

**Ollie's Island – Interactive
Edu-tainment Program Exploring
Sustainable Production & Consumption –
Pilot Project**



Australian Government

**Fisheries Research and
Development Corporation**

**Sustain Ability International Pty Ltd
Project No. 2005/321**

Ollie's Island – Interactive Edu-tainment Program Exploring Sustainable Production & Consumption – Pilot Project

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1. Non Technical Summary

OBJECTIVES

It is becoming more and more evident that today's modern consumers are disconnected from the social, economic and environmental impacts of their consumption habits. Although the fisheries industry, along with a number of other Australian industries, has started to explore some of these key issues, no research has been undertaken to investigate the interdependence of all industries here in Australia.

This pilot project addressed Challenge 6 of the FRDC's Strategy by investigating a range of issues associated with the production and consumption across the fisheries industry. It resulted in reference information that covers a range of supply chain issues relevant to the fisheries industry.

The overall objectives of this pilot project were to;

- Research the interconnected issues of production and consumption across the fisheries industry
- Incorporate this information into a program covering chains of production and consumption across all major industries in Australia.

OUTCOMES ACHIEVED

The development of the Ollie's Island Program was undertaken with a select group of government, industry and commercial organisations. This collaborative approach saw every major industry in Australia join the project as a supporter of the program on some level. This comprehensive support saw every industry review the content of the program for its accuracy and contribute relevant photos and video where available.

We worked closely with the FRDC to first develop the parameters of the material to be covered in this program and then reviewed the information gathered. We also worked with a number of commercial fishing organisations who supplied further information on seafood processing systems as well as photo and video material to support this. As a result, the Fisheries component of our reference section is one of the best in the program. Our intention was to have a visual element accompany each different element of the reference section (for all industries) – and in the case of the fisheries section – we have managed to do this.

The final reference section is covered by the following topics;

Fishing Industry - Trade, Careers, Fisheries Products (Nutritional Information, Processing Seafood), Buying Fish (Fish Names, What To Look For), Environmental Issues (Biodiversity, Illegal & Unregulated Fishing, Introduced Species, Water Quality)

Commercial Fishing - Australia's Fishing Zone, Harvesting (Fishing Nets, Hook & Line, Diving, Other Fishing Methods, By-Catch Reduction Devices), Storage & Transportation

Aquaculture – Location, Breeding & Reproduction, Feeding

Finfish - Cartilaginous Finfish (Sharks, Rays), Bony Finfish (Barramundi, Silver Perch, Eels, Trout, Salmon, Bream, Snapper, Tuna, Other Bony Finfish)

Crustaceans – Crabs, Rock Lobster, Freshwater Crayfish, Prawns

Molluscs – Abalone, Oysters, Mussels, Scallops, Octopus, Squid

Aquatic Plants

Once the reference section was complete, the next task was to create an interactive experience that would be engaging to its target audience. After many hundreds of hours of development, the Ollie's Island CD ROM is almost ready for distribution into all schools in Australia.

Feedback received to date has all been most encouraging with all users commenting on the comprehensive nature of the program and the way all industries have been represented along the different chains of production and consumption. Like its predecessors, Ollie's Island is set to become a standard in sustainability education in schools across Australia.

KEYWORDS: sustainable production and consumption; sustainability; environmental social economic impacts; promotional program; educational program; edu-tainment; community program

2. Acknowledgments

The Ollie's Island Program has been developed with the help from a number of organisations. Our intention was to gather support from all major industries in Australia to check relevance and accuracy of the program's content and help raise awareness in the program within their circle of influence once the program was complete. We would like to acknowledge and thank the following organisations;

- ACT Government
- Animal Health Alliance (Australia)
- Australian Coal Association
- Australian Wool Education Trust
- Australian Wool Innovation Limited
- Australian Water Association
- CropLife Australia
- Dairy Australia
- Department of Sustainability & Environment – Victoria
- Forest & Wood Products Research and Development Corporation
- Fisheries Research and Development Corporation
- Geoffrey Gardiner Dairy Foundation
- Horticulture Australia Limited
- International Fibre Centre
- Minerals Council of Australia
- Murray Darling Basin Commission
- National Association of Forest Industries
- National Farmers Federation
- Publishers National Environment Bureau
- Royal Agricultural Society of Victoria
- Rural Industries Research and Development Corporation

3. Background

In today's modern society, it is common to think of production and consumption as discrete stages in a product's life cycle chain, with production (an industrial activity) preceding consumption (a domestic activity). But production and consumption are inextricably interwoven. All production consumes resources and energy in order to produce something that in turn is then consumed. Unfortunately this lack of full contextual understanding has led consumers to be disconnected from the environmental, social and economic consequences of their production and consumption patterns. The Ollie's Island program is targeted towards middle year students although other sectors of the community will also find it stimulating and thought provoking.

Never before has such a comprehensive resource been developed that brings together the latest industry information from all major industries in Australia – including the fisheries industry.

4. Need

It is becoming more and more evident that today's modern consumers are disconnected from the social, economic and environmental impacts of their consumption habits. Although the fisheries industry, along with a number of other Australian industries, has started to explore some of these key issues, no research has been undertaken to investigate the interdependence of all industries here in Australia.

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5. Objectives

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- To incorporate this information into a program covering chains of production and consumption across all major industries in Australia.

6. Methods

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7. Results/Discussion

The first stage of the research saw us investigate aspects of the fishing industries in terms of production and consumption. This took many months and was completed on 09/10/2005. We sent this information to the FRDC for review on the 10/10/2005 and received their comments back on 16/01/2006. We rewrote the reference information to incorporate all comments from the FRDC. Changed the structure of the information to be presented in the following way;

Fishing Industry - Trade, Careers, Fisheries Products (Nutritional Information, Processing Seafood), Buying Fish (Fish Names, What To Look For), Environmental Issues (Biodiversity, Illegal & Unregulated Fishing, Introduced Species, Water Quality)

Commercial Fishing - Australia's Fishing Zone, Harvesting (Fishing Nets, Hook & Line, Diving, Other Fishing Methods, By-Catch Reduction Devices), Storage & Transportation

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Crustaceans – Crabs, Rock Lobster, Freshwater Crayfish, Prawns

Molluscs – Abalone, Oysters, Mussels, Scallops, Octopus, Squid

Aquatic Plants

We also began collecting photos and videos to accompany our research. This was a long process and was completed on 08/02/2006.

8. Benefits and Adoption

Distribution

25,000 copies of the Ollie's Island Program will be burnt in the first print run with 11,000 copies to be distributed to all schools in Australia, 8,200 copies to be distributed to all Supporters, and the remaining 5,800 copies to be distributed to various community groups across Australia. 500 copies will be delivered to the FRDC.

Dissemination

We are currently organising a range of Professional Development sessions in cities across Australia. Our intention is to run Train the Trainer sessions for all relevant organisations so that they can run training sessions within their area of influence. We will report on the location and quantity of these training sessions in following reports.

Promotion

We have already secured a number of promotional campaigns for the project and will continue to promote the program in media outlets across Australia over the coming months. We will also work with all supporter organisations to maximise the publicity for the program in their related industry publications. We encourage each of our Supporter organisations to raise awareness in the program and their association with it.

9. Further Development

Following on from this Pilot Project the Fisheries Research and Development Corporation agreed to fund a Full Application for the project. This saw us work with the FRDC to develop a range of Case Studies to showcase the fisheries industry and a range of projects currently underway relevant to ideas of sustainable production and consumption. This further development gives a very strong presence of the fisheries industry within the content of the program thereby enhancing its value for the industry within the general community.

10. Outcomes / Planned outcomes

We have already begun the dissemination and promotion of the program to relevant organisations in Australia. Actions completed to date include the following;

Dissemination

- LAUNCH – The Launch of the Ollie's Island Program took place on the 22nd September at the Royal Melbourne Showgrounds. The Victorian Minister for Agriculture – The Honourable Bob Cameron spoke about the importance of agriculture in our daily lives. Ian Porter, the Director for Sustainability Strategy – the Victorian Department of Sustainability and Environment – then spoke about ideas of sustainable consumption – and the attraction of multimedia game play in education. Jane Stewart then spoke at length about the development of the Ollie's Island Suite of Programs

and briefly showed guests the new Ollie's Island Program. 2 students were on hand to show guests the program in more depth after the formal presentations were over.

- Centre for Education and Research into Environmental Strategies (CERES) (Melbourne 25th September 2006). Train the Trainer session with 5 key players in the National Sustainable Schools Initiative. They were all impressed with the content of the program and we are now working together to get the program accepted as a resource for this national initiative.
- Geography Teachers Association of Victoria Conference (Melbourne, 14th August 2006). Train the Trainer session with a class of geography teachers to demonstrate its application in their subject area.
- Australian Water Association's second National Water Education Conference (Alice Springs 18-21 April 2006). Presentation of the Ollie's Island Program within the stream titled "Leading the Way" - highlighted the program's waters issues within the concept of sustainable consumption.
- The biannual Australian Geography Teachers Association Conference (Launceston 8 – 12th January 2006). Presentation to a group of geography teachers – to show how the program's content is relevant to the subject of geography.
- The 6th Asia Pacific Roundtable for Sustainable Production and Consumption (Melbourne 24-26th October 2005). Presentation to full room of government, business and community representatives to raise awareness in the program and its content.
- We are also talking to the following groups about using the Ollie's Island Program as part of their educational campaigns;
 - Australian Geography Teachers Association
 - Global Education Network
 - National Association of Agricultural Educators
 - National Farmers Federation
 - National Forestry Education & Awareness Network
 - Minerals Council of Australia - National Education Program
 - Water Education Network

Publications

We have managed to secure the following media coverage for the program and will continue to promote the Ollie's Island Program in media across Australia.

- National advertising campaign through the Publishers National Environment Bureau – See this link for more info – http://www.olliesworld.com/island/aus/news/article_pneb-campaign.htm

Newspapers

Financial Review

- 28th February 2006
- 7th March 2006

The Age Eco Lift out – Melbourne

- 23rd March 2006

The Australian & Weekend Australian

- 11th March 2006
- 14th March 2006
- 15th March 2006
- 18th March 2006
- 21st March 2006

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- 22nd March 2006
- 25th March 2006
- 29th March 2006
- 1st April 2006
- 5th April 2006
- 8th April 2006
- 12th April 2006

Magazines

- Woman's Day – 12th – 19th June 2006
 - Dolly – June / July 2006
 - The Bulletin – 14th – 20th June 2006
 - House & Garden - May / June 2006
 - Ralph - June / July 2006
 - K-Zone – September / October 2006
 - Total Girl – September / October 2006
 - Explode – September / October 2006
 - Girlfriend – September / October 2006
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- Leading Edge – Newsletter of the Forest Wood Products Research & Development Corporation – September 2006
 - Ecobyte Newsletter, Issue 14, February 2006
 - The Age, January 25 2006
 - Water Education Network e-news Issue 16 December 2005.
 - Eingana – The Journal of the Victorian Association of Environmental Education Volume 28 Number 1 April 2005.

Radio

- ABC Radio – Statewide Program Victoria (22nd September 2006). Jane Stewart was interviewed at the Royal Melbourne Show about the launch of the Ollie's Island Program and the involvement of industry in the program.

11. Conclusion

After careful and thorough research, the new Ollie's Island Program is now a state of the art education resource that delivers a wide range of information about sustainable chains of production and consumption across all industries in Australia, including the fisheries industry. It delivers this information through a highly interactivity and game-like presentation so as to bring the information to life and give users the opportunity to interact with real-life situations in a virtual environment. Research has shown that this type of multimedia resource has the potential to bring the educational experience to life and make educational messages more impactful to the end user.

The new Ollie's Island program give users an understanding and appreciation of the resources that it takes to sustain their modern lives and thereby help them make wise consumer choices. This will not only positively impact the consumption trends within communities across Australia, it should also encourage those involved in the production of products and services at all stages of their lifecycle, to move towards more sustainable practices wherever possible.

Our goal with the Ollie's Island community education initiative is to raise awareness of the average consumer in the benefits of sustainable products and services so as to encourage them to choose these over non-sustainable alternatives. Having met with all major industries groups in Australia, we know that they are all committed to these principles on some level and are working hard to get their

members involved in a range of programs and initiatives with this objective in mind. To this end, we would contend that all industries committed to social, economic and environmental sustainability would benefit from our initiative both in the long and short term and that this will have a lasting and positive impact across Australia.

Appendix 1: Intellectual Property

In regards to the intellectual property associated with new content developed for the Program, Sustain Ability International has a standard Intellectual Property Agreement that all team members sign before they start working on the project. This formally gives intellectual property rights of all material created to Sustain Ability International when individuals consult to the company.

When the Program is complete the Intellectual Property (IP) associated with the program will rest with Sustain Ability International. SAI seeks a contribution of any IP that the FRDC or any of its members may wish to contribute to the project. SAI will acknowledge the ownership of all IP and will protect this third party IP to the best of its ability. The IP created by the completion of this project will vest with SAI and SAI will manage this IP for the benefit of all supporters to the program.

Appendix 2: Staff

The research and development team at Sustain Ability International has been working together in a number of projects over the last few years. Each division – Content Development, Artistic Development and Programming Development – is managed by its leader and each of these leaders is subcontracted to Sustain Ability International. Each team leader works from their own premises, supplying all the necessary hardware and software needed to carry out their tasks and has the capability to bring on further team members as workloads demand. At this stage we have not completed any research projects for the FRDC.

1. Ms Jane Stewart

- Director - Sustain Ability International Pty Ltd
- Executive Producer – Ollie Suite of Programs
- Masters Environment – Melbourne University, NAATI Level 1 – Japanese Translation / Interpreting Course – RMIT, Bachelor Arts – Monash University
- Recent Projects successfully completed by Sustain Ability International under the leadership of Jane Stewart include the following;
- Ollie Suite of Programs – For further information see <http://olliesworld.com/>

1997	Australia	Ollie Recycles
1999	United Kingdom	Ollie Recycles – Edition 1
2001	United Kingdom	Ollie Recycles – Edition 2
2001	United Arab Emirates	Ollie Recycles – UK Edition 2
2002	Australia	Ollie Saves the Planet – Edition 1
2003	Australia	Ollie Saves the Planet – Edition 2
2004	United States of America	Ollie Saves the Planet – Edition 1
2004	United States of America	Ollie Saves the Planet – Edition 2
2005	China	Ollie Saves the Planet – in development
- Interactive content regarding Marine Litter – Sustain Ability International researched and developed a project about the problems of marine litter for the Department of the Environment and Heritage titled - Keep the Seas Plastic Free Bin it. For further information see <http://olliesworld.com/marinelitter/index.htm>
- Interactive content regarding the environmental impacts of newspaper and magazine production. After researching the range of issues associated with the production and consumption of newspaper and magazines we create a number of interactive elements for the Publishers National Environmental Bureau. This included a new corporate website, development of a promotional animated movie and creation of a CD ROM about recycling. See this website for more details www.pneb.com.au

2. Ms Camilla MacTier

- Chief Researcher and Content Manager
- Bachelor Science (Environmental Science) – Melbourne University
- Camilla has been the Chief Researcher on all the projects completed by Sustain Ability International since 2000.

3. Peter Cohen

- Program Developer and Manager
- Certified in video editing, Certified in broadcast production in audio editing, Bachelor of Information Technology from Swinburne University

4. Tim Austin

- Artistic Designer and Manager
- Currently completing a PHD in Creative Media RMIT University, Graduate Certificate in Entrepreneurship and Innovation Swinburne University, Master of Creative Arts RMIT University, Graduate Diploma Animation and Interactive Multimedia Swinburne University.

5. Robert Smith

- Website Manager
- Skills Training Introduction to Multimedia Toolbook, Certificate II in Arts (Multimedia), Multimedia Interface Design, Digital Imaging, Introduction to 2D Animation, Introduction to Programming.

6. Consulting Researchers – The producers of the program will engage the following individuals as research consultants to the project.

- Dr Jane Sayers PhD Environmental Education, Melbourne University
- Sulma Warne Master Environment, Melbourne University
- Joe Hurley – Bachelor Engineering (Honours), Melbourne University
- Esther Gilmore - Master Environment, Bachelor of Commerce (Majoring in Finance) and Bachelor of Arts (Majoring in Journalism)
- Emma Clement – Master Environment and Bachelor Science
- Emma Kefford – Currently completing a Bachelor Law / Bachelor Arts.
- Kate Teperman Currently completing a Bachelor Arts (Honours)



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