



Curtin University

30.11.2015 0900-1900
01.12.2015 0900-1530
John Curtin Gallery
<http://ccat-lab.org/2015-culture-plus/>
culture+: digital power. an australia-china dialogue.

culture+ create

EVENT PROGRAM

文化+: 数字力量. 中国-澳大利亚创意产业与文化贸易论坛.
Convenor
Professor Michael Keane

Make tomorrow better.

ccat-lab.org



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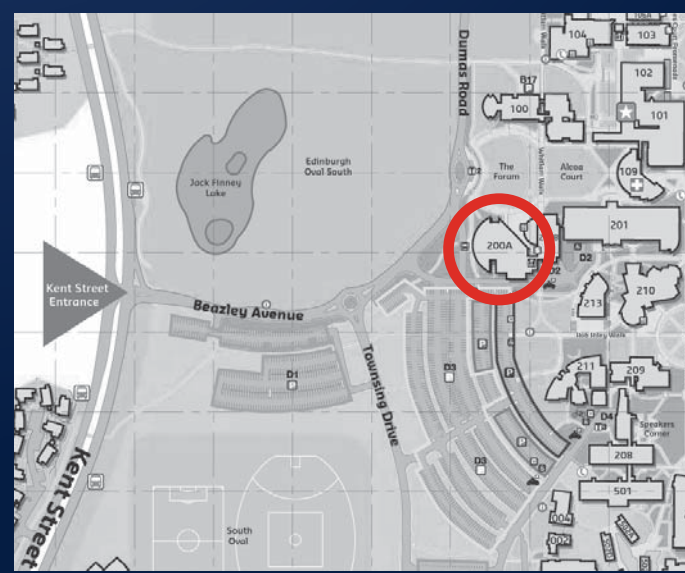


culture+: digital power. an australia-china dialogue.

day 1 30.11.2015 program

文化+: 数字力量. 中国-澳大利亚创意产业与文化贸易论坛.

John Curtin Gallery (Building 200A)





day 1 30.11.2015
program

8:45am Registration

BankWest Theatre, John Curtin Gallery (Building 200A), Curtin University.

9:00-9:10am Welcome to Culture+

Welcome to event by Prof. Michael KEANE, including introduction to WeChat platform, the symposium's interactive media, for visitors.

9:10-9:30am Welcome to Country and Smoking Ceremony

A traditional Indigenous Welcome to Country and Smoking Ceremony, performed by Njaki Njaki Noongar Indigenous Elder Mr. George HAYDEN, at the Centre for Aboriginal Studies, Curtin University.

9:30-10:10am Official Introductory Speeches

9:35-9:40am

Ms. Lyn ALLAN, Assistant Secretary Creative Industries, Ministry for the Arts, Australia.

9:40-9:45am

Mr. SHU Xiao, Minister Counsellor of Cultural Office, Embassy of the People's Republic of China in Australia.

9:45-9:50am

Ms. SUN Anling, Deputy Consul, Consulate General of People's Republic of China in Perth.

9:50-10:00am

A/Prof. Steve MICKLER, Pro Vice-Chancellor, Faculty of Humanities, Curtin University.

10:00-10:10am

Prof. LI Jiashan, Executive Dean, National Institute of Cultural Development, Beijing International Studies University.

10:10-10:15am Signing of China-Australian Memorandum

10:15-10:40am morning tea—light refreshments



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10:40-11:45am Panel 1: The Creative Economy Reconsidered

The cultural and creative industries have been the subject of a great deal of policy making and rapid reform in both nations since the mid-1990s. Terms like the creative class and the creative workforce illustrate why human capital is one of the most important assets as both countries look to move forward. Australia's economy is currently languishing as the mining boom fades, a pertinent topic in Western Australia. Meanwhile China is looking to move on from its reliance on low cost manufacturing. The speakers in this panel ask the question: what's next?

Panel Chair: Michael KEANE

Speakers:

10:40-11:00am

LI Jiashan, "Chinese cultural industries development: the next step".

11:00-11:20am

John HARTLEY, "Culture+ scale: meaning and meta-data".

11:20-11:45am

Marcus WESTBURY, "Connection, creativity and culture: how changes in technology and communications are driving new possibilities for creativity and how these changes are opening up new possibilities for local communities".

11:45am-12:00noon Book Launch

Launch of *Creative Economy and Culture*, by John HARTLEY, Henry LI (Curtin University) and Wen WEN (Shenzhen University). To be launched by Marcus WESTBURY and replied by Henry LI.

12:00noon-1:15pm lunch—gourmet Australian outdoor BBQ

day 1 30.11.2015
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1:20-2:15pm Panel 2: Internet + Creative Industries + Cultural Trade

This panel opens up questions about how the Internet is facilitating the development of cultural and creative industries in the context of the Chinese government's recent Internet+ strategy. The panel also surveys the kinds of media and digital content that can transverse cultural divides as well as discussing techniques of representation required to be successful. While stories from both countries are essentially similar actual storytelling practices and audience expectations differ. The hard question for media organizations therefore is to know what kinds of cross-cultural content work. The success of *If You Are the One* on Australia's SBS supplies some of the answers. It provides Australian audience with a fresh view of China, a look inside the psyche of China's one-child generation.

Panel Chair: Henry LI

Speakers:

1:20-1:30pm

JIN Yuanpu, "Internet+: a new revolution in China's cultural and creative industries".

1:30-1:40pm

ZHANG Mingjun, "A case study of augmented reality postcards".

1:40-1:50pm

CHEN Zhiheng, "Online distribution of film".

1:50-2:15pm

Caleb JAMES, "If you are the one: the unlikely love match between Chinese content and non-Chinese audiences".

2:15-2:30pm short break

day 1 30.11.2015
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2:30-3:30pm Panel 3: Content, Heritage, Culture

This panel addresses the challenges facing indigenous people in both countries, focusing on the potential for future collaboration and cultural exchange. With both countries having ancient cultures, there is a need to preserve heritage as well as finding ways to represent it creatively through the use of immersive formats.

Panel Chair: Terry FLEW

Speakers:

2:30-2:40pm

YI Na, "Internet + cultural heritage".

2:40-2:50pm

GU Guoping, "Chinese minorities: ethnic cultural industries".

2:50-3:05pm

Erik CHAMPION, "Cultural alterity: immersive environments and digital heritage".

3:05-3:25pm

Kevin FONG, "Opportunities for media collaborations in Northern Australia".

3:30-4:00pm afternoon tea—light refreshments



day 1 30.11.2015
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4:00-5:00pm Panel 4: Culture + Knowledge + Innovation

The final panel on day one looks at how digital technologies are transforming culture, knowledge and innovation in both nations. With both China and Australia seeking to unlock the secrets of innovation and move their economies forward, many of the answers lie in culture. Of critical importance is the question of knowledge: not only codified knowledge (know-that) but know-how. The Internet accelerates the sharing of knowledge, what is sometimes called peoples' 'cognitive surplus'. In terms of promoting China-Australia relations we need to learn more about how people in both countries 'experience' the Internet, connect, and conduct cultural trade.

Panel Chair: Lucy MONTGOMERY

Speakers:

4:00-4:15pm

Lucy MONTGOMERY, "Open innovation and digital publishing".

4:15-4:30pm

QIAN Jianchu, "China's digital publishing industry".

4:30-4:40pm

LIU Yonghou, "Semantic changes of Chinese pseudo-kinship terms in online usage".

4:40-4:55pm

Ming CHEUNG, "China's trust-distrust paradox: user experience design in e-commerce".

5:00-5:30pm Tour of the HIVE

Hub for Immersive Visualisation and e-Research, Curtin University.

5:30pm Digital China Lab Launch—formal dinner

(invited guests only)

Council Chambers, Curtin University

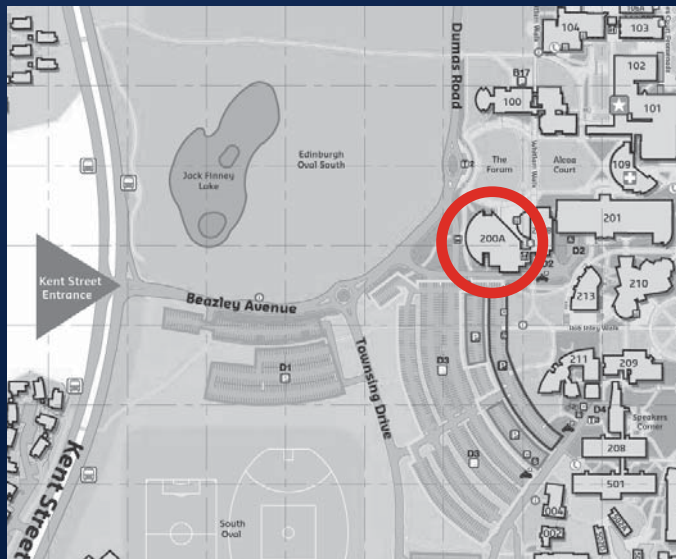


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day 2 01.12.2015 program

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9:00-10:30 Panel 5: Willing Collaborators: Negotiating Change in East Asian Media Production (Australian Research Council Discovery Project)

This panel investigates how media collaboration is taking place in China with a focus on East Asian practitioners. During the past decade East Asian film, television, animation and documentary production has moved into the Chinese market taking advantage of cheap production and in the process transferring know-how. What can the experiences of Korean, Hong Kong, Singaporean and Taiwanese film, TV, games and animation companies tell us about doing business in China? How do co-productions, television formats and special effects companies work in China? Is Australia just a junior player? What can we learn from our Asian neighbours?

Panel Chair: Yingchi CHU

Speakers:

9:00-9:15am

Michael KEANE, "The mechanics of cultural innovation: how China is marshalling its outward-bound media/cultural resources while seeking out international collaborations".

9:15-9:30am

Brian YECIES, "'Good' data mining on Chinese audiences and transnational culture on *douban* OSN".

9:30-9:45am

Terry FLEW, "Chinese entertainment media and the cultural power challenge: projecting soft power in the post-globalization era".

9:45-10:00am

Anthony FUNG, "China co-producing with Hong Kong: is Hong Kong really needed?"

10:00-10:15am

Elaine ZHAO, "Collaboration reconfigured: the evolving landscape of cross-strait entertainment TV market".

10:15-10:30am

Tania LIM, "Singapore TV and film collaborations in globalized media era: audience making strategies for new media platforms".

10:30-11:00 morning tea—light refreshments

day 2 01.12.2015
program

11:00-11:40pm Panel 6: Media Collaboration: China and Australia

This panel introduces representatives of China's film, TV and animation industries who will discuss the opportunities arising with China's opening of its media sectors to foreign investment and human capital transfer. At the present time China is moving towards opening up its media industries and seeking out collaborations in various formats and platforms. The presentation is followed by a roundtable discussion with Australian industry representatives and researchers from panel 5.

Panel Chair: Joy ZHANG

Speakers:

11:00-11:15am

CHENG Chunli, "When cultures encounter digitalization: Chinese-Australian television cooperation".

11:15-11:30am

Deidre KITCHER, "Collaborating across cultures in film making".

11:30-11:40am

LI Shiqiang, "New concepts, new categories and new expression: a new development model of overseas Chinese media".

12:00-12:30pm Discussion with Australian Media Content Producers

12:30-1:30pm buffet Lunch

day 2 01.12.2015
program

1:30-2:20pm Panel 7: The Performing Arts and Digital Technology

This panel looks at how digital technology is utilized in performing arts: including utilizing big data to better predict the market, and benefit arts education and academic research, and the live 'broadcasting' of theatrical and arts events.

Panel Chair: LI Jiashan

Speakers:

1:30-1:45pm

Robert MARSHALL, "Event cinema: bringing live theatre to remote areas".

1:45-2:00pm

LIN Ping, "The function of digitized stage design in live performance".

2:00-2:10pm

FENG Dunping, "China-Australia performing arts collaborations".

2:10-2:20pm

ZHANG Ping, "Chinese dance education: body and mind".

2:20-2:30pm short break



day 2 01.12.2015
program

2:30-3:00pm Panel 8: International Cultural Trade in the Digital Age

This final short panel looks at how the government's Internet+ policy will impact on cultural trade in the fields of literature, art and cultural heritage.

Panel Chair: Yi Na

Speakers:

2:30-2:45pm

WANG Haiwen, "Literature and art: changes in production under Internet+".

2:45-3:00pm

WANG Qijing, "Preservation of cultural heritage under Internet+".

3:00-3:30pm Conclusion: Michael KEANE and LI Jiashan





guests distinguished speakers

Lyn ALLAN

Assistant Secretary Creative Industries, Ministry for the Arts, Australia.

David ANSELL

Department of Culture and the Arts, Government of Western Australia.

David BARTON

Chairman, CinefestOZ, China Australia Film Collaboration.

Jane CAFORIO

Acting State Director Western Australia, Australian Trade Commission (AUSTRADE).

Ian CALLAHAN

Chief Operating Officer, Office of Corporate Services, Curtin University.

Erik CHAMPION

Professor of Cultural Visualisation, School of Media, Culture and Creative Arts, Curtin University.

CHEN Zhiheng

Founder and CEO, China-Cinema / CEO, Lion and Phoenix Beijing Corporation.

CHENG Chunli

Vice President of TV Business Division, Huayi Brothers Media Group.

Phillip CHENG

PhD Student, Edith Cowan University.

Ming CHEUNG

Associate Professor of Media, The University of Adelaide.

Yingchi CHU

Senior Lecturer of Communication and Media Studies, Murdoch University.

John CORDERY

Provost and Senior Deputy Vice-Chancellor, Curtin University.

Allan DRAKE-BROCKMAN

Executive Member, Australia China Business Council.

FENG Dunping

Chief Executive Officer, Ausfeng Group.

Terry FLEW

Professor of Media and Communications, Creative Industries Faculty, Queensland Uni of Technology.



guests + Distinguished + Speakers

Kevin FONG

Chief Executive Officer, Goolarri Media.

Anthony FUNG

Professor and Director, School of Journalism and Communication, The Chinese Uni of Hong Kong.

Qian GONG

Coordinator of Bachelor of Arts: Chinese, Curtin University.

GU Guoping

Foreign Affairs Assistant of Dean of Sch of Eng Lang and Culture, Beijing International Studies Uni.

John HARTLEY

John Curtin Distinguished Professor, School of Media, Culture and Creative Arts, Curtin University.

David HAWKINS

Professor and Head of School, School of Design and Art, Curtin University.

Caleb JAMES

Channel Manager, Special Broadcasting Service SBS 2.

JIN Yuanpu

Professor, School of Liberal Arts and President, Cultural Industries Institute, Renmin Uni of China.

Michael KEANE

Professor of Chinese Media and Cultural Studies, Sch of Media, Culture and Creative Arts, Curtin Uni.

Deidre KITCHER

Founding Partner and Producer, Filmscope Entertainment.

Tama LEAVER

Senior Lecturer of Internet Studies, School of Media, Culture and Creative Arts, Curtin University.

Terence LEE

Associate Professor of Communication and Media Studies, Murdoch University.

Susan LEONG

Early Career Research Fellow, School of Media, Culture and Creative Arts, Curtin University.

Henry LI

International Director, School of Media, Culture and Creative Arts, Curtin University.

LI Jiashan

Professor and Executive Dean, National Institute of Cultural Development, Beijing Int Studies Uni.



Distinguished guests + Speakers

LI Shiqiang

TV Station Controller, China Educational Channel.

Tania LIM

Lecturer of Communications, Murdoch University, Singapore.

LIN Ping

Chief Executive Officer, Beijing Xuanjing Culture Transmission.

LIN Ruihua

First Secretary, Embassy of the People's Republic of China in Australia.

Shanshan LIU

PhD Student, Curtin University.

LIU Yonghou

Director of Applied English, School of English Lang, Literature and Culture, Beijing Int Studies Uni.

Samantha LUCY-STEVENSON

Coordinator, Centre for Culture and Technology, Curtin University.

Robert MARSHALL

Clinical Professional Fellow of Film and TV, School of Media, Culture and Creative Arts, Curtin Uni.

David MAGUIRE

Associate Professor of Journalism and Media Management, Murdoch University.

Steve MICKLER

Associate Professor and Pro Vice-Chancellor, Faculty of Humanities, Curtin University.

Lucy MONTGOMERY

Associate Professor and Director, Centre for Culture and Technology, Curtin University.

QIAN Jianchu

Chief Editor, China Commerce and Trade Press, Journal Proprietor of International Trade.

Valerie RAUBENHEIMER

Vice President of Corporate Relations, Office of Corporate Relations, Curtin University.

SHU Xiao

Minister Counsellor of Cultural Office, Embassy of the People's Republic of China in Australia.

SUN Anling

Deputy Consul, Consulate General of People's Republic of China in Perth.



guests + Distinguished + Speakers

Ngor TAN

Country Manager China, Department of State Development, Government of Western Australia.

WANG Haiwen

Vice-Dean, School of Economics, Trade and Events Management, Beijing International Studies Uni.

WANG Lijun

Research Director, National Institute for Cultural Development, Beijing International Studies Uni.

WANG Qijing

Convention and Exhibition Research Centre, Beijing International Studies University.

Marcus WESTBURY

Founder, Renew Newcastle and Renew Australia.

Michele WILLSON

Associate Professor and Head of School, School of Media, Culture and Creative Arts, Curtin Uni.

Brian YECIES

Senior Lecturer, School of Humanities and Social Inquiry, University of Wollongong.

YI Na

Director of International Studies, Research Centre for Cultural Policies, Chinese Academy of Soc Sci.

Jan ZHANG

PhD Student, Centre for Culture and Technology, Curtin University.

Joy ZHANG

Research Associate, Digital China Lab, Curtin University.

ZHANG Mingjun

Chief Executive Officer, China Augmented Reality Online Community, AR in China.

ZHANG Ping

Chief Executive Officer, Sanyu Beijing Culture and Media.

Elaine ZHAO

Lecturer, School of the Arts and Media, University of New South Wales.

Grace ZHENG

PhD Student, Centre for Culture and Technology, Curtin University.

Yaoxia ZHU

PhD Student, Centre for Culture and Technology, Curtin University.