The Adelaide Virtual Fringe is planned to coincide with the next Australian Software Engineering Conference, to be held in Adelaide for four days in April 2012.

In this major Fringe Event, the Virtual World being created by the ICT industry will be made accessible to all who attend. In doing this, it will also provide an opportunity for those working on this Virtual World to showcase their work to all those interested in our future reality.

The Information and Communications Technology (ICT) industry has, for almost the past hundred years, been creating this virtual existence. It is changing and growing incredibly rapidly and presently consists of:

- The equivalent of billions of people carrying out, every hour of the day and every day of the year, the tedious and repetitive paperwork that was once performed by very bored human beings.
- The equivalent of millions of people carrying out, for most hours of the day and most days of the year, the tedious and repetitive manual work, such as assembling cars and filling cans of coke.
- An incredibly powerful and accessible communications network, spread across the world and far above, connecting together people, computers and machines.
- Social Networks such as Facebook, Twitter, LinkedIn, etc, that allow people to communicate easily with friends and family, even when they move jobs, city or even country.
- Virtual Worlds such as World of Warcraft and Second Life where each player can immerse themselves in entirely different worlds to the physical one we presently inhabit.
- The ability now to seek and find answers (right and wrong!) to virtually any question in a matter of seconds.

Our social and working lives are, in effect, gradually transitioning from our physical world to this new virtual world and it will soon be absolutely essential for all to be able to adapt and thrive in this new virtual environment.

Until quite recently it has been very difficult for non-ICT people to understand the sort of day to day work that ICT professionals undertook, as the virtual world being created was very different to the physical world and therefore very difficult to explain to non-ICT people.

However, now that many more people are using computers in their daily social and work lives, and because the human interface to the computing systems now being developed is starting to closely mimic the human interface to the physical world, it is now much easier for ICT professionals to explain their work to others.

We in the ICT industry are only now able to provide those advanced products and services as we stand on the shoulders of many giants, some of whom are listed below. Love them or hate them, the creativity emanating from people such as these have had a massive impact on the human race, particularly over the past fifty years. The world watches in awe now to see what happens next.
Charles Babbage, an English mathematician, philosopher, inventor and mechanical engineer, built the first programmable computer, the Analytical Engine, in the 1820s.

Augusta Ada King, Countess of Lovelace, an outstanding mathematician of the time, was the first ever computer programmer and worked on Babbage’s Analytical Engine. Ada was the daughter of Lord Byron, and the Ada computer language is named after her. Her image can be seen on some Microsoft product authenticity hologram stickers.

Rear Admiral Grace Murray Hopper invented the computer compiler, was considered the “mother” of the COBOL computing language, coined the terms “bug” and “debugging” and was a very powerful influence in both the ICT industry and the US Navy.

Kay McNulty, Betty Snyder, Marlyn Wescoff, Ruth Lichterman, Betty Jennings, and Fran Bilas, the original programmers of the ENIAC (Electronic Numerical Integrator And Computer). This was the first large-scale, electronic, digital computer capable of being reprogrammed to solve a full range of computing problems.

Katherine Johnson Research Mathematician, Physicist and “Human Computer” at NASA

Hedi Lamarr, co-inventor of an early technique for spread spectrum communications, a key to many forms of wireless communication from the pre-computer age to the present day. She was also an American actress.

Paul Allen and Bill Gates, the founders of Microsoft.

Steve Jobs and Steve Wozniak, the founders of Apple Computer.

Dr Radia Perlman, “Mother of the Internet”.

Linus Torvalds, Chief Architect of Linux.

Richard Stallman, founder of the GNU Project and the Free Software Foundation.

Dr Janet Cooke Hansen, Fashion Engineer and founder of Enlighted Designs.

Larry Page and Sergey Brin, the founders of Google.

Jack Dorsey, the creator of Twitter.

Mark Zuckerberg, the creator of Facebook.

Julian Assange, the Editor in Chief of WikiLeaks.

And right now somebody yet unknown is about to discover the Next Big Thing.
How the Fringe Festival is Organised

The Adelaide Fringe Festival is run by Adelaide Fringe Inc. Adelaide Fringe Inc is primarily a service organisation for artists and presenters, providing opportunities to help them make the most of their Fringe experience.1

Adelaide Fringe Inc does not book artists, organise venues or schedule events. However, assistance is provided by a small Artists Services Team2 and a website is also provided in which artists and venues can register. It is up to the artists to find a suitable venue and determine a schedule for their event that best suits themselves and the venue. They also determine the ticket prices for their events. The artists then inform Adelaide Fringe Inc, through this website, what their venue, event schedule and ticket prices are, and Adelaide Fringe Inc then advertises their event and also, optionally, sells tickets for it.

This arrangement means that the Adelaide Fringe Festival virtually organises itself and requires only a very small team of three administrators to organise the thousands of performers and hundreds of venues and events that make up the Festival. This is obviously therefore an excellent model on which to base any events-based festival such as the envisaged Adelaide Virtual Fringe.

How the Adelaide Virtual Fringe Could be Organised

The Adelaide Virtual Fringe could be organised in a very similar fashion to the Adelaide Fringe festival, particularly in relation to:

a. The provision of a website through which:
   - Potential ICT presenters can register their interest.
   - Businesses that can provide venues for these ICT presentations can register these venues.
   - Each ICT presenter can find a suitable venue and, from this, negotiate terms of arrangement with the owners of the venue.
   - Each ICT presenter can register their selected venue along with a description, and schedule of, events. (There will most likely be no entry charge.)
   - Members of the public can find events of interest, the times the event will be running, and the address of the venue in which they will be held.
   - Members of the public can register for events of interest.

b. The provision of a very small Services Team of administrators. (However, the administrators would most likely be volunteers and not paid employees.) This team would:
   - Provide assistance to the ICT presenters and the venue owners.
   - Advertise the events.
   - Provide information to members of the public wishing to attend.

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Existing Computer/Software Festivals Around the World

a. Costa Rica Free Software Festival
b. Latin American Free Software Festival (click the Translate button)
c. Computer Games Festival (France)
d. Seoul Computer Music Festival
e. International Festival of Computer Arts (Slovenia)
f. Vintage Computer Festival 2010, Great Britain
g. Vintage Computer Festival, US (various locations)

Proposed Events for the Adelaide Virtual Fringe

Event Classifications

There would be three classifications for events – Public, Business and Technology - and each presenter would nominate the classification to which their event best conforms.

Event Categories

The event categories are listed here within the classifications noted above:

- **Public**
  - Computer Art. (In conjunction with Format Festival and/or Sebastian Tomczak and/or danimations.)
  - Computer Music. (In conjunction with Format Festival and/or Sebastian Tomczak and/or danimations.)
  - Computer Games. (In conjunction with Valhalla.)
  - Free Software. (In conjunction with OpenSA.)
  - Vintage Computers (transported from Max Burnet’s residence in Sydney).
  - Vintage Computers (displayed by members of the public).
  - Microcomputer Workshops (PC, Mac and Linux), eg Word, Skype, Excel, Virus Checkers, Google, email, Windows 7, etc. (In conjunction with WEA.)
  - Mobile Phone Workshops. (In conjunction with Mobile Monday Adelaide.)
  - Displays by relevant Professional, Industry and Government bodies.
  - Displays by University, High School and Primary School computing students.

- **Business**
  - Software Products, Support and Services.
  - Computer Products, Support and Services.
  - Presentations and Workshops, on topics ranging from Microsoft Excel to Microsoft Project and from Mobile Computing to Cloud Computing, etc.

- **Technology**
  - Presentations and Workshops on
    - Computer Languages and Tools.
    - Software Development methodologies.
    - VMs, Networks, SANs, Firewalls, etc.
Advertising

Advertising could be through:

1. The Australian Computer Society, Engineers Australia, Technology Industry Association and the Australian Information Industry Association via their website events page and weekly newsletters.
2. ICT Special Interest Groups via email to their membership.
3. Posters at ICT businesses and venues.

Insurance

The Adelaide Fringe Festival requires performers and venues to be insured. Their advice is as follows.

The area of insurance needs to be addressed early and dealt with carefully. Try to find a broker who can develop a comprehensive package that avoids costly ‘over insurance’. You should consider insuring against the following:

- Public Liability
- Workcover
- Instrument Insurance
- Personal Accident & Injury
- Travel & Health
- Volunteers Insurance
- Cancellation & Abandonment
- Money in Transit
- Vehicles
- Non-Appearence
- Studio & Contents
- Transit & Freight

Insurance Brokers

City Rural Insurance Brokers are very familiar with the insurance requirements of Adelaide Fringe artists. You may request an obligation free quote from their website www.cityrural.net.au.
ICT Businesses and Associations in the Norwood, Payneham & St Peters Council Area

1. 2ic Software
2. Accede Holdings Pty Ltd
3. Adelaide.com
4. Adelaide Online Computers
5. Advanced Rapid Robotic Manufacture (ARRM)
6. Affinity IT Recruitment
7. APC Technology
8. Ashford Accounting Software Consultants
9. ASP Computer Services
10. Australian Computer Society
11. Blis Web Agency
12. Broadband Anywhere
13. C Teunissen & Associates
14. CA & A Payroll Services
15. Casio
16. CDAA Pty Ltd
17. Cody Corporation
18. ComCan Pty Ltd
19. Compunets
20. Computel Parts
21. Computer By Name
22. Computer Fix and Printing
23. Computer Mechanic, The
24. Computers On Parade Pty Ltd
25. Consunet Pty Ltd
26. CSSP
27. Database Factory, The
28. Datagard Pty Ltd
29. Dataman Pty Ltd
30. Data Management Corporation Pty Ltd
31. Drcauto
32. Dick Smith
33. DNA Evolution Pty Ltd
34. Dr PC
35. Empower Masterpay Pty Ltd
36. Envisage Business Solutions Pty Ltd
37. Evolved Web Solutions Pty Ltd
38. Expansionware
39. Fortix.com.au
40. Front Porch Computing
41. Game-Bizz
42. Gamelearn
43. GameTraders
44. GEEK Pty Ltd
45. Geeks2U
46. Giandes Pty Ltd
47. Good Move Consultancy Inc
48. Heta Incorporated
49. Hitech Distribution Service
50. Holdsworth & Boomerang Pty Ltd
51. Hyperdrive Australia
52. Imagination Entertainment
53. Inertia IT
54. Inspection Assist Pty Ltd
55. Intercad Pty Ltd (SA)
56. IPD System Services Pty Ltd
57. Isys Intelligent Systems
58. J6 Design - SA
59. Jim’s Computer Services
60. Kamabunny Web Design
61. Kojo Interactive
62. LeetGeek
63. Mac Centre, Norwood
64. Mango Chutney
65. Megalomedia Productions
66. Motown Nexus Pty Ltd
67. MRC Management Resource Consulting
68. NetConstructs Internet Development
69. nishnish#
70. Office National
71. Onsite Techsupport
72. Orbits.Com.Au
73. Ozmac Solutions
74. Petrosys
75. Prophesy International
76. Radiologic Pty Ltd
77. Redbax Website Design
78. Retail Solutions
79. Sarmis Digital Services
80. Silhouette Studios
81. Smoothware Pty ltd
82. Stretch Creative
83. Tellurian
84. Trilogy Corporation Australia
85. Uourdesign.com
86. Versatile Information Solutions Pty Ltd
87. Volante Solutions
88. Vox IT
89. Weworkbook
90. Wow Creative
91. Xcell Enterprises
92. Zions Pty ltd
93. Zynke Design
ICT Groups in Adelaide That May Wish to Participate

1. ACS Curry SIG
2. ACS IT in the Pub
3. ACS Young IT SIG
4. Adelaide ACM SIGGRAPH
5. Adelaide Dot Net User Group
6. Adelaide Flash Mob
7. Adelaide Hackerspace
8. Adelaide Microcontroller User Group
9. Adelaide MySQL Users
10. Adelaide OpenSolaris User Group
11. Adelaide Rational User Group
12. Adelaide Ruby and Rails User Group
13. Adelaide SharePoint User Group
14. Adelaide Wikipedians Meetups
15. Adelaide-GEEK-Talk
16. Adobe User Group SA
17. Air-Stream
18. Australian Java User Group (Adelaide)
19. Australian Oracle User Group
20. AUUG/Unix Group/“Calzone Club”
21. BPMLink
22. Digital Labourers Foundation
23. Dorkbot Adelaide
24. Enterprise Architecture SIG
25. History of IT SIG
26. IT Project Management SIG
27. IT Sales SIG
28. IT Security SIG
29. IT Service Management Forum
30. joltSA (Java and Other Leading Technologies, SA)
31. Joomla User Group
32. LinuxSA
33. Microsoft SQL Server User Group
34. Mobile Monday Adelaide
35. SA Australian Telecommunications Users Group
36. Small Business Server User Group
37. Software Engineering and Architecture Joint Technical Program
38. South Australian Microprocessor Group
39. South Australian PIC Users Group
40. South Australian Python Users Group
41. System Administrators Guild of Australia
42. tech'spresso
43. VMWare User Group
44. Women in Science and Engineering (WISE)
45. Women in Technology (WIT)
Relevant Government, Industry and Professional Associations in Adelaide

1. **Australian Computer Society (ACS)**
2. **Australian Information Industries Association (AIIA)**
3. **Department of Trade and Economic Development (DTED)**
4. **Engineers Australia**
   - National Committee on Software Engineering (NCSWE)
   - Information, Telecommunications and Electronics Engineering (ITEE) College
5. **IEEE Computer Society**
6. **OpenSA**
7. **SA.NET**
8. **Technology Industry Association (TIA)**

Previous Australian Software Engineering Conferences (ASWEC)

1. There will not be a 2011 conference as the much larger Asia Pacific Software Engineering Conference (APSEC) was held in Australia at the end of 2010.
2. **ASWEC 2010** (there seems to be a problem with this website)
3. **ASWEC 2009**
4. **ASWEC 2008**
5. **ASWEC 2007**
6. **ASWEC 2006**
7. **ASWEC 2005**
8. **ASWEC 2004**

Something About Me

Bill Malkin

- Senior Member of the Australian Computer Society.
- Member of Engineers Australia.
- Member of the ITEE/EE Council (Engineers Australia).
- Member of the National Committee on Software Engineering (Engineers Australia).
- Member of the Organising Committee for the next Australian Software Engineering Conference to be held in Adelaide in April 2012 (Engineers Australia/ACS).
- Founder and Convenor of the Software Engineering and Architecture Joint Technical Program (SEA-JTP)
  - Wiki
  - 2011 Presentation Schedule
  - Past Presentations
  - Magazine.
- Past SA Branch Secretary of the Australian Computer Society.
- Founder and Past Convenor of the IT Architecture Special Interest Group (now part of the SEA-JTP).
- Founder and Past Secretary of OpenSA (Open Source, South Australia).
- Contract Software Engineer, Consunet, consulting to the Defence Science and Technology Organisation (DSTO).
- Trainee Grandfather.