



ABOUT THE C-2-C PROJECT

The Creator-to-Consumer research and industry development project is one of the most comprehensive and significant international efforts to envision the future of the book, in the context of radical changes in the publishing supply chain.

The Creator-to-Consumer project is a joint effort of RMIT University and Common Ground Publishing. Major funding is from the Infrastructure and Industry Growth Fund (IIGF), Book Production Enhanced Printing Industry Competitiveness Scheme (EPICS) Grants, Commonwealth Department of Industry, Tourism and Resources, with significant supporting funding coming from RMIT and Common Ground.

An initial overview project was completed in May 2001. The main result of this work was the introductory book, C-2-C: Creator to Consumer in a Digital Age, or Book 1 in the Creator to Consumer series.

Since, then, the project has focused on three major areas:

TECHNOLOGY

This part of the project investigated new and future technologies—with a particular focus on the impact of the processes of digital creation of published material, internet connectivity, digital printing and new text rendering processes such as electronic books. This research activity was completed with the publication of four books analysing the technology drivers across the book production supply chain.

Print and Electronic Text Convergence—Book 2.1

Multilingual Book Production—Book 2.2

Digital Book Production and Supply Chain Management—Book 2.3

Digital Rights Management and Content Development—Book 2.4

MARKETS

Completed in March 2002, this part of the project examined the new and emerging markets for printed and electronic books. Investigating book production for any format automatically encompasses a range of electronic services for both the creation and delivery of new products. These newly grouped 'publishing services' have significant potential for fostering new business in regional Australia and for export markets. Four books were produced to report on our findings:

New Markets for Printed Books—Book 3.1

Markets for Electronic Book Products—Book 3.2

The International Publishing Services Market—Book 3.3

Value Chain Clustering in Regional Publishing Services Markets—Book 3.4

SKILLS

Commenced in July 2002, this part of the C-2-C Project focuses on the human skills and capabilities base for the newly emerging publishing supply chain:

Knowledge Workers in the Book Supply Chain—Book 4

An Internationally Accredited University Level Postgraduate Course

Industry Awareness Seminars

An International Conference on the Book, Cairns, April 22-24, 2003. www.Book-Conference.com

C-2-C IN A DIGITAL AGE The National Seminar Series

This series of industry awareness seminars is designed to inform industry of the latest research findings from two years of C-2-C research by RMIT University, Common Ground Publishing and independent researchers. Simultaneously, the seminars are also intended to stimulate the formation of new knowledge networks between different players in the book production supply chain.

Education in schools, training in the workplace, sharing of family histories, creative writing endeavours, commercial information management and distribution systems are some of the many spheres currently being transformed by new publishing technologies and business models. These seminars are aimed at helping to define new pathways for individuals and organisations wanting simultaneously to maximise the benefits of traditional print and book products and their electronic renderings in all environments.

THE PROGRAM

9.00 – 9.30 Registrations (tea and coffee served)

9.30 – 9.45 Welcome and introduction to the day

9.45 – 10.15 New Technologies for the book, from the Creator to the Consumer

10.15 – 10.45 Copyright and Content Development

10.45 – 11.00 Morning Tea

11.00 – 11.30 New Products and New Markets

11.30 – 12.30 Local and Regional Opportunities

12.30 – 1.15 Lunch

1.15 – 2.30 Future scenarios

Workgroups will consider one of five 'what if' predictions of how the future might look and their implications for existing businesses and processes.

2.30 – 3.00 Workgroup Reports

3.00 – 3.15 Afternoon Tea

3.15 – 4.00 Strategy Development and Partnership Formation

Workgroups will explore viable ways in which all players might develop their organisational strength around new technologies and the markets being formed.

4.00-4.30 Workgroup Reports

4.30-4.45 Next steps

CONTACT

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Email: dean.mason@commonground.com.au

For More Information ...
SEMINARS (free registration)

Please place me on the mailing list for the one day seminars on the future of publishing to be held in major Australian cities in 2002 and 2003.

Contact detail as per book order, below.

Contact detail as per address, below.

Name:

Mailing address:

.....P/code:

Tel: () Fax: ()

Email:

Send to: Common Ground Publishing - PO Box 463, Altona Vic 3018 Aus.
 Tel: +61 (0)3 9398 8000; Fax: +61 (0)3 9398 8088;

Email: orders@commonground.com.au

INTERNET

A regularly updated description of the C-2-C Project is to be found at www.C-2-CProject.com

BOOKS

Please send me:

- Creator to Consumer in a Digital Age: Book Production in Transition**
 ISBN: 1 86335047 0 292pp - print @ \$US20; \$A40 pdf @ \$US15, \$A30
- Print and Electronic Text Convergence**
 ISBN: 1 86335 071 3 284pp - print @ \$US20; \$A40 pdf @ \$US15, \$A30
- Multilingual Book Production**
 ISBN: 1 86335 073 X 160pp - print @ \$US20; \$A40 pdf @ \$US15, \$A30
- Digital Book Production and Supply Chain Management**
 ISBN: 1 86335 075 6 192pp - print @ \$US20; \$A40 pdf @ \$US15, \$A30
- Digital Rights Management and Content Development**
 ISBN: 1 86335 077 2 184pp - print @ \$US20; \$A40 pdf @ \$US15, \$A30
- New Markets for Printed Books**
 ISBN: 1 86335092 6 - print @ \$US20; \$A40 pdf @ \$US15, \$A30
- Markets for Electronic Book Products**
 ISBN: 1 86335094 2 - print @ \$US20; \$A40 pdf @ \$US15, \$A30
- The International Publishing Services Market**
 ISBN 1 86335096 9 - print @ \$US20; \$A40 pdf @ \$US15, \$A30
- Value Chain Clustering in Regional Publishing Services Markets**
 ISBN 1 86335098 5 - print @ \$US20; \$A40 pdf @ \$US15, \$A30
- Knowledge Workers in the Book Supply Chain**
 ISBN 1 86335 499 9 - print @ \$US20; \$A40 pdf @ \$US15, \$A30

P&H Within Australia \$4 for one book, \$7 for two or more books.
 Outside Australia \$10 for one book, \$20 for two or more books.

POST, FAX OR EMAIL ORDER TO:

Common Ground Publishing - PO Box 463, Altona Vic. Australia 3018
 Tel: +61 (0)3 9398 8000; Fax: +61 (0)3 9398 8088;
 Email: orders@commonground.com.au

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Tel: () Fax: ()

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Please charge my Bankcard/Mastercard/Visa/Amex for the nominated titles.

Card No: _____ / _____ / _____ / _____

Signature: Expiry date: ____ / ____

Or order through www.C-2-CProject.com

Creator to Consumer
IN A DIGITAL AGE
 National Seminar Series

Local Partners

Each seminar is being held in conjunction with a local partner chosen for their contribution to new endeavours in the world of book production.

PHASE I

Wagga Wagga, Thursday 5th September 2002
 Bobby Graham Publishers, NSW Dept of State and Regional Development and Wagga Wagga City Council.
 Venue: Wagga Wagga Civic Centre.

Darwin, Monday 7th October 2002
 Northern Territory University, Centre for Indigenous Natural and Cultural Resource Management and the NTU Teaching & Learning Support Division
 Venue: To be confirmed

Brisbane, Wednesday 9th October 2002
 University of Queensland Press
 Venue: Yangaba, Rm 1, 120 Main St, Kangaroo Point.

Townsville, Friday 11th October 2002
 James Cook University, School of Indigenous Australian Studies
 Venue: Seagulls, 74 Esplanade, Townsville.

PHASE II

Perth, Monday 24th February 2003
 Westone
 Venue: To be confirmed

Adelaide, Wednesday 26th February 2003
 The Hawke Centre, University of South Australia
 Venue: To be confirmed

Sydney, Friday 28th February, 2003
 Copyright Agency Ltd
 Venue: Sydney University, room to be confirmed.

Melbourne, Tuesday 4th March 2003
 RMIT University, International Centre for Graphic Technologies
 Venue: Brunswick campus, Auditorium, Bldg 514 25 Dawson St, Brunswick.



C-2-C
 Creator to Consumer
 IN A DIGITAL AGE

One Day Seminar Series

Fostering knowledge networks
 for new book markets

PHASE I – SEPTEMBER/OCTOBER 2002
 Wagga Wagga, Thursday 5th September 2002
 Darwin, Monday 7th October 2002
 Brisbane, Wednesday 9th October 2002
 Townsville, Friday 11th October 2002

PHASE II – FEBRUARY/MARCH 2003
 Perth, Monday 24th February 2003
 Adelaide, Wednesday 26th February 2003
 Sydney, Friday 28th February, 2003
 Melbourne, Tuesday 4th March 2003

