



• Your invitation to enter the eLearning Industry Excellence Awards

Welcome to the second annual eLearning Industry Excellence Awards, hosted by the eLearning Industry Association of Victoria. Last year's awards were a fantastic success in recognising and applauding the industry's achievements in innovation and excellence.

Through these awards, we celebrate the achievements of the industry and highlight the best projects delivered this year. The awards are open to all members of the Association providing opportunities to test your eLearning against the best in the industry. They also provide an excellent way for you to market and promote your achievements. An additional award will be provided at my discretion to an individual or organisation who has made a significant contribution to the Victorian eLearning industry this year.

I encourage you to take this opportunity to enter the Industry Excellence Awards, as this has become a prestigious annual recognition of innovation and achievement in the eLearning industry.

Graham Whelan
President
eLearning Industry Association of Victoria

AWARDS TIMETABLE 2009

- Nominations Opened 20 May
- Nominations Close 12 August
- First Round Judging 26 August
- Finalists Announced 2 September
- Second Round Judging 25 September
- eLearning Industry Awards Gala Dinner and Presentation 5 November

AWARD CRITERIA

Each submission will be assessed by the judging panel according to the features of the category in which it has been entered. In addition, the projects will be assessed according to the following criteria:

1. Originality and ingenuity of the project

The panel will assess the innovative use of technologies and learning design, and the application to an identified need.

2. Use of sound pedagogical practices and principles

The panel will be looking for eLearning resources that reflect a proven pedagogical approach and demonstrated principles of teaching and learning in relation to the specific sector. Where a system is being nominated, it allows for a pedagogical experience to be constructed.

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3. Effectiveness of the instruction/learning
The panel will assess how well the resource provides effective learner and/or business outcomes. It will look for evidence of how the resource produces effective outcomes. For example, rate of user adoption, feedback from users etc
4. Sound project delivery.
The panel will look for evidence of the effective delivery of the project/resource keeping in mind original proposed outcomes, cost, timeliness and quality, and the changing circumstances that might have occurred during the project.

ENTRY INFORMATION

1. Entries are to be submitted through the Association website (www.elearning.org.au)
2. Entrants should note that material provided for the Awards (including photographs) may be used for public display, media distribution and presentations at the awards dinner.
3. If you wish to submit material for your entry which is subject to copyright, please identify these sections for protection.
4. Entry will be for eLearning Industry Association of Victoria members only. For joint projects, at least one partner must be a member of the Association. In this case, recognition will only be given to the member party on all presentation materials.
5. A fee of \$125 for each project submitted and each category shall apply. Competitors may enter their projects in any number of categories; and enter as many projects as they wish with the Entry Fee applying each time.
6. Payment must accompany each entry. Payment options are published on the website with the Registration Form.
7. At least one representative from the short listed finalists must attend the Gala Dinner to represent the project(s) entered.
8. A trophy will be awarded to the winner of each category. All finalists will receive a certificate in recognition of their achievement.
9. The Awards will be decided at the discretion of the judging panels as established by the eLearning Industry Association of Victoria and their decisions will be final.

• Award Categories

eLearning Industry Excellence Awards

There are six award categories:

- eLearning K-12
- Corporate eLearning
- Accredited eLearning (VET sector)
- University eLearning
- Lifelong Learning
- eLearning system

Projects to be considered can address the whole or part of the eLearning experience within each category.

The President's Award is an additional award not included in these categories.

eLearning K-12

This award recognises innovation in the design and development of eLearning for students from kindergarten to Year 12. The content may be supplied through any digital medium including – but not restricted to – DVD, CD and the internet.

The judges will assess the features of the category as follows:

- Quantifiable benefit(s)
- learning design
- effectiveness of delivery
- quality of content
- administration and assessment (where applicable)
- the relationship between established pedagogical principles and the effective use of technologies.

This award will recognise the application of eLearning K-12 in either formal or informal education environments. Of particular interest is the achievements of individual teachers developing and applying technology to enhance learning in the K-12 sector.

Corporate eLearning

This award recognises innovation in the design and development of eLearning in the corporate or industry sector. The content may be supplied through any digital medium including - but not restricted to - DVD, CD and the internet.



The judges will assess the features of the category as follows:

- Demonstrated business benefit (time frame, budget, parameters for success)
- learning design
- effectiveness of delivery
- quality of content
- administration and assessment (where applicable)
- the relationship between established pedagogical principles and the effective use of technologies.

Of particular interest is the way in which the eLearning reinforces the vision, business outcomes and/or corporate obligations of the organisation in which it is used and the effectiveness in achieving this.

Accredited eLearning VET sector

This award recognises innovation in the design and development of eLearning in the vocational, education and training (VET) sector and the adult and community education (ACE) sector. The content may be supplied through any digital medium including - but not restricted to - DVD, CD and the internet.

The judges will assess the features of the category as follows:

- Quantifiable benefits
- learning design
- effectiveness of delivery
- quality of content
- administration and assessment (where applicable)
- the relationship between established pedagogical principles and the effective use of technologies.

Of particular interest is the way in which the eLearning forms part or all of an accredited training program within the VET and ACE sectors.

University eLearning

This award recognises innovation in the design and development of eLearning in the University sector. The content may be supplied through any digital medium including—but not restricted to—DVD, CD and the internet.

The judges will assess the features of the category as follows:

- Quantifiable benefits
- learning design
- effectiveness of delivery
- quality of content

- administration and assessment (where applicable)
- the relationship between established pedagogical principles and the effective use of technologies.

Of particular interest will be the way in which learners are introduced to sophisticated subjects and learning situations (including—but not restricted to—group learning, individual research, remote assessment).

Lifelong Learning

This award recognises eLearning programs provided to individuals outside of any organisation learning structure. The content may be supplied through any digital medium including - but not restricted to - DVD, CD and the internet.

The judges will assess the features of the category as follows:

- Quantifiable benefits
- learning design
- effectiveness of delivery
- quality of content
- the relationship between established pedagogical principles and the effective use of technologies.

Of particular interest is the way in which the eLearning engages the audience.

eLearning System

This award recognises innovation in the design and development of a system that supports learning regardless of the context. This includes content management systems.

The judges will assess the features of the category as follows:

- The level of innovation
- the way technology is used to support learning
- the ease with which the system can be applied
- the ease with which the system can be administered.

Of particular interest is the practicality of the system in terms of accessibility, price, and the quality it adds to the learning experience.

President's Award

This is awarded at the discretion of the President of the eLearning Industry Association of Victoria. It will be presented to an individual or team who has made a significant contribution to the interests of the industry in Victoria in the past year.

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• Industry Partners

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Association Patrons

eLearning Victoria is offering organisations and businesses the opportunity to establish partnerships with the Association. This may include specific sponsorship of the awards as well as involvement in other areas of the Association's activities (newsletters, projects, surveys, industry development planning, etc.).

If you are interested in patron packages or sponsorship, please contact the eLearning Industry Association for details of these opportunities.

Major Sponsor

We are seeking a major sponsor for the Awards.

Award Sponsors

There is scope for seven Award Sponsors, one for each category:

- eLearning K-12
- Corporate eLearning
- Accredited eLearning (VET sector)
- University eLearning
- Lifelong Learning
- eLearning system
- President's Award

Expressions of interest for the remaining categories are now being invited.

Table Sponsors

There are ten opportunities to sponsor a table at the Awards dinner.

• Your Host

the eLearning Industry Association of Victoria



eLearning.org.au
E-LEARNING INDUSTRY ASSOCIATION OF VICTORIA

The Association was created in October 2006 as an initiative of the Victorian government through the agency of Multimedia Victoria. It represents the full range of businesses within the industry: the developers and producers of eLearning, the distributors and suppliers, the support sector (consultants, advisors, and support services) and the users and appliers of eLearning.

Our vision is to see Victoria recognised world-wide as a centre of excellence for eLearning and its purpose is to expand the industry here. Accordingly it is taking an active role in the development of public policy, providing forums for networking and sharing experience, raising the profile of the industry, identifying opportunities for growth and creating an identity to attract investors and entrepreneurial enterprise in the sector.

The Association organises events, hosts a website, issues regular newsletters and represents the wider industry in relevant forums on behalf of the industry.

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