

# CONNECTING THE COMMUNITY

Metadata as the enabler for knowledge

- Syntactic metadata
- Semantic metadata
- Linked data
- Web 3.0 and beyond

# IMM Vision and Mission

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## Who we are:

A community of practice around the creation, management, use, promotion, capability development, innovation and articulation of information about information for better governance, leading to Web 3.0 enablement.

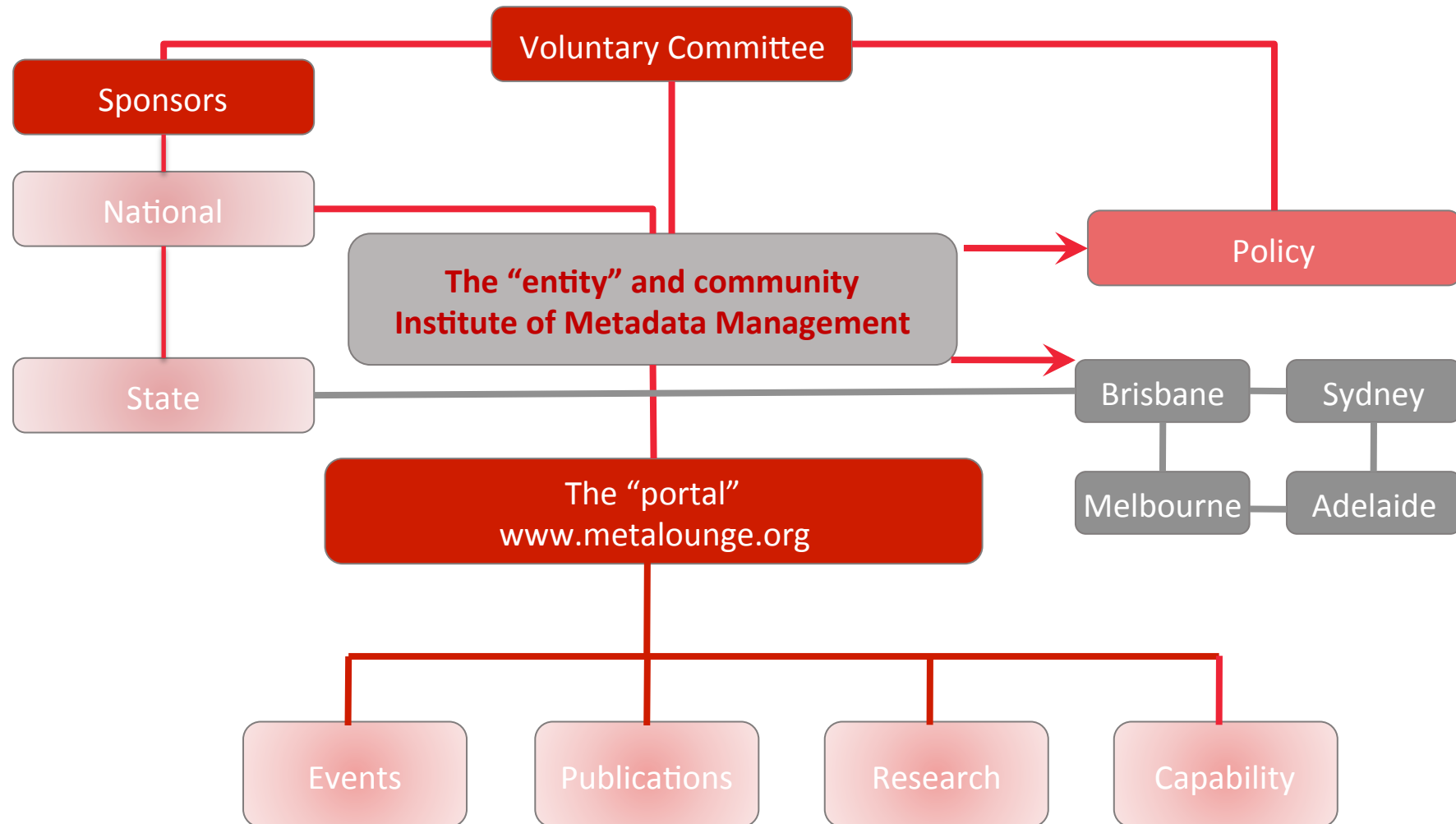
## Our objectives:

- Raise the profile of metadata and its importance in the changing world to enable organisations and governments to better leverage emerging business and governance models.
- Provide an authoritative voice on best practice metadata application and management.
- Nurture an emerging profession by providing the forums for collaboration, driven by the community passion for metadata, linked data and semantic technologies.

## What do we do:

Provide environments within which practitioners and policy makers can collaboratively understand and promote the importance of data, metadata and information in context. From this we hope to enable better information management and from there better decision making and action, helping Australia realise more rapidly the promise of Web 3.0.

# Community Structure and Expression



# The Current Identified Market

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Metadata has its most valuable application in high volume data within complex economic applications with high numbers of users. Those who are most focused on metadata are currently:

- Information and data managers in Federal and State Government organisations
- Archivists, Librarians, Records Managers
- Secondary data policy managers in Federal and State Government organisations
- Tier One Private Sector –initial contacts within a number of industry sectors
- Tertiary: NFP – linkage to research institutions nationally

# Identified Market Problems

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Community of Users—  
proof of benefits,  
metrics, and cultural  
issues

Marketing and Cultural  
Alignment—awareness  
raising and determining  
the risk factors involved  
for non-implementation

Interoperability &  
standardisation

Tools, strategies and  
mechanisms which  
minimise effort and cost  
while maximising quality

Translation tools

Collaboration—with  
vendors and researchers,  
and for tool assessment

# Our objectives

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## Events

- Annual Conference
- Australian State based activities
- International linkages
- Practitioner days
- Online environment to support these learning, collaboration and events
- Targeted workshops for IMM members

## Policy

- As a part of our network we intend to work with key policy development people within and outside of government to influence policy around information management for better governance

## Research and Thought Leadership

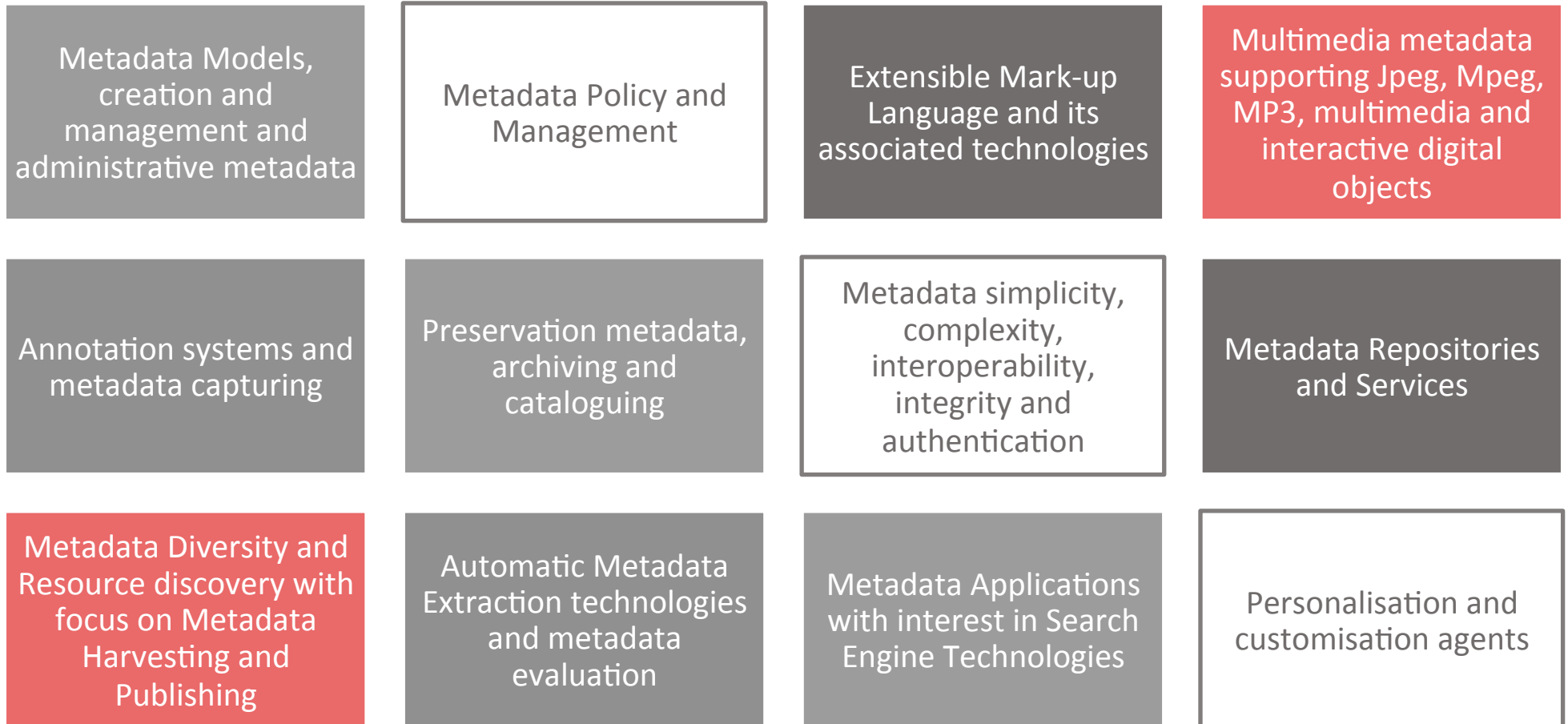
- Partner with government and corporations to undertake research
- Support to develop tools, processes and services that facilitate information management for better governance and
- We encourage the participation of research students in our events & activities

## Capability Development

- Enable the development of capabilities in information management, emerging technologies and policy with particular respect to the delivery of services related to government, governance & insight

# Key areas of domain recognition

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# Membership Benefits

Access to the latest thinking in the development of metadata management, application and research

Discounts to IMM activities around Australia

Updates on research into metadata related activities (including emerging web sciences and Enterprise 3.0)

Local state based chapter events

The opportunity to participate in a growing community of both information managers and practitioners from around the world focusing on information governance

## Resources

- Articles and case studies
- Published resources
- Metadata conference papers
- Research overviews
- Practitioner profiling

## Community

- Annual Conference
- State based chapters
- Online events
- Partner events



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# Current Partners

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## International:

We are currently exploring opportunities to connect with other like minded groups, particularly in Commonwealth countries

## National:

FXA, Microsoft, Wikimedia  
(Financial, Services, Personnel)

## State :

- Qld: Research community – UQ, QUT
- Canberra: Currently creating a CIO Network and Communications Network led by key government contacts
- Adelaide: UniSA, University of Adelaide and SA government
- Sydney: NSW KM network, IIM, network of government contacts
- Melbourne: Connecting via government contacts, university research

# Partnership benefits

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Recognition of involvement & exposure to growing IMM membership base of data, metadata and web 3 specialists, business advisors and organisational decision makers

Connectivity with national and international network of specialists

Opportunity to influence how Web 3.0 and the information society develops in Australia's participation in the digital age

Opportunity to provide your perspective and insight in this domain to the membership base

Opportunity to host events, workshops and training of extended membership base

Opportunity to shape and endorse learning materials and other literature provided to the metadata and Web 3.0 community

Unique access to key insights and market commentary from the IMM community

# Annual Conference - Meta 2012

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- The IMM holds an annual conference in Canberra. The first, held at the Australian Bureau of Statistics, was held in May 2009 following on from the International Metadata Forum held in Sydney in May 2008. Following that were Meta2010 and Meta2011, both held at University House, ANU.
- All of these events attracted between 100 – 120 industry experts as speakers and delegates, and in 2010 the OpenGov Workshop was also held on a third day.
- Delegates come from a wide variety of niches within the information management community, ranging from CIOs to CKOs, Archivists, Librarians and Records Managers, Web Designers, Policy Managers, and educators.
- Meta2012 will be held in Canberra from Wednesday 17<sup>th</sup> to Thursday 19<sup>th</sup> October, 2012. The venue is currently being finalised.
- The format will be a two day conference which mixes keynote presentations, plenary sessions, interactive themed discussion groups, and issue specific workshops.
- There will be a Delegate Drinks function held on the evening of Wednesday 17<sup>th</sup> October, 2012.



# Meta 2012 Sponsorship packages

**Platinum  
Partnership  
\$25,000**

- Keynote Address
- Chairing sessions
- Workshop session
- Hosting of conference drinks
- Event signage
- Five delegate places
- Logo inclusion on IMM website
- Hosting of targeted events for IMM members during the year

**Premium  
Partnership  
\$15,000**

- Chairing sessions
- Workshop session
- Hosting of morning tea sessions
- Event signage
- Two delegate places
- Logo inclusion on IMM website

**Gold  
Partnership  
\$5,000**

- Event signage
- Two delegate places
- Logo inclusion on IMM website
- Workshop session



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