

INTERACTIVE LIBRARY
FOR NEW KNOWLEDGE CREATION AND INNOVATION PROCESSING

Discourse Centre I-II-III



Through Interactivity, Innovation with Global Reach,
Introduces Options Out of Isolation

Nell Arnold

Model Developed and Adapted for
Community Development and Global Communication Interface
In Australia, USA and Africa

Living Example Illustrated

**The purpose for this draft is to illustrate how the vision and mission
of Community Development Organizations
may assist local communities build and sustain global communication pathways
through an Interactive Library for New Knowledge Creation
and Strategic Innovation Processing**

Key Words

Discourse Centre

New Knowledge Creation

Strategic Innovation Processing

Responsibilities Quality Assurance, Relativity

Rights of Access, Privacy, IP

Outcomes of Creativity, Learning, Independence

Cyber Corridors between Discourse Centres

Integrated Discourse Centres

Website Wall

Language/Interpretation Hall

Independent Corridors

Reference: Glades-GEI Model

Interactive Electronic Library for New Knowledge Creation Incubation and Strategic Development with Cyber Markets

Model Attached – Following

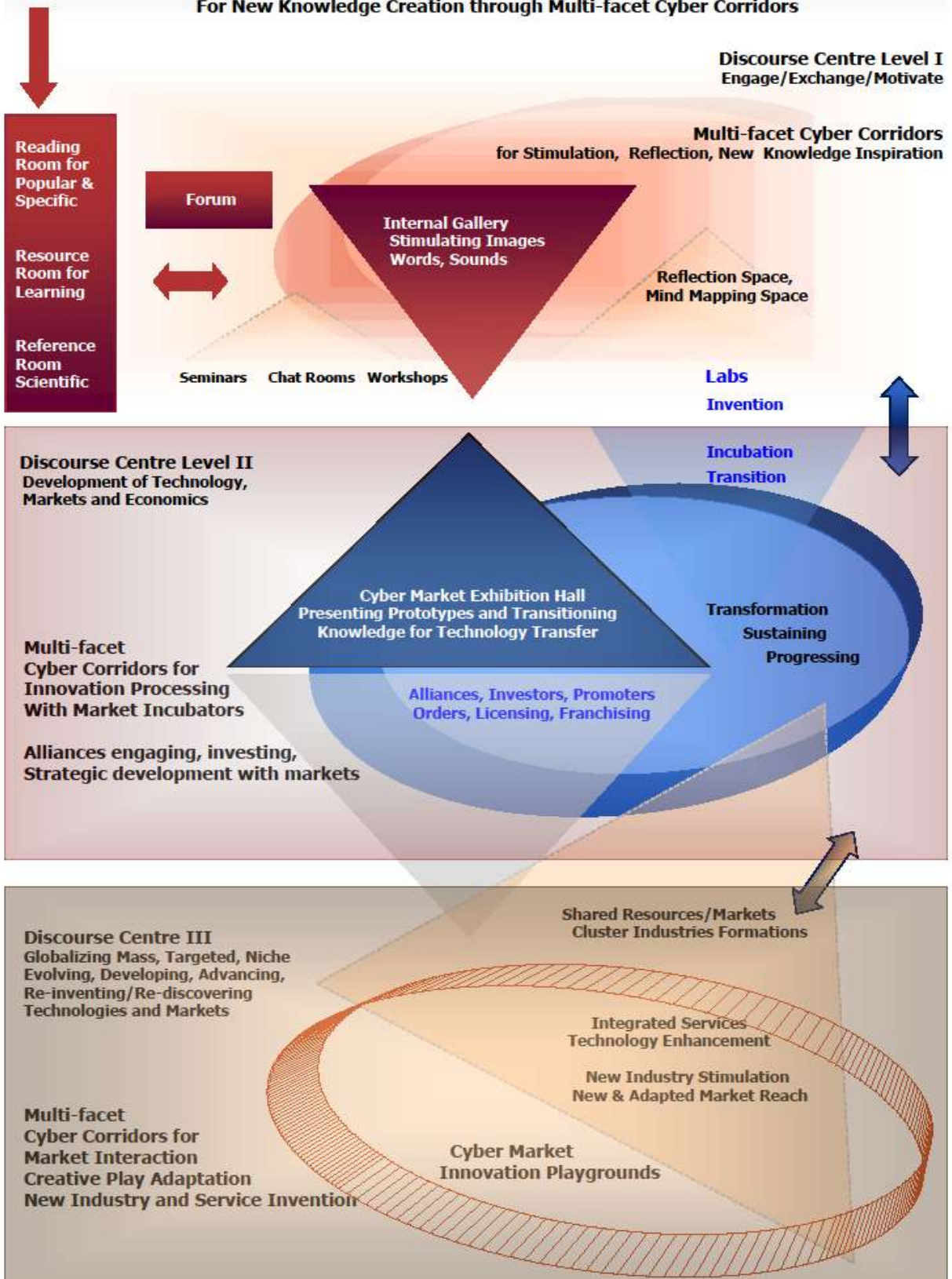
Three Levels of Global Discourse

- Level I: Accessing Information
 Playing with Ideas
 Turning Creativity into Innovation

- Level II Refining, Articulating
 Incubating
 Transitioning with the Market

- Level III Engaging with the Market in Creative Play
 Adaptation, Transformation
 Co-Design of Application Systems
 Making creativity cultural, socially, economically viable
 Enabling progression of ideas and technologies to be progressable

Initiating and Integrating Three Discourse Centers
For New Knowledge Creation through Multi-facet Cyber Corridors





INTRODUCTION

The Interactive Library is designed as a tool to assist people in leadership in rural and regional communities. The intent is for youth, men and women in leadership to use the library, not only as a learning and reference tool, but also as a discourse centre where they may share information, play with ideas and create new knowledge. The intent is to enable people in leadership and those seeking leadership opportunities to engage with professionals, specialists, researchers, policy makers and industry leaders.

Attached to the library is the second discourse centre, the incubator with gallery and exhibition halls. This section of the library facilitates innovation processing for ideas and individuals seeking to build services in support of innovation, new technologies and global engagement. This semi-private compartment of the library draws many other individuals into the Foundation's Discourse Centres, specifically investors, incubator teams, financiers, bankers, securities specialists, business developers, global marketing specialists and communication specialists.

The third discourse centre opens the library's new knowledge programs with articulated ideas, technologies, products, and service capacities of the rural and regional women to global viewing and targeted world markets. These markets may include existing markets and in addition, education, world service organizations, governments, trade organizations, world conferences and development institutes, in addition to global markets that find the portals through 40-100 key words.

The Three Discourse Centres are designed to draw not only the participants but also alliances, political leaders, government agencies, investors, and targeted markets. These multiple sets of players hold potential to expand not only their capabilities but also the capacities of foundations, government agencies, markets and alliances to facilitate the participants into corridors of influence and enterprise where they may establish voice and presence and access opportunities for leadership.

LEGACY

EXAMPLE Created and Applied in AUSTRALIA

The Foundation for Australian Agricultural Women is grounded in a rich legacy of vision and experience of women in leadership in rural and regional Australia.



The vision of the Foundation, continuing in that legacy of building futures with women from rural and regional Australia, witnesses the vibrancy, the richness inherent in the diversity in cultures, landscapes, experiences, and aspirations of rural and regional Australia. The Foundation also recognizes, however, and seeks to address the continuing challenges of distance, dynamic change and contemporary realities of disparate access to opportunities for voice and presence.

The intent of the Foundation in building the Interactive Library for New Knowledge Creation and Strategic Innovation Processing is to advance the capacities of women in rural and regional communities to gain voice and presence as leaders of their communities, industries and public policies. The intent in creating the library, as three areas of discourse for building futures with rural and regional women, is grounded in drawing to the library resources that are strategic for development as well as meaningful within contemporary context.

The purpose of the Interactive Library for New Knowledge Creation and Strategic Innovation Processing is three fold:

1. To enable women in leadership to access contemporary information and dialogue with leaders of industry, government, innovation, communication, enterprise and community governance to enhance their leadership capacity.
2. To provide opportunity for the women and others participating in the library's creative playground to create new knowledge by inventing, adapting, transitioning or transforming knowledge for their and others benefit
3. To facilitate women in accessing alliances, incubators, investors, and markets that will co-build/adjust ideas, technologies, application systems, production systems, products, services and markets to mutual benefit of program participants.

The "creative play space and innovation processing workshops" are designed both for personal and professional enrichment. The Foundation is conscientious in upholding professional conduct in creative play, innovation and communication and in protecting the intellectual property rights and dignity of those participating in trust in the programs of the Interactive Library. Quality and relativity are two assurances the Foundation recognizes as responsibilities

RESPONSIBILITY SETS

Quality and Relativity Assurance Begins with Intent

In responding to these two responsibilities, the Foundation adheres to preferred practice. The guest speakers for The Forum, The Seminar Rooms and Workshops are selected with due diligence and commitment to excellence in providing leadership training that is sought by women in rural and regional communities.

Continuing with this practice, the three rooms of the library and the Cyber Corridors (Discourse Centre I) are also quality assured. The Foundation recognizes that in order to direct change within their communities, industries and policies, women must have access to information about projected changes and processes for responding to and even directing change.

To ensure effective change practice evolves with the women in leadership, the Foundation follows these guidelines within the Discourse Centre I.

1. Selection of materials offered in the open Reading Room is monitored by the Foundation
2. Selection of materials in the Resource Room is arranged by the speakers, seminar and workshop directors and the invited corporate/government agency alliances of the library.
3. Selection of materials in the research rooms is provided by directors of research centres and known research scholars.

The Foundation also manages the expectations of participants by determining their existing needs, demands but also interests. The management program within the library offers multiple opportunities for participants to express their views and to contribute to expanding the Interactive Library's offerings. In addition, the Foundation recognizes that through learning, people are able to diversify and progress capabilities and skills. The Foundation anticipates this continuing need and seeks patrons from research and industry sectors to participate in progressing learning programs and the learning tools created for the various programs.

The Foundation also recognizes that in order to integrate information, participants should have opportunities to free flow through the reading room and into corridors where possible. For this reason, the foundation provides a diverse range of information resources within the free flowing Cyber Corridors. Individuals may establish their own chat rooms for more in-depth discussion with other individuals that share common or disparate views and life experiences.

For example, individuals in leadership within different industries, regions, disciplines, education and research experience may share a common theme of leadership. At the same time, they may wish to access views very specific to an industry or discipline or seek diverse range of views on a singular topic. The Library encourages women into diverse view corridors from which they may self select or create chat rooms of specific interest

Managing Expectations About Quality & Relativity

Key to the discourse centres is atmosphere that attracts, inspires, excites and ignites a desire for engagement. Global engagement offers multiple scripts for dialogue.

The women in rural and regional leadership have ideas, concepts, technologies, knowledge, experience and wisdom to share.

This Interactivity Library is designed to stimulate desire to share and to ensure multiple corridors to accommodate different levels of confidence, skills, interests, and insights of the women who seek opportunity to participate in the vision and mission the Foundation for Australian Agricultural Women purports.



This document in the series created for the Foundation provides advice to the Foundation and the webmaster of Cyber Corridors leading into and out of the Three Discourse Centres. The advice confirms at minimum three levels of responsibility.

1. Selecting and managing the “human resources” that engage with the designated market (women in leadership and those they guide) to ensure expectations are achieved during and from input and, in consequence, from the output/outcomes of the engagement.
2. Determining but also managing expectations of the Foundation, granting bodies, and participants. The advice incorporated depicts cyber corridors that serve to attract, inform, stimulate and inspire viewers toward self reliance in seeking out information, alliances, and learning opportunities. The final model illustrates gates where viewers may be channeled as participants by interests, needs, demands, aptitudes and skills. The intent is to assist women in leadership with diverse personal and professional experience to the resources they seek and sources of guidance they require.
3. Directing at times, in addition to facilitating, the flow of information, ideas and project outcomes through the three discourse centres.

In the simple diagram of Discourse Centre I, a minimum of thirteen library entrances are depicted. The design is strategic with the intent of building multiple corridors of communication into the library and between the Foundation and the women in leadership and residing in rural and regional Australia. As corridors are created between the Discourse Centres, however, many more doors are opened for engagement between the women and external markets.

Right of Access, Right of Privacy, Right of IP

In addition to the quality and relativity concerns are other challenges of privacy and freedom of access. These challenges are in opposition. While the Foundation seeks to draw users from targeted markets, the Foundation is conscience that many individuals surf the net for ideas and identities. Whether or not these individuals are by intent “personality challengers,” “dream robbers”, “identity snatchers” or “IP Thieves” is not the issue. The challenge is the damage that is inflicted is difficult and costly to eradicate.

The Foundation undertakes measures of precaution to provide both global access spaces and also private spaces. The public spaces are monitored by technology and webmaster services. Monitoring programs are for professional use with PG13/17 or equivalent rating.

The private spaces break out into at least three levels of Foundation duty of diligence. Participation in seminars, workshops, and innovation labs is monitored by a number of security measures including combinations of fees and charges, identification, by-invitation only projects, and notification/signed agreements regarding use of IP within designated areas.

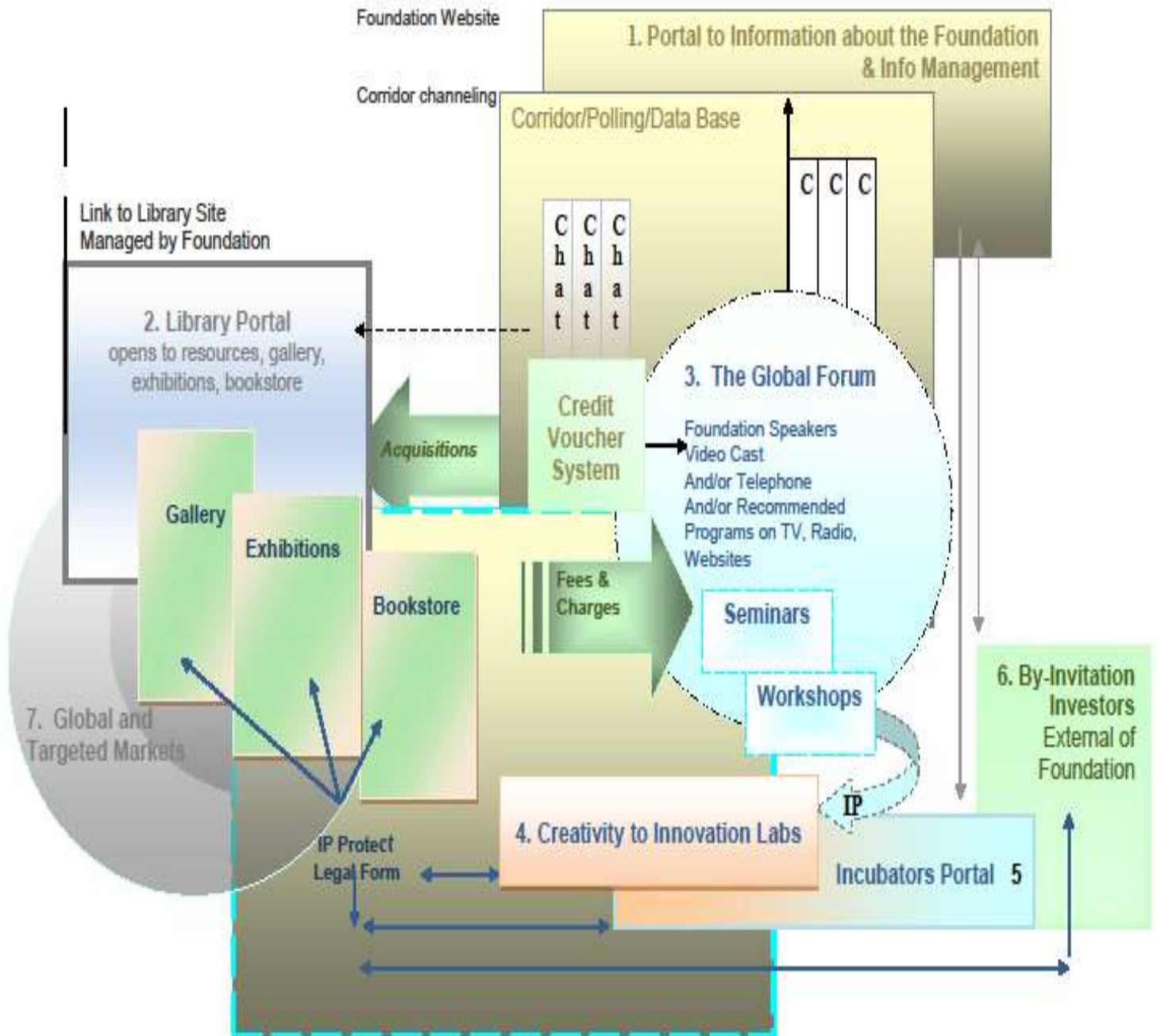
The second level of private space is organized for Inventors, artists, writers, researchers and women who may not be confident in articulation, expression or sharing. In these spaces, women may explore and experiment with ideas and technologies electronically without being observed and may control their “switch” into an electronic mentor’s room where they may dialogue with a professional in the classroom or may seek assistance in confidence.

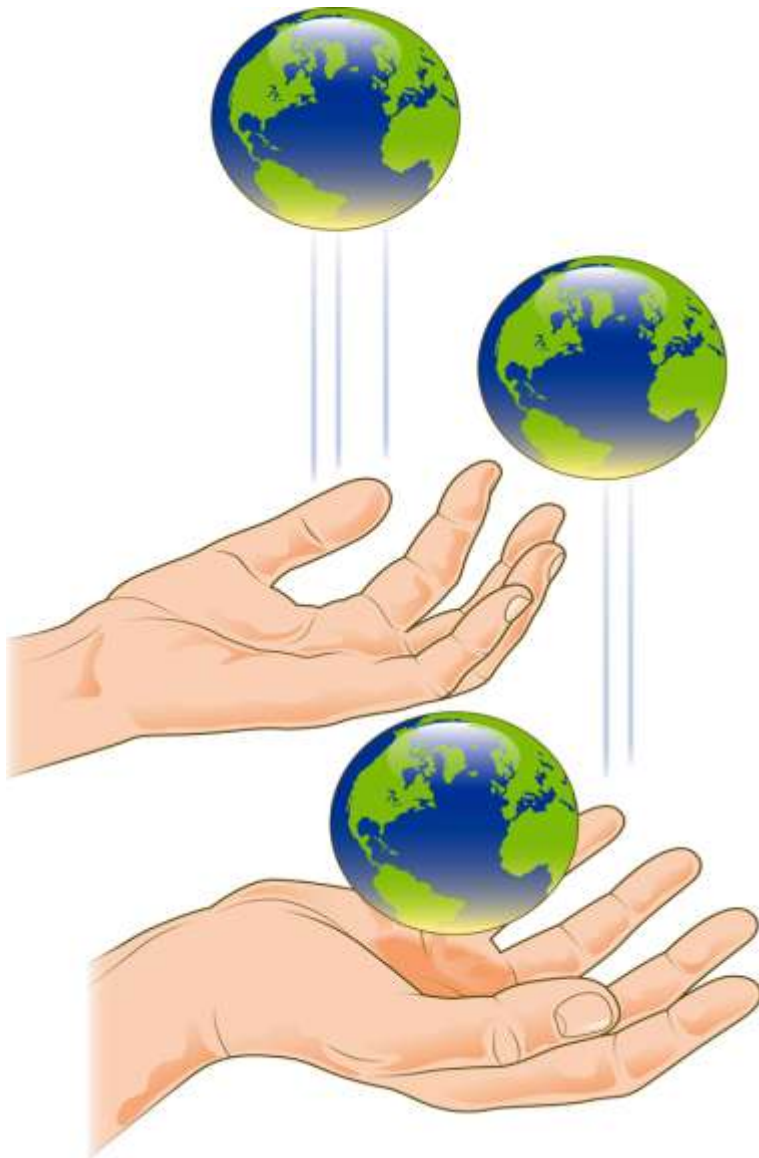
The third space is self determined as women search through the global libraries in the Cyber Corridors. They may also explore the work of colleagues as the work moves into reading rooms, galleries and innovation exhibition spaces. The third space is influenced directly, but only, by the quality of the work appearing in the libraries and the ethical, professional treatment of ideas flowing from creative play into labs and global corridors of discussion. The Foundation will not be able to monitor all the dialogue in the multiple-chat rooms that individuals may seek to establish. The chat rooms are expected to evolve from materials in the library, the forum, seminars and workshops. While the Foundation will caution on professional conduct and rules of creative play, women entering and engaging in the chat rooms should understand the chat rooms are “Free Thought and Expressions” governed only by request for professional conduct.

These precautions are in line with those taken in the world of art and entertainment, research and presentation. The intent of the protection is to support the rights of individuals to dream, to explore, to create and to access the personal and commercial benefit of the outcomes of these endeavours.

The following chart presents major gateways into the Interactive Library and illustrates the measures the Foundation takes in quality assurance, relativity, privacy and IP agreements/recordings.

Seven Major Portals of Website



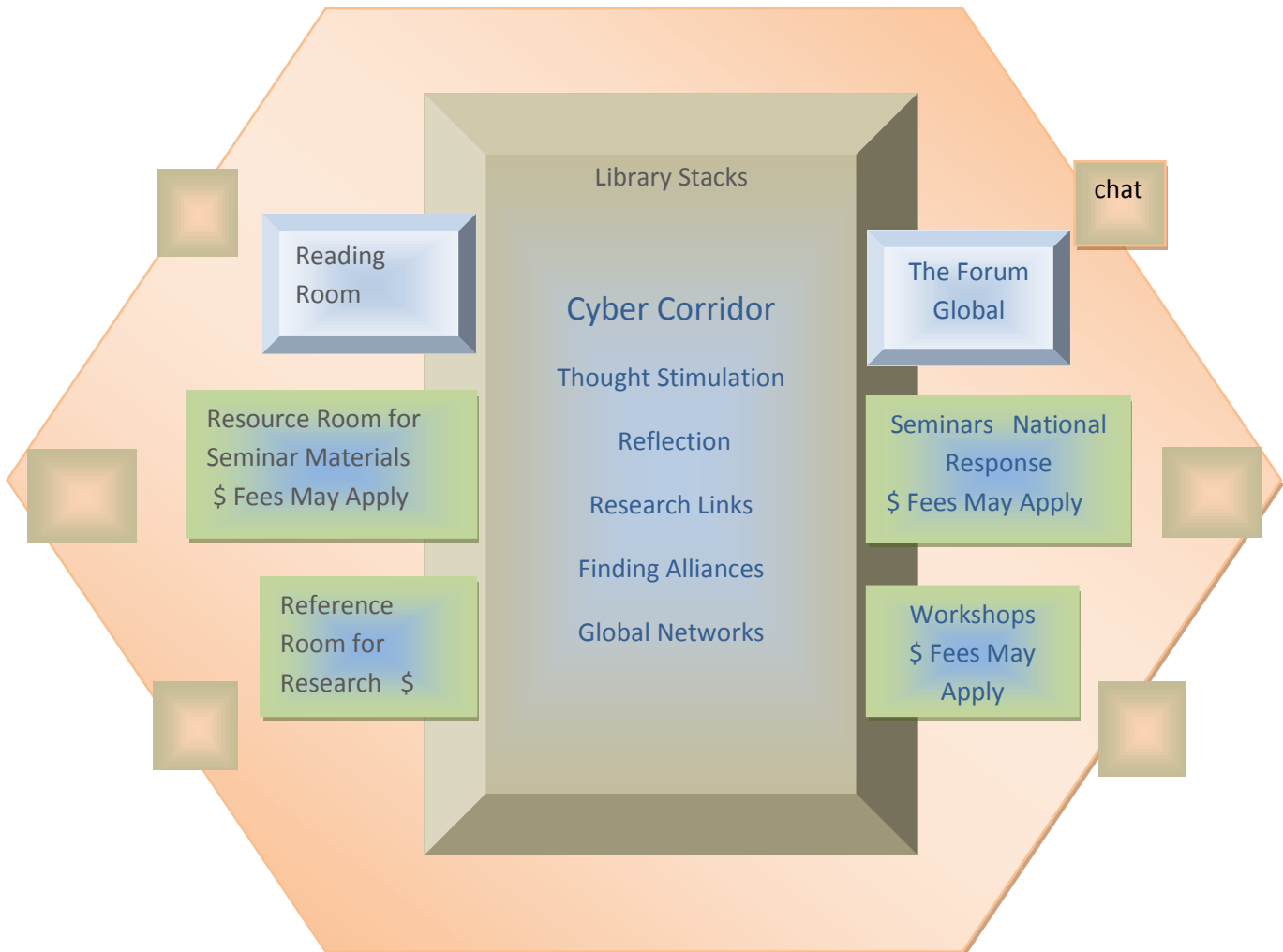


INTEGRATING THREE DISCOURSE CENTRES

INTEGRATING THREE DISCOURSE CENTRES

There are three discourse centres in the Interactive Library. The first of these includes the Interactive Library where people may engage with their own minds in browsing through three rooms of knowledge and then reflect with others in the forum, seminar rooms, workshops and labs. Cyber corridors flow information, choices of images, music, poetry and art as stimuli for reflection, learning and explorations.

Gateways into DISCOURSE CENTRE I



Attached to this first discourse centre are chat rooms that are semi-independent of the Foundation in which participants may engage with each other in discussions and reviews of topics and resources and in the creative play with ideas offered through the Foundation, externally or by individuals participating in programs. Although chat rooms are open to the public and independent of the Foundation, code of conduct, established and presented by the Foundation, will be maintained by webmaster, technology and PR director.

VISUAL CODES



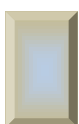
Chat Rooms are set up by participants.
“Message Board – I want to Chat About _____”.

Those interested respond.

Chat Rooms may attach informally as outcomes of each component of the Electronic Library. Although chat rooms are open to the public and independent of the Foundation, code of conduct, established and presented by the Foundation, will be maintained by webmaster, technology and PR director.



Discourse Centre I serves as the creative thinking and discussion place of the Foundation’s Interactive Library. The Discourse Centre draws people by topics, art, music, poetry, photography, vision, philosophy, board members, associates, speakers, seminars, workshops, and opportunities to learn about leadership and engage with leaders.

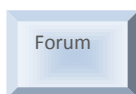


Cyber Corridors offer the literature, research findings, inspirational works that illustrate each theme of the Foundation’s Library. Individuals and groups may browse, draw on resources, go into independent or organized chat rooms on the topics.



Read

Reading Room is open to browsers and is a major entrance gate to the website. High quality of reading materials, products, networks, images, and Foundation Information is vital.



Forum

Forum is open to browsers **unless “closed notice”** and is a major entrance gate to the website. High quality and contemporary nature video cast, speeches, research findings, political debate links and references to reading materials, products, networks, images, and Foundation Information is vital. **In the Forum links to media, political and world challenge debates are key.**



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Fees

Workshops, Seminars, Research and Resource Libraries where fees may apply in order to access.

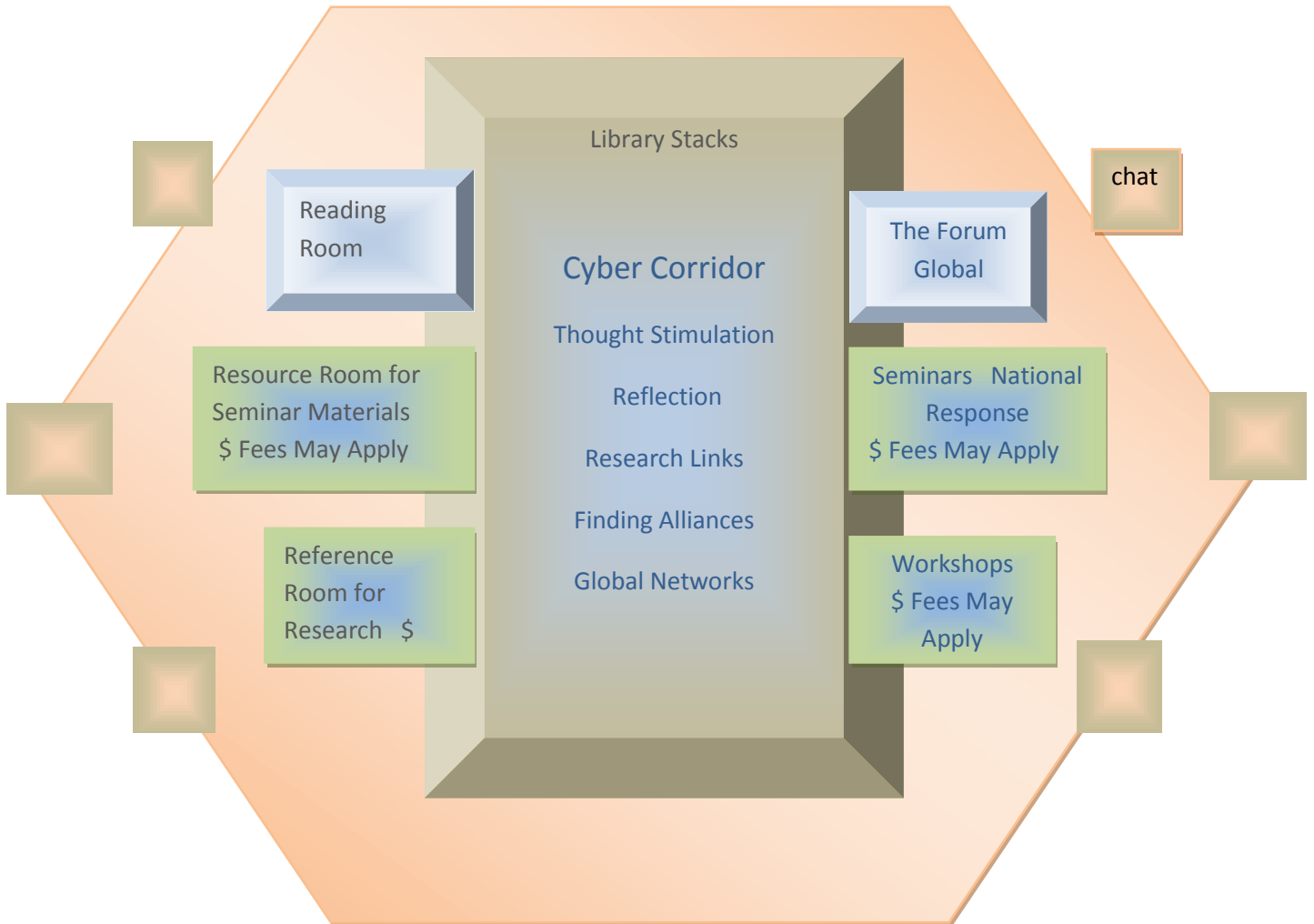


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Grants

Personal Health Labs operating with health practitioners – Cyber Psychologist

INTRODUCING INNOVATION PROCESSING

INCREASES THE NUMBER of Gateways into DISCOURSE CENTRE I and builds resources for the library that are created by women in leadership in rural and regional communities.



In the following model, the Foundation encourages the provision of development labs through which ideas, skills, economics, technologies, enterprises and industries may be development. Labs in communication, the arts, writing, enterprise building, and business management may be included to encourage the development of rural communication services. Through these labs women with different talents may participate in building resources for the Interactive library.

By working together in labs, the women may form co-operatives for developing not only ideas into technologies and products, but they may also learn to establish supply and demand chains, create services to accommodate demands for rural technologies, and form rural incubators, warehouses, collaborative, industry clusters, and partnerships to support new knowledge creation and innovation processing.

CYBER CORRIDORS BETWEEN DISCOURSE CENTRE I AND II

The importance of Cyber Corridors becomes evident in the following models.

The first model represents an innovation processing approach through professional development labs. These labs follow workshops where women may learn to turn their ideas into concepts for innovation development. The labs may include but would not be limited to

1. Innovation communication in which participants learn how to articulate and defend their innovation concepts through commercialisation or enterprise building strategic plans and models that address the challenges of target markets, IP, costs of innovation processing, testing, development, transitioning, adaptation and transformation with target markets. The support services for the innovation to commercialisation planning labs may be available to the Foundation through grants, specialists, sponsors and investors.
2. Artistic presentation of works of art, expression, photography, film, literature, fabric for geo and cyber spaces including the Foundation's galleries, exhibition halls, library, and cyber-shop. The support services for these labs may be available to the Foundation through grants, specialists, sponsors, investors and hosting galleries, touring exhibitions, and public and private sector orders.
3. Engineering designs responsive to global challenges which require global innovation and communication support – grants

Workshops and labs often encourage the creation of co-operative efforts. Without funding and professional guidance, the endeavours rarely find sustaining markets.

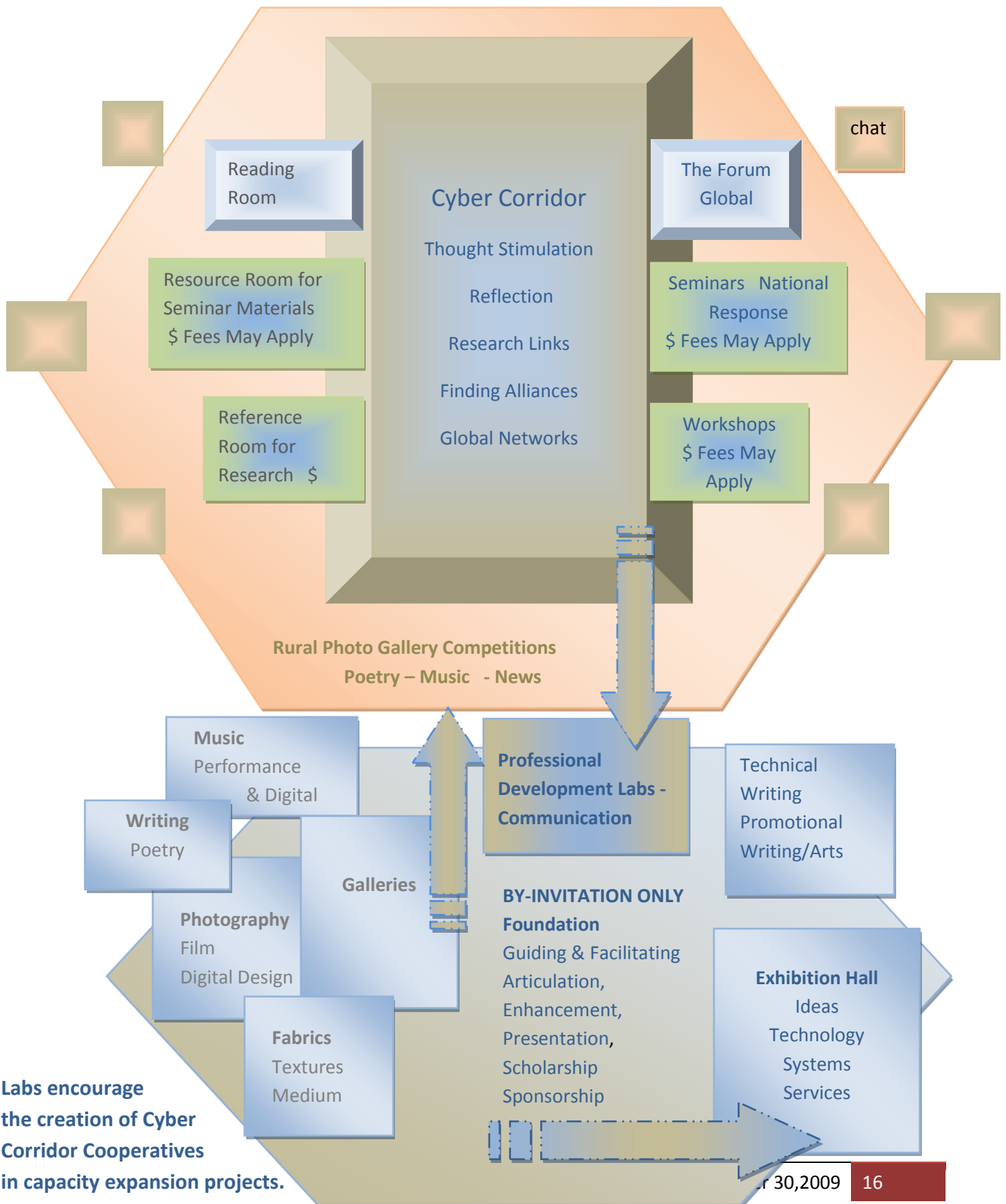
While the Foundation provides knowledge about leadership, innovation, communication, the Foundation will be discerning by panel and professional advice on what concepts hold specific market potential. The Cyber Corridors are a good place for lab experiments, reviews and views about potential.

If any projects are deemed to hold high potential, the Foundation would announce in code names with general concept title on projects that the Foundation is supporting professionally. These announcements would be made following

1. the Foundation's accessing sponsors/investors for the project and
2. a formal Invitation and Acceptance by all parties involved in the presentation and commercialisation program of projects through the Foundation.

Add "4-Quadrant" New Knowledge/Product/Technology Creation Labs

DISCOURSE CENTRE I



Fourth Cyber Corridor Between Discourse Centre I and II May Require Personal Space for Personal Challenges to Leadership

This Cyber Corridor would host programs for personal development through which women gain confidence in self esteem. Workshops may be in self and professional expression, including writing, speaking, presentation and leadership.

Personal development may require assistance in health, understanding contemporary challenges in health including HIV, Stress, Depression, learning disorders, chemical or substance abuse by a member in the family, dealing with extended families, second families, distant relatives, physical/mental/emotional/intelligence abuse, recovery from health challenges, childbirth time out other.

In order for women to take or maintain leadership in industry and community they may require information and support systems to rebuild confidence and to establish alliances that would provide quiet guidance or referral to medical services.

Contemporary people expect to meet challenges repeatedly in what is a fast paced, changing landscape urban and rural. People expect to rebuild careers roughly seven times in their working span. While this expectation may be realised in urban centres, the potential for training and employment in multiple careers may be less realistic in rural and regional communities. The opportunities may be less accessible.

If the range of opportunities for employment, careers and advancements is less in rural and regional communities, women in these landscapes live with additional stress about building diverse pathways to survival and thrival. Without voice and presence, articulating needs and interests may become a moot exercise. The Foundation seeks to change the challenge of limited access to voice and presence.

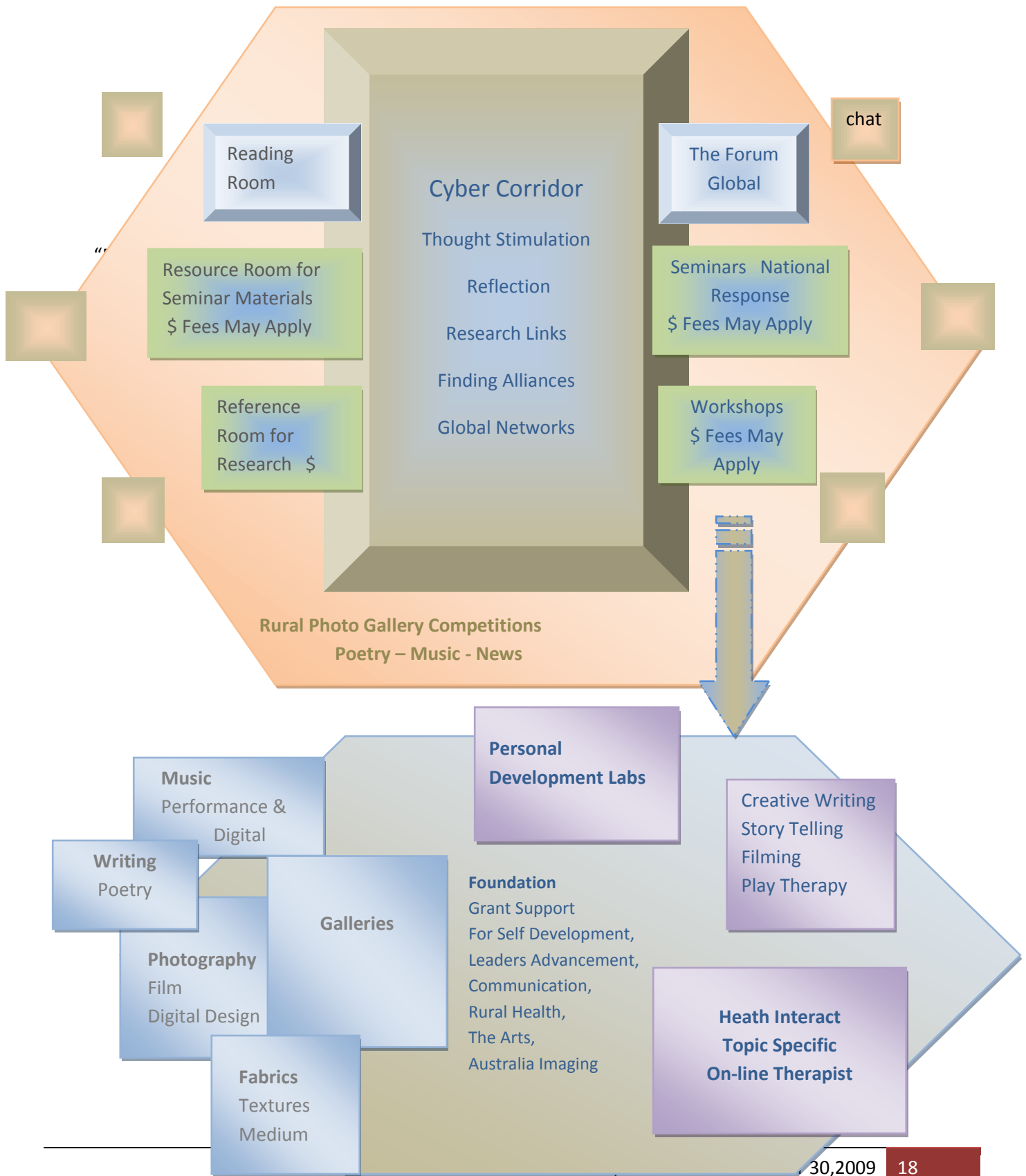
Often the arts including music, dance, visual arts, photography, hobbies, and fabric/texture arts offer outlets for reflection, healing and recovery. The Foundation's personal development section of the library is designed as a personal space development centre. The workshops and labs in self development, the arts, design, philosophy, poetry, writing, story telling, photography and film are recognised as powerful agents of inspiration, reflection, recovery, and rediscovery of self through different spaces. These programs may serve, not only in personal recovery, but also in employment, industry and enterprise creation.

This workshop and lab space should be supported by grants for service delivery of health professionals and arts and play therapists. In addition grants for awareness and skills development are also dedicated for artist-communicators.

The outcomes of these workshops may progress into innovation labs and to markets requiring self help case studies, books, literature, music, theatre, and enterprises created to serve rural communities.

Personal Health, Dealing with Isolation, Family, Leadership Challenges

4-Quadrant DISCOURSE CENTRE I



A Fifth Cyber Corridor leading into Discourse Centres II and II may be established in workshops and labs in global communication. Literature for these corridors is represented in the Interactive Library.

Architecture for Cyber-Communication labs supports women seeking to learn how to build their own websites and other communication tools to present their enterprises and professional services.

Key to Discourse Centre II is the presentation of women from rural and regional communities who wish to present themselves as leaders of community, industry, policy and enterprise. Discourse Centre II features the websites of these women so that people in rural and regional Australia may find them. In addition government agencies, professional service organisations, foundations and investors, in realising the interests, capabilities and projects of innovation of rural/regional women, may seek to contract them or invest in their ideas, innovation projects, and technologies.

While some of the women may have websites or are identified in a company or association site, many women will not have a professional presentation about who they are and their leadership responsibilities and capacities.

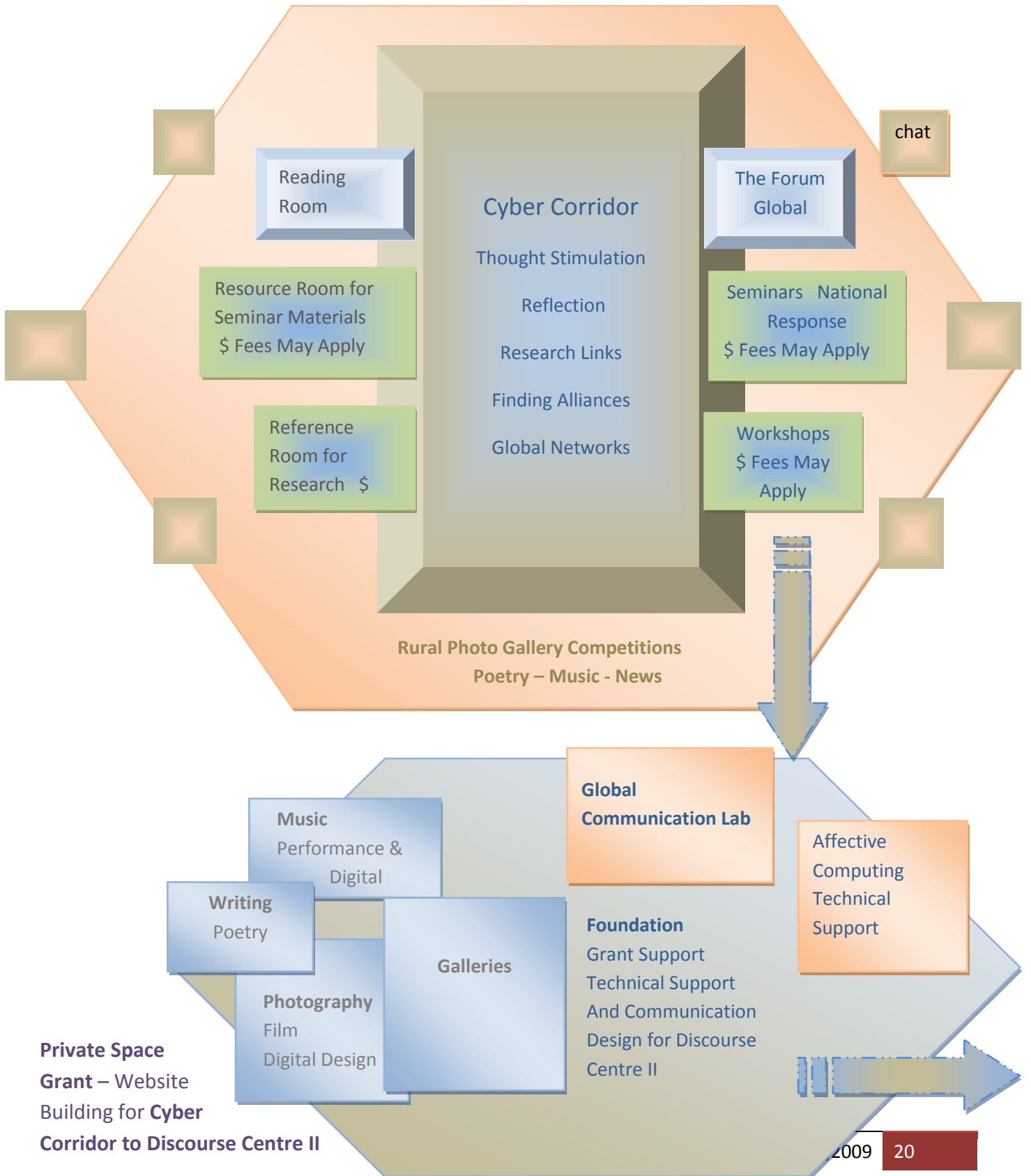
The Fifth Cyber Corridor provides workshops and draws funding to assist the women in professional presentation – 4 page “calling card” site that presents the women’s professional training, experience, leadership capabilities, past projects and concepts for innovation and change in rural Australia. This corridor may feature many young women and others seeking to access opportunities, to gain experience and to expand the range of their market exposure.

Building websites draws on multiple skills in research, in the arts, in communication, in technology, in design, architecture, systems integrating and in maintenance and management, security, follow up, financing, sales force training, staff support systems, and other.

By offering a series of workshops and labs and creative engagement with pilot project users and players, the women would be able to build not only skills, but cooperatives in communication, enterprise building, marketing, sales, research, project leadership, and other.

The outcomes of this Cyber Corridor would introduce not only new skills, but also partnerships in communication and innovation support, and establish careers, jobs, contracts and leadership opportunities in directing change and building capacities to meet global markets in developing countries, in the EU, in Asia’s giant economies and in developed nations seeking partners in a safe zone of Asia.

Global Communications Lab for Discourse Centre II
4-Quadrant DISCOURSE CENTRE I



Private Space
Grant – Website
Building for Cyber
Corridor to Discourse Centre II



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Discourse Centre II

Incubation of Concepts for Innovation Processing & Commercialisation

The Discourse Centre II is a By-Invitation space for women and their ideas that appear to hold merit for development within the Foundation's sphere of associates and alliances.

The natural evolution of ideas would be through the library into workshops and then cyber corridor labs. In the cyber labs the concepts may be reviewed by a selection of alliances from around the world who may contribute to the innovation processing. Many innovations evolve for world markets, developing countries, other rural industries, or women's markets through world organisations, or through Australia's trade associations (Austrade, EU, UK, Canada, State Foreign Offices/Amassadors). The foundation would draw on these alliances that may introduce their projects to key players in innovation processing for targeted and niche markets. (Links to these networks are being organised.)

The Foundation's global associates may include but not be limited to:

Deacons, Australian – World Trade Centre, Rural Industry Bodies, Financial Institutions, the Big 8 Accounting firms, and private incubator services. These companies would assign someone to assist in the review of projects with the interest of mutual benefit. Each State Office for Primary Industries and State Development Office and the Australian Government Offices and Centres for Innovation would also offer guidance and participate in project reviews.

Research Centres that serve in partnership with Industry would also be available for reviews and advice and for joint venture research and development. These resources are listed in the Discourse Centre I Interactive Library.

A major challenge during and following incubation of concepts is finding professional teams to follow strategic plans and maintain the relationship building exercises required as concepts are adapted, transitioned and transformed for targeted markets. In many instances concepts may need to evolve in multiple niche markets and then unfolded in an umbrella of services that encourage niche market growth.

In recognising this major challenge, the Foundation is forming an internal alliance of women in leadership who may apply, be selected and workshopped into expertise services as mini-global service companies in communication, innovation, artistic presentation, marketing, management, enterprise building, business development and technology enhancement and applied systems.

The Alliance would be featured by names, skills, interests, and experience in a Foundation Cyber Headquarters Service Office. (Calling Card Wall). The concept provides incentive for learning, education in global communication and enterprise building, global office within an Australian high profile foundation, and access to bid or to accept contracts for services in support of rural and regional women in leadership of industries and communities. The opportunity encourages membership and options for moving toward leadership in innovation processing, policy, new industry and market development and global enterprises alliances.

WEBSITE WALL OF DISCOURSE CENTRE II

The Website Wall as depicted in the model for Discourse Centre II is a concept that may be developed by the Foundation with the support of grants from the Commonwealth and from each state.

Women in Leadership would provide a link to their own websites or would provide information for a “calling card” website. The “calling card” websites would be created by appointed Foundation staff and would be linked in the alliance of women in leadership with, in and for rural and regional Australia. The Website Wall/Hall will be designed by the Foundation with rural and regional women. Example of potential categories may include:

Leaders in Policy – Drawing Media, Government, Political Systems

Views of women about policy may break out into

1. rural industries,
2. environment,
3. health, education, social services
4. the arts,
5. cultural diversity,
6. current affairs

The Arts for Gallery and Export - Drawing Gift & Literature Outlets, Collections, Design Patents,

1. art work that should reach galleries
2. crafts that should reach gallery, exhibition, commercial (design) opportunities
3. literature that should be developed for publications
4. fabric design and technology (cotton, special skins/emu, furs, wools etc)

Inventions

1. environmental
2. energy
3. water/waste management
4. rural industry areas
5. health, communication, any of the technology areas

New Ideas/Strategic Planning/Management for technologies, products, services, production systems

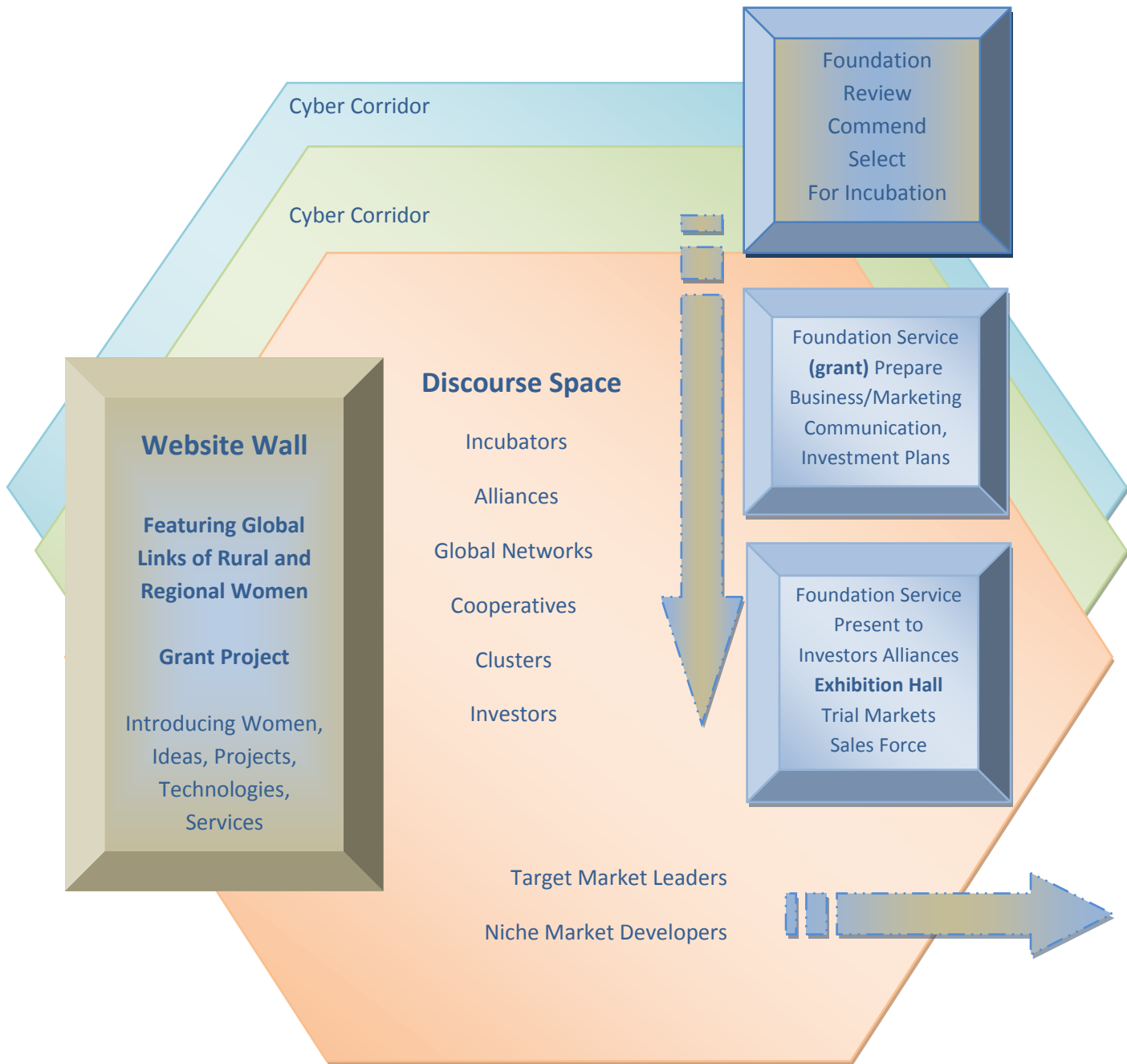
1. export
2. trade
3. integrated systems for technology applications
4. integrating industries (tourism with industry,
5. product creation, events creation, conference creation for PR, Marketing of rural industries.

Skills Areas

1. research capabilities available to government/universities, industries,
2. technical and business writing
3. photography/recording, video
4. project management skills
5. marketing
6. communications internal
7. communications media relations
8. advertising, PR, Relationship building
9. accounting, bookkeeping,
10. contracts, agreements, proposals, negotiations, legal

Discourse Centre II

Cyber Corridors for Innovation Processing Lead into Incubation of Innovations for Commercialization



BENEFIT OF LEARNING - INDEPENDENCE

As women seek to turn their creative ideas into products, services, technologies, or production systems, they may form their own labs with participants in “independent” chat rooms or organise a co-operative group to take their concept through innovation processing into commercialisation. In this endeavour women may seek advice from the Foundation to assist in orchestrating a workshop about innovation processing and a lab through which the women may obtain guidance in driving their ideas through seven gates of innovation challenge.

For the purpose of assisting women toward successful innovation processing, the Foundation will require clarity about expectations, agreements and outcomes. The foundation may wish to encourage the independent groups toward professional innovation processing to ensure women who are inexperienced have been advised. For example, The Foundation labs would be run professionally with the protection of legal agreements binding participants. Insurance and risk management would be in effect.

If the participants wish to build their own labs and run independently of the Foundation, the Foundation would advise in writing in the global entrance to innovation processing that the Foundation only endorses and confirms projects that have been undertaken professionally through the Foundation. On other projects, participants, investors and markets participate and serve at their own risk. Foundation projects would be listed/registered for public knowledge.

In these instances the Foundation would have inspired and assisted through Discourse Centre I.

Reflection

The Foundation offers a set of resources to assist women in leadership in rural and regional areas. The assistance is found in information offered through library, seminars, workshops, and the Forum.

Additional services may include seminars and workshops in Innovation Processing, Incubation, Investment, Transformation, Communication, Business Plans, Grants Writing, presentations of Projects to Investors, Mentoring, Partnering, and Global Language Services. Other resources may be arranged through the Foundation on a “Fees for Service” basis.

The Foundation reserves the right to “panel review” and “panel select” specific projects that are deemed to hold merit for consideration in presentation in the galleries, exhibition halls and to incubator panels of recognized expertise. Upon the recommendation of the incubation expertise, the Foundation reserves the right to apply for grants and investment for the projects selected by the Panel of Experts. Expectations, Agreements and Contracts about IP, shares, investments, approvals will be completed with signatures before the Foundation proceeds with projects in incubation.

Women in leadership, and others without leadership, may apply to the Foundation to have their concepts reviewed and considered within the incubation services.

Discourse Centre II

Inspired By But Independent of the Foundation

Incubation of Innovation – Commercialization



DISCOURSE CENTRE III
GLOBAL MARKET ENGAGEMENT



DISCOURSE CENTRE III

GLOBAL MARKET ENGAGEMENT

The major focus of Discourse Centre III is the opportunity for the rural women and their projects to reach and access potential markets. Unlike many global communication approaches in which individuals create websites anticipating they may compete with more than 1 billion ineffective sites in the global web, the Foundation's approach is strategic.

Key to the projected success is the Cyber Corridors designed to assist women from rural and regional communities reach and access targeted markets. The strategy is phased.

Discourse Centre I – Inspire, Invigorate, Educate with high quality resources from national and global sources. Through the Cyber Corridors women meet leaders from history, the present and the future.

Discourse Centre II – Enable, Facilitate, Invest with professional support services assisting women through workshops, labs, and personal as well as technology innovation incubation labs. Through the Cyber Corridors leading into this Discourse Centre II women meet professionals who will find mutual benefit in investing knowledge, skills, funds and market resources. Within the Discourse Centre the Innovation Processing system articulates the concepts and integrates strategic plans in communication, market development, enterprise building, business support services and supply chain, demand chain, sales networks, and “power of one” world policy and service partners.

Discourse Centre III – Engage, Play, Co-Invent with Targeted Global Markets. Through the Cyber Corridors leading into the Discourse Centre III, doors are opened by Alliances to targeted markets that may be end users or government agencies that may clear projects for “power of one” markets. “Power of One” markets are those markets in countries where decisions are made by ruling families, agencies, networks that approve, negotiate and acquire technology for developing countries, trade associations, sales forces, and institutions. By building relationships with these “agents, leaders, decision makers, investors, financial systems”, the women seeking markets for their projects will be able to find “power of one” markets, organization/institutional buyers, trade associations, and co-operatives that serve multi-niche markets. They may also establish credibility with warehouses featuring unique products or supply chains for rural crafts, environmental technologies, or literature/art/music/tourism experiences specific to rural communities and cultures.

Key to the Cyber Corridors leading into each Discourse Centre then is the integrated approach for the Interactive Library. Building relationships with successful people who partner you into successful business, careers, and learning experiences is key to vitality and sustainability of that vitality. What goes into the Cyber Corridors and who is selected for the engagement makes the difference between this Integrated Library for New Knowledge Creation and Innovation and other efforts less strategic.

SUMMARY

Creativity is viewed as a source of energy that encourages explorations into self and into the world around. The phenomenon of creativity as play is human and also animal. Turning creative play into strategic play for learning, creating, building, inventing, and innovation processing requires a stimulus. The stimuli may be needs, interests or inspiration.

In Discourse Centre III the play and learning efforts of the other two Discourse Centres and, the outcomes in Galleries, Exhibition Halls, Women in Leadership Website Centre and Innovation-Incubation-Commercialisation Services, ensure the attraction of external markets and opportunity for engagement with the global market. The strategic approach introduces visibility, vitality and viability.

The attraction of the three Discourse Centres is quality, relativity and opportunities for innovation processing. Contemporary markets seek opportunities to engage in the creativity to innovation process. They also enjoy human engagement and co-building futures with those in divergent pathways but working toward common futures.

The Cyber Corridor leading into the global market playground introduces language and cultural labs in which women with alliances and global partners may adjust technologies, imaging, materials and educational/promotional tools to hold relevance to the diverse need sets, demands and interests of targeted markets and multiple niche-markets.

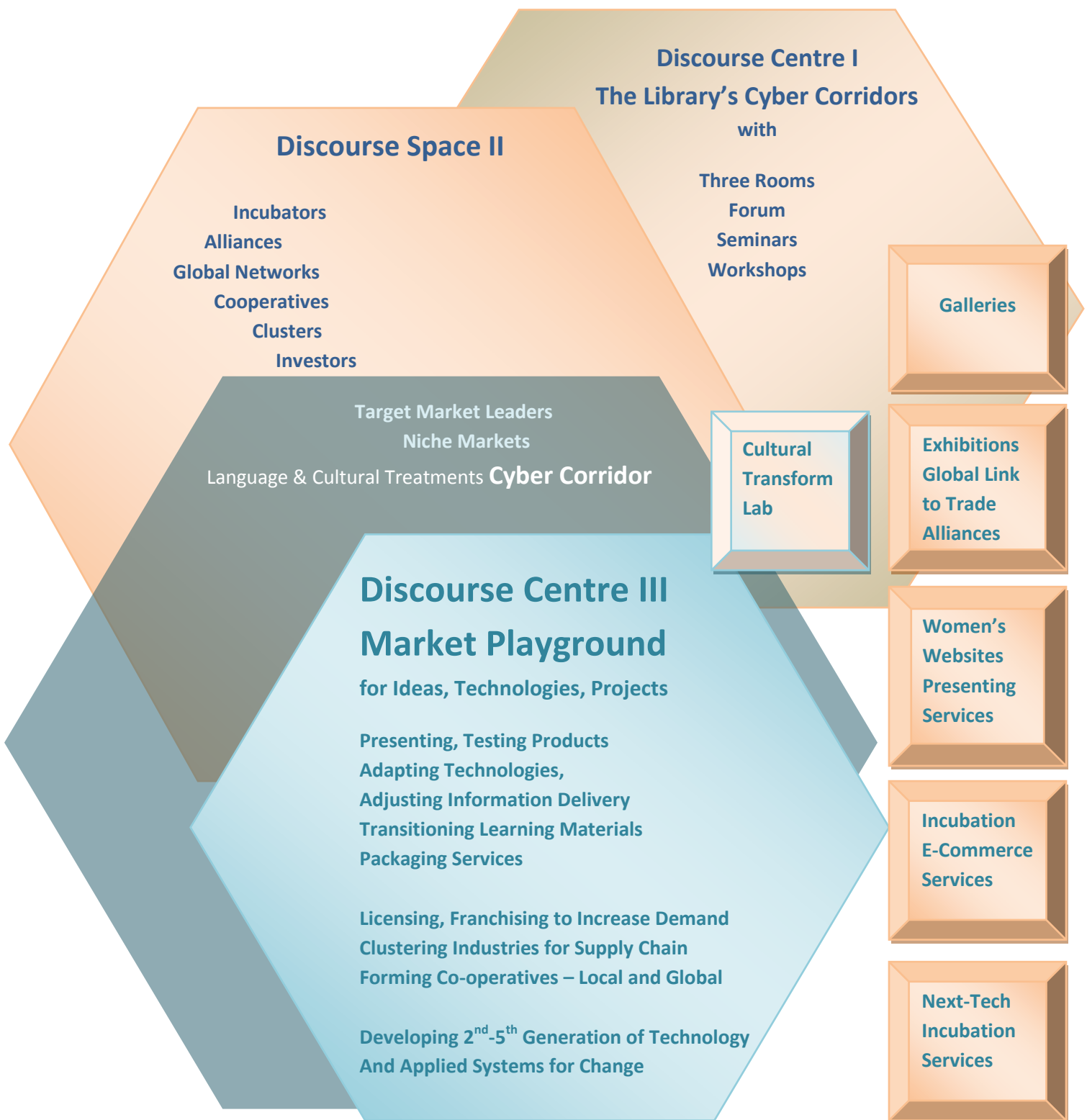
The dynamics of the Three Discourse Centres should expand the capacities of rural and regional women to find voice and presence in Australia. As the women build their own capacities to engage and co-lead in innovation processing in a global world, they will be creating Cyber Corridors for new knowledge creation. They will also know how to write and manage their own success story and prepare global communication strategies and relationships that will co-build viable futures.

Instead of only dealing with change, the women participating in Foundation Discourse Centres will be initiating change and building corridors that enable others to learn and to participate in innovation processing to desired and also unexpected outcomes.

Global markets offer an infinite array of opportunities for dialogue and co-venturing in building market driven projects.

The Attachment – Co-Building with the Market – introduces the theory, practice, and opportunities in building relationships with alliances – specifically those that influence the investors, supply and demand chains and markets.

Integrating DISCOURSE CENTRES I & II LEADING THROUGH CYBER CORRIDORS INTO DISCOURSE CENTRE III



DISCOURSE CENTRE III
GLOBAL MARKET ENGAGEMENT



DISCOURSE CENTRE III – A GLOBAL ENGAGEMENT

INTERACTIVE LIBRARY

FOR NEW KNOWLEDGE CREATION AND INNOVATION PROCESSING

Document V

Discourse Centre III
GLOBAL MARKETS ENGAGE AND PLAY



A FUTURE IS RECOVERED

Nell Arnold

Delivered to
The Foundation for Australian Agricultural Women

**The purpose for this draft is to illustrate how an engagement with the market
through creative play with ideas
expands the potential co-building global futures.**

**Rural Australia's Future is in Global Leadership
of Rural Communities and Their Industries**

Sharing the success stories in challenging landscapes

**Attracting investors and incubators
With ideas and insights and technologies
for industries and enterprises
and global futures**

Key Words

Discourse Centre

New Knowledge Creation

Strategic Innovation Processing

Cyber Corridors between Discourse Centres

Integrated Discourse Centres

Language/Interpretation Hall

Website Walls

Independent Corridors

A Return to the Forum



Reference: Glades-GEI Model

Interactive Electronic Library for New Knowledge Creation Incubation and Strategic Development with Cyber Markets

Model Attached – Following

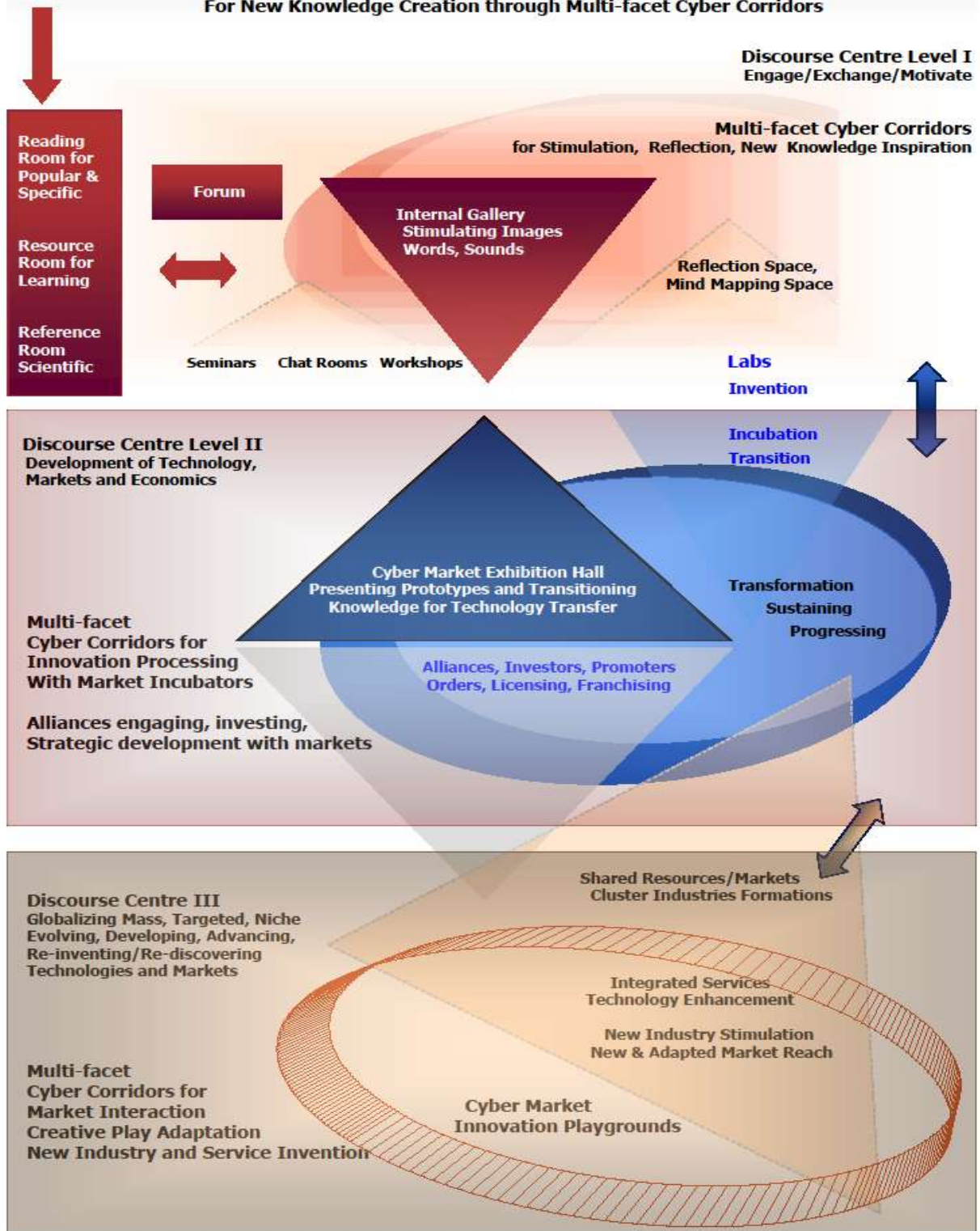
Three Levels of Global Discourse

- Level I: Accessing Information
 Playing with Ideas
 Turning Creativity into Innovation

- Level II Refining, Articulating
 Incubating
 Transitioning with the Market

- Level III Engaging with the Market in Creative Play
 Adaptation, Transformation
 Co-Design of Application Systems
 Making creativity cultural, socially, economically viable
 Enabling progression of ideas and technologies to be progressable

**Initiating and Integrating Three Discourse Centers
For New Knowledge Creation through Multi-facet Cyber Corridors**





REVIEW

The Interactive Library is designed as a Foundation tool to assist women in leadership in rural and regional communities. The intent is for women in leadership to use the library, not only as a learning and reference tool, but also as a discourse centre where they may share information, play with ideas and create new knowledge. The intent is to enable women in leadership and those seeking leadership opportunities to engage with professionals, specialists, researchers, policy makers and industry leaders.

Attached to the library is the second discourse centre, the incubator with gallery and exhibition halls. This section of the library facilitates innovation processing for ideas and individuals seeking to build services in support of innovation, new technologies and global engagement. This semi-private compartment of the library draws many other individuals into the Foundation's Discourse Centres, specifically investors, incubator teams, financiers, bankers, securities specialists, business developers, global marketing specialists and communication specialists.

The third discourse centre opens the library's new knowledge programs with articulated ideas, technologies, products, and service capacities of the rural and regional women to global viewing and targeted world markets. These markets may include existing markets and in addition, education, world service organizations, governments, trade organizations, world conferences and development institutes, in addition to global markets that find the portals through 40-100 key words.

The Three Discourse Centres are designed to draw not only the women but also alliances, political leaders, government agencies, investors, and targeted markets. These multiple sets of players hold potential to expand not only the women's capabilities but also the capacities of the Foundation, government, markets and alliances to facilitate the women into corridors of influence and enterprise where they may establish voice and presence and access opportunities for leadership.

ADAPTING DISCOURSE CENTRE III

GLOBAL MARKET ENGAGEMENT FOR WOMEN

The major focus of Discourse Centre III is the opportunity for the rural women and their projects to reach and access potential markets. Unlike many global communication approaches in which individuals create websites anticipating they may compete with more than 1 billion ineffective sites in the global web, the Foundation's approach is strategic.

Key to the projected success is the Cyber Corridors designed to assist women from rural and regional communities reach and access targeted markets. The strategy is phased.

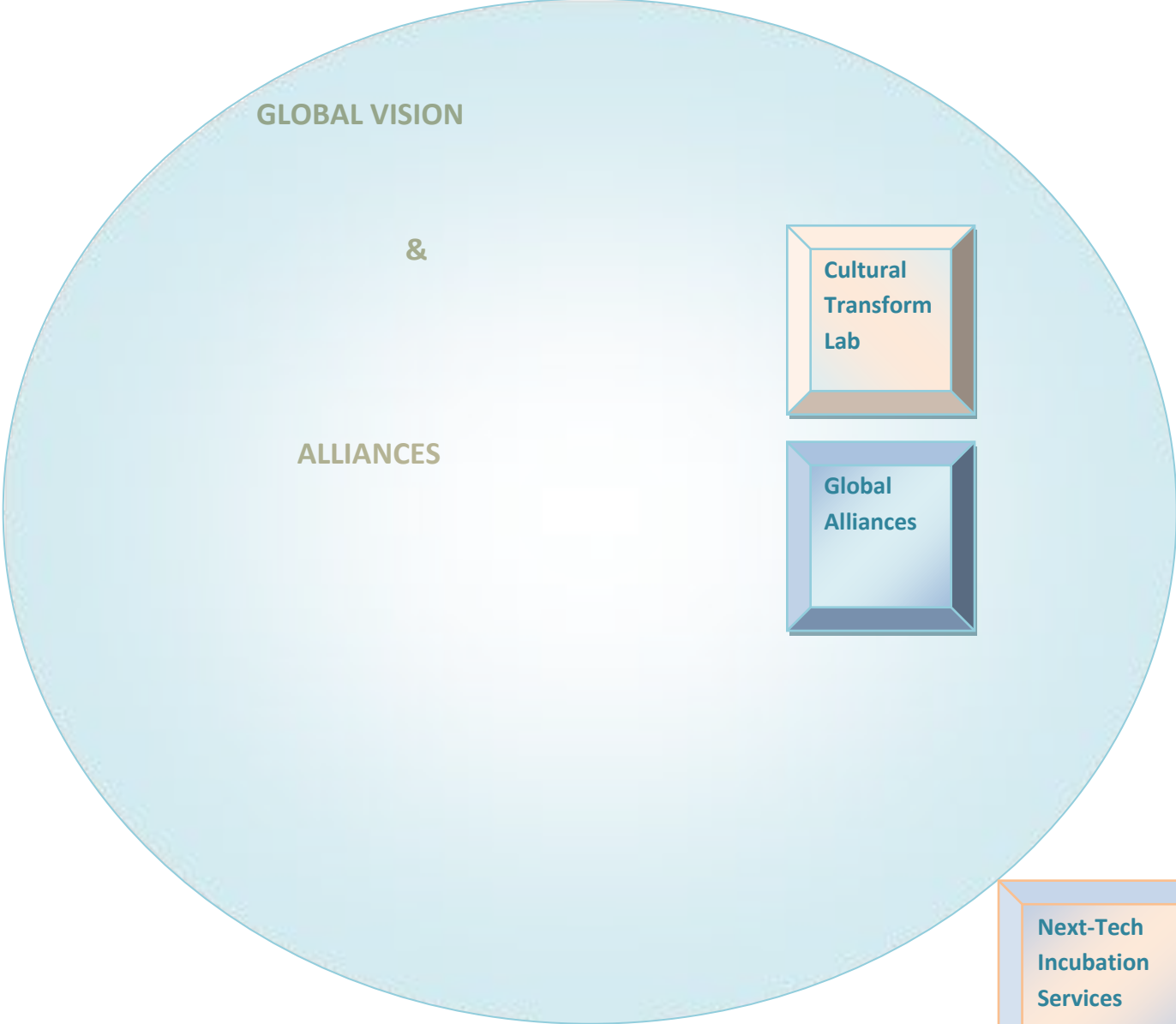
Discourse Centre I – Inspire, Invigorate, Educate with high quality resources from national and global sources. Through the Cyber Corridors women meet leaders from history, the present and the future.

Discourse Centre II – Enable, Facilitate, Invest with professional support services assisting women through workshops, labs, and personal as well as technology innovation incubation labs. Through the Cyber Corridors leading into this Discourse Centre II women meet professionals who will find mutual benefit in investing knowledge, skills, funds and market resources. Within the Discourse Centre the Innovation Processing system articulates the concepts and integrates strategic plans in communication, market development, enterprise building, business support services and supply chain, demand chain, sales networks, and “power of one” world policy and service partners.

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**ADD TO THE EXISTING MODEL
TWO KEY SUCCESS FACTORS**



DISCOURSE CENTRE III – is the gateway to global futures as leaders of markets, ideas, investment and invention play.

New Knowledge is Expanded, Adapted, Adopted, and Advanced
To be shared in The Forum, Seminar Rooms, Workshops and Library's Three Rooms

THROUGH CYBER CORRIDORS

