

NASS + ASPERA CONFERENCE SCHEDULE

As a preface to the Australian Screen Production Education and Research Association (ASPERA) annual conference (28+29 June) the National Academy of Screen and Sound (NASS) will hold an open one-day conference:

“Imagining Tomorrow”

2006 NASS+ASPERA CONFERENCE

When:

TUESDAY 27TH JUNE

Where:

Brian Hill Lecture Theatre

<http://www.murdoch.edu.au/maps/murdoch/theatre/BHLT>

**SOUTH STREET, MURDOCH,
WESTERN AUSTRALIA, 6150**

Imagining Tomorrow : Australian image makers are getting mixed signals these days. On the one hand, they expect to find work everywhere. After all we live in a world that seems to be ever more dependent on images - almost everything we do, sell or say, is mediated by images. Yet we are constantly told that our premiere screen industry is lurching from crisis to crisis and things have never been so bad.

Whenever we encounter such crises in the industry we invariably turn to state and federal institutions which support our screen practice, institutions such as AFC, FFC, ScreenWest, FTI and others. We instinctively rely on these agencies even though many were established decades ago and may have little capacity, or ability, to help an ever expanding pool of talent generated by our tertiary education screen production facilities and research mentors.

We often forget these foundational screen institutions were established when there was little if any formal training in screen production. Hence, they were created to be everything to everyone: part training, part development, part experimentation, part culture, part research, part art and part industry.

Circumstances are very different for screen practitioners today. One can find image-based training practically in all Australian universities. The training and research programmes for screen production chiefly resemble practices found in most other complex disciplines, such as the sciences: three years of undergraduate training, honours, PhD, postdoctoral research, advanced research practice in research centres.

This evolution in the tertiary sector now demands that we consider alternative paradigms for cooperative research and production funding. We need to look forward rather than constantly rely on the late 20th century institutions to meet our needs for innovation, analysis and experimentation.

The NASS/ASPERA conference *Imagining Tomorrow* provides an opportunity to think afresh. We can start by taking stock of what we have. The emerging type of tertiary development in screen training and research is intense, sustained, intrinsically at the cutting edge, interdisciplinary, innovative and flexible. It can cross fertilize with other disciplinary strengths available to tertiary institutions. We already have postgraduates and staff that are coming from and going to Africa, China, Japan, Indonesia, Malaysia, India and Singapore to name just a few. We have ethnographers, anthropologists, historians, lawyers, forensic scientist, social scientist, psychologists, theologians, linguists, cultural terrorists, new media artists, journalists, broadcasters, indigenous specialists. For many years now the BBC has been able to make use of such multiple synergies. Australia is lagging behind these possibilities.

We need to look at new support structures and institutions of the kind one finds in other complex and successful industries, such as those based on science, for example. These generally rely on extensive tertiary training and research and maintain a very close collaboration between the industry, researchers and research centres. The current Strategic Industry Leaders Group policy advice to government suggests that Australia's digital content industry is estimated at \$21 billion, almost 3.5 per cent of Australia's GDP, and employs about 300,000 people.

So, let us look ahead with a new vision - with multiple visions. More importantly let us find solutions today to meet the demands of tomorrow's ever-changing image-based society.

Conference Committee:

Dr. Josko Petkovic, Dr. Mick Broderick, Dr. Leon Marvell, Ken Miller, Ken Kelso

NASS

<http://wwwmcc.murdoch.edu.au/nass/>

ASPERA

<http://map.hss.uts.edu.au/aspera/>

Abstract:

In January 2006, the National Research Foundation (NRF) in Singapore was set up to coordinate the research activities of different agencies within the larger national framework and to fund strategic R&D initiatives that would generate economic benefits for Singapore. Interactive and Digital Media (IDM) is identified as one of two strategic areas for focused attention and development with the expectations that this sector is poised for rapid growth in Asia and the world. Responding to this thrust, the universities and research institutes in Singapore and elsewhere are in various states of preparation to contribute to this initiative. This presentation will provide an overview of the IDM related R&D activities at the Institute for Infocomm Research (I²R) and how these can be leveraged upon to be the launchpad for a more intensive thrust that will help to create economic impact for Singapore.

Biography:

Lawrence Wong is presently holding the post of Executive Director at the Institute for Infocomm Research (I²R) since November 2002. I²R is a national research institute under the Agency for Science, Research and Technology (A*STAR) of Singapore. He was previously Director of the Computer Centre at the National University of Singapore (NUS) from July 2000 to November 2002, Director of the Centre for Instructional Technology, NUS, from January 1998 to June 2000, and Professor in the Electrical & Computing Engineering Department. Since joining NUS in 1983, he also served in various other positions at the department, faculty and university levels. Prior to joining NUS he was a Member of Technical Staff in AT&T Bell Labs in New Jersey, US from 1980 to 1983.

Lawrence obtained the B.Sc. (1st class Honours) and Ph.D. degrees in Electronic & Electrical Engineering from Loughborough University, UK. He was a recipient of the IEE Marconi Premium Award (1989), a best paper award; the IEEE Millenium Award (2000), a professional service recognition award; and the e-nnovator Awards 2000, Open Category, an innovation award that launched the online e-learning infrastructure in NUS. He also received several NUS teaching awards and commendations.

Lawrence holds four patents and has published over 170 journal and conference articles in mobile radio communication systems, wireless network protocols, robust digital speech communications, robust video communications systems and multimedia network protocols and systems. A member of several international professional engineering institutes, he is an active volunteer in the IEEE professional society having held numerous positions within the society, such as IEEE Singapore Section Chair from 1992 to 1996, and organized numerous professional events and international conferences over the years.

