



11 Industrial Technology - Multimedia

Task 1: Industry Case Study

Due Date: 27 Mar 2026

Distributed: 13 Feb 2026

Weighting: 20%

Task Type: Report

Syllabus Outcome/s: P1.1, P1.2, P5,1, P6.2, P7.1

Unit: Industry Study

Task Description

You are to conduct an industry study report on a company or business in the Multimedia Industry. The report will require you to research specific areas of the industry. You will select a business located in Australia and research information to answer the questions in the Industry Study.

Industry Study Report

The report is required to cover the following areas:

- Background Information
- Structural Considerations
- Technical Considerations
- Environmental and Sociological Considerations
- Personnel Issues
- WHS

Let's breakdown each area in more detail below -

Background Information

- Name of organisation
- Location
- Is the organisation an Australian wide corporation, a multinational company, a private company, a partnership or a single operation?
- How and when was the organisation started?
- Brief history or background about the organisation

Structural Considerations

- What goods or services does the organisation produce?
- What is the organisational structure used by this company? You may choose to include a diagram to help describe your answer.
- What role does management play in the production of the goods or services provided by the organisation? In your report discuss the issues of quality control.

Technical Considerations

- Identify the range of equipment, processes and techniques used by the business, classified using the below areas:
 - Mechanisation (is providing human operators with machinery that assist them with the muscular requirements of work. It can also refer to the use of [machines](#) to replace automatic labor or animals.)
 - Specialisation (the separation of tasks within a system)
 - Mass Production (the production of large amounts of standardised products, including [assembly lines](#))
 - Automation (the use of [control systems](#) reducing the need for human intervention)
 - New and Emerging Technologies (the character of which comprises cutting-edge developments, represent contemporary advances and innovation around the 21st century in various fields of technology.)
- List the hardware and software used within your chosen business in order for it to produce the goods and/or services for its clients.

Environmental and Sociological Considerations

- Describe the premises used by the business. In your answer discuss the geographical location and any other significant factors which allow the business to run within the Multimedia industry, such as office layout. You may like to use a diagram (plan) of the office to help with your answer.
- Do you think this location is suitable for this business? Why or why not?
- What impacts do the resources used by the business have on the environment and on society?
- Does the business have any waste products? If so, list these.
- Is this business restricted or supported by any legislative requirements which may influence or affect business sustainability? If so, give details.
- Does this business practice any waste management, recycling or pollution reduction schemes in its day to day operations?
- Has this business explored any alternative power or resource management strategies as part of its business model? If so, what are they?

Personnel Issues

- Describe the workforce (employees) within this company. Use the table below to outline the employee map.

Females	Males	Female Supervisors/Managers	Male Supervisors/Managers	Average age of employees	No. of NESB	No. of Aboriginal/Torres Strait Islander

- Are there any unions involved in this business? If so, provide details
- Outline the typical pay structure for employees of this business (eg are employees paid based on contract, award, number of works worked or amount of work produced etc).
- What type of career growth opportunities are available for employees within this business and beyond the business
- Outline a list of jobs and a brief description of the roles within this business.
- Are there any roles where employees must specialise in certain skills?
- What is the business' position on multi-skilling?

Workplace Health and Safety

- Are there any WHS considerations required for this business? How does local/state/federal legislation affect or impact these considerations?
- Does this business conduct risk assessment or any human factors training for its employees? Is it necessary?
- How is management notified of WHS changes in legislation? How is this translated to its employees?

Glossary of Key Words

These verbs will provide an understanding of the detail needed to successfully complete this task.

- **Discuss:** Identify issues and provide points for and/or against
- **Identify:** Recognise and name
- **Evaluate:** Make a judgement based on criteria; determine the value of
- **Explain:** Relate cause and effect; make the relationships between things evident; provide why and/or how

Details of Submission

Industry Study Report

Submit the completed report to the Moodle as a .PDF file using Times New Roman, Size 12 font (or equivalent).

Teacher Feedback and Student Self-Reflection

The task will be returned to students within **21 days** of the due date. Information on how to improve will be provided through written teacher feedback and the marking criteria. Students can clarify or seek further feedback by speaking with their teacher.

Upon return of the task and teacher feedback, students will also be expected to complete the following self-reflection form, to provide them with the opportunity to reflect on the strength of their performance, as well as areas that have been identified to strengthen in future tasks - <https://forms.gle/oBnPJ8EsGLTQZm7Z8>

How does this link to my learning?

This task will allow students to demonstrate their understanding of theoretical concepts, providing students with the opportunity to showcase their knowledge, understanding and skills in

- Studying the organisation and management of an individual business
- Ability to research and generate a report that addresses the areas of the Industry Study component of the syllabus

Assessment Procedures

Students should be fully aware of the School Assessment Procedures for their year group. These were provided at the beginning of the school year and are available off the school website under the Learning menu for each year group.

Syllabus Outcome/s:

P1.1: Describes the organisation and management of an individual business within the focus area industry.

P1.2 Identifies appropriate equipment, production and manufacturing techniques, including new and developing technologies.

P5.1: Uses communication and information processing skills

P6.2: Identifies and explains the principles of quality and quality control.

P7.1: Identifies the impact of one related industry on the social and physical environment.

Marking Criteria

Industry Study Marking Criteria	
<ul style="list-style-type: none"> ▪ The Industry Study Report is professionally presented demonstrating outstanding word processing skills, literacy skills, grammar and use of appropriate metalanguage. ▪ The organisation, structure and effects of quality control within the industry studied are identified, synthesised and critically analysed. ▪ The cause and effect of various technical factors in the efficiency of the industry studied are clearly described. ▪ Clearly distinguishes between the approaches of various environmental and sociological factors. ▪ Discusses and justifies the effects of sustainable development within the industry. ▪ Clearly discusses key personnel roles and requirements within the business, including career opportunities and working conditions ▪ Discusses the importance of Workplace Health and Safety (WH&S) factors in the industry studied and identifies significant government legislations and industry requirements that ensure a safe working environment. 	<p>A</p> <p>18 - 20</p>
<ul style="list-style-type: none"> ▪ The Industry Study Report is professionally presented demonstrating high word processing skills, literacy skills, grammar and use of appropriate metalanguage. ▪ The organisation, structure and effects of quality control within the industry studied are identified, synthesised and analysed. ▪ The cause and effect of various technical factors in the efficiency of the industry studied are described. ▪ Distinguishes between the approaches of various environmental and sociological factors. ▪ Discusses the effects of sustainable development within the industry. ▪ Discusses key personnel roles and requirements within the business, including career opportunities and working conditions ▪ Discusses Workplace Health and Safety (WH&S) factors in the industry studied and identifies government legislations and industry requirements that ensure a safe working environment. 	<p>B</p> <p>14 - 17</p>
<ul style="list-style-type: none"> ▪ The Industry Study Report is presented demonstrating sound word processing skills, literacy skills, grammar and use of appropriate metalanguage. ▪ The organisation, structure and effects of quality control within the industry studied are identified. ▪ The effect of various technical factors in the efficiency of the industry studied are described. ▪ Outlines some approaches to various environmental and sociological factors. ▪ Outlines some effects of sustainable development within the industry. ▪ Outlines some key personnel roles and requirements within the business, including career opportunities and working conditions ▪ Outlines Workplace Health and Safety (WH&S) factors in the industry studied, government legislations and industry requirements that ensure a safe working environment. 	<p>C</p> <p>10 - 13</p>

<ul style="list-style-type: none"> ▪ The Industry Study Report is presented demonstrating basic word processing skills, literacy skills, grammar and use of appropriate metalanguage. ▪ The organisation, structure and effects of quality control within the industry studied are outlined. ▪ The effect of various technical factors in the efficiency of the industry studied are outlined. ▪ Outlines some approaches to various environmental and sociological factors. ▪ Outlines some effects of sustainable development within the industry. ▪ Outlines personnel roles and requirements within the business, including career opportunities and/or working conditions ▪ Outlines Workplace Health and Safety (WH&S) factors in the industry studied, government legislations and industry requirements that ensure a safe working environment. 	<p>D</p> <p>5 - 9</p>
<ul style="list-style-type: none"> ▪ The Industry Study Report is presented demonstrating limited word processing skills, literacy skills, grammar and use of appropriate metalanguage. ▪ The organisation, structure and effects of quality control within the industry studied are limited or incomplete. ▪ The effect of various technical factors in the efficiency of the industry studied are limited or incomplete. ▪ Attempts to identify some approaches of various environmental and sociological factors. ▪ Attempts to identify some effects of sustainable development within the industry. ▪ Attempts to identify some personnel roles and requirements within the business, and/or career opportunities or working conditions ▪ Attempts to identify Workplace Health and Safety (WH&S) factors in the industry studied, government legislations and industry requirements that ensure a safe working environment. 	<p>E</p> <p>1 - 4</p>