



• Your invitation to enter the eLearning Excellence Awards

In November this year the Association will be holding our fourth annual eLearning Excellence Awards. In their short history the Awards have grown in stature to become the local industry's pre-eminent event and the Awards are keenly contested across each of the categories. I expect we will continue to see an increase in the quality and competition across the entries.

In addition to the Awards night, the Showcase of finalists held prior to the announcement of the winners has developed into a popular and well attended event in its own right – a wonderful opportunity to see and discuss with our finalists the best projects in Victoria.

The 2011 Awards will also see the return of the President's Award – an award which recognises excellence in a project which may not otherwise meet the criteria of the other Award categories and yet is worthy of our recognition. I look forward to judging this Award.

If you have been involved in a project you are proud of I encourage you to submit it for consideration and recognition. If you are involved in eLearning I encourage you to attend both the Showcase and the Awards nights. Both of these events provide us with the opportunity to celebrate and recognise the excellent work produced by our eLearning community as well as catch up with colleagues and friends.

I look forward to your involvement.

Simon Hann

President

eLearning Industry Association of Victoria

AWARDS TIMETABLE 2011

- Nominations Opened 4 May
- Nominations Close 5 August
- First Round Judging 10 August
- Finalists Announced 1 September
- Showcase of Finalists 22 September
- Second Round Judging 26 September
- eLearning Excellence Awards Gala Dinner and Presentation Night 10 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 Excellence Awards

There are eight award categories:

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

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 and is awarded at the discretion of the President of the eLearning Industry Association of Victoria.

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.

Export eLearning

This award recognises the quality of eLearning products and/or services that are exported outside Australia. The product or service will not be tied to any sector (K-12, corporate etc) but innovation in the design and development of eLearning will be expected. 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:

- Established market overseas
- Clear business benefit (value for the learner over other forms of learning)
- The relationship between established pedagogical principles and the effective use of technologies
- Administration and assessment (where applicable)
- Demonstrated proof of the potential for further expansion of the market via an export plan

Of particular interest is the quality of the product or service and the way in which it points to Australia as a centre of excellence in eLearning. This should be a product that we should be proud to claim as Australian.

Testimonials from the users will help the judging particularly if they highlight why they appreciate the product or service.

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• Awards Partners

eLearning Excellence Awards

The Association is seeking support for the 2011 Showcase & Awards:

Major Sponsor

The Major sponsors will be given priority exposure at the Awards and Showcase. We thank the Department of Education and Early Childhood Development for their support as a Major Sponsor and we invite others to consider joining them.



Department of Education and
Early Childhood Development

Category Sponsors

We have eight Award categories available as follows:

- eLearning K-12 – *sponsored by DEECD*
- Corporate eLearning
- Accredited eLearning VET Sector
- University eLearning
- Lifelong Learning
- eLearning Systems
- Export eLearning
- President's Award

We are looking for sponsors whose name can be associated with the category of their choice.

Table Sponsors

Host your own table and make this an opportunity to expose your clients and colleagues to the breadth of eLearning achievement in Victoria and elsewhere.

'In Kind' Sponsorship

We are always on the lookout for contributions to the Awards which demonstrate the capacity of our members and supporters. These include production skills, voice-overs, multimedia expertise and so on. We will acknowledge the support we receive in this fashion.

Contact the Association office for details.

• Your Host

the eLearning Industry Association of Victoria



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

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 we are taking an active role in providing forums for networking and sharing, raising the profile of the industry, identifying opportunities for growth (particularly export), and creating an identity to attract investors into the sector.

The Association was created in October 2006. We represent 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.

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

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