



**Goolarri Technology Incu-Train Start up Project**

**Tender for the provision of Information Technology Training  
consultancy services**

**June 2008**

## **Goolarri Media Enterprises Pty Ltd**

Goolarri Media Enterprises (GME) is the commercial arm of the Broome Aboriginal Media Association Aboriginal Corporation. Goolarri Media is a multidimensional multimedia organization that is committed, through action, to the evolving cultural and social heritage of the community. Using many platforms Goolarri produces empowering and insightful content in the form of media creation and distribution, music and entertainment. Goolarri operates a community radio station (Radio Goolarri 99.7FM), a narrowcast television station (GTV35), events production, and the production of multimedia content for all media distribution channels. Goolarri also supports the development of Indigenous small business through the BAMA ISX Trading Floors, and is a Registered Training Organisation specializing in Media industry training.

## **Goolarri Media and Training**

GME is registered with the WA Training Accreditation Council as a training Organisation, giving RTO status to the organization till 31/12/2008. Goolarri is currently scoped to deliver Certificate II to Diploma level courses from the Entertainment Training Package and Certificate III to Advanced Diploma level courses from the Film, TV, Radio and Multimedia Training Package. The Goolarri Reality Based Training Model is a unique model that has been developed to accommodate the specific training needs of Indigenous and mainstream media in a regional and remote context. It is a continuous review process that provides 'just-in-time' training tailored to the individual needs of learners focused primarily on the learner, yet encompassing the vision and needs of the organization and the national industry standard.

The organization has the infrastructure, equipment and expertise to deliver training of the highest industry standard. Goolarri has a quality system in place with policies and procedures deployed to ensure training is delivered to a national industry standard that can equip graduates to work in the media industry across the country and abroad.

## **The New Media sector**

GME is currently broadening our area of operations from the traditional media areas into the New Media sector. In the future GME will not only develop content for television and radio, but also digital content for distribution through SMS, the web and other new media channels. This content will be in the form of information productions, entertainment productions and games. GME will use New Media platforms to digitize our Indigenous culture.

## **The Goolarri Incu-Train**

The Goolarri Incu-Train concept is a blend between small-business incubation and training for people (although we will have a focus on Indigenous youth) who are seeking to develop their business ideas in the media sector. The Incu-train will also be a conduit for the production of educational games and other multi-media products ("edutainment") that will encourage Indigenous children and youth to learn using culturally appropriate concepts.

The Incu-train will run in conjunction with Goolarri's new Open Learning Centre, which is a Centre that is open to the general public to access computers which are connected to the internet and that have access to various multimedia development software packages. People accessing the Open Learning Centre will be provided with basic computer assistance and training, as well as the opportunity to receive higher level, specialized multimedia training and business development support through the Incu-train.

## **This project**

The aim of this project is to develop the programs that will be run through the Open Learning Centre and the Incu-Train and create a Business Plan and model for how the Incu-Train will operate.

## **Terms of Reference**

The successful consultant is required to:

1. Review current Information Technology (IT) and Multimedia modules that GME are scoped to deliver, and provide recommendations on how the delivery of these modules could be revised to make them more culturally appropriate for young Indigenous people, whilst ensuring any adaptations align with nationally accredited and recognized competencies.
2. Identify appropriate training modules/packages in the IT, New Media, Multimedia and Business Development areas that GME should deliver and develop an action plan for GME to get scoped in these packages. Delivery of these packages will bring together IT, literacy and numeracy, cultural activity and entrepreneurial activity. The packages must align with nationally accredited and recognized competencies.
3. Develop a Business Plan (including the establishment of protocols and costs) for the delivery of these modules in a culturally appropriate manner for young Indigenous people living in a regional and remote environment and that can be delivered using the Goolarri Media Reality-based Training Model.
4. Develop a model for moving interested students through the Incu-train to becoming a self-employed entrepreneur in the New Media field.
5. Identify, document and cost a list of the appropriate software, hardware and on-line learning tools GME needs to support the delivery of the new training packages.
6. Investigate opportunities for GME to access State training profile funding and develop an action plan on how GME would go about this, including outlining any adaptations GME needs to make to modules so that we can access State training profile places.
7. Produce three hard copies of the final report as well as a full electronic copy.

## **Selection Criteria**

As part of your proposal to GME, you are required to show how you meet the following criteria, which we will take into consideration when selecting the successful consultant:

- Demonstrated experience in the training sector, with an understanding of the WA State and Federal funding regimes;
- Demonstrated experience in the IT sector; in particular in the area of development of multimedia digital content;
- Preferred experience in the delivery of training packages to regional and remote students; particularly Indigenous students;
- Curriculum development experience would be an advantage.

These criteria all have equal weighting in the decision making process.

## **Proposals**

Applicants are required to submit the following as part of their proposal addressing this Terms of Reference:

- Proposed methodology
- Proposed timeframe
- Response to the Selection Criteria
- CV's of key personnel
- Detailed costing – showing professional fees and anticipated disbursements

Any queries with regards to this Terms of Reference can be directed to Jodie Bell, Business Development Manager, via email at [Jodie.bell@gme.com.au](mailto:Jodie.bell@gme.com.au) .

All proposals are to be submitted as follows:

Jodie Bell  
Business Development Manager  
Goolarri Media Enterprises  
PO Box 2708  
Broome, WA, 6725

Email: [jodie.bell@gme.com.au](mailto:jodie.bell@gme.com.au)

Emailed proposals are acceptable.

Closing date for proposals is COB Friday, 27 June 2008.

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