

Issue # 8, January 2006

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Our achievements in 2005

2005 was a great year for LDC. We worked on several projects, some of these are continuing, for a variety of clients, including:

- **City of Frankston:**
evaluation of the Municipal Public Health Plan
- **The Mornington Peninsula Shire:**
development of the *Sporting Access for Everyone (SAFE) All Access Participation Strategy* in partnership with the Smart Connection Company
- **The South Eastern Region Migrant Resource Centre (SERMRC):**
development of the *CALD Disability Plan*
- **Department of Human Services:**
development of the *Strengthening and Building Participatory Practice Project* in partnership with Service Quality Australia

- **Women's and Men's Health Program, Greater Dandenong Community Health, Southern Health:**
team building workshops addressing organisational values and professional practices in service delivery to clients from culturally and linguistically diverse backgrounds

- **Department of Human Services, Shared Supported Accommodation and Integrated Quality Management Unit:**
facilitation of planning workshops

- **Department of Human Services Rural and Regional Health and Aged Care Services Division:**
facilitation of statewide HACC Quality Improvement forums

- **VITS Language Link:**
facilitation of forum for the future development of interpreting practice

- **Ethnic Communities Council of Victoria (ECCV):** analysis of the Victorian Government's *Fairer Victoria* policy and facilitation of a workshop and ministerial meeting to address future directions.

In addition to this:

- Examined the development of new media products
- Liz presented a paper at the Association for Qualitative Research (AQR) 2005 conference called *'Creative Databasing: Using Microsoft Access Databases to Analyse Data for Social Planning'*. The paper was well received and can be downloaded from the LDC website.

- Jill Lane joined LDC

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- We commenced improvement to our website which will be completed in 2006.

We take this opportunity to thank all of our clients and affiliates for an enjoyable and rewarding year, and wish everyone a happy 2006.

Welcoming Jill Lane to the LDC Team



*Post Grad. Dip. Applied Science (Organisation Dynamics);
Assoc. Dip. Arts (Child Care);
Adv. Cert. Personnel*

We are very pleased to welcome Jill Lane to the LDC team.

Jill has extensive experience in the health and community services sector where she undertook consultations with service providers, government representatives, volunteers and service recipients.

Jill's expertise lies in the implementation of innovative, needs/aspiration-responsive and high quality services for marginalised people, and in consulting with those people, their families and carers.

Jill has over twenty years experience in the community services field including direct involvement with:

- young people (i.e. offenders, unemployed youth, children of family breakdowns, young people with disabilities)
- people with disabilities (i.e. intellectual, sensory and physical impairments as well as mental illness)
- people with a life limiting illness and their families/carers.

- community development with emphasis upon reintroducing newly released ex-prisoners to their community
- encouraging the development of appropriate housing options for people with very high support needs
- supporting the development of advocacy support services

Jill is a valued addition to the LDC team and we look forward to working with her in 2006 and beyond.

LDC implements Multimedia Newscasting

LDC is pleased to announce the introduction of Multimedia Newscasting in 2006.

From our previous experience, we believe that multimedia newscasts can be an effective, user friendly method for disseminating information about a project in such a way as to engage all of the principle stakeholders, including people with a disability and people from culturally and linguistically diverse backgrounds.

Our team includes individuals with extensive experience in multimedia and we now have access to equipment (e.g. cameras, audio, editing, and mastering) to produce the multimedia newscasts and distribute them in a number of formats. Mark Lyall will lead the development of multimedia newscasts for LDC projects.

What is a multimedia newscast?

A multimedia newscast is a 30 second to 1 minute video presentation. Unlike a traditional corporate video that may run over half an hour in length and cover many topics in one sitting, multimedia newscasts are designed to convey project specific information in short and accessible grabs.

How is a multimedia newscast developed?

Multimedia newscasts can be developed in a variety of ways according to a projects specific needs. For example, where a project involves forums or other

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forms of public consultation, these events can be filmed and edited for inclusion in the newscast. In addition to filmed elements, newscasts may include graphical and text presentations similar to what is achievable with a PowerPoint presentation. These elements are combined using in a computer editing program normally used for film and television production. Music may also be added, depending on requirements.

How can a multimedia newscast be viewed?

Multimedia newscasts could be loaded onto our and other websites for viewing or distributed in higher quality on DVD.

Multimedia newscasts may be compressed for a variety of web-based applications. Not everyone has broadband internet and access to multimedia can be slow, particularly in many rural areas where ADSL and cable internet are not available. By keeping the duration of individual newscasts small, and by offering several compression ratios (the larger the compression, the smaller the file size) we cater for a variety of access speeds.

What information could a multimedia newscast include?

Multimedia Newscasts may outline a project, its aims and methods, and also seek out feedback from a project's stakeholders. There are two primary ways this may be achieved; by using the multimedia newscast as either a supplement to printed newsletters and information kits or as a replacement for printed newsletters and information kits.

The first of these roles (newscasts used as a **supplement** to a newsletter or information kit) would emphasise the ability of multimedia to **illustrate** arguments and issues set forward in print by graphical examples and actual filmed situations.

The second of these roles (newscasts used **in place** of a newsletter or information kit) would emphasise the **explanatory** capabilities of multimedia, and would incorporate a higher degree of text and graphics (traditional 'information') than would a newscast accompanied by printed material.

Multimedia newscasts may also take the shape of short infomercials, combining elements of the two approaches outlined above.

Why are multimedia newscasts user friendly?

Newscasts can be delivered with large, easy to read sub-text and a choice of voice-music and voice only soundtracks. This level of customization has only been readily available since the development of digital editing and mastering equipment, and also since the introduction of the DVD. It allows for presentations to meet the needs of individuals with impaired vision or hearing. Pictorial presentations can also assist in conveying concepts and newscasts can be dubbed into community languages.

If you would like to know more about multimedia newscasting, please contact Mark Lyall at LDC.

If you are interested in a particular subject that you would like us to write about, please email us. If we consider that we can competently discuss the subject then we will provide an article in the newsletter.

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