

Ollie's Island

**A national interactive edu-tainment program
exploring sustainable production and consumption**



**Ms Jane Stewart
December 2008**



Australian Government

**Fisheries Research and
Development Corporation**

Project No. 2006/305

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The Fisheries Research and Development Corporation plans, invests in and manages fisheries research and development throughout Australia. It is a statutory authority within the portfolio of the federal Minister for Agriculture, Fisheries and Forestry, jointly funded by the Australian Government and the fishing industry.

978-1-925983-06-7

2006/305	Ollie's Island – a national interactive edu-tainment program exploring sustainable production and consumption
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OBJECTIVES:

1. To research and then develop best practice sustainability case studies from the fisheries industry
2. To combine this information with similar information from all major industries in Australia
3. To produce a community resource that codifies this information in an engaging format
4. To distribute this resource nationally through a comprehensive distribution and dissemination strategy

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Non Technical Summary

After careful and thorough research, the Ollie's Island Program is now a state of the art edutainment resource that delivers a wide range of information about 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 Ollie's Island program gives 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 was 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 secured the support of all major industries 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.

For more information about the Ollie's Island program go to its associated website at www.olliesworld.com/island. Here visitors will be able to get a taste of the program and see how schools and community groups are using the program in their educational activities. It also includes information about all supporting organisations, including the Fisheries Research Development Corporation, and even contains the interactive versions of the Case Studies and eBook (or encyclopaedia) from the Ollie's Island CD ROM. Students and teachers alike have commented positively on the vast amount of information available in the program and the user-friendly nature of its delivery. Like its predecessors Ollie's Island is set to become a standard in sustainability education in classrooms and homes across Australia.

KEYWORDS: sustainability, interactive, production, consumption, edutainment

Acknowledgments

The Principal Investigators of this project would like to acknowledge the financial support for this project from the following organisations.

- Animal Health Alliance
- Australian Coal Association
- Australian Water Association
- Australian Wool Education Trust
- Australian Wool Innovation
- Crop Life Australia
- Dairy Australia
- Department of Sustainability & Environment - Victoria
- Department of Sustainability - ACT
- Fisheries Research Development Corporation
- Forest & Wood Product Research 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

1. 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 different sectors of the community and challenges the user to a range of activities across the chain of production and consumption whilst considering their environmental, social and economic implications. Never before has such a comprehensive resource been developed that brings together the latest industry information from all major industries in Australia – including comprehensive information from the fisheries industry.

So as to tackle the FRDC's 5th Strategic Challenge – ie “increase community and consumer support for the benefits of the three main sectors of the fishing industry” - we must first help them understand the industry and how it contributes to their daily lives and indeed how it is interconnected with other major industries in Australia. In developing this project we spoke to all major industries in Australia and secured their support for the project. We also spoke to the Executive and Marketing Department of the FRDC, Seafood Services Australia and the Department of Agriculture Fisheries & Forestry – in relation to the fisheries component of the program. Talking with Australian educators, ie environmental, agricultural, natural resource management, primary and secondary, was also an important part of the initial development, as they helped us ascertain the best approach for the delivery of the final information both for personal and classroom use.

We also received valuable feedback from a number community based groups who could see the huge potential in a resource that truly helped the community understand their consumption and the industries associated with its production. So as to guarantee the highest level of content and multimedia delivery, the producers of the program worked in collaboration with a select group of government, industry and commercial organisations to ensure that all content relating to the project was in line with current industry practices and reflected the key strategies and goals associated with all key industry groups involved.

2. 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. To combat this much effort has gone into developing production-oriented strategies that reduce the environmental impacts associated with the products we consume. However modern society must start to approach consumption and production as a single integrated system and develop comprehensive strategies to address the sustainability of products and services at all stages of their lifecycle. 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 look at the full picture here in Australia. Indeed nowhere is there a definitive description of the complex and interconnected issues of production, processing, transportation, distribution and disposal across all industries and how they combine together to give us the products and services we consume each day. Instead consumers are expected to discover this multitude of industry specific information and then make the connections between the interrelated issues for themselves in order to make their wise consumer choices.

This 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 also investigated the interconnection and interdependency between this industry and other major industries, so as to develop an integrated and systematic representation of the sustainability of associated products and services at all stages of their lifecycle.

3. Objectives

- To research and then develop best practice sustainability case studies from the fisheries industry
- To combine this information with similar information from all major industries in Australia
- To produce a community resource that codifies this information in an engaging format
- To distribute this resource nationally through a comprehensive distribution and dissemination strategy

4. Methods

This project had 4 distinct phases – Development, Distribution, Dissemination and Promotion. It was in the first stage of Development where most of the research was carried out. The later stages saw the communication, adoption and commercialisation of the project carried out.

A Working Committee was created, comprised of representatives from government and all major industries as well as other groups associated with the program, to review all research for its accuracy and relevance. Once approved all research material was made into an interactive format which was reviewed again by the Working Committee before final programming and mastering of the gold master version of the CD ROM.

Development Phase - CD ROM (Corresponds to Milestone 1)

1.1 Preliminary Research (CD ROM - Content)

This stage saw the developers of the program define the scope of the content of the project. This included research into key issues associated with sustainable chains of production and consumption in Australia and the more specific information relevant to each industry represented in the program.

1.2 Preliminary Research (CD ROM – Graphic/Animation Development)

This stage saw the developers of the program define the look and feel of the Ollie's Island program. This involved research into other multimedia programs on the market, and what appealed to the target audience. Model sheets for characters, island map and locations, and a range of animations were created and then reviewed by the Working Committee.

1.3 Preliminary Research (CD ROM – Programming Development)

This stage saw the developers of the program define the scope of the technical aspects of the program. The ultimate goal was to develop rapid speed virtual environments using interactive multimedia database driven tools. This was then converted into Ollie's virtual island so as to represent, as closely as possible, an environmental ecosystem using Macromedia Flash MX.

The technical aspects of the project required the following research and development;

- Creation of a detailed database of layered images to simulate the “real life” events on the island by ensuring that the database had a fast, efficient and reliable structure.
- Effect dynamic and realistic actions using a combination of Rapid Development Tools, which included Flash®, Director®, Powerpoint® and Excel®. The purpose of using the combination was to increase the maximum speed capacity that the virtual environment could process the activities.
- Creation of unique software development method that contained functionality that was comparable to other software releases in terms of graphics and speed of operation, but required far less data and programming time.

1.4 FRDC Research (CD ROM – Content – Generic information)

This stage included research into specific information relevant to fisheries industry. This included the development of the following data;

- Fisheries Industry
 - Trade
 - Career
 - Fisheries Products
 - Nutritional Information
 - Processing Seafood
 - Buying Fish
 - Fish Names
 - What to look for
 - Environmental Impacts
 - 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
 - Cartiliginous Finfish
 - Sharks
 - Rays
 - Bony Finfish
 - Barramundi,
 - Silver Perch
 - Eels
 - Trout
 - Salmon
 - Bream
 - Snapper
 - Tuna
 - Whiting
 - Other Bony Finfish
- Crustaceans
 - Crabs
 - Rock Lobster
 - Freshwater Crayfish
 - Prawns
- Molluscs
 - Abalone
 - Oysters
 - Mussels
 - Scallops
 - Octopus
 - Squid
- Aquatic Plants

1.5 FRDC Research (CD ROM Content – Specific Case Study Information)

This stage saw the producers of the program work with the FRDC to research and develop best practice case studies from the fisheries industries to include in the program and showcase to the user in the Supporter section of the program. These case studies were supported by photos where possible and were written using a standard format. They included the following;

Animal Welfare Category:

Case Study: Smart fishing tackle

Biodiversity Category

Case Study: National Tagging Program

Case Study: Caring for ecosystems of the Great Barrier Reef

Community Development Category:

Case Study: Working Together for A Sustainable Fishing Industry

Case Study: Community involvement in scientific research

Education Category:

Case Study: Celebrating Australian Seafood

Case Study: Students discover sea life

Health & Safety Category:

Case Study: Fishing Safely

Industry Development Category:

Case Study: Quality indices for fresh seafood

Innovation Category:

Case Study: Special hook to genetically tag fish

Case Study: First hatchery-reared rock lobster

Land Management Category:

Case Study: Using satellites to map environmental conditions

Waste Category

Case Study: Clever waste disposal in aquaculture

Case Study: Using seafood waste as a fertiliser

1.6 Review – Review by FRDC, industry groups and educators

To guarantee the accuracy and relevance of the content and graphical representation of the program, the producers of Ollie's Island worked with industry experts and/or government representatives to review all research information gathered. We will also had educators check the content to maximise its relevance in the school curriculum. Throughout the development of the program comprehensive testing of functionality, relevance and interest to the target audience was undertaken to maximise the success of the end product.

(Corresponds to Milestone 2)

2.1 Programming, Testing & Burning

The programming of the Ollie's Island CD ROM occurred on a continual basis throughout the Development Stage of the project. Each section was updated as content was reviewed and approved by different groups. Once all the information was approved and created into interactive elements, the full program was thoroughly tested on a range of operating systems and by a range of users to ensure the maximum functionality and user-friendliness for the end-user. 25,000 copies of the program were printed in the first print run.

2.2 Website Development

The information researched and gathered together for the CD ROM then formed the basis of the Website. Basic structure and functionality of the Ollie's Island website was developed to best present this information as well as further case study type information in an online environment.

Distribution Phase (Corresponds to Milestone 3)

3.1 Distribution Phase

The Distribution Stage saw one free copy of the CD ROM distributed to every primary and secondary school and some community groups across Australia. It also saw a large number of the final program distributed to all sponsor groups involved in its development. Further copies are available from the associated website in the online shop section with sales continuing until this day.

Dissemination Phase (Corresponds to Milestone 4)

4.1 Dissemination Phase

The Dissemination Stage saw SAI work with their existing network of urban and rural educational training organisations to disseminate the program to educators in a series of training sessions. These sessions were carried out in the second and third year of the project.

4.2 Promotions Phase

The Promotional Stage saw SAI carry out a media launch for the program and then continue to promote the program through a range of government, industry and educational networks and publications. The Website is used as a further promotional tool showcasing how the program is being used within schools and communities across Australia. Promotional activities continued in the second and third year of the project.

5. Results/Discussion

This project had 4 distinct phases – Development, Distribution, Dissemination and Promotion. The results will be discussed in terms of each of these phases.

5.1 Development – Ollie's Island CD ROM

The development of the Ollie's Island program took considerable time, energy and passion. Many people across many industries contributed to its development and this has made it into one of the most comprehensive industry educational resources available. The final program is full of information and interactivity and has shown to be engaging to its intended audience. The uptake of the Ollie's Island Program is ongoing and continues to increase in schools and communities around Australia. Indeed like its predecessor it is becoming a standard in sustainability education in Australia. Many groups now use the resource to teach issues of sustainability. These include;

- Environmental Education Groups
- Geography teachers
- Agricultural teachers
- Science teachers

We are constantly receiving positive feedback about the Ollie's Island Program – some of which can be summed up by a letter written by the organiser of the Geography Teachers Conference in Victoria;

The committee appreciates your contribution, and comments from those who attended your session about Ollie's Island clearly indicate appreciation by participants. Teachers found the session certainly related to their needs. They were grateful that you;

- *provided a session that was even better than expected*
- *provided ideas to incorporate into current curriculum*

- were particularly relevant to VELS (Victorian curriculum standards)
- certainly added to teacher knowledge and
- provided ideas to enhance teaching strategies

Other teachers completed an evaluation form with the following comments;

- *The Ollie's Island CD ROM provided brilliant information and fantastic activities to stimulate thinking about their own behaviours. Outstanding planning section for teachers that incorporated current practise ie self assessment.*
- *This would have to be the BEST ICT resource I have used as a basis for study, particularly for the SOSE area. Congratulations I will be using this all the time.*

5.2 Development – Ollie's Island Website

The Ollie's Island website was posted at the same time as the release of the associated Ollie's Island CD ROM. The aim of the Ollie's Island website is to show how the program is being used in schools and communities across Australia. It also houses some valuable information for visitors. This includes;

- the eBook from the Ollie's Island CD ROM
- the Case Studies from the Ollie's Island CD ROM
- the latest news and publications

Whilst developing the Ollie's Island program, it occurred to the production team that we could maximise the vast amount of content they had been developed by posting some of the Story Episodes on the internet. With this in mind, we built a new Ollie Website – under the umbrella of the Ollie's World website. This website contains a series of "Webisodes" (or mini-movies) about Ollie's misadventures with his mates.

This type of story telling on the internet is all the latest rage – particularly amongst our target audience. Indeed when looking at the website traffic, one can see that the number of visitors increased dramatically at the time of the posting of this section of the website. To view the Ollie Misadventures go to <http://www.olliesworld.com/adventure/index.htm>

Or to see the Australian Ollie's Island website go to <http://www.olliesworld.com/island/aus/index.htm>

5.3 Distribution

One free copy of the finished Ollie's Island CD ROM was distributed to every primary and secondary school in Australia. The CD ROMs were sent to the Principal and this distribution was completed at the end of Term 1 2007. The breakdown of this distribution was as follows;

- No. copies distributed to schools nationally: 9902
 - Catholic schools 1714
 - Government 6622
 - Private 1145
 - Special 421
- (Note the ACT Government was responsible for sending out 1 free copy of the program (147 copies) in an educational kit to all schools in the state. This occurred in March 2007.)

All sponsors received copies of the Ollie's Island CD ROM early in 2007 and distributed them within their area of influence. This equates to approximately 10,000 copies.

We also distributed copies of the Ollie's Island CD ROM to community based groups to further deliver copies into the broader community. We also distributed copies through our own promotional activities. This equates to approximately 5,000 copies.

The Ollie's island program is also available to the general public through our online shop on the associated website – see <http://www.olliesworld.com/island/aus/shop/index.htm>

5.4 Dissemination

Dissemination was carried out from the time of distribution until the end of 2008. It will continue in the years to come so as to keep the Ollie's Island program in the public eye as much as possible. In summary the Ollie's Island program was disseminated at the following events;

- 36 Workshops (W) – including agriculture, geography and science educator conferences, professional development workshops and community workshops. Reaching approximately 1,200 educators.
- 10 public events (E) – including community festivals, Canberra and Sydney Agricultural Shows, and ACT River Health Conference. Reaching approximately 1,300 visitors.
- This does not include the distribution and dissemination undertaken by each of our financial and content sponsors of the Ollie's Island program. We have asked each of them to continue to help us raise awareness in the program by promoting it within their area of influence.

Here are some of the specifics of the workshops or events;

- 29th August 2009 – Science Teachers Association of Victoria – Annual ICT in Science conference, Northcote High School. Delivered a session about both Ollie programs. (W)
- 11th August 2008 - Geography Teachers Association of Victoria Annual Conference, Camberwell High School. Delivered a session about both Ollie programs. (W)
- 9th – 12th July 2008 – Australian Association of Environmental Education, Darwin. Delivered Ollie session to a large group of educators. (W)
- 25th – 28th June 2008 – 2008 National Agriculture in the Classroom Conference, Costa Mesa, California. Gave a session to approximately 100 agricultural educators. (W)
- 18th June 2008 – School Sustainability Forum for schools in the Caboolture Shire, just north of Brisbane. Ollie CD's given away as prizes on the day. (E)
- 5th April 2008 – Waterwatch Conference - Naracoorte Caves South Australia – delivered workshop to approximately 35 educators. (W)
- 1st April 2008 – Australian Water Association Water Education Network 3rd National Education Conference Gold Coast International Hotel QLD. Delivered session to water educators. (W)
- 12th March 2008 – Environmental Education Expo – QLD - put a total of 90 Ollie's Island flyers into the bag of every participant. Presented a workshop to educators. (E)
- 8th & 9th February 2008 - The Ficifolia Festival is centred on the small town of Drouin in West Gippsland Victoria Australia. The Ollie mascot attended this event promoting the programs and their message. (E)
- 7th January 2008 - The National Association of Agriculture Educators – Deakin University – Delivered a workshop at this national conference. (W)
- 30th November 2007 – Melbourne - Geography Teachers Association of Victoria Professional Development Conference – Monash University. Demonstrated the Ollie's Island Program to Geography teachers and managed to inspire each of them to use it as part of their classroom activities for the coming year. (W)
- 30th November 2007 – Warrnambool, VIC - DATTA (Design and Technology Teachers Association) Conference included in workshop for 24 educators of Design & Technology Units 3 & 4. (W)
- 26th November 2007 – Canberra - Waterwatch Conference at the Australian National University. Professional Development session for water educators to show how they can use the Ollie's Island program in their educational activities. (W)

- 26th November 2007 – Moorabbin, VIC - VHETTA (Victorian Home Economics & Textiles Teachers Association) Annual Conference – included in a talk for educators of VCE Design and Technology Unit 3 (Yr 12!) for approx. 20 educators. (W)
- 14-17 October - Canberra - 2007 International River Health Conference – included in ACT Government display. This conference attracts around 650 teachers and students from around Australia and some from overseas as well. (E)
- 31st August 2007 – Melbourne – Victorian Association of Environmental Education Community Conference – Spoke at this conference to demonstrate how the Ollie's Island Program can be used in community outreach activities. (W)
- 31st August 2007 – Melbourne - Victorian Association of Agricultural Educators Conference – Spoke to approximately 40 educators about how to best use the program in their classroom activities. (W)
- 24th August 2007 – Melbourne - Science Teachers Assoc of Victoria Conference - A professional development session for geography teachers to demonstrate its application in their subject area. Approx. 15 educators. (W)
- 20th August 2007 - Distance Education Centre Victoria – gave a professional development session to 6 distance educators – to encourage them to use the Ollie's Island program as a resource in their distance education. (W)
- 14th August 2007 – Melbourne - Geography Teachers Association of Victoria Conference. A professional development session geography teachers to demonstrate its application in their subject area. Approx. 12 educators. (W)
- 14th June 2007 – Perth - Global Education Group National Conference - A professional development session for global educators. Presentation was on the GTAV booth – and available to all participants. (W)
- 8th June 2007 – Adelaide - The annual Geography Teachers of South Australia Conference – A professional development session for approx. 18 geography teachers. (W)
- 3rd June 2007 - Moorabool Shire's World Environment Day, June 3 – Ollie appeared at a community store – showcasing both Ollie CD ROM programs. (E)
- 10th May 2007 – Melbourne - Department of Primary Industries – Landlearn team - Gave a professional development session to 6 educators – to encourage them to use the Ollie's Island program as a resource in their community and classroom activities. (W)
- 31st May 2007 - WEN Network meeting – Sydney – Presented the Ollie's island Program to 12 water educators. (W)
- 31st May 2007 – Horticulture Australia – Gave brief overview of program to key players at Horticulture Australia. (W)
- 30th April 2007 – Rockhampton - Central Queensland Forest Association - Forest Education as part of a schools science day with CSIRO - high schools in the area – approx. 20 educators. (Carried out by Anne Stuzner) (W)
- 5th – 18th April 2007 – Royal Easter Show – Used in exhibit of the NSW Farmers Association. 3 computers were set up for visitors to the exhibit to play with the Ollie's Island and the Ollie Saves the Planet programs. NSWFA staff running the exhibit said that the kids loved to sit and play the games and enjoyed the challenge of the Ollie's Island Program. (E)
- 21st March 2007 – Canberra - National Association of Forest Industries – Presented workshop at the forest industry conference. (W)
- 14th March 2007 - Brisbane – Queensland Chapter of the Australian Association of Environmental Education – 1 Workshop session for 40 environmental educators was delivered. (W)

- 4th – 8th March 2007 Sydney – OzWater Conference in association with the Australian Water Association (AWA). 5 Workshops were held for Water Educators Network members and general conference participants. (W)
- ACT Government – 23rd – 25th February 2007 - Royal Canberra Show – Ollie’s Island was used in a display on sustainability on behalf of the ACT Government. Laptops were set up so visitors to the exhibit could play the program. The ACT Government also provided order forms so visitors could purchase copies of the Ollie Programs. (E)
- Geography Teachers Association of Victoria Professional Development Conference – Monash University (4th December 2006). Demonstrated the Ollie’s Island Program to 30 Geography teachers and managed to inspire each of them to use it as part of their classroom activities for the coming year. (W)
- 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. (W)
- The Launch of the Ollie’s Island Program took place on the 22nd September 2006 at the Royal Melbourne Showgrounds. (E)
- Geography Teachers Association of Victoria Conference (Melbourne, 14th August 2006). Train the Trainer session were delivered to a class of 25 geography teachers to demonstrate Ollie’s Island application in their subject area. (W)
- 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. (W)
- The biannual Australian Geography Teachers Association Conference (Launceston 8 – 12th January 2006). Presentation to a group of 12 geography teachers – to show how the program’s content is relevant to the subject of geography. (W)

5.5 Promotion

Information, editorials and advertisements have appeared in a number of publications in Australia promoting the Ollie’s Island Program. These include the following;

- EINGANA – Victorian Association of Environmental Education December 2007
- Your Land – South Australian Farmer’s Federation June 2007
- Leading Edge – Forest & Wood products Research & Development Corporation June 2007
- EINGANA – Victorian Association of Environmental Education June 2007
- Horti Happenings – Horticulture Australia June 2007
- The Moorabool News June 2007
- Melton Moorabool Leader May 2007
- Herald Sun May 2007
- Canberra Times April 2007
- Water Education Network e-news Issue 24 January 2007
- Fisheries R & D News Volume 14 November 2006
- Publishers National Environment Bureau National advertising campaign
- A series of advertisements featuring Ollie appeared in all leading Australian magazines and newspapers from February to October 2006.
- NAFI e-News Bulletin 4 Oct 2006
- Leading Edge – Newsletter of the FWPRDC – September 2006
- IFA National Email Bulletin 29 Sept 2006
- The Age, January 25 2006
- Ecobyte Newsletter, Issue 14, February 2006
- Water Education Network e-news Issue 16 December 2005
- EINGANA - Volume 28 Number 1 April 2005
- 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
- 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

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.

Books

- The Ollie Suite of Programs are also referred to in the publication Access and Justice, Legal Studies for Units 1 and 2, 8th edition Margaret Beazer and Josie Gray ISBN 1 876 435 32 1 Beazer Publishing Company Pty Ltd.
- The ACT DET Curriculum Renewal Taskforce developed 'Educating for Sustainability through the ACT Curriculum' package. This package will contain linkages with Ollie's Island and the associated resource kit will include a copy of the Ollie's Island package.

Website Traffic

The monthly traffic to the Ollie's World website was the highest ever at the time of distribution of the Ollie's Island CD ROM to all schools across Australia.

We still retain a high rank on different search engines – check “sustainability kids” on Google. It is always important to increase this as much as we can and the best way to do this is to get as many groups as we can to link to our site.

The development of the new Ollie's Misadventures site also increased traffic to the site again in May 2008. This has contributed to the overall yearly increase in visitors as described below (and this is without numbers from December 2008.)

Number of Visitors

Month	Total in 2008	Total in 2007
Jan	40,050	45,420
Feb	37,689	43,684
Mar	44,459	53,731
April	57,615	52,188
May	62,538	56,035
June	46,810	76,021
July	37,647	67,563
Aug	29,219	51,824
Sept	29,834	41,294
Oct	35,773	43,426
Nov	33,180	41,835
Dec	29,145	36,132
Total:	483,959	363,211

6. Benefits and adoption

The Ollie's Island program is a state of the art edutainment resource that is targetted towards middle year students, their teachers and parents. Since its release it has become a widely used educational tool in the area of sustainability education. The Ollie's Island CD ROM has been cross-platformed so that it can be played on either PC or Mac computer without any download of software. It can also be networked so that it can be played on school or community computer network systems maximising its potential target audience. The key messages of the Ollie's Island Program can be summarised as follows;

- That everything we eat, drink, use and wear comes from a natural resource and that there are a large number of people involved in making the products we consume each day.
- That Australian industry understands principles of sustainable resource use and is working to achieve best possible outcomes along the chains of production and consumption.
- That all Australians must identify their role within chains of production and consumption, so that they recognise the potential positive outcomes of their own behavioural changes towards more sustainable actions.

The dissemination and promotional activities described in the previous section of this report show that great efforts have been taken to promote the Ollie's Island program on a broad scale. Experience from earlier programs has shown that the life of the Ollie's Island program will easily be for 5 years. This means students, teachers and parents will be using the Ollie's Island resource in 2010 to find out about chains of production and consumption in Australia. With this in mind, the Ollie's Island website will be continually updated to keep it fresh and include any further information relevant to any of the industries it covers.

7. Further Development

Perhaps the biggest dissemination activity for the ongoing promotion of the Ollie's Island Program has been the development of a student leadership program that combines leadership training with principles of sustainability through hands-on vocational activities. The program is called Tomorrow's Leaders for Sustainability and sees all participants receive a copy of the Ollie's Island CD ROM as the key resource for their knowledge in sustainability.

This new program is currently being rolled out in Victoria with a number of pilot programs underway in a few key regions. So far the program has been delivered to the following groups;

- Pilot Program Secondary School – Princes Hill Secondary College - 2007
- Pilot Primary School – Mill Park – 2008
- 1st Teacher Workshop – Melbourne - 2nd & 3rd May 2008
- 2nd Teacher Workshop – Bayside / Glen Eira / Kingston Region - 12th November 2008
- 3rd Teacher Workshop – Melbourne – 14th November 2008
- 4th Teacher Workshop – Wimmera Region – 28th November 2008

We have also conducted the following promotion and/or dissemination about the program;

- Conference Papers at the AAEE – 12th July 2008
- VAAE Workshop – 23rd August 2008
- Workshop and meetings for Rotary District 9810
- Ongoing mentorship in 3 Melbourne schools

Our plan in 2009 is to strengthen this delivery in Victoria before taking it to others states of Australia. This is a very exciting initiative and one that will see the ongoing use of the Ollie's Island Program in the years to come.

8. Planned outcomes

The original objectives for the Ollie's Island program were as follows;

- To research and then develop best practice sustainability case studies from the fisheries industry
- To combine this information with similar information from all major industries in Australia
- To produce a community resource that codifies this information in an engaging format
- To distribute this resource nationally through a comprehensive distribution and dissemination strategy

The producers of the Ollie's Island program believe that they have achieved these original objectives and indeed exceeded their original expectations of what could be delivered through the program. The content is far more comprehensive than originally planned, the interactivity is of a higher level than originally planned and the level of distribution, dissemination and promotion has been of a very high level. The ongoing dissemination of the Ollie's Island program through the Tomorrow's Leaders for Sustainability program was not planned in the original application, but it certainly strengthens the overall goal to promote the fisheries industry and all other major industries in Australia in the years to come.

9. Conclusion

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. To combat this much effort has gone into developing production-oriented strategies that reduce the environmental impacts associated with the products we consume. However modern society must start to approach consumption and production as a single integrated system and develop comprehensive strategies to address the sustainability of products and services at all stages of their lifecycle.

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 look at the full picture here in Australia. Indeed nowhere is there a definitive description of the complex and interconnected issues of production, processing, transportation, distribution, marketing, and disposal across all industries and how they combine together to give us the products and services we consume each day. Instead consumers are expected to discover this multitude of industry specific information and then make the connections between the interrelated issues for themselves in order to make their wise consumer choices.

The Ollie's Island program was created to give the consumer a user-friendly resource to explore a range of issues associated with chains of production and consumption in Australia. It is based on sound and comprehensive research and contains a large amount of information about the Australian fisheries industry. Every stage of its development saw researchers work with representatives from a range of industries to codify industry specific information and then review this information before it was created in an interactive format. The strength of the research and resultant edu-tainment Program is that contains the latest industry information and important industry messages making it a very useful awareness raising and promotional tool as well as being a first class educational resource for all groups involved.

The Distribution stage of the project saw one free copy of the Ollie's Island CD ROM distributed to every primary and secondary school as well as appropriate community groups across Australia. It also saw a range of supporting organisations receive copies to distribute to associated groups within their area of influence. Further copies were sold and distributed through the associated website in the online shop section.

The Dissemination stage saw the producer of the Ollie's Island work with their existing network of urban and rural educational training organisations to disseminate the program to educators in a series of training sessions. A total of 36 workshops were delivered around Australia including agriculture, geography and science educator conferences, professional development workshops and community workshops. This dissemination activity reached approximately 1,200 educators. The Ollie's Island program was also promoted and/or displayed at 10 public events including community festivals, Canberra and Sydney Agricultural Shows, and ACT River Health Conference. This dissemination activity reached approximately 1,300 visitors. This does not include dissemination undertaken by each of our financial and content sponsors of the Ollie's Island program.

The Promotional stage involved a media launch of the program in September 2006 at the Royal Melbourne Showgrounds and officiated by the Victorian Minister for Agriculture. Promotion of the Ollie's Island program was also carried out in a large number of publications over a three-year period. The Ollie's Island Website was also used as a further promotional tool showcasing how the program is being used within schools and communities across Australia.

The dissemination and promotion of the Ollie's Island Program will continue in the years to come through a new initiative called Tomorrow's Leaders for Sustainability. This initiative is based on a student leadership program that combines leadership training with principles of sustainability through hands-on vocational activities. All participants receive a copy of the Ollie's Island CD ROM as the key resource for their knowledge in sustainability. This new initiative is currently being rolled out in Victoria with plans to roll it out nationally in the years to come.

Appendix 1: Intellectual Property

In regards to the intellectual property associated with content developed for the Ollie's Island Program, Sustain Ability International (SAI) 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.

Now that the Ollie's Island Program is complete the Intellectual Property (IP) associated with the program rests with Sustain Ability International. SAI acknowledges the contribution of some IP from the FRDC and some of its members 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: Qualifications and skills of the key 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.

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
- 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 website for the forestry industry – see <http://www.australianforests.org.au/> Researched, wrote, and developed all of the material for the National Forest Education Awareness Network after completing the forestry section of the Ollie's Island program.
- 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 created 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
- Peter has been the lead developer on over 30 significant multimedia projects since 1990. Some of these include the following;
- Swinburne University and Museum of Victoria - ASET award winning training CD's and touch-screen kiosks - "Fishmonger Exhibit."
- Penguin Publishing - "Explore Australia" CD,
- AMIA award winning "Be Cool When It's Hot" CD and "One Destiny" centenary celebration CD

4. Tim Austin

- Artistic Designer and Manager
- Completed 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.
- Tim is a highly creative and experienced animator and digital artist and has been the Art Director of all of the Ollie Programs from its beginnings in 1997. Tim has also been responsible for numerous new media ventures ranging from Corporate Presentations to educational CD ROM productions and websites for children. Some of his recent work includes the following;
- Monash University - 'The Innovation Campus' - Online campus promoting creativity, innovation, and entrepreneurship.
- Monash University - 'Economic simulations' - Online resources and simulations for the Department of Business and Economics.

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.
- Bob managed the design and development of the electronic content of the new program and used his experience in the area of instructional design and development of new media content to ensure effective online experiences for all users to the site. Some of his previous work includes the following;
- Australian Broadcasting Corporation and the Australian National Training Authority - "Building Communities – Managing Online Community Content". This module received an ANTA Award for Excellence in January 2004.
- Victoria Quality Council/ Department of Human Services - "Minimising the Risk of Falls and Falls Injuries in Acute, Sub-acute and Residential Care Facilities". Joint project with the National Ageing Research Institute (NARI).

6. Consulting Researchers – The producers of the program engaged 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)