

The AusWeb Conference Series

In The Beginning

The first AusWeb conference was held at Ballina in April 1995. The idea for holding an Australian Web conference was the result of discussions between two SCU staff, Roger Debreceny and Allan Ellis. They were inspired by the initiative of Robert Cailliau at CERN who ran the world's first Web conference in Geneva in May, 1994. This conference went on to become an international conference series (<http://www.iw3c2.org>).

AusWeb (<http://ausweb.scu.edu.au>) has gone on to establish itself as the premier Australasian Web Conference and the world's longest running regional Web conference series (and the second longest running Web conference series after the international WWWX series). It is primarily a conference to allow the reporting of research results and Web project activities and to allow delegates a professional development opportunity to keep up to date with advances in Web technologies and their impact on society.

What Does AusWeb Cover?

Right from the very first conference AusWeb has attempted to address a wide range of Web issues. It has resisted focusing on just the newest Web technology (eg Java conferences have come and gone) and instead has attempted to address both the technical evolution of the Web, user and applications issues as well as business, education and social issues. In short it is a Web conference that offers something for everyone. Indeed a comment we often get from delegates is that the conference gave them the opportunity to move outside their usual sphere of interest and interact with a broader group of colleagues.

Who Attends AusWeb?

The series has consistently attracted a wide cross section of Web users and developers. Each year it attracts delegates from every state and territory in Australia as well as some delegates from overseas. It has regularly attracted at least one delegate from between 25 or 30 of Australia's universities, as well as delegates from the TAFE and school sector, from the military, from various industry sectors like marketing and information management, from libraries, museums and community groups keen to use the Web to support their local community.

Conference Format

From its inception AusWeb has put a lot of effort into the designing of the conference. Each element of the conference: the papers, the posters, the keynotes, the tutorials and workshops, the conference dinners and social events (in recent years the Web Trivia Quiz and the AusWeb Olympics) makes an appropriate contribution to the overall environment of the conference.

Keynote Speakers

AusWeb will have 4 to 6 keynotes present at the conference. We will be aiming for a mix of national and international speakers and a range of topics that cover issues of interest that are relevant to the various track areas. We brief and work with the speakers so that their presentations are tuned to the expected composition of the AusWeb audience. We do invite keynote presenters to attend the full conference so that delegates have a chance to informally talk with them.

Wireless Connectivity

For many years our long term sponsors Apple and Telstra have assisted the conference to provide wireless Internet connectivity throughout the conference venue for the duration of the conference. We encourage delegates to bring their wireless laptops to AusWeb.

AusWeb07 Conference Venue

We are pleased to announce that the Novotel Pacific Bay Resort at Coffs Harbour will be the Conference venue for AusWeb07. Pacific Bay Resort is a world class, dedicated convention centre with "state-of-the-art" conferencing facilities. Delegates will be offered the best in quality accommodation with direct beach access. For all the Resort's features check out <http://www.pacificbayresort.com.au>

Norsearch Conference Services

A Professional Conference Organiser is vital to a successful conference and AusWeb has one of the best. Since 1995 Norsearch Conference Services has provided the PCO function. While the academics on the AusWeb team run and review the papers, organise the keynotes and select tutorial and workshop presenters, the staff of Norsearch look after things like venue booking, registrations, meal plans and conference facilities - all those 101 things that most of the time go on behind the scenes but which collectively go to make up a good conference.

Conference Registration

Early Bird registration will open on 15th December 2006 for online secure registration. The early bird registration packages include full conference registration, conference materials, all meals from Sunday lunch to Tuesday afternoon tea, inclusive of breakfast, Conference Dinner and Conference BBQ. Package One is also inclusive of two nights accommodation (Sunday 1st and Monday 2nd July).

Partners and accompanying persons are more than welcome to attend any of the Conference Social Functions and a partner package may be booked for all conference meals including morning and afternoon tea and lunch.

Accommodation may be booked at the Pacific Bay Resort both pre and post conference at the negotiated conference rate. Please refer to the registration page for booking accommodation. Accommodation rates are per room per night with family rooms available on request and subject to availability.

Conference Partners

This year we are pleased to advise that the Australian Office of W3C (<http://www.w3c.org.au>) and the US based World Organisation of Webmasters (WOW) (<http://www.webprofessionals.org>) are both supporting the conference.

Contact Details

For any questions regarding conference registration or administrative matters please contact:

AusWeb07 Conference Manager
Norsearch Conference Services
Southern Cross University
Ph: 02 6620 3932
Email: ausweb@scu.edu.au

All queries concerning the conference program and content should be directed to Allan Ellis, Conference Chair (allan.ellis@scu.edu.au)



AusWeb07 - Call for Submissions

This announcement is the formal call for submissions for AusWeb06. Since its inception, AusWeb has been the primary forum for the Australian educational sector, industry, government and cultural institutions to discuss the rapidly evolving technologies and usage of the Web. In order to contextualise and broaden this discussion, submissions from authors outside Australia are most welcome.

AusWeb provides an informal and supportive environment, with the program being designed to facilitate open discussion and debate. NOTE: the AusWeb series of conferences does not require exclusive assignment of copyright by authors.

Possible Topics

For AusWeb07, we are interested in receiving submissions that deal with any of the following topics:

- Web-based collaboration
- Web systems, components and architectures
- Information retrieval, navigation and searching
- Web hypertext and hypermedia construction
- Web system design and evaluation
- Multimedia and Synchronisation
- XML and applications of XML
- The semantic Web, metadata, RDF, etc.
- Web performance
- Sociology/cultural studies of the Web
- Web as agent of transformation
- Learning objects and tools
- Assessment and Evaluation
- Learning Management and Learning Content Management Systems
- Educational design
- Usability and Accessibility
- Internationalisation in online education
- Lifelong and Workplace Learning
- Information Literacy
- Learner support and Learner Relationship Management
- Copyright and IP issues
- Rights Management
- Educational Multimedia

- eCommerce/eBusiness strategies and issues
- Online marketing strategies and issues
- Commercial Website design effectiveness
- Measuring online customer experiences
- Interactivity in eBusiness effectiveness
- Integrated marketing communication and the Web
- Online marketing research
- Brands and the Web
- Business logistics and the Web
- Alliance strategies and the Web
- Direct response marketing and the Web
- Online media metrics
- Customer relationship management and the Web
- eCommerce/eBusiness inter-country comparisons
- New products/services/experiences and the Web
- International marketing
- Privacy and legal compliance issues
- The impact of the Web on society and privacy
- Intellectual property, copyright, patents, brand names
- Electronic publishing and the Open Access movement
- Cooperative versus proprietary models on the the Web
- Access to information
- Libraries and the Web
- Museums and cultural institutions in a Web context
- eGovernment and archive issues
- Search engines and portals
- Web languages, standards, formats and protocols
- Agent technologies

We are also happy to consider submission proposals that do not fit neatly into the above topics. Please note that as this is a Web conference, the submissions will need to have a strong Web component to them.

AusWeb Publications

AusWeb publications appear on the Web, in print and on CD-ROM for maximum convenience and exposure. The primary version of the AusWeb proceedings, and the archival version, is on the Web. We therefore actively encourage authors to take advantage of this by including material in their conference paper, or linked from their paper, which is difficult or impossible to support in a paper version (e.g. video clips, animations, demos, audio annotations, etc.). The conference proceedings

are provided on hard-copy and CD-ROM to conference delegates for reference at the conference, and can be purchased after the conference from the conference office.

AusWeb submissions can be in three forms: refereed full papers, edited short papers and posters.

Refereed Full Papers

Refereed full papers (3,500 to 5,000 words) are designed to allow the presentation of completed research projects, reports of innovative uses of web technologies in universities, industry, government and cultural institutions such as libraries, archives, publishers and museums, and case histories. The AusWeb conference series is designed so that refereed full papers are eligible for inclusion in an institution's DEST statistics. This is ensured by the following practices:

- The conference is nationally significant, and the promotional material, the speakers and attendees and the program reflect this.
- Papers are independently peer reviewed on the basis of the full paper (rather than just on an abstract) and there will be clear evidence that this is the case, ranging from statements in the promotional material to referees' comments.
- The full paper will be published, not an abstract or digest.
- The proceedings will be available more widely than just to conference delegates on request to the conference office.

Refereeing of papers will be done by members of an expert Review Panel (including international scholars) to DEST refereed conference paper standards using a two-stage double-blind review process. We will try to make this process as quick as possible so that you have as much time as possible to produce the final version of your paper (if accepted). Because the refereeing is double-blind, please ensure that author(s) name(s) or other identifying information, including obvious self-citations, do not appear on your submission to ensure anonymity.

Submissions not accepted as Refereed Full Papers may be accepted as Edited Short Papers or Posters (see below).

Refereed Full Paper Key Dates:

- Initial submission of full paper for consideration: 5th March
- Full paper decisions: 9th April
- Final, formatted papers submitted to the AusWeb server: 14th May
- Papers published on the Web: 4th June.

Edited Short Papers

Short edited papers (250 to 1000 words) are primarily designed to complement presented posters. Short papers should outline the poster presentation, providing references etc. The papers are not refereed but are edited if needed. The papers are published in the conference proceedings. Acceptance decisions will be made by the Program subcommittee.

Short Paper Key Dates:

- Submission of proposals: 23rd April
- Decisions: 30th April
- Final, formatted papers submitted to the AusWeb server: 14th May
- Papers published on the Web: 4th June.

Posters

We are also calling for Posters, including presentations of Software, Work-in-progress, and Innovations. The Posters stream is designed to showcase the most innovative developments on the Web from Australia and around the Web. Posters are designed to allow the presentation of research in progress, demonstrate pre-release software or get feedback from attendees. The details of the poster presentations (around 500 words) will be published on the Web, in the printed proceedings and on CD-ROM. Acceptance decisions will be made by a Program Committee.

Poster Key Dates:

- Submission of proposals: 23rd April
- Decisions: 30th April
- Final, formatted poster details submitted to the AusWeb server: 14th May
- Papers published on the Web: 4th June

Initial Submission

In order to make it as easy as possible to submit to AusWeb07, you may make your initial submission in any of the following formats: HTML (preferred) or Text or RTF or Word. You do not have to comply with any particular stylesheet at the submission phase. If accepted, you will need to supply the final version of your submission as an HTML formatted document using the AusWeb stylesheet which will be made available from the AusWeb07 server.