Message from the ASWEC 2010 Industry Programme Chairs

Welcome to the 21st Australian Software Engineering Conference. We hope you enjoy the industry programme that has been selected for 2010. We have tried to select an interesting programme with wide appeal whilst keeping with the conference theme.

One of the challenges of attracting industry submissions is identifying the benefit to industry participants and presenters. We rely on a willingness to share a variety of experiences with industry and research colleagues alike.

This year we received 17 industry paper submissions of which 13 were accepted. Ideally we would have liked to accept all submissions because it is our opinion that any experience is worthy of sharing, and a willingness to present industry experiences is particularly encouraged and certainly valuable.

Each submission was peer-reviewed by between two and three industry committee members. In selecting the accepted papers, in addition to several criteria, we tried to include those that were both personally interesting to the reviewers and had broad appeal to potential industry participants. We sincerely thank all authors of submitted papers and stress that all papers, whether accepted or not, were worthy candidates for the programme.

Vital to the success of ASWEC as a research and industrial experience forum are the Australian and New Zealand industry papers of which the majority of submissions were comprised. It is encouraging, however, to see a number of submissions for the industry paper track originating from overseas countries including Germany, India, Sweden, the United States, and the United Kingdom. We were also delighted with the five submissions from New Zealand reflecting the Auckland location for the conference this year. We hope the attraction of sharing global industrial experiences continues to grow in future ASWECs.

We would like to thank the Industry Programme Committee members. One of the aims of ASWEC is to share findings and experiences across industry and academia, and it is the time and effort that the industry programme committee members have volunteered as industry representatives that is greatly appreciated and so important to this conference.

We also thank everyone on the Organising Committee, and in particular the General Chairs, for giving their time, effort and opinions on industry programme concerns.

Finally, we hope you enjoy the conference!

John Hosking and Brad Long
ASWEC 2010 Industry Programme Chairs