



**Australian Government**

**Department of Communications,  
Information Technology and the Arts**

**UNLOCKING THE POTENTIAL: ACTION AGENDA FORUM ON  
THE DIGITAL CONTENT INDUSTRY PLAN**

**SYDNEY PROGRAM: Wednesday 5 July 2006 2-5pm**  
AGL Theatre, Museum of Sydney, Phillip and Bridge Street, Sydney.

**2:00pm Welcome and Introduction**

- Peter Young  
General Manager, Film and Digital Content Branch, DCITA

**2:15pm The National Perspective**

- Tom Kennedy  
Chair, Strategic Industry Leaders Group (SILG)

**2:50pm Questions**

**3:00pm Afternoon Tea**

**3:30pm Open Discussion with Industry Leaders  
Chair: Tom Kennedy**

- John Butterworth  
CEO, Australian Interactive Media Industry Association (AIMIA)
- Luke Carruthers  
Board member, Game Developers' Association of Australia (GDAA)
- Tim O'Keefe  
Managing Director, Digital Business Consulting

**4:50pm Implementation Plan**

- Tom Kennedy

**More Information**

[www.dcita.gov.au](http://www.dcita.gov.au) >Arts and culture > Film and digital content > Digital Content Industry Action Agenda

