

DAMA International Australia Conference

**Old Parliament House
Canberra
19-21 October**

2005

Registration Brochure

Data Management in the 21st Century

**Laying foundations for the next wave
of G2G and G2B data interoperability**



**DAMA
Australia Ltd**

Introduction

DAMA 2005 is the National conference for data management professionals.

The conference will focus on the challenges and directions in modern data management, particularly:

- Standards for the interchange of both data and metadata
- Successes and lessons learnt in data interchange projects
- Government directions in data interchange
- Modelling data for the enterprise
- Data quality

As well as gaining an understanding of the current trends, attendees will have the opportunity to network with other professionals who work in the data and information management arena.

Prior to the conference, a day has been reserved for a series of related workshops that will provide attendees with a rare opportunity to develop their data modelling skills. One of the workshops is a full-day course on data modelling, presented by Graeme Simsion one of the world's foremost consultants in data management. Another workshop, run by David Wiebe, formerly Enterprise Data Architect for the Australian Taxation Office, will give attendees experience in the development of an enterprise data view of previously stovepipe or stand-alone data models.

Who Should Attend

- Data modelers
- ICT managers
- Enterprise architects
- IT strategic planners
- Information workers
- Data managers
- Data administrators
- Database designers
- Data warehouse developers
- Data quality auditors

About DAMA

DAMA is a vendor-independent, not-for-profit professional association for data management practitioners. Its primary objective is to, **"Promote the understanding and practice of managing information and data as a key business asset"**.

DAMA has over 40 Chapters worldwide. DAMA was established in Australia in the mid-1980s, with active chapters in Canberra, Sydney, and Melbourne. Each State chapter meets on a regular basis, providing a forum for data management professionals from all facets of the industry including business, education, and all levels of government to hear guest speakers, network, and exchange ideas.

Registration Fees

DAMA Members - Full Registration Fees

Early Registration (Payment received by 19/09/05)	A\$792.00
Standard Registration (Payment received by 3/10/05)	A\$891.00
Late Registration (Payment received after 3/10/05)	A\$990.00

Non-DAMA Members - Full Registration Fees

Early Registration (Payment received by 19/09/05)	A\$880.00
Standard Registration (Payment received by 3/10/05)	A\$990.00
Late Registration (Payment received after 3/10/05)	A\$1,100.00

Full Registration Includes

- Attendance at all conference sessions
- Morning tea, lunch and afternoon tea as per the conference program
- 1 ticket to the Debate and Welcome Drinks Wednesday
- 1 ticket to the conference dinner Thursday

Day Registration Fees

DAMA Members Day registration (per day)	A\$550.00
Non- DAMA Members Day registration (per day)	A\$595.00

Day Registration Includes

- Attendance at conference sessions on the nominated day
- Morning tea, lunch and afternoon tea on the nominated day as per the conference program

Pre Conference Workshops

Wednesday 19 October

WORKSHOP 1: Full Day 9.00 – 5.00pm A\$595.00

Michael Scofield, *Semantic Data Integration*

WORKSHOP 2: Full Day 9.00 – 5.00pm A\$595.00

Graeme Simsion and Graham Witt, *Everything you Wanted to Know about Data Modelling but were Afraid to Ask*

WORKSHOP 3: Half Day 1.00pm – 5.00pm A\$295.00

David Wiebe, *Enterprise Data Modelling*

Cancellation Policy

All alterations or cancellations to your registration must be made in writing and will be acknowledged by post, facsimile or e-mail.

Notification must be sent to:

Conference Co-ordinators

PO Box 139

CALWELL ACT 2905

Facsimile (02) 6292 9002

E-mail dama@confco.com.au

An administration charge of A\$85.00 will be made to any participant cancelling before 19 September 2005. Cancellations received after this date will be required to pay full registration fees. Exceptions are at the discretion of the Organising Committee. However, if you are unable to attend, substitutes are welcome at no additional cost.

Conference Venue

Old Parliament House is situated in Canberra's Parliamentary Triangle and is close to several major hotels and a short taxi ride or a 20 minute walk from the centre of Civic. There is limited free car parking adjacent to the building.

Social Functions

Debate in the House of Representative Chamber and Welcome Drinks

Wednesday 19 October 2005, 5.15pm – 7.30pm

Registered Delegates: No Charge

Guests/participants only attending workshops: A\$40.00 per person

Dress: Neat casual

Conference Dinner

Thursday 20 October 2005, 7.00pm for 7.30pm

The Ottoman Restaurant, 9 Broughton Street BARTON

Registered Delegates: No Charge

Guests: A\$90 per person

An opportunity to catch up with friends and colleagues while enjoying a 3 course dinner (beverages included).

Dress: Neat casual

Flight Information

Due to airline changes we are no longer able to arrange discounted conference airfares. You should contact your travel agent, the airline directly, or book on the internet.

Qantas: Ph 13 13 13 Web: www.qantas.com.au

Virgin Blue: Ph 13 67 89 Web: www.virginblue.com.au

Accommodation

To book your accommodation at the rates listed below complete the appropriate section of the registration form. Bookings are subject to availability and should be made prior to 19 September 2005.

All cancellations or amendments must be made in writing to Conference Co-ordinators and will be acknowledged by facsimile.

Please note your credit card details are required to guarantee your room. Neither Conference Co-ordinators nor the hotel will make any charges against your credit card unless you fail to give sufficient notice in writing of your cancellation. Full payment of your account will be required at the time of your departure.

Rydges Capital Hill

Cnr Canberra Ave and National Cct, Forrest

Rydges Capital Hill is approximately a 5 minute drive or 15-20 minute walk from Old Parliament House. Complimentary car parking is available beneath the hotel.

- Single A\$185.00, Twin/double A\$202.00 per room per night (including breakfast)

Brassey Hotel

Belmore Gardens and Macquarie St, Barton

Located approximately a 5 minute drive or 15-20 minute walk from Old Parliament House. The Brassey Hotel was originally a guest house for the exclusive use of Australia's pioneering members of Parliament and government officials. This colonial style building is set in quiet leafy surroundings. Two room standards are available.

- **Heritage rooms:** Single A\$148.00, Twin/Double A\$162.00 (including country style breakfast)
- **Standard rooms:** Single A\$113.00, Twin/Double A\$127.00 (including country style breakfast)

Pre-Conference Workshop Program

	Full Day Workshops (9.00am - 5.00pm)	Half Day Workshop 1pm-5pm
9.00	<p>Semantic Data Integration Michael Scofield</p> <p><i>With greater frequency, data analysts are asked to integrate data from sources which are logically and architecturally incompatible. Semantic data integration is much more than platforms; it is pulling data from diverse sources together so it makes sense in its meaning.</i></p> <p><i>This workshop reviews the architectural issues of data sources, and introduces practical techniques for confirming the structure, meaning, behavior, and quality of each source. Then we do integration analysis and design, confirming that entities, keys, and non-key fields are compatible in their meaning and behavior.</i></p> <p><i>In this workshop you will learn:</i></p> <ul style="list-style-type: none"> • How data architecture is an essential part of understanding full meaning of source data • Practical techniques to survey and understand source data behavior and quality • How to design the target database including the logical architecture of the sources • How to avoid problems in designing long-lasting keys for target tables • How to ensure continued quality of your integration design into the future <p><i>This presentation employs numerous practical examples of actual source data, and merging situations.</i></p>	<p>Enterprise Data Modelling David Wiebe</p> <p><i>Whether considering a 'Whole of Government' Data Model or a Corporate Data Model or an Enterprise Data Model, several areas of interest overlap the respective environmental boundaries. But just how much?</i></p> <p><i>This workshop invites participants to come with their data models that they believe can contribute to an enterprise model. These models should be based upon actual business requirements.</i></p> <p><i>The idea is to assemble a level 1, or contextual model and to populate as much of the level 2, or an attributed conceptual data model as possible to show the coverage with the enterprise perspective. How much can we learn from each other? How many of us are grappling with the same issues?</i></p> <p><i>Expect to engage in discussions surrounding the advantages and disadvantages of attempting such a feat.</i></p> <p><i>Come and join in the quest to achieving the enterprise view.</i></p>
1.00	<p>Everything you Wanted to Know about Data Modelling but were Afraid to Ask Graeme Simsion and Graham Witt</p> <p><i>This tutorial covers the art, science and craft of data modelling from top to bottom and start to finish. Novice participants will take away an understanding of what is involved and experienced participants will have a chance to get answers to the tricky questions that have arisen during their data modelling assignments (come prepared with your questions).</i></p> <p><i>Topics Covered include:</i></p> <ul style="list-style-type: none"> • Testing the Foundations • Demonstrating the Value of Data Modelling • Evaluating and Comparing Data Models • Advanced Normalisation (BCNF/4th/5th/6th) • Modelling the Time Dimension • Modelling for Data Warehouses and Marts • Organizing the Data Modelling Project • Determining, Documenting and Modelling Business Requirements • Clarifying responsibilities – Modeller and DBA • Getting the Model Reviewed – The Assertions Approach • Ask the Experts (2 man panel!) 	

Conference Program

Wednesday 19 October 2005

- 8.00 Registration for Workshop Participants. Conference Participants can register anytime during the day.
 17.15 DEBATE IN THE HOUSE OF REPRESENTATIVE CHAMBER (Old Parliament House)
 18.30 Welcome Drinks - Members Dining Room (Old Parliament House)

Thursday 20 October 2005

- 8.30 Registration
 9.00 OPENING ADDRESS – Peter Davis, President, DAMA Canberra
 9.15 KEYNOTE PRESENTATION: Data management - the Big Picture
Graeme Simsion, Senior Fellow, University of Melbourne
The "Big Picture" refers to both to the broad goals of data management in organizations, and to the perspective Graeme has from his global wanderings. He will provide a "helicopter view" of some of the organizational drivers, current hot topics – interoperability, data quality, metadata, data modeling, unstructured data, business rules etc – as well as the role of professional data management people.
- 10.00 KEYNOTE PRESENTATION: Linking Two "Systems": How Tough Can it Be?
Michael Scofield, Assistant Professor, Information Management at Loma Linda University
"Linking" systems together is a commonly-uttered expression, and thus-said, sounds deceptively simple. "Link" is often expressed as a need, and the application vendors offer "interface" as the solution. This is much more than mere technical connection. The semantical issues (including logical data architecture of each database involved) are very important. While data managers and data modelers may understand these issues, the average CIO or CTO may not and commit to a functionality that may be logically impossible.
- 10.50 MORNING BREAK
 11.10 Concurrent Sessions
- | | |
|--|--|
| <p>Centrelink's Business Definitions Registry
 Joe Christensen & Michael Mack, Centrelink, Business Intelligence Projects
 <i>This case study will describe Centrelink's infrastructure and follow the progress of establishing a Business Definitions Registry to better support the business and MI processes. An important aspect of the development is that the registry is founded on the ISO 11179 Standard for Metadata Registries. It will highlight some of key impacts this has had on the Registry and how it will facilitate Centrelink's future data exchanges with local, state, other Commonwealth and International agencies.</i></p> | <p>Data Modelling for Application Integration
 David Wiebe, Consultant Data Architect
 <i>In the current climate of increased reliance on integrating data from disparate applications, data modelling is now focused on designing the message interfaces between business applications. Modelling data interfaces from the working enterprise perspective provides consistent interpretation of the data across the organisation. Based upon actual implementation scenarios at the Australian Tax Office, see how conceptual models are leveraged to produce a series of models that result in physical interface schema models that support specific message deliverables.</i></p> |
| <p>Real Time Data Integration
 Russell Best, Technical Services Manager, MIP
 <i>Making decisions in today's on-demand business environment requires data integration in real time. With diverse platforms and architectures to deal with, data capture, transformation and distribution requires power and flexibility. While standards such as XML are driving future solutions, organisations are grappling with the transition to align the business need with existing systems, and ensuring that today's investment provides a foundation for the future. This presentation discusses some of the technologies and processes involved.</i></p> | <p>Enabling COTS to Live Together
 Tom Sutherland, Lead Information Architect, Australian Taxation Office
 <i>Most organisations have adopted a COTS (Commercial Off The Shelf) package acquisition approach. Few large organisations have completely adopted a total vendor solution and thrown "all their eggs in one basket". Others have adopted a "best of breed" approach. This presentation will provide pointers to how a data modelling approach can be used pragmatically and how a central data management function can assist, rather than being seen to stand in the way of integration.</i></p> |
- 11.55
 12.40 LUNCH
 13.40 KEYNOTE PRESENTATION: Connecting Government
Dr Phil Morgan, Director, AGIMIS Project Unit, Office of Indigenous Policy Coordination
The Australian Government is seeking ways to improve service delivery to all Australians by connecting services across all tiers of government. One initiative supporting this is the Australia Government Indigenous Management Information System (AGIMIS). The project has been charged with providing whole of government reporting on services delivered to Indigenous Australians. At the Australian Government level, more than 50 agencies delivering around 200 government programs with \$3B expenditure are involved. AGIMIS has a short period of time in which it must address significant data compilation, interpretation and dissemination issues.
- 2.25 Concurrent Sessions
- | | |
|---|---|
| <p>Metadata Standards, Protocols and the "input" Data Warehouse at the Australian Bureau of Statistics
 Don Bartley, Chief Technology Officer, Australian Bureau of Statistics
 <i>The ABS has constructed an "Input" Data Warehouse (IDW) as a store to hold and support analyses of economic data from third parties, such as that sourced from the Taxation and Customs, and from direct surveys. This presentation outlines the use of ISO 11179 based metadata concepts in the ABS IDW, the construction of a prototype metadata registry to support these in the context of a broader ABS metadata facilities.</i></p> | <p>Let's Begin at the Beginning - Practical Data Profiling Tips
 Richard Kevan, Senior Consultant, Oakton, VIC
 <i>In the last few years, Data Profiling as come to the fore as pre-cursor to both data quality initiatives and business application replacement or integration projects. Tools on the market have matured significantly. What is it and why should we do it? How should we do it? Do the new tools deliver what they promise? What are the traps for the unwary? Will this session answer these questions? Maybe not, but at least we can provide the questions for plenty of discussion.</i></p> |
|---|---|
- 15.15 AFTERNOON BREAK
 15.30 KEYNOTE PRESENTATION: Modelling the Time Dimension
Graham Witt, Group Data Architect, Commonwealth Bank of Australia
This presentation will cover:
- | | | |
|--------------------------------|-------------------------------|-------------------------------|
| • Time-Variant Relationships | • 6th Normal Form | • Recurrent Events |
| • Times, Durations & Intervals | • Managing Multiple Calendars | • Time in a Dimensional Model |
- 16.15 Concurrent Sessions
- | | |
|---|---|
| <p>The METeOR Registry Based on ISO11179 Standard
 David Braddock, Australian Institute of Health and Welfare (AIHW)</p> | <p>The Truth About Names
 Frank Jensen, Managing Director, Language Analysis Systems Australia and Asia-Pacific, ACT</p> |
|---|---|
- 17.15 Close of Conference
 19.00 Conference Dinner – Ottoman Restaurant

Conference Program continued

Friday 21 October 2005

8.30 **Registration**

8.50 **OPENING ADDRESS – Peter Davis**, President, DAMA Canberra

9.00 **KEYNOTE PRESENTATION:**

Jonar Nader

10.05 **KEYNOTE PRESENTATION: Making DM Relevant to the Enterprise**

Michael Scofield, Assistant Professor, Information Management, Loma Linda University

Many IT functions are being outsourced or off-shored, often with delayed negative consequence to the enterprise. Why do executives make such an irrational decision? Often because they don't understand the value of data, and the role of data management. The DM community cannot adopt a "if we build the data model, they will come" attitude. The new data management must be entrepreneurial and proactive. Many IT-ers are naturally introverts, and are not comfortable playing a more relationship-intensive role with various touch-points around the enterprise organization chart. Yet they must. They must find innovative ways to solve problems, bring value, and even toot their own horn in the enterprise.

10.50 **MORNING BREAK**

11.10

Concurrent Sessions

Automating Online Access to Archived Databases – 'Xinq'

Monica Berko, Director, IT Applications

The National Library of Australia has observed that they could speed up the development process with a tool that could interpret a data model specification (expressed in a locally designed XML language) and generate a fully operational and configurable web application with search and browse capability and online content creation and editing. This presentation will demonstrate both the browser interface developed for non-programmers to describe the data model and search rules, and the resulting generated web application which provides search and browse access to the archived data and online editing capability in the case of live databases.

Using International Developed Geospatial Standards in Australia

Chris Body, Standards Coordinator, Geoscience Australia

Geoscience Australia recognises interoperability of its spatial data both internally and with external agencies, as a key strategic direction for maximising the business value of its information assets. Using these open standards will enable Geoscience Australia to optimise its internal business process, gaining greater integration, and reducing technical risk. The capacity to be interoperable with other agencies will enable its customers to use GA's information resource to their greatest value.

11.55

Australian Standardised Data Set for International Trade

David Hunt, Director, Data Management, Australian Customs Service

This presentation will cover development of the Australian Standardised Data Set. The Standardised Data Set is a whole of government data harmonisation exercise that will provide a standardised data set for the submission of the import, export and transit data required by government agencies as part of the international trade exercise. This project is an outcome of the 2004 Australian Maritime Security Review and aims to provide the Australian government with opportunities to standardise, simplify and streamline industry reporting to Government. The Australian SDS project aligns with international standards and projects, placing Australia in a strong position to contribute to initiatives such as extension of the World Customs Organisation Data Model.

What is happening to metadata in the Geospatial Community

John Hockaday, Data Standards and Access Manager, Geoscience Australia

The recent publication of ISO Standard 19115 Geographic Information – Metadata, has provided agencies concerned with geographic data the opportunity to improve their management practices for geospatial metadata. The standard provides an abstract structure for describing geographic information and services. It defines mandatory and conditional metadata sections, entities and elements; the minimum metadata required to serve the full range of metadata applications; optional metadata elements and a method for extending metadata to fit specialised needs.

12.40 **LUNCH**

13.40 **KEYNOTE PRESENTATION: Jordan Trade and Investment Information System (TIIS)**

Andrew Ford, Director, Knowledge Base, Industry Division, Defence Materiel Organisation, Department of Defence

USAID commissioned a scoping study to provide a governance framework and pilot to ensure greater interoperability and streamlined reporting of Jordanian trade and investment statistics based on ISO 11179. The objective was to address the fragmentation, duplication, inconsistency and inability to share data between Jordanian government agencies in order to meet the country's international reporting obligations and provide government, investors and donors with the information they need to make the right decisions.

14.25

Concurrent Sessions

Implementing Metadata Standards for Record Keeping : Challenges and Development in the Australian Government Sector

Karen Skelton Assistant Director, Standards and Initiatives, National Archives' Digital Government Branch

The National Archives of Australia published its Recordkeeping Metadata Standard for Commonwealth Agencies (RkMSCA) in 1999. The intention of this standard, then a world first, was to guide Commonwealth agencies regarding the metadata required for the control, management, retrieval and use of records in agency systems. The presentation will briefly cover the structure and content of the two metadata standards, before moving to a more detailed discussion of different implementation aids currently under development and efforts underway to implement the standards.

Service Oriented Integration: The importance of Data Semantics and Data Management

Ram Kumar, Director, Sakthisoft Pty Ltd

Web Services is perceived as the next big "thing" for enterprise application integration and is becoming the emergent platform for successfully implementing service-oriented architectures. This presentation will discuss a case study of a project for a large financial company that uses web services architecture for recognising its customers across its disparate systems in order to service its customer efficiently and effectively and thereby, build strong and long term relationship with its customers.

15.15 **AFTERNOON BREAK**

15.30 **PANEL DISCUSSION: Future of Interoperability and Data Interchange**

The panel will discuss the current state of Interoperability and Data Interchange, as it currently exists, provide best practice insights into the strategies organisations should follow and what needs to happen for true interoperability to be realised.

16.30 **Close of Conference**

Watch the web site for program updates

www.dama.org.au

The Conference Program was correct at the time of printing. The organising committee reserves the right to make changes as required.

Registration Form

DAMA Australia, National Conference
Data Management in the 21st Century
Old Parliament House, Canberra, 19-21 October 2005

For more than one delegate please photocopy

Title _____ Name _____ Surname _____

Position _____

Organisation _____

Address _____

Suburb _____ State/Country _____ Postcode _____

Phone _____ Fax _____ Mobile _____

E-mail _____

Name for Badge _____

Conference Registration Fees

DAMA Members	Full Registration Fees	Early (Payment received by 19/9/05)	A\$792.00 <input type="checkbox"/>
		Standard (Payment received by 3/10/05)	A\$891.00 <input type="checkbox"/>
		Late (Payment received after 3/10/05)	A\$990.00 <input type="checkbox"/>
	Day Registration Fees (per day)	<input type="checkbox"/> Thursday 20/10/05 <input type="checkbox"/> Friday 21/10/05	A\$550.00 <input type="checkbox"/>
	DAMA Chapter you belong to:	_____	
NON-DAMA Members	Full Registration Fees	Early (Payment received by 19/9/05)	A\$880.00 <input type="checkbox"/>
		Standard (Payment received by 3/10/05)	A\$990.00 <input type="checkbox"/>
		Late (Payment received after 3/10/05)	A\$1,100.00 <input type="checkbox"/>
	Day Registration Fees (per day)	<input type="checkbox"/> Thursday 20/10/05 <input type="checkbox"/> Friday 21/10/05	A\$595.00 <input type="checkbox"/>

Workshop Registration Fees

WEDNESDAY 19 OCTOBER 2005

WORKSHOP 1: Full Day, Michael Scofield , <i>Semantic Data Integration</i>	A\$595.00 <input type="checkbox"/>
WORKSHOP 2: Full Day, Graeme Simsion and Graham Witt , <i>Everything you Wanted to Know about Data Modelling</i>	A\$595.00 <input type="checkbox"/>
WORKSHOP 3: Full Day, Lars Davies , <i>Legal Admissibility, Evidential Weight, and Assured Delivery of Electronic Communications</i>	A\$595.00 <input type="checkbox"/>
WORKSHOP 4: Half Day, David Wiebe , <i>Enterprise Data Modelling</i>	A\$295.00 <input type="checkbox"/>

Social Functions

Debate and Welcome Drinks Wednesday 19 October 2005

I will attend YES NO I would like to purchase additional tickets @ A\$40 each Total A\$ _____

Conference Dinner, Thursday 20 October 2005

I will attend YES NO I would like to purchase additional tickets @ A\$90 each Total A\$ _____

Payment Details

- Enclosed is my cheque made payable to Conference Co-ordinators - DAMA Conference
 I'm faxing my registration, payment will follow
 Please charge my credit card Bankcard Mastercard Visa Amex

Card Number

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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Card Holders Name

Signature

Grand Total A\$ _____

Expiry Date _____

Is this a corporate card? YES/NO

Registration Form cont.

Special Requirements

(eg dietary) _____

Accommodation

Please note your credit card details are required to guarantee your room is held until your noted arrival time. Neither Conference Co-ordinators nor the hotel will make any charges against your credit card unless you fail to give sufficient notice in writing of your cancellation. All cancellations will be acknowledged in writing by Conference Co-ordinators. Full payment of your account will be required at the time of your departure. **Rates quoted are per room per night GST inclusive**

Rydges Capital Hill

Single A\$185 Twin A\$202 Double A\$202

The Brassey Hotel

Heritage Rooms Single A\$148 Twin A\$162 Double A\$162
Standard Rooms Single A\$113 Twin A\$127 Double A\$127

Date of arrival _____

Date of departure _____

Sharing with (if applicable) _____

Estimated time of arrival _____

Special accommodation requirements (ie non smoking room) _____

CREDIT CARD DETAILS ARE REQUIRED HERE AS A GUARANTEE OF ACCOMMODATION ONLY

I understand my credit card details are given as a guarantee of my arrival and to ensure my room will be held until my nominated arrival time. No charge for accommodation will be made against this card unless insufficient notice of cancellation is given in writing to Conference Co-ordinators.

Bankcard Mastercard Visa Amex

Card Number

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Card Holders Name _____

Signature _____

Expiry Date _____

Is this a corporate card? YES/NO

Return your completed form to:
Conference Co-ordinators,
PO Box 139 CALWELL ACT 2905
Phone (02) 6292 9000 Facsimile (02) 6292 9002
Email: dama@confco.com.au