

## Australian Content Management Community

Minutes of Inaugural Meeting | 22 August 2005

### **Agenda**

- 4.30pm Welcome and introductions
- 5.00pm Purpose and objectives
- 5.30pm CM Pros and local communities
- 6.00pm Regularity of meetings and next steps
- 6.10pm Resolutions
- 6.30pm Close

### **Invited Contacts**

#### *The Content Management Community of Practice (CM Pros) Members*

X	Lauren Bryan	TAS	lauren@hs.com.au
A	Darcy Clark	QLD	darcy@cmsarchitects.com
	Duncan Farquharson	NSW	oxide222@hotmail.com
A	Mark Graham	VIC	mark.graham@unimelb.edu.au
	Stephen Goldsmith	NSW	stephengoldsmith@taxinstitute.com.au
A	Darren Peacock	SA	dfp@sweet.net.au
X(A)	James Robertson	NSW	jamesr@steptwo.com.au
	Margaret Ruwoldt	VIC	mlruwoldt@gmail.com
	Paul Trotter	NZ	ptrotter@author-it.com
A	Elizabeth Van Dort	VIC	news@i-sage.com.au
X	David Warwick	VIC	david@komodocms.com
A	Kerry Webb	ACT	kerrya.webb@act.gov.au

#### *Non-Members*

X	Martin Bauer	VIC	martin@designit.com.au
X	Matthew Harris	VIC	mharris@morpheus.com.au
X	Martin Hughes	VIC	martin@komodocms.com
X	William Jamieson	VIC	william@komodocms.com
X	Bruce Morrison	VIC	bruce@designit.com.au

Legend: X = Attendee, X(A) = In Absentia, A = Apology

### **Attendance Summary**

Five CM Pro members (Darcy Clark, Mark Graham, Darren Peacock, Elizabeth Van Dort and Kerry Web) were unable to attend. These members sent apologies and requested ongoing involvement and communication about Australia community events.

James Robertson was unable to attend due to changes in travel plans. James is recorded as 'In Absentia' as he has independently ratified the resolutions and concurs with the comments recorded in the minutes.

Two other CM Pro Members attended (David Warwick and Lauren Bryan).

Five non-members attended (Martin Bauer, Matthew Harris, Martin Hughes, William Jamieson, and Bruce Morrison).

Total Attendance: 8 (3 x CM Pro Members and 5 x Non-Members)

## **Summary of Objectives**

Networking opportunities

Examine content management topics of interest

Promote content management in our region

Educate business, government and education about content management

Develop mutual opportunities

Provide source for media comment on CM industry

## **CM Pros Stated Mission**

*CM Pros believes that content management is essential to organizations of every type ... that it harvests and promotes both financial and human value for the companies and organizations that can tap its potential.*

CM Pros is a membership organization that fosters the sharing of content management information, practices, and strategies. We seek to improve content management practices within all organizations by:

- Collecting, developing, organizing, and delivering peer-vetted knowledge.
- Educating ourselves and those we work with on the key issues of content management.
- Fostering interaction among content management professionals, enterprise leadership, product vendors, and university educators.
- Identifying, refining, publicizing, and advocating respected content management practices.

CM Pros members are content management practitioners, both inside and outside organizations who want to develop their expertise and share it with others. Our members:

- Develop and publish best practices in a wide range of CM areas.
- Track and publicize CM-related events and jobs.
- Publish a variety of definitive sources for CM terms and news.
- Create and maintain industry mailing lists.
- Organize meetings between practitioners to discuss critical issues.
- Maintain our website, discussion forums, knowledge wikis, and syndicated web services.

## **Resolution 1**

It was unanimously resolved that the objectives of the attending members and non-members matched the stated objectives of CM Pros and that the formation of a local community of CM Pros was the appropriate course of action.

## **Resolution 2**

As a result of Resolution 1, it was resolved that all non-members would join CM Pros and pay the appropriate membership fee. This would create a community with eight (8) active members from those in attendance with a further five (5) members having expressed interest in involvement through their apologies. Future members would be members of CM Pros.

### **Resolution 3 – Formation of CM Pros Australia Community**

*Name of committee:* **CM Pros Australia Community**

*Statement of purpose:* To provide Australian content management professionals with networking opportunities, a forum for examining content management topics of interest, promotion of content management in Australia, educating on content management and developing mutual opportunities. The CM Pros Australia Community will also provide a central source for media comment on the content management industry and forward the CM Pros international mission statement and objectives within Australia.

*Define scope of work:* Ongoing promotion of CM Pros as a peak professional body within the content management industry. Cultivation of new members, regular meetings, communication forums, focus on selected topics of interest and provision of information about content management to the community at large.

*List deliverables and completion dates:*

Initially, the only deliverable is the conduct of regular meetings. Meetings will be at least quarterly (February, May, August and November), with greater frequency as required. It was further resolved that initially meetings would be monthly to generate some momentum within the Australian community.

*Meeting Dates*

**4.30pm – 13 September 2005**

October 2005 (TBA)

November 2005 (TBA)

Future Meetings (TBA)

*Locations*

Offices of Komodo CMS Pty Ltd  
(113 Ferrars Street, Southbank Vic. 3006)

Offices of Morpheum Pty Ltd  
(106 Canterbury Road, Middle Park Vic. 3206)

Offices of Design IT Pty Ltd  
(46 Rouse Street, Port Melbourne Vic. 3207)

Rotation of locations to other member venues, including interstate meetings (possibly simultaneous with Victorian meetings).

*Specify IPR Mode:* Submitted material will remain copyright of the author. Copyright of material specifically created by CM Pros Australia Community or commissioned specifically by CM Pros Australia Community will reside with the international CM Pros organization.

*State anticipated audience:* Professionals involved with content management issues in Australia.

*State primary language:* English.

## Resolution 4 – Submission of Start-up Information

It was resolved to submit the following start-up information to CM Pros, including the formation of a steering committee and appointment of Co-Chairs.

*Identification (similar work):* None identified other than the broad work of CM Pros internationally.

*Justify need:* Australian content management community is geographically remote from the US centric CM Pros organization. Australia has an active and large content management community and has certain subtle differences to other content management markets. The need for an Australian community was identified independently to the election to form a 'chapter' or community of CM Pros, showing prima facie the need for localised activity in the Australian content management community.

*Meeting schedule:* At least Quarterly, as indicated in Resolution 3.

*Convenor:* David Warwick (meeting held at Komodo CMS Pty Ltd)

*Name of proposed chair:* David Warwick and James Robertson (Co-Chairs)

It was proposed the Australia Community have co-chairs for two principle reasons. Firstly, David Warwick is located in Melbourne, Victoria and James Robertson is located in Sydney, New South Wales, allowing the possibility of 'mirrored' meetings in these two key locations. Secondly, it should ensure that at least one Chairperson is in attendance at all meetings.

*Names of members of steering committee:*

David Warwick	david@komodocms.com	CM Pros Member (VIC)
James Robertson	jamesr@steptwo.com.au	CM Pros Member (NSW)
Lauren Bryan	lauren@hs.com.au	CM Pros Member (TAS)

*Minimum membership to form committee:*

As above, plus 8 other current Australian members and 5 attendees that have resolved to join CM Pros, they are ...

Martin Bauer	martin@designit.com.au
Matthew Harris	mharris@morpheum.com.au
Martin Hughes	martin@komodocms.com
William Jamieson	william@komodocms.com
Bruce Morrison	bruce@designit.com.au

*Names (email, affiliations) of supporters:* As included above and on first page of minutes.

### **Resolution 5 – New Zealand**

CM Pros includes New Zealand in the Australian email listing. At this stage, membership is limited to one member, Paul Trotter. It is resolved that the community name should be CM Pros Australia Community and that it would be arrogant presumption to believe that content management professionals in New Zealand should fall under an Australian community. We would welcome any New Zealand members, at their option, however it was resolved that we would not speak for New Zealand and would not wish to form an Australia and New Zealand community.

### **Resolution 6 – Acceptance of the CM Pros Committee Process v0.2 August 2005**

It is resolved that the process, conditions and other instructions as enacted in the CM Pros Committee Process (version 0.2) dated August 2005 be accepted as binding on this community and that upon acceptance of this community by CM Pros as the CM Pros Australia Community that this document will become binding on the community and upon its members. As far as practicable, given the timing of both this committees actions and the release of this document, the content of Resolutions 3 and 4 form the submission for acceptance as the CM Pros Australia Community.

There was however some dissatisfaction with Section 2.8 of the document, addressed in Resolution 7.

### **Resolution 7 – Request for alteration or exception to Section 2.8 of CM Pros Committee Process**

It was resolved that this community request approval to operate a stand-alone website for this community. It was felt that a sub-section of the international site would not suitably meet this communities objective to promote the Australian content management community, provide a local source of media comment on the content management industry or provide sufficient capacity to cultivate additional members locally and highlight local meetings.

This site, possibly operated under a domain such as [www.cmpac.org.au](http://www.cmpac.org.au) (an available domain created from the abbreviation of Content Management Professionals Australia Community) would operate under content and stylistic guidance from CM Pros, with CM Pros being the ultimate operator, with veto over content and site management. All editorial overheads would be met by this community, including if necessary mirroring of content on a section of the CM Pro site, either through direct editing or RSS feed.

This community felt strongly that a separate communication medium was required to achieve the objectives of the community and attract local members.

### **Resolution 8 – Circulation, comment and invitation**

It was resolved that the minutes of the meeting be submitted to CM Pros in the form of application for acceptance as the CM Pros Australia Community. It was also resolved that these minutes be circulated to all in attendance and all CM Pro Members (12) currently included in the Australia and New Zealand list.

All recipients are invited to the meeting on 13 September as detailed under Resolution 3.

The meeting was closed at 6.30pm. All resolutions were unanimous.