educates South Australian government web designers on accessible web design. Smart State PC Donation Program provides refurbished state government computers to community organisations who are committed to using the computers to the benefit of disadvantaged South Australians. Programs which support the needs of specific community groups, including seniors, new arrival communities, Aboriginal people and those with low levels of literacy are also implemented.

Key players

- Information Economy Directorate of Department of Further Education Employment, Science and Technology

Key programs

- Information Economy website
- Outback Connect
- Legendary Tales
- Web Accessibility for People with a Disability
- Smart State PC Donation Program
- Seniors Use of Technology
- Digital literacy-related research

Target groups

- Regional and remote areas
- Young South Australians (under 25 years old)
- Rural and disadvantaged schools
- Indigenous groups
- People with disability
- Seniors

Detailed information on players and programs in South Australia

Department of Further Education, Employment, Science and Technology (DFEEST)

www.dfeest.sa.gov.au/

Key objectives

The Department of Further Education, Employment, Science and Technology (DFEEST) is an agency that provides services to:

- build skills for South Australia through workforce planning and skills development programs
- provide high quality public vocational education and training through TAFE SA
- increase the workforce development and planning culture in South Australian workplaces
- foster innovation through science and information to develop the economy of the state.

Description of involvement in DML

The Information Economy Directorate, a business unit of DFEEST, provides a coordinated, whole-of-government approach to the development and implementation of strategic policy for the information economy to foster developments within the government, business, industry and community sectors.

Its core responsibility is creating online opportunity for South Australia which it aims to achieve through various initiatives and programs.

Digital media literacy-related programs

- **Information Economy website**

This website provides definitions of information economy and commonly used technology jargon, information on topics such as digital copyright and a range of resources and tools to assist South Australians to get online, including links to low cost computer and computer recycling providers.

www.informationeconomy.sa.gov.au/home_public

- **Outback Connect/ Outback Connect Extension**

Outback Connect is a South Australian government initiative supporting the use of computers and the internet, with a focus on regional and remote areas and specific needs groups. Outback Connect Extension is an extension of the previous Outback Connect Digital Literacy program which ran from 2000–07. Outback Connect Extension extends the implementation of this program in terms of time and its reach to all of regional and outback South Australia.

Outback Connect offers free, online basic computer training in a virtual classroom to eligible participants, who live outside the Adelaide metropolitan area and have left secondary school. The sessions are delivered live over the internet using software called CENTRA. Participants log into the virtual classroom via Centra, interacting with the trainer and other participants. A computer with a sound card, a headset with microphone (provided by Outback Connect) and an internet connection are required. Telephone support is available to participants.

Free online training covers topics such as introduction to computing, using MS Word, using MS Excel, using email and using the internet. Elective topics such as the use of Skype, Facebook, myspace, blogs, podcasts, online photo albums, making movies and using powerpoint are also offered.

Participants have the opportunity to gain formal recognition for their training by undertaking assessments and gain a Certificate I in Information Technology.

www.outbackconnect.sa.gov.au/

- **Legendary Tales**

Legendary Tales is a digital art exhibition and competition held annually in South Australia since 2007.

For the purpose of this program, digital art is defined as art that requires a computer to be created. Entries can be in the form of a digital photo, a short video, a manipulated image, a digital story, or an animation. The theme of the exhibition and competition in 2009 is stories of customs, beliefs and imaginings.

Groups and organisations are invited to apply for grants of up to \$500 to purchase equipment to participate in the exhibition. All South Australian aged 5 to 25 years old are invited to submit a piece of digital art to the exhibition. 18–25 year olds are also eligible to enter a competition to win \$1000.

The purpose of the grant is to enable eligible organisations to purchase equipment (e.g. digital camera, large screen computer monitor, digital art or drawing software, computer hardware) or to attend a digital art workshop to facilitate the creation of digital art for the Legendary Tales Exhibition.

Legendary Tales is an exhibition inspired by David Unaipon. The David Unaipon Awards is a reconciliation initiative of DFEEST which is co-ordinated by the Digital Bridge Unit in the Information Economy Directorate.

www.legendarytales.sa.gov.au

- **Web Accessibility for People with a Disability**

This program focuses on improving awareness of accessible web design policies and practices by providing information and training opportunities for SA Government web workers.

Some website designs can inadvertently create barriers to access for people who use assistive technologies or rely on the keyboard rather than the mouse to navigate a website and thus need to be avoided.

An online forum dedicated to Web Accessibility enables web workers within government and community sectors to share knowledge, solve common problems and exchange insights relating to accessible web design thus building their skills and knowledge.

Accessible Web Design Workshops are also held in partnership with Vision Australia.

- **Smart State PC Donation**

The Smart State PC Donation Program is a South Australian Government initiative that provides refurbished state government computers to South Australian community organisations and State Government community programs, including community programs, rural and disadvantaged schools and indigenous groups.

Computers are used to benefit the community. Projects include : training and education, allowing members to research and explore via the Internet, reporting and data collection, to produce publications promoting the organisation, engaging the elderly and people with disabilities in social activities, assisting children to develop the necessary skills prior to commencing schooling, allowing social and sporting clubs to promote themselves and to provide information to members and to generally provide an additional resource to an organisation.

- **Seniors**

Funding has been provided for research into the use of digital technology by seniors from culturally and linguistically diverse backgrounds (CALD). Customer surveys conducted by the Outback Connect Extension program have indicated a strong demand and participation by seniors in basic training.

The Information Economy Directorate aims to increase the participation rate of seniors through ongoing liaison and program development with Community and Neighbourhood Houses, the Seniors Information Service, and the Broadband for Seniors program, to develop appropriate training programs and identify delivery mechanisms which will engage this population sector.

- **Digital Literacy-Related Research**

Research and projects have been initiated to explore the role of technology in literacy development and to identify the requirements of digital literacy. The use of technology for literacy and numeracy development in new arrival communities has been researched, with recommendations including the development of community mentoring programs, increased focus on digital literacy training and the adaptation of training tools to meet the needs of adults from an oral language tradition.

For Aboriginal communities, the use of virtual communication tools to develop literacy levels was demonstrated, through the agency of a community issue to motivate the use of digital technology. Other projects have explored the role of appropriate drivers and outcomes, such as tourism development, in developing digital literacy as well as providing economic benefit.

Research into the ways in which South Australians are using new technologies in their everyday lives is being carried out by Dr Genevieve Bell, an Adelaide *Thinker in Residence* during 2008–09. Her work 'SA Connects: The many futures of our digital lives' will help shed light on new opportunities for broadband and associated communication technologies in South Australia and beyond. She will identify opportunities, spaces and barriers for further uptake of technologies for economic and social development, considering a cross-section of the population.

www.sastories.com/

Target groups

- Regional and remote areas
- Young South Australians (under 25 years old)
- Rural and disadvantaged schools
- Indigenous groups
- People with disability
- Seniors

Tasmania

Summary of players and programs at state level

Two key programs have been identified which promote the uptake of digital media technologies in Tasmania.

The Tasmanian Government through the **Department of Economic Development and Tourism** and the **Department of Education** is developing policy and programs to ensure that all Tasmanians can participate in the digital economy. The two key programs currently in place specifically target tourism business operators and rural/regional communities. The programs aim to assist these groups to get online and benefit from using digital communications.

Telecommunications and ICT are recognised by the Tasmanian Government as increasingly important. The Premier recently announced an Industry Round Table on Telecommunications. This process has been established to provide significant input into the formation of a 10 year vision on how telecommunications and ICT can be utilised to build a clever, kind and connected future for Tasmania.

The outcomes of the Australian Government's National Broadband Network (NBN) initiative, the development of the government's headline economic strategies (Skills, Infrastructure and Innovation) and the formation of a complimentary digital economic strategy for Tasmania will contribute alongside to the Round Table to the Premier's 10 year vision and existing programs.

Key players

- Tasmanian Department of Economic Development and Tourism (DEDT)
- Tasmanian Department of Education (DET)
- Digital Tasmania

Key programs

- Tas e-Connect Digital Distribution Initiative
- Tasmanian Communities Online

Target groups

- Tourism Operators
- Rural, regional and remote Tasmanian community members

Detailed information on players and programs for Tasmania

Department of Economic Development and Tourism (DEDT) www.development.tas.gov.au/
Key objectives Tasmanian Department of Economic Development and Tourism (DEDT) leads economic and industry development in Tasmania.
Description of involvement in DML The Department works with businesses to deliver marketing and development programs that drive benefits for Tasmania from national and international tourism. It develops and implements projects, programs and policies which aim to expand e-business and online tourism services.
Digital media literacy-related programs <ul style="list-style-type: none">• Tas e-Connect Digital Distribution Initiative Tas e-Connect is an initiative of Tourism Tasmania aimed at creating more opportunities for consumers to purchase Tasmanian tourism products online, in real time. The program aims to increase the number of distribution channels for Tasmanian tourism products and increase the number of tourism businesses accessing these channels. It is helping the Tasmanian tourism industry get their tourism products to the online market through the open booking exchange gateway—connecting them to more distributors and more consumers online. A wide range of tools and resources are available to help Tasmania's tourism industry take advantage of the many benefits available through Tas e-Connect:<ul style="list-style-type: none">- a website is available which is designed to introduce Tasmanian tourism operators to Tas e-Connect and the benefits of the open booking exchange- the Tas e-Connect Learning Program comprised of a range of tutorials for operators interested in a hands-on learning program delivered in person or online- Tas e-Connect Help Desk to obtain information on learning and development opportunities or ask questions- Tourism E-Kit. The Tasmanian Department of Economic Development and Tourism has partnered with the Australian Tourism Data Warehouse, V3 Leisure and Tourism Exchange Australia for this initiative. www.tourismtasmania.com.au/taseconnect
Target groups <ul style="list-style-type: none">• Tourism operators

<p>Department of Education</p> <p>www.education.tas.gov.au</p>
<p>Key objectives</p> <p>The Department of Education is responsible for providing public education, vocational education and training, adult and community education, and library and archive services throughout Tasmania.</p>
<p>Description of involvement in DML</p> <p>The Department sponsors the Tasmanian Communities Online initiative.</p>
<p>Digital media literacy-related programs</p> <ul style="list-style-type: none"> <p>Tasmanian Communities Online</p> <p>The Tasmanian Communities Online (TCO) network is made up of sixty-six online access centres across rural and regional Tasmania.</p> <p>The Centres provide low-cost access to computers and the internet as well as one-to-one assistance and training in their use for online learning, finding online government information and supporting local community development initiatives.</p> <p>The TCO network was initially established in 1998 with funding from the Australian Government's <i>Networking the Nation</i> program. The program is managed by the Department of Education through the State Library's TCO Centre Support Unit.</p> <p>www.education.tas.gov.au/ace/tco</p>
<p>Target groups</p> <ul style="list-style-type: none"> <p>Rural, regional and remote Tasmanian community members</p>

Australian Capital Territory

Summary of players and programs at state level

Over the period 2001 to 2005, the ACT implemented a large suite of initiatives which were very successful in closing the digital divide in the Territory, with the ACT now having connectivity rates of 87 per cent.

While the Digital Divide program has now concluded, a number of these initiatives have been self sustaining and continue to have lasting, positive effects in promoting participation in the digital economy and social inclusion.

ACT government developed a strategic framework for providing equitable access to IT and the internet: *Community IT Access Plan*. Programs which continue to promote digital literacy in ACT include: Community Technology Centres, expansion of IT access in ACT through Public Libraries and the PC Reuse Scheme.

As the focus of these programs is to provide equitable access to ICT, the target population is typically low income status and disadvantaged persons.

Additionally, the ACT has a strong focus on ICT competency through its Every Chance to Learn ACT P-10 Education Curriculum Framework. The ACT's Smart Schools: Smart Students initiative provides the necessary infrastructure to support digital learning and ICT competency.

Key players

- ACT Government
- ACT Department of Education and Training
- ACT Library

Key programs

- Community Technology Centres
- ACT PC Reuse Scheme
- Public Access to IT through ACT Libraries and Community Centres
- Smart Schools: Smart Students
- *Every Chance to Learn* ACT P-10 Education Curriculum Framework

Target groups

- Low income
- Retirees
- Remote locations
- Australians with disabilities
- Senior citizens
- Non-English speaking background Australians
- ACT school students and their parents
- ACT public education teachers

Detailed information on players and programs for ACT

ACT Government www.act.gov.au
Key objectives The ACT Government developed a large suite of initiatives to improve participation in ACT as part of its <i>Digital Divide Program</i> (2001–05).
Description of involvement in DML The <i>Digital Divide Program</i> provided initial grants to 19 community organisations to provide free access to IT and the internet, establishing the Community IT Advisory Group and developing the <i>Community IT Access Plan</i> , a strategic framework for providing equitable access to IT and the Internet.
Digital media literacy-related programs Programs in the <i>Community IT Access Plan</i> still in operation: <ul style="list-style-type: none">• ACT Community Technology Centres A Community Technology Centre (CTC) was established in six community organisations, providing access and training in information and communications technologies. While the CTC initiative was finalised in early 2005, this program continues to have lasting, positive effects in promoting participation in the digital economy and social inclusion.• ACT PC Reuse Scheme The ACT Government provided funds to Infoxchange Australia to establish an ACT PC Reuse Scheme. In addition to computer recycling, through Green PC ACT, Infoxchange provides a range of community based services, including developing community group websites and providing IT installation and support services. As part of the program, Charity Computers also received funding to enable them to continue to provide affordable PCs to low income clients.
Target groups <ul style="list-style-type: none">• Low income

ACT Department of Education and Training www.det.act.gov.au/
Key objectives The ACT Department of Education and Training's vision is to deliver a sustainable world class education and training system that will significantly add to the economic, social and cultural wellbeing of the people in the ACT. For 2006–09, ACT Department of Education and Training will focus on the following key strategic goals: <ul style="list-style-type: none">- provide high quality education and training that meets the needs of the 21st century

- shape and lead education and training
- build communication, collaboration and partnerships
- strengthen organisational capacity.

Description of involvement in DML

The Department strives to create an education system that effectively equips ACT students for the 21st century. As part of this undertaking, ACT schools IT infrastructure is being upgraded to ensure that students can enjoy all the opportunities that state-of-the-art access to the internet and cutting edge technology can provide.

Digital media literacy-related programs

- **Smart Schools: Smart Students**

This program is improving the access of ACT public school students and their parents to information and communication technology.

Through the 2006–07 Budget, the ACT Government invested \$20 million over four years to improve ACT public school ICT infrastructure. Further resources were allocated to this program through the 2009–10 Budget.

The program has already seen the provision of IT infrastructure, development of a virtual learning environment and digital learning tools for ACT public schools.

- ***Every Chance to Learn* ACT P-10 Education Curriculum Framework**

This framework seeks to integrate ICT learning into the curriculum for all ACT school students in years P-10.

The Essential Learning Achievements (6) of the framework seeks that *'the student uses Information and communication technologies effectively'*. This Essential Learning Achievement focuses on students learning how to use a range of ICT to support their thinking, learning and communication.

It involves understanding the function and range of available technologies and then selecting, combining and using the appropriate hardware, software and digital systems for the intended purpose and audience. Underpinning the capacity to perform these actions are technical skills in the use of applications, such as word processing, publishing, spreadsheets, databases, multimedia, email, interactive software, intranet, the Internet, search engines, web logs and wikis.

All ACT Public School Students in Year 10 receive a formal ICT competency certificate.

Target groups

- ACT school students and their parents
- ACT public education teachers

<p>ACT Library</p> <p>www.library.act.gov.au</p>
<p>Key objectives</p> <p>ACT Library strives to create an operating environment which enables services to be provided which meet the information needs of the community.</p>
<p>Description of involvement in DML</p> <p>ACT Library aims to facilitate access to close the digital divide in the ACT.</p>
<p>Digital media literacy-related programs</p> <ul style="list-style-type: none"> • Mobile Library <p>Mobile Library visits retirement villages, nursing homes and remote locations on a fortnightly basis throughout Canberra. The mobile library has books in standard print, books in large print, books on audio cassette and CD, captioned and standard videos, compact discs and DVDs and the internet. Any member of the ACT Public Library may use the Mobile Library at any stop and new members are welcome to join on the Mobile.</p> <ul style="list-style-type: none"> • Public Access to IT through ACT Libraries and Community Centres <p>An on-going initiative of the Community IT Access Plan is provision of public access to IT through ACT Libraries:</p> <ul style="list-style-type: none"> - extra large screen monitors and specialist software have also been installed to assist access by those with disabilities. - ESL computers are available for those wanting to learn English or improve their English Language skills. - free internet access and professional media stations are also available, with some terminals targeted towards use by specific user groups such as senior citizens. - free small group training sessions, as well as interactive self-paced internet based computer training (Learningfast), are offered to develop a suite of IT skills. Learningfirst can be accessed by members of the library online from any computer. It is comprised of two different programs: <ul style="list-style-type: none"> ▪ ICT Skills Benchmark is aimed at the novice computer user and teaches 8 fundamental IT learning competencies, including IT concepts, functions of a PC, word processing, searching the internet, etc. ▪ Teach Me is a collection of 100s of fully interactive online computer tutorials covering topics such as Microsoft Office, MYOB, creating web pages, etc. Each tutorial is supported by full text, searchable and printable online manuals.
<p>Target groups</p> <ul style="list-style-type: none"> • Retirees • Remote locations • Australians with disabilities • Senior citizens • Non-English speaking background Australians

Northern Territory

Summary of players and programs at state level

Three key programs and two trial programs have been identified in the Northern Territory for advancing ICT and digital media literacy skills in the State.

The Northern Territory **Department of Business and Employment** ran a train-the-trainer program in 2007-08. Upon completion of the program the participants are now in a position to share the acquired skills within their communities, as per the purpose of the program. The communities targeted were remote indigenous communities.

The Northern Territory **Department of Education and Training** is undertaking two trial programs aimed at improving children's learning outcomes through digital media technologies in communities with large indigenous populations. The Northern Territory One Laptop per Child Trial targets school aged children in regional and remote communities, while the ABRACADABRA trial targets early childhood classrooms in urban and remote NT. If these trials are evaluated to be successful, they will be rolled out on a larger scale in the NT.

The Department of Education and Training has also created a template for schools to assist in their development of an ICT Strategic Plan that is aligned with the requirements for receiving support from the National Secondary School Computer Fund. It has also established the Laptops for Teachers program to encourage teachers to integrate the use of learning technologies into the classroom.

The programs are funded through partnerships with the Commonwealth Government as well as the Telstra Foundation and Collier Charitable Funds.

Commonwealth funds are available to support programs to bridge the technology gap between indigenous and non-indigenous NT communities. The Federal Government committed \$1.3 billion over four years from 2007–08 to the NT Intervention, *Closing the Gap of Indigenous Disadvantage - A Generational Plan of Action*. This Plan sets ambitious targets at five, 10, and 20 years to overcome Indigenous disadvantage across areas including education, health, housing, employment and community safety.

Key players

- Northern Territory Department of Business and Employment
- Northern Territory Department of Education and Training

Key programs

- Northern Territory Advanced Training Program
- Northern Territory One Laptop per Child Trial
- Northern Territory Abracadabra Trial
- ICT Strategic Plan Template for Schools
- Laptops for Teachers

Target groups

- Remote indigenous community members
- Students from regional and remote Northern Territory schools
- Early childhood classrooms
- Northern Territory secondary schools and teaching staff

Detailed information on players and programs in Northern Territory

Department of Business and Employment www.nt.gov.au/dbe/
Key objectives The Department of Business and Employment seeks to secure substantial and lasting economic benefits for business and the broader Northern Territory community.
Description of involvement in DML The Department has a strong focus on ensuring business has an adequate workforce through providing support for Indigenous employment programs and ensuring they understand current and emerging needs of business and industry and feed this information into the development of training programs. The Department is involved in developing strategies with business and the community to improve e-government initiatives across all sectors to make it easier for people and business to engage with government and to improve delivery of core government services in regional and remote areas.
Digital media literacy-related programs or initiatives <ul style="list-style-type: none">• Northern Territory Advanced Training Program The Advanced Training Program was a train-the-trainer which ran from 2007 to 2008. The program's key objective was to impart IT skills to people residing in remote indigenous communities that would increase the available skills base in the community and possibly lead to employment opportunities. The project also sought to encourage and develop commercial access to broadband telecommunications services in remote localities. Sixty participants from seventeen communities took part in the program which covered subjects such as:<ul style="list-style-type: none">- hardware and software problem resolution- how to build a PC- utilisation of internet, banking, online training, information and research- training tools and methods.The program was fully funded by the Australian Government.
Target groups <ul style="list-style-type: none">• Remote indigenous community members

Department of Education and Training (DET)

www.det.nt.gov.au/

Key objectives

The Department of Education (DET) strives to provide and promote quality education and training for all Northern Territorians, whether they are young children or adults, so that they can experience the best possible life and job opportunities.

Description of involvement in DML

The Department supports and implements various initiatives aimed at ensuring all schools integrate information and communication technologies into their operations to improve student learning, to offer flexible learning opportunities and to improve the efficiency of their business practices.

Technology Information and Planning Services has been established within the Department to manage the provision of information, communication and learning technology architectures and develop and deliver technology strategies and project initiatives in NT schools.

Digital media literacy-related programs

- **ICT Strategic Plan Template for Schools**

The ICT Strategic Plan Template is designed to assist schools in the development of an ICT school plan. An ICT Strategic Plan is a requirement for all schools participating in Round Two Applications for the National Secondary School Computer Fund.

The Template links the elements from the Digital Education – Making Change Happen Framework to the Key Result Areas that schools are required to report against in the DET Accountability and Performance Improvement Framework (APIF).

www.ict.schools.nt.gov.au/computers_networks/index.shtml

- **Laptops for Teachers**

The Laptops for Teachers Program is aimed at encouraging principals and teachers to effectively integrate the use of learning technologies into the classroom and administrative practices of schools. All principals, assistant principals and teachers with 50 per cent or greater teaching load are eligible.

The primary objectives of the initiative are to:

- provide tools for teachers so they can consolidate their professional development and improve their skills and confidence level in relation to Information, Communications and Technology
- support and encourage principals and teachers to effectively integrate the use of learning technologies into classroom and administrative practices
- reward and provide an incentive for teachers undertaking significant professional development in the use of learning technologies
- enhance the professional status of teachers.

www.ict.schools.nt.gov.au/laptops/index.shtml

- **Northern Territory One Laptop per Child (Trial program)**

Under this trial, children from three regional and remote Northern Territory schools are being provided with a purpose-built educational tool, the XO Laptop.

The classes of students will use the laptops during 2009 and the Department will

assess the learning benefits and identify the associated teaching strategies and resources required for use.

The Department is particularly interested in how the laptops can be used to extend the already substantial computer and network resources installed in remote schools into the homes and lives of indigenous students.

- **Northern Territory Abracadabra (Trial program)**

ABRACADABRA! (ABRA) is being trialled in NT schools by the School for Social and Policy Research. ABRA is a multimedia software program that helps early childhood teachers reinforce foundation literacy skills among emerging learners. ABRA is based on the research available on the science of learning acquisition, brain development and foundations of literacy in early childhood.

In mid-2008, ABRA was trialled over a 10-week period in three urban and remote NT schools that had a high proportion of Indigenous students.

In 2009, an 'Australianised' version of ABRA is being trialled in six urban and remote NT schools that also have a large Indigenous cohort. If the students continue to show positive results, an experimental study will be undertaken involving twelve NT schools in 2010.

ABRACADABRA! in Australia is made possible by the support of the Telstra Foundation, who have committed \$750,000 over a three year period to 2010, and the Collier Charitable Fund.

<http://www.cdu.edu.au/sspr/abracadabra.html>

Target groups

- Students from regional and remote Northern Territory schools
- Early childhood classrooms
- Northern Territory secondary schools and teaching staff

National examples of players and programs

This section provides information on programs from the **Department of Broadband, Communications and the Digital Economy (DBCDE)** and the **Department of Education, Employment and Workplace Relations (DEEWR)** and the **Australian Local Government Association (ALGA)** promoting digital media and communication skills and technologies at national level.

Department of Broadband, Communications and the Digital Economy (DBCDE)

DBCDE

www.dbcde.gov.au/

Key objectives

Department of Broadband, Communications and the Digital Economy (DBCDE) is working with others to develop a vibrant, sustainable and internationally competitive broadband and communications sector which promotes the digital economy for the benefit of all Australians.

Description of involvement in DML

Key priorities for the DBCDE include implementation of the National Broadband Network (NBN); digital television switchover; development of the digital economy; and implementation of the Government's response to the Regional Telecommunications Review.

Digital media literacy-related programs

- **Indigenous Communications**

The objective of the Indigenous Communications program is to improve essential telecommunications services, basic public internet access facilities and computer training for remote Indigenous communities.

The program will deliver by 2013–14:

- a fixed or mobile community telephone to around 300 remote Indigenous communities that do not currently have access to a public telephone
- ongoing monitoring and maintenance of these 300 new phones and 250 existing phones, and
- in collaboration with state and territory governments, the installation of public internet access facilities and delivery of computer training in up to 120 remote Indigenous communities that have limited or no public access internet facilities.

- **Digital Regions Initiative**

The Digital Regions Initiative (2009–10 to 2013–14) co-funds digital enablement applications to improve services in the key sectors of health, education and emergency services in regional, rural and remote communities across Australia in partnership with state, territory and local governments.

The Digital Regions Initiative will support projects which will deliver innovative and sustainable services such as those that will:

- boost innovation in healthcare by enabling services such as remote consultation, diagnosis and treatment in areas where there are specialist

skills shortages

- extend digital education services to enable more regional, rural and remote communities to access improved educational opportunities; and
- increase the use of digital technologies to improve emergency and disaster response both within and across state and territory borders.

Target groups

- Remote indigenous communities
- All Australians

Department of Education, Employment and Workplace Relations (DEEWR)

DEEWR

www.deewr.gov.au/

Key objectives

The Department of Education, Employment and Workplace Relations (DEEWR) is the lead government agency providing national leadership in education and workplace training, transition to work and conditions and values in the workplace.

The Department's objectives are to:

- educate and build socially inclusive communities where all Australians have the opportunity to reach their full potential and to actively participate in a rewarding economic and social life
- build and promote individual development through equitable and accessible education from early childhood services to skills training and higher education
- increase workforce participation and promote fair and productive work practices
- develop national economic potential and capability that builds future economic prosperity and international competitiveness through skills development and employment growth
- actively engage with clients and stakeholders to ensure services, advice and resources respond to the needs of these groups; and to
- look for efficiencies and innovative, targeted and effective solutions in developing national economic potential.

Description of involvement in DML

The role of DEEWR is to equip people with the knowledge and skills to meet the challenges of the 21st century with confidence. It has two programs, the Digital Education Revolution and the Framework for Open Learning, which support and promote the adoption of information and communication technologies across the education and training sectors.

Digital media literacy-related programs

- **Digital Education Revolution**

The aim of the Digital Education Revolution is to contribute sustainable and meaningful change to teaching and learning in Australian schools that will prepare students for further education, training and to live and work in a digital

world.

Through this program, the Government is providing \$2.2 billion over from 2007 to 2013 to:

- provide for new information and communication technology (ICT) equipment for all secondary schools with students in years 9–12 through the National Secondary Schools Computer Fund
- support the deployment of high speed broadband connections to Australian schools
- collaborate with states and territories and Deans of Education to ensure new and continuing teachers have access to training in the use of ICT that enables them to enrich student learning
- provide for online curriculum tools and resources that support the national curriculum and specialist subjects such as languages
- enable parents to participate in their child's education through online learning and access
- support mechanisms to provide vital assistance for schools in the deployment of ICT.

- **Framework for Open Learning (FOLP)**

The FOLP is a small grants program which supports national cross-sectoral projects and activities that enhance learning outcomes, encourage learning throughout life and provide educational benefits for the effective and efficient use of ICT across Australian education and training sectors.

It fosters collaboration and innovation in the educational use of ICT, and promotes national and international engagement in such innovation. Priorities are in accordance with the Joint Ministerial Statement for ICT in Australian Education (2008–11).

Target groups

- Students
- Teachers
- School and education leaders

Australian Local Government Association (ALGA)

ALGA

www.alga.asn.au

Key objectives

The Australian Local Government Association (ALGA) is the national voice of local government, representing more than 560 councils across the country.

ALGA's strategic priorities are:

- strengthening local government finances
- sustaining local roads, transport and other infrastructure
- improving natural and built environmental outcomes
- enhancing regional equity and regional development
- building capacity and sustainability in local communities

- connecting member associations and the local government sector
- engaging effectively in national government processes

Description of involvement in DML

Local government is a key consumer of digital media and communications technology. Its use of digital technology is helping to improve government service delivery, increase transparency and participation in decision-making, and foster community engagement. Local government is also a key funder of local public libraries, many of which run programs for local community members to engage in digital media.

ALGA is a member of the Online and Communications Council and through this role, helps to promote awareness of local government innovations and initiatives in the digital economy generally.

Examples of local governments using digital media

- **Webcasting of council meetings and proceedings**

Over recent years, numerous local councils have implemented webcasting technologies to give more people in their local and regional communities the opportunity to access council meetings.

Webcasting allows individuals and groups to view proceedings from a PC without the need to attend the meeting in person. Webcasting used by local councils provides the community and interested stakeholders with greater ability to 'attend' council meetings, effectively eliminating geographic and other barriers that sometimes mean members of the public cannot attend council meetings 'in person'.

Associations of local government have also assisted in moves to promote webcasting by councils. For example, the Municipal Association of Victoria played a key role in promoting the use of webcasting by councils through such things as the running of information sessions for councils.

- **Council 'chat rooms' through Bangthetable.com**

Bangthetable.com is an independently moderated space for discussing public policy. It hosts discussions for organisations (including councils) that recognise the value of community input to their decisions. Decision-makers can use the information gathered to judge the currency of issues being debated, and the concerns that might be at issue in the community.

Numerous NSW councils are adopting this consultation tool to provide residents with an opportunity to have their say on planning, services and other decisions using the internet.

www.bangthetable.com

- **Online panels on local government issues**

A pilot program to trial the success of online panels as a community engagement tool on local government issues was undertaken in South Australia. The cities of Burnside, Tea Tree Gully, Unley and Whyalla and the District of Coorong participated in the trial in partnership with the South Australian Local Government Association and the University of South Australia.

The concept of the online community panels is that residents who join the panels help councils to gauge their local community's responses to issues (e.g., customer satisfaction with council services) through a series of brief electronic surveys and consultations. These results are then used by council to assist in all types of council decisions and strategic planning, from budget allocations to environmental issues.

Panels trialled in the cities of Burnside, Tea Tree Gully and Unley were

successful, but the participation rates in Whyalla and Coorong were not high enough to establish operational panels in these municipalities at this stage.

It is intended to roll out the online community panels to other councils in South Australia from April 2009, with many local governments expressing interest in using online community panels.

- **Social networking sites**

A number of councils have recently taken up social networking sites, including Twitter and Facebook, to ensure local community residents can follow developments in council and stay engaged in their local communities.

In 2008, Mosman Council (NSW) was the first local government in Australia to sign up to Twitter and the move has received an overwhelming response from residents. Its aim is to inform constituents of what's happening in Mosman.

Twitter is used by Mosman Council to:

- supplement the information it publishes on its website
- remind community members of important events and late-breaking news
- provide links to interesting and useful information about Mosman published by others.

Target groups

- Local governments
- Local communities

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acma research

