FORMALISING THE METADATA COMMUNITY

The Value of Metadata –

• Identify it
• Enhance it
• Capitalise on it
• Leverage it to enhance Web 3.0 initiatives
IMM Vision and Mission

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 its importance in the changing world in order to enable organisations and governments to maximise the potential to rapidly capitalise on changing paradigms and 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.

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 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

- Sponsors
  - National
  - State

- Voluntary Committee
- The “entity” and community Institute of Metadata Management
- The “portal” www.metalounge.org
  - Events
  - Publications
  - Research
  - Capability

- Policy
  - Brisbane
  - Sydney
  - Melbourne
  - Adelaide

Institute of Metadata Management

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The Current Identified Market

Metadata has its most valuable application in high volume data in complex economic applications with high numbers of users, therefore:

- Primarily information and data managers in Federal Government & some NSW/Vic/ACT government organisations
- Secondary data policy managers in Federal Government & some NSW/Vic/ACT government organisations
- Tier One Private Sector – under development
- Tertiary: NFP – still to be developed
Identified Market Problems

- 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; and
- Collaboration—with vendors and researchers, and for tool assessment.
### IMM – Key Areas of Domain Recognition

<table>
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<tr>
<th>Metadata Models, creation and management and administrative metadata</th>
<th>Metadata Policy and Management</th>
<th>Extensible Mark-up Language and its associated technologies</th>
<th>Multimedia metadata supporting Jpeg, Mpeg, MP3, multimedia and interactive digital objects</th>
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</thead>
<tbody>
<tr>
<td>Annotation systems and metadata capturing</td>
<td>Preservation metadata, archiving and cataloguing</td>
<td>Metadata simplicity, complexity, interoperability, integrity and authentication</td>
<td>Metadata Repositories and Services</td>
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<tr>
<td>Metadata Diversity and Resource discovery with focus on Metadata Harvesting and Publishing</td>
<td>Automatic Metadata Extraction technologies and metadata evaluation</td>
<td>Metadata Applications with interest in Search Engine Technologies</td>
<td>Personalisation and customisation agents</td>
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Market Intent

Events
• Australian national conference – Canberra (held annually)
• Australian State based activities
• International conferences and events – linkage with other events
• Practitioner days – i.e. “semantic hack fest”
• Online environment to support these learning, collaboration and events

Policy
• 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

Institute of Metadata Management

FUJI XEROX
Microsoft
WIKIMEDIA
auSTRALIA
Membership Benefits

- Access to the latest thinking in the development of metadata management, application and research
- Discounts to IMM activities around Australia
- Updates on international research and other metadata related activities (including those in emerging web sciences and Enterprise 3.0)
- Invitations to local chapter activities
- The opportunity to participate in the growing community of both information managers and practitioners from around the world

Resources
- How to Articles
- Case Studies
- Guides and Reports
- Published Resources
- Industry Directories and Business Services
- Practitioner Profiling and Directory
- Research overview from key university researchers and in-house researchers

Community
- Online and Offline Conferences and events
- Exchange Forums
- Blog, Twitter, Linked-In, Twitter, RSS Feeds
- Practitioner profiling/weekly feature
- International Hook-ups
Current Partners

**International:**
- in negotiation with key international body for secretariat responsibilities;
- partnering discussions with two other international community groups

**National:**
FXA, Microsoft, Wikimedia (Financial, Services, Personnel)

**State:**
- Qld: IBM
- Canberra: Network of senior government contacts
- Sydney: Network of government contacts
- Melbourne: Working through government departments
Sponsorship Benefits

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
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