

## TIC offers connection and new perspectives

GREG ELLIS, The Illawarra Mercury, 5 February 2008

IN BUSINESS What's happening in the Illawarra

TONIGHT is the first Illawarra Connection dinner of the year. But it is also a great time to reflect on the past 12 months at the peak networking body. As well as an opportunity to meet other business people, TIC offers a broad range of speakers with perspectives on business and personal life. GREG ELLIS looks back on the highlights of last year's TIC program.

PAUL Burgess shared the story about how he was challenged at 19 with a question about what he was going to do with the rest of his life and later wrote a book to help people identify their talents and fulfil them.

He said it was inspiring for him to see a community of business leaders networking together as TIC does every two months.

DR John D'arcy

DR John D'arcy joined TIC in February for a guided tour of University of Wollongong's Graduate School of Medicine which had just inducted 80 medical students to help address the chronic doctor shortage.

Dr D'Arcy described the Wollongong and Shoalhaven facilities as an impressive approach to educate a new generation of doctors by teaching them skills that would make them more confident working in remote locations.

"It is going to really show the rest of Australia up," he said.

It was also a time of rediscovery for the doctor who hadn't visited the South Coast for many years and couldn't believe the change.

"There is something about the Illawarra. There is a closeness which you don't feel in the big smoke....or in other

**Mark McCrindle**

BLUESCOPE Steel apprentices and cadets joined many other young men and women in October for TIC's annual young business leaders dinner. They heard one of Australia's leading social researchers shed new light on the debate about Generation Y, Generation X and Baby Boomers.

**McCrindle** Research director **Mark McCrindle** said an emphasis on the differences between the generations hid a reality that all generations were influenced by many of the same things.

He said it was an empowered time when young team members often drove adoption of new technology and ways of doing things. But he said no generation had exclusivity on this. He said balanced leadership was more likely to be achieved by leaders who interacted and worked with the team as a mentor and supporter.

Camera phones create new media age

Mark Scott

ABC managing director Mark Scott talked in June about media in the digital age and described TIC president Roger Summerill as a legend in the radio industry and a man of integrity, character and professionalism.

He said it was a time of profound change in the media industry and a time when the process of communication was just as important as the content.

"We cannot underestimate the extent of the digital media revolution ... because digital technology doesn't just change the devices in our homes and our offices ... it changes what we can expect from the media and how we will use it. Young people today are having profoundly different media experiences from their parent's generation."

Those different experiences would forever change media expectations.

The introduction of the internet meant people no longer had to be in the right place at the right time to watch a program when it was broadcast.

There were suddenly more opportunities to deliver media content that no longer had to be done in a certain way at a certain time.

But the second era of digital media is providing more opportunities for everyone to create their own media.

Young people want to create media, not just consume it, and they want to engage people face to face.

Dominant new websites now include Wikipedia, Facebook , YouTube and MySpace.

Mr Scott said media had gone from one-to-many to many-to-many, where people want to create, not just watch what others create.

The media was coming to realise the group who really knows what is going on in a news sense is the public. That is why news sites online are saying tell us what you know, send us your photos, help us create the news.

User-generated content is becoming more common and a lot of the early footage and photos taken at major news events, such as the London bombings, are taken on mobile phones and those images are later the subject of millions of downloads online.

People are carrying media making tools with them now, according to Mark. For example the latest Nokia phone has a 5.0 mega pixel camera and DVD video footage capability so people can take and send the footage to the media from their phone which they then use to watch it all online.

Mr Scott said the ABC expected to open five new digital radio stations in 2009 and suggested it was only a matter of time until internet television was available on a normal television set and not just computers and phones.

He said traditional players in the media now had to engage with the community more.