

**DIGITAL CONTENT INDUSTRY ACTION AGENDA HIGH-LEVEL INDUSTRY
IMPLEMENTATION PLAN 2006-07**

INVESTMENT			
Recommendation	Responsibility	Target Timeframe	Action
Initiate an Investment Scoping Forum, to bring together industry bodies and firms with investors and other investment groups to examine the investment issues and to develop a capability map for the Digital Content Industry to help inform potential investors about opportunities, and to consider mechanisms to support investment, innovation and early stage support in the Digital Content Industry. It would be desirable to involve educational sector bodies active in digital content production.	Industry	Scoping forum held and further follow-up in first 6 months after completion of Action Agenda report	<p>AIMIA:</p> <ul style="list-style-type: none"> • Proposal for scoping forum under development. <p>GDA:</p> <ul style="list-style-type: none"> • The Queensland Government is hosting a games investment dinner in early 2007. <p>AEEMA:</p> <ul style="list-style-type: none"> • Share knowledge and experience gained from the national capability mapping work undertaken for the Electronics Industry Action Agenda.
In order to grow, the Digital Content Industry needs regulatory and investment frameworks that encourage interoperability, innovation, investment and competition, and that operate under technologically neutral principles.	Industry, Department of Communications, Information Technology and the Arts and relevant Government agencies	Discussions already under way, with target of urgent introduction in first year of Action Agenda implementation	For action through the Investment Scoping Forum.

EXPORT			
Recommendation	Responsibility	Target Timeframe	Action
Define an Australian strategic international trade framework for the Digital Content Industry, commencing with mapping key export opportunities, seeking enhanced engagement with existing export support schemes and focusing on all international digital content opportunities, including trade shows and other events.	Industry and trade stakeholders	Discussions to commence once Action Agenda report completed, with target of introduction in second year of Action Agenda implementation	<p>AIMIA:</p> <ul style="list-style-type: none"> • Coordinating with m.Net Corporation the Mobile Content Export Navigator Project. • Is an existing TradeStart provider. • Participating in the trade development group of the National ICT Industry Alliance (NICTIA) which now provides industry leadership to the Committee for ICT Marketing Australia (COMICTA) – with AEEMA • Coordinating an ‘Australian exhibit’ at the ICT trade show in Hong Kong, April 2007. • Participated in digital content delegation to Seoul, Korea in September 2006. Jointly organised by the Australia-Korea Foundation, AFC, Austrade and AIMIA, eight Australian digital content companies met with potential business partners. • Member of mEga SA, the Mobile Entertainment Growth Alliance SA, a collaborative group comprised of private sector, education and government bodies which aims to increase exports of mobile entertainment and application products from SA <p>GDA:</p> <ul style="list-style-type: none"> • Organizing Game Connect: Asia Pacific conference, in Brisbane 30-Nov – 2 December

			<p>2006; focus is on a conference for developers by developers. Delegations coming from China, Japan, Korea, India, Taiwan and Singapore.</p> <ul style="list-style-type: none">• Hosting a major networking function and look to host a suite at Games Developers Conference (GDC) in San Francisco in March 2007. <p>AEEMA:</p> <ul style="list-style-type: none">• Key involvement in the 2006 Broadband Summit, Australia, Korea and New Zealand in Adelaide, December 2006. This Summit has one key theme related to digital content – rich media and creative industries, and another relating to telematics and home networking, thematic drivers of the Electronics Industry Action Agenda. Telematics is a key user of mobile content.• Leadership of the trade development group of NICTIA (see above).• Is an existing TradeStart provider.• Identifying digital content projects that can be progressed by the Australia Taiwan Strategic Framework Agreement (ATSFA) which is administered by AEEMA on behalf of the Electronics Industry Action Agenda Implementation Group.• Identifying digital content development opportunities identified by AEEMA's presence in other overseas markets eg CES 2007, USA; Taitronics Bangkok 2007, Thailand; SINOCES
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			2007, China, as part of export developments related to the Electronics Industry Action Agenda.
Review the process and development of current and future co-production mechanisms to cover digital content, where appropriate.	Industry and trade stakeholders	Discussions to commence once Action Agenda report completed, with target of introduction in second year of Action Agenda implementation	Discussions to be scheduled as appropriate.
Work towards the establishment of a cross-sectoral Australian Digital Content Industry market intelligence network to build a trade framework and advance firms' export capacity.	Industry and trade stakeholders	Discussions to commence once Action Agenda report completed, with target of introduction in second year of Action Agenda implementation	Discussions to be scheduled with AEEMA and other members of NICTIA, Austrade and Invest Australia through the COMICTA arrangements.
Join with other industries to address shared issues related to treatment of export income.	Industry and trade stakeholders	Discussions to commence once Action Agenda report completed, with target of introduction in second year of Action Agenda	Discussions to be scheduled as appropriate.

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SKILLS AND TRAINING			
Recommendation	Responsibility	Target Timeframe	Action
Achieve greater recognition of, and much faster accreditation for industry-based training activity.	Industry, education and government stakeholders	<p>Within first 6 months of adoption of Action Agenda</p> <p>Pilot schemes established within first 6 months of Action Agenda implementation phase</p>	<p>AIMIA:</p> <ul style="list-style-type: none"> Working with universities to update courses. Organising AIMIA Digital Skills Australia Summit – March 2007. Piloting internship schemes in web design and mobile content. <p>GDA:</p> <ul style="list-style-type: none"> Working with tertiary institutions to ensure they deliver appropriate skills. <p>AIMIA and GDA:</p> <ul style="list-style-type: none"> Participating in 60sox, a sophisticated content management system/display space produced by a collaboration between QUT Institute for Creative Industries, universities, TAFEs, design and production colleges and youth organisations.
Demonstrate and promote the feasibility of successful industry-based models or exemplars to the Digital Content Industry, education and government for use nationally and to support employer involvement.	Industry, education and government stakeholders	<p>Within first 6 months of adoption of Action Agenda</p> <p>Pilot schemes established within first 6 months of Action Agenda</p>	<p>GDA:</p> <ul style="list-style-type: none"> Negotiating for roll-out of Xbox 360 and Sony PSP development kit programs in early 2007. Coordinating business and project management programs. Coordinating targeted master classes with international experts. Preparing a Careers Pathway Information section

		implementation phase.	<p>of the GDAA website. This will include info on the industry, how to get in, profiles of key job roles, links to Australian educational institutions providing game related courses. The second phase will include a Careers Information Kit going to every secondary school/careers counsellor nationally or at least to NSW, Vic and Qld.</p> <ul style="list-style-type: none"> • Organizing a Carers Market at the Game Connect: Asia Pacific conference.
<p>Improve linkages between industry, education, TAFE, universities, Innovation and Business Skills Australia (IBSA) and training providers.</p>	<p>Industry, education and government stakeholders</p>	<p>Within first 6 months of adoption of Action Agenda</p> <p>Pilot schemes established within first 6 months of Action Agenda implementation phase.</p>	<p>GDAA and AIMIA:</p> <ul style="list-style-type: none"> • Organising career talks for digital content students at TAFE colleges. • Are represented on an advisory committee for the revision of the digital content training qualifications by IBSA.

RESEARCH AND DEVELOPMENT			
Recommendation	Responsibility	Target Timeframe	Action
Establish mechanisms for industry to work with R&D institutions on priority setting.	Industry and R&D stakeholders		Industry broadly working with the Smart Internet Technology CRC.
Investigate mechanisms to achieve more rapid access by industry to research, for example, through embedding researchers within industry.	Industry and R&D stakeholders		AIMIA: <ul style="list-style-type: none"> Managing the Mobile Phone Lifestyle Index, which aims to provide insight into the profile, behaviour and preferences of the Australian mobile phone user. Coordinating with m.Net Corporation the Mobile Content Export Navigator Project.
In collaboration with industry associations, raise awareness and increase utilisation of government R&D programs by digital content firms.	Industry and R&D stakeholders		

PARTNERSHIPS			
Recommendation	Responsibility	Target Timeframe	Action
Industry will work to establish greater liaison and cooperation between Digital Content Industry bodies, especially industry associations, in order to produce a unified approach and industry voice on top level issues.	Industry	Interim arrangements need to be established within first 6 months of Action Agenda implementation phase.	AIMIA, GDAA and AEEMA will work together with the SILIG, other industry associations and key stakeholders to progress the Action Agenda implementation plan.

INTELLECTUAL PROPERTY			
Recommendation	Responsibility	Target Timeframe	Action
Identify and develop ways that firms can strengthen their protection of intellectual property, particularly by incorporating skills in identifying, managing and commercialising intellectual property into training frameworks.	Industry, education and government stakeholders	Longer-term	To be advised.
Engage with work on alternative approaches to intellectual property licensing, such as Creative Commons.	Industry, education and government stakeholders	Longer-term	To be advised.
Develop ways of improving access to Government intellectual property for commercial exploitation by digital content firms, to encourage innovation	Industry, education and government stakeholders	Longer-term	To be advised.

STATISTICS AND STANDARDS			
Recommendation	Responsibility	Target Timeframe	Action
Continue assessing existing statistical frameworks describing the industry to improve measurement of the digital content area (e.g. size, growth, employment, investment profile, export performance and production of outputs, such as visual effects, television commercials, including related data on scale of uptake of relevant devices).	Industry and statistics stakeholders	Longer-term	Industry broadly having input into the QUT Creative Digital Industries national mapping project. GDAAs: <ul style="list-style-type: none"> Coordinating a game industry national survey which will collect statistics on a range of indicators, including export revenues, employment, salary levels, barriers to growth, etc. Results should be available mid-November 2006.
Explore research opportunities to generate data to reduce the current high risk profile for	Industry and statistics	Longer-term	

investment in digital content activity.	stakeholders		
Identify opportunities to support industry surveys across the sectors on a regular basis to identify a benchmark for people employed, roles and current gaps/projected growth areas, followed by regular surveys to assess changes and requirements over time.	Industry and statistics stakeholders	Longer-term	<p>GDA:</p> <ul style="list-style-type: none"> Working with the Australian Bureau of Statistics concerning extending the existing film/tv/audiovisual survey to games.
Identify strategically important industry standards in key areas and encourage their wide dissemination e.g. in the broadcast and wireless industry.	Industry and statistics stakeholders	Longer-term	<p>AEEMA:</p> <ul style="list-style-type: none"> The recently formed Australian Digital Suppliers Industry Forum (ADSIF) is responding to demands from the suppliers of digital television and radio product for a more coordinated approach in addressing the planning and implementation issues concerning codes and standards (including related to digital television and radio in Australia).
Support industry involvement and collaboration in the formulation of next generation standards and the development of consensus on them.	Industry and statistics stakeholders	Longer-term	<p>AIMIA:</p> <ul style="list-style-type: none"> The Interactive Advertising Bureau has introduced standards for running interactive advertising campaigns in Australia, making it easier for advertisers to buy across the major networks (and thus spend more money on online advertising). <p>AEEMA:</p> <ul style="list-style-type: none"> The ADSIF will be addressing this need in the context of input to the Government's Digital Action Plan (see above).

Acronyms and Abbreviations

ADSIF	Australian Digital Suppliers Industry Forum
AEEMA	Australian Electrical and Electronic Manufacturers' Association
AFC	Australian Film Commission
AIMIA	Australian Interactive Media Industry Association
ATSFA	Australia Taiwan Strategic Framework Agreement
CES	Consumer Electronics Association
COMICTA	Committee for ICT Marketing Australia
CRC	Cooperative Research Centre
GDA	Games Developers Association of Australia
GDC	Games Developers Conference
IBSA	Innovation Business Skills Australia Ltd.
mEga SA	Mobile Entertainment Growth Alliance South Australia
NICTIA	National ICT Industry Alliance
QUT	Queensland University of Technology
SILIG	Strategic Industry Leaders Implementation Group
SINOCES	China International Consumer Electronics Show
TAFE	Technical and Further Education