

Appendix 3: Public Notice and Community ICT Applications

Public Notice

We're looking for expressions of interest from organisations who can support Wellington community groups have a web presence.

The current arrangements for provision of Wellington Community Net (WCN) will end in July 2010 and we are looking for ways on which we can provide tools and support for groups to develop their own web presence.

Council is seeking applications from organisations that might be interested in doing this and has allocated \$50,000 funding each year which will ensure community organisations can continue to have a web presence.

For further information phone Jenny Rains 04 803 8365, the closing date for applications is 28 February 2010.

APPLICATION FOR THREE YEAR CONTRACT FUNDING 2010-2013

Organisation name: The People's Times
Postal Address: PO Box 11-630, Manners St, Wellington
Street Address (if different from above): L4, Catalyst House, 140 Willis St, Wellington 6011
Contact person: Richard Wyles **Contact Person's Role:**
 Project director
Contact phone number: 04 801 6688 **Email address:**
 richard@peopletimes.org.nz
Alternative Contact Person: Rebekah Brumwell **Role:** Project manager
Contact phone number: 04 801 8711
Are you registered for GST? YES NO **GST number if registered:** 825-782-26
Bank Account No: 060501 0979958 00

Attachments required

Please attach the following documents unless we already have these on file. If we do, please make a note.

- Budget for July 2010 to June 2011
- Financial projections for the next three years
- Three year business plan [if you have one]

Funding Requested

1. How much are you applying for per annum? **\$50,000**
2. Which services are you requesting support for?

Understanding the need

The advent of the 'digital age' represents a tremendous opportunity for the non-profit sector. Used effectively, the internet can help organisations to communicate, organise, fundraise, publicise, network and collaborate. However, the majority of small local groups, clubs and community organisations in New Zealand have so far struggled to make the leap online, or once there, to become confident creators/consumers of digital tools and content.

The People's Times community web project was conceived to help grassroots groups to bridge this 'digital divide', and to do so in an innovative and accessible way. When researching how best to meet the need, we found that most community groups don't have the money or expertise to build

their own websites, to develop them as their needs change, or to meet the ongoing costs of technical support. Others are aware that the internet can help them with promotion and administration even without a website, but aren't sure how or where to get started.

New tools for a new time

Despite the availability of local community listings directories, cheap web hosting and commercial social networking services, we found considerable support within the community sector for a comprehensive solution to groups' digital needs; something that could marry the flexibility of individual websites with the power of an integrated publishing network, backed up with local training and support. Groups wanted a turn-key solution requiring no specialist software or skills, but which could evolve with them as their confidence grew and as new technologies became available.

Following 12 months of research, software development, testing and preparation for launch, Phase 1 of the People's Times community web service launched in January 2009. Drawing together the best open source tools available, our unique Web 2.0 platform enables community groups to enjoy the benefits of a modern, interactive digital presence, at no cost to them. Inspired by the power of social networking and citizen journalism, our service offers organisations of all shapes and sizes new ways to communicate, manage their members, publicise their activities and share and store information in a secure, non-commercial environment. The People's Times' simple format encourages participation, caters to different levels of expertise and enthusiasm and is anchored in a meaningful local, regional and national context.

Our services

The People's Times (www.peopletimes.org.nz) is made up of four integrated sections designed to work together:

- The People's Times (News) – New Zealand's first dedicated 'community journalism' platform, enabling anyone to instantly publish articles and pictures on their subjects of interest to a national audience. Users can also share stories, videos or podcasts they've found elsewhere on the internet, respond to others' material, or browse our hand-picked selection of community-oriented content.*
- The People's Communities – a network of ad-free community web 'hubs' purpose-built for non-profit organisations and grassroots groups. As well as a homepage displaying contact details and information about the group for visitors, each hub features an interactive 'members' only' area with easy-to-use tools built in (groups can publish blogs and articles, post photos and notices, store files or chat with other members in secure forums). Site visitors can search and browse Communities to easily find, contact and join local groups.*

- *The People's NoticeBoard – anyone can browse, search, post and subscribe to free notices across a range of community-oriented categories – including community classes, events and activities, sports fixtures, public consultations, school fairs and fundraisers. While integrated with the main site, this service is also reachable at its own easy-to-remember web address: www.noticeboard.org.nz.*

- *My Times – once registered with the People's Times, users can start and join as many People's Communities as they wish, and manage all of their memberships and contributions to Communities, the Noticeboard and the People's Times from their personal My Times page. This is particularly attractive to people who are active in several community organisations.*

Although it is available nationally, the site is designed to function at the local level – be that an extended whanau, a street, neighbourhood, suburb, city or region. For example, a user could set up a community for new mothers in Johnsonville, write an article on the planned improvements to bus routes through the central city, or search the noticeboard for community classes in Wellington.

However all communities and content on the site can be filtered by subject as well as location. This is designed to facilitate contact between similar groups – e.g. youth centres – around the country, and to enable users to browse local, national and international news around a specific issue, e.g. recycling, or Te Reo Mā ori.

Organisations which already have an existing website are still welcome to set up a People's Community, and/or use the People's Times and People's Noticeboard services for their news and promotional activities. Groups with a '1st generation' static website can supplement it with a People's Community to make interactive Web 2.0 tools available to their members at no extra cost, while groups which already have a '2nd generation' interactive website can increase traffic by directing visitors there from their People's Community page. Organisations maintaining an 'official' web presence may also wish to utilise the People's Communities service to set up working groups, networks, sub-committees or social spaces for their members.

Set up with seed capital from the government's Community Partnership Fund, the People's Times project is run by a small non-profit company based here in Wellington, with in-kind support and project direction from two innovative local technology businesses – leading open source developers Catalyst IT, and award-winning e-learning company Flexible Learning Network.

Wellington and the Peoples Times

As Wellingtonians, we are proud of the city's commitment to innovation and eager to support our local community and voluntary sector by seeing our vision for the People's Times realised here in the capital. With many hundreds of local organisations and their members poised to take the plunge

online, we are confident that our service offers not only comprehensive web-based solutions, but also the local practical support required to enable groups to take full advantage of them. As critical mass builds locally, the People's Times services can become the recognised 'first stop' for non-profit organisations wanting to organise and promote themselves online, and for residents looking to become more involved in their community.

If successful with this application, we would provide the following (in addition to maintaining the current People's Times service, open to all):

- 20 free-to-attend, 120-minute workshops per annum for grassroots groups and community organisations in Wellington City, introducing groups to the world of Web 2.0/social media and offering the opportunity to set up a People's Community on the day, supported by training on People's Communities tools and features; and*
- 10 free-to-attend, 90-minute workshops on community journalism, providing participants with the skills and tools to self-publish articles, photo galleries, video and podcasts on the People's Times and the internet in general.*
- The workshop programmes will be advertised through articles/press releases and printed posters and flyers (to be distributed physically and electronically with the help of WCC and local community and voluntary sector networks). Participants' numbers will vary depending on the venues chosen and the support needs of those attending.*
- Workshop participants will receive printed/electronic information packs to take away, and a 'helpdesk' support service will be available via free-phone and email.*
- A representative of the project team will attend 5-10 local non-profit sector conferences/hui/events (cost-dependent) as a speaker or exhibitor, helping to build awareness of the service, provide information and explore partnership opportunities with interested organisations, including those from the educational and public sectors.*

In addition, our Phase 2 planning includes:

- 1. Develop and integrate the following new features into the current People's Communities web service:*
 - o Enhanced personalisation including improved theme selection (i.e. giving groups the choice of several design, colour and layout options to create a unique look for their community hubs, and the ability to be more selective about what is displayed)*

- o Phase 2 of our community journalism platform; a community newspaper publishing suite that enables communities to create their own unique, customised online 'newspapers' – users will be able to combine their original articles and photos with content drawn from the People's Times and the broader internet*
 - o Improved community event calendars*
 - o Community member survey/poll tool*
 - o Restricted committee/management-only areas, including separate document storage and private forums*
 - o A simplified user interface to enable community administrators to access all of their community management tools from a single 'toolbox' menu*
 - o Folder structure for community files, and ability to publish files as 'public' or 'members only'*
 - o 'Meta' forums, enabling individuals and communities to start and contribute to discussions on cross-community/cross-sectoral issues – based around a topic (e.g. foster care) and/or an area (e.g. Wellington)*
 - o Enabling communities to link to one another, belong to one another's communities (i.e. community as member rather than individual as member) and be part of one or multiple groupings (e.g. local sports clubs affiliated to a national body, all community centres in Wellington area, agencies working with youth etc.)*
 - o Clearer branding of www.noticeboard.org.nz as a standalone (but still integrated) entity, and a move away from the current linear/list format for notices toward a more visual/spatial display*
 - o Development of a more comprehensive help package to support new users using text, animated and/or slide-based tutorials – 'Getting started', 'Setting up a community', 'Searching and browsing', 'Contributing to the People's Times', etc.*
 - o Mobile interface to support telephone based content publishing, notice alerts etc.*
- 2. Implement a fresh new website layout to enhance overall intuitiveness and ease of navigation (indicative designs have been prepared and will be supplied to the Grants sub-committee as part of this application).*

3. If you have been funded through contract funding before please explain how this differs [or not] from your previous contract.

N/A

Service Delivery

If you have provided a three year business plan please answer the following questions briefly. If you do not have a business plan, please answer in more detail.

1. Please describe your vision and key goals for what your organisation will look like in three years:

A community of communities

Our vision and passion for this project reflects the overall goal of the Digital Strategy: making "New Zealand a leader in the digital world and [creating] a prosperous, sustainable and vibrant society - smarter through digital" (www.digitalstrategy.govt.nz). We believe Wellington has the opportunity to show world-class leadership in this sphere, further enhancing this city's reputation as a centre of innovation.

With our strong track record in developing and applying open source digital technologies, we are confident that the People's Times can help to eliminate the 'digital divide' and deliver a thriving, active, connected and web-capable community and voluntary sector in Wellington city by 2013. Our vision is to create a powerful 'community of communities' made up of hundreds of individual but interconnected organisations, each with its own unique and autonomous 'voice' within the whole.

We will achieve this by enabling organisations and individuals to access 'best of breed' digital publishing tools, training and support services and a range of high quality content right here in Wellington.

By 2013, we expect a Wellingtonian visiting the People's Times to find:

- 'Articles, columns/blogs, photo galleries, videos and podcasts on the People' s Times (News), relevant to:
 - o the local community sector (e.g. family health, grassroots sport, disability issues)
 - o the sector as a whole (e.g. ICT, funding, national policy, governance, Maoritanga)
 - o life, work, culture, recreation, local government and development in Wellington city and suburbs
 - o community life, issues and experiences in New Zealand as a whole
- Community organisations on the Peoples Communities representing all parts of the local non-profit sector - social, cultural, recreational, civic and environmental - with each online hub featuring its own selection of:
 - o news
 - o photos
 - o information
 - o documents
 - o details of upcoming activities
 - o interactive opportunities
- Community notices covering the local community sector, recreational opportunities and events, courses and classes, kids' sport, public consultations, markets and fundraisers, etc. on the People's Noticeboard
- Thousands of opportunities to respond to, comment on and share Peoples Times content; publish their own news, views and notices; attend Peoples Times training sessions; join local groups; participate in local activities and visit other local websites.

This would represent a massive leap forward for Wellington residents in terms of availability and accessibility of local content and forums for engagement around local issues. Meanwhile, with this comprehensive resource available to them free of charge, local community organisations can focus their own efforts and resources on their core work in the community - promoting healthy activity, encouraging participation in community life, and delivering important local services.

It is important to note again that organisations which already have their own web platforms can still access all the benefits of the People's Times service including promotional opportunities, ICT training and local support, and leverage one or more of our services to strengthen their own web presence (e.g. specific notices from the People's Noticeboard can be seamlessly integrated into other websites).

We believe the combination we can offer - of accessible 'product', relevant services and local support - to be the only truly sustainable and scalable way to support community groups to become digitally active en-masse. This means that local government and other stakeholder bodies are able to achieve significantly more progress in the digital enablement of our citizens, for a much smaller investment.

Exponential growth

If we are successful in securing funding for our Phase 2 project, we are confident we can grow the number of Wellington City-based community organisations using the service to around 500 during 2010, and potentially - with the full cooperation of WCC and local community and voluntary sector networks - to a far greater number.

Useful, high-quality, well-promoted online services have the potential to experience exponential growth in their user-base; this is how Trade Me was able to grow from 20 to 75,000 users in three years. With good local support, a more visible presence and ongoing improvements to the service, we anticipate a dramatic increase in membership during 2011-13. However it is worth noting that high membership numbers is not our primary goal; our intention is to support a diverse, active community network, with a rich array of online services and meaningful opportunities for interactivity and collaboration that can produce tangible 'real-world' benefits.

Similarly, it is difficult to quantify the number of Wellington City residents who stand to benefit directly from the involvement of local groups, and the opportunities offered by further development of the site as a whole. However, based on data gathered as part of our 2009 evaluation, more than 80% of our current communities represent organisations with more than 10 members/users, and 20% have more than 100. This suggests many thousands of Wellington City ratepayers would benefit directly or indirectly from the People's Times service.

The bigger picture - underpinning Wellington's status as a "Smart City"

We also have a vision for the 'bigger picture', both here in Wellington and, ultimately, across New Zealand. This is based on learning from the People's Times project to date, and our project partners' thought leadership in the field of 'ePortfolios' and networked education.

Our vision borrows from the idea of the 'learning region' as articulated by the prominent thinker Richard Florida (Director of the Centre for Economic Development and Professor of Management and Public Policy, Carnegie Mellon University). He says:

'Regions are becoming focal points for knowledge creation and learning in the new age of global, knowledge-intensive capitalism... 'Learning regions' provide a series of related infrastructures which can facilitate the flow of knowledge, ideas and learning... [and] are increasingly important sources of innovation and economic growth...

Sustainable advantage means shifting [the region's] focus from short-run economic performance to re-creating, maintaining and sustaining the conditions required to be world-class performers, through continuous improvement of technology and continuous development of human resources...'

At present, the majority of the news, information and knowledge generated by the region's public, educational and community sectors falls outside the scope of mainstream media and remains trapped in silos. Financial, organisational and technological barriers prevent the creation/exchange of this content across and between sectors. If we are to 'free' this valuable resource - and at the same time capture and organise it meaningfully - Wellington's disparate academic, professional and community networks need accessible, scalable and interoperable infrastructure. Such an infrastructure would provide a cornerstone foundation for Wellington's development as a 'learning region/smart city', enabling us to harness the collective intelligence that underpins our social, cultural, intellectual and economic development.

We believe that an integral part of the 'smart city' roadmap is provision of a free, city-wide e-portfolio service to individuals and communities throughout Wellington. Traditionally, ePortfolios provide a dynamic showcase for an individual's academic/career achievements, and their use is undergoing huge growth globally. ePortfolios are now a central element in an increasing number of national learning policies - e.g. in Wales, England and the Netherlands - or regional policies, as is the case in Tasmania (Australia), Minnesota (USA) and more recently in France, where several regions are building regional ePortfolio platforms. Today, the scope of ePortfolios is evolving to support blogging, social networking, mobile technologies, rich multimedia publishing and other Web 2.0 functionality, with Mahara - New Zealand's own market-leading, open source ePortfolio platform - at the forefront of this expansion (see www.mahara.org, www.myportfolio.ac.nz and www.myportfolio.school.nz). By extending the ePortfolio publishing environment beyond its traditional educational boundaries into the vocational and community sectors, we could deliver new tools and channels for the creation and exchange of news and information, connecting and empowering citizens, organisations and institutions in previously unavailable ways.

We believe that the People's Times project provides a key element of this infrastructure here in Wellington. Our goal is to work towards a full integration of the best available open source ePortfolio, social/professional networking and Web 2.0 publishing tools to deliver these new channels for local news and information. As New Zealand's political, cultural and innovation capital, it would be especially appropriate for Wellington to lead what we believe will become a reference model for delivering community ICT support services, with implications for cities and regions nationwide, and indeed globally.

As practitioners and advocates of open source development, we know that this kind of meaningful convergence is technologically achievable with many components already in place, but we also know that an overall framework needs to be established first. Vision, leadership and investment in the appropriate infrastructure are critical to making the necessary connections. We aim to scope and drive this critical architecture in partnership with educational institutions, government and the community sector here in Wellington - and the People's Times represents a first step towards building the kind of strategic framework required.

2. What needs to happen within your organisation to achieve the vision/goals?

The story so far

Phase 1 of the People's Times launched in January 2009. Despite a short timeframe and a small communications budget, over 130 clubs, groups and community organisations have already registered for the service. Our registered communities include residents associations, sports clubs, Marae, national charities, cultural societies, community centres, support groups and networks of community and voluntary sector professionals.

However, it is still very early days for a project of this nature, and we are ambitious in our aims for the next three years. The People's Times was constructed on a shoestring by commercial standards, and to a complex brief. The last 12 months have given us an excellent opportunity to test the People's Times platform, gather feedback and usage data, evaluate new technologies for integration into our service package and scope the next stage of the site's design and development. Feedback has confirmed that groups really value our current service, and we have also received several useful suggestions for new features that members would like to see. This feedback aligns very well with our own vision for the development of the service through 2010-13.

Our capacity to undertake promotional, outreach and support work has been constrained by the resources available to us during this establishment period. However, now that the People's Times service has proved its usefulness and appeal to community groups, and with the support of key councils like Wellington and Auckland, we plan to implement a range of enhancements to the Communities service and the website as a whole. In addition, we wish to offer ongoing training and support services

(as described above) to assist groups to develop and manage their own web presence, using either our People's Times services or other web technologies of their choice.

The People's Times: Phase 2 funding

Rather than ask users to pay for any of our services or publish advertising on the site (neither of which fits in with our non-profit, community-oriented ethos), or rely on a stream of one-off funding awards, we would prefer to progress to the kind of contracting model provided for by this WCC service contract. This allows us to define goals and deliver outcomes over several years with the security of committed partners and funding streams.

We aim to secure ongoing contributions in a similar fashion from several bodies who share our objectives, and whose constituents will significantly benefit from our service. Taken together, these contributions will cover our modest ongoing operating costs while enabling us to deliver programmes of local support and maintain 'best-of breed' digital technologies designed specifically to springboard our not-for-profit sector. It is with this in mind that we have undertaken to approach New Zealand's three biggest local authorities - Wellington, Auckland and Christchurch - for support in 2010 and potentially beyond.

By supporting us collectively, councils can ensure that their local communities have access to a free community web service that contributes to the fulfilment of several of their strategic goals, without having to set up and maintain local equivalents themselves (at substantial cost). The strength of the People's Times service is that it functions at once as a hyper-local service - so that users can choose to focus entirely on their neighbourhood, suburb, city or region - and as a national service, supporting collaboration between groups around the country while enabling the costs of the service to be spread. This gives each local authority sponsor a high-quality, sustainable solution for their area, at a price that represents excellent value for money. (It also 'future-proofs' the platform against any changes to local government structures and regional boundaries.)

Auckland City Council is the first council to formally commit to supporting us in 2010, and joint planning is well underway for a programme of work covering every community board area in Auckland city. We are working with the support of the Canterbury Development Corporation to promote our services in the Canterbury region, while Christchurch City Council has also expressed support and encouraged us to apply for funding for work there in the coming year.

Being Wellington based, we are committed to forming a partnership with Wellington City Council and believe the unique attributes of Wellington lends itself to leadership as a 'smart city'. We believe there is a natural fit between what we offer and the Council's long-term strategic goals around inclusivity and increased civic engagement, strengthening the capacity of the local community and voluntary sector, facilitating citizens' participation in recreational, social and civic activities, encouraging innovation and excellence in education and business, and supporting local people/organisations to access and benefit from ICT. We are excited by WCC's ambitions to think and work innovatively in its approach to these challenges. In addition, WCC's strategic approach to procurement in this area closely aligns with our own approach to working in partnership with local authorities, national community and voluntary sector organisations and local groups to deliver the benefits of collaboration.

Organisational development

Part of our vision for the development of the People's Times is to expand our organisational capacity by 2013. This will enable us to resource the many different aspects of our work: raising awareness of the service, providing comprehensive support for our users, building capacity in the sector, forging substantive partnerships with aligned organisations and driving continuous improvement of the digital services available. Our plan is to expand our team to include a project manager, two community training and support staff, and a community news manager. We will continue to leverage the expertise, support and capacity of successful local innovation companies, Flexible Learning Network and Catalyst IT to ensure we have the best available technology services.

3. What key challenges and key opportunities have you identified for the next three years?

Key challenges

Innovation always brings with it challenges and risks. We view risk not as a danger to be avoided but as an inherent companion to pioneering thinking that should be embraced - but also managed carefully.

The key challenges/risks in this project are similar to others we have successfully delivered:

- **Quality Assurance:** We use proven QA methodologies including document version control, change logs, reference groups, internal and external review (including usability testing), bug tracking, issues registers and key performance indicators utilising time, cost and quality tracking.
- **Loss of key personnel:** Thorough project planning and documentation and our access to a broader pool of expertise mitigate this risk.
- **Low adoption:** Rather than costly and often ineffective advertising campaigns we believe this risk can only be mitigated by providing a package of services that is relevant, intuitive to use and reliable, which caters to community users' needs cost-effectively, and which continues to evolve and improve. From a technical/design perspective this is achieved through sound research, leveraging existing constituencies/partnerships, and early/ongoing engagement with our target users. Clear Use Cases (scenarios driving functional requirements), prototyping and testing prior to implementation ensure the tools and services we offer are fit for purpose. From a communications perspective, with WCC's association we can leverage public communication channels to raise awareness of the service we offer. We will also leverage relevant community and voluntary sector bodies to utilise their communication channels. Awareness will continue to increase through our programme of free workshops and attendance at relevant meetings and events to showcase the platform and demonstrate its potential applications. The network effect - otherwise known as critical mass - means that momentum will continue to build upon the foundations established (particularly for services like the People's Noticeboard).
- **Lack of appreciation of the unique value of a NZ-centred service:** Individuals and groups already have the option to use commercial social networking sites (e.g. Facebook) and website-building tools to develop a web presence. However we believe that the value of the People's Times lies as much in its New Zealand and community focus - and the potential this represents in terms of supporting local networking, information-sharing and collaboration - as in the technical tools and features on offer. The

People's Times is designed, and will continue to be developed, to interact and strengthen connections with external sites and services (Facebook, Wordpress et. al), rather than operate in a silo.

- Technical risk: We receive ongoing web development, technical support and web hosting services at below-market rates from original project partner Catalyst IT. Catalyst IT is recognised worldwide for its skills in open source, with a large team of specialist developers, and would lead the technical aspects of the enhancements. We have approached leading local design company The Church to begin scoping enhancements of the People's Times website user interface, and the preliminary results of this work are presented in support of our application.
- Financial risk: Funding received will be allocated to project phases/benchmarks, using best practice stage-gate project management with exit strategies. If early exit was required, an inherent advantage of open source is that all foregoing work can be freely utilised by others. Project leadership is provided pro bono by Richard Wyles, director of original project partner Flexible Learning Network. Flexible Learning Network has also made a commitment to underwrite the project manager's salary costs and office overheads before/between receipt of grants, as required.

The above challenges are to be expected in a project of this nature, and we see the steadily increasing take-up and positive feedback from our members as a clear indicator of future success.

Key opportunities

We have already given an indicative account of the key opportunities we see over the next three years in answers to previous questions. These include:

- Supporting the development of a thriving, active, connected and web-capable community and voluntary sector in Wellington city, empowered to use the internet and ICT to further individual and collective goals;
- Working in partnership with other organisations in the local public, educational, cultural and community sectors to open up new channels for knowledge creation and exchange online;
- Helping to create the infrastructure and strategic alliances that can underpin Wellington's development as a 'learning region/smart city'; and
- Creating a platform that supports collaboration between neighbourhoods, cities and regions all over New Zealand, strengthening local democracy and promoting participation.

Strategic Fit

Wellington City Council's Long Term Council Community Plan [LTCCP] outlines the Council's strategic direction and priorities for 2009-2019. These priorities have been developed in response to community aspirations [known as 'Community Outcomes'], Council's roles and responsibilities and other factors. This process and the Council's strategic approach are outlined in the LTCCP available on our website or in hard copy.

<http://www.wellington.govt.nz/plans/annualplan/ltccp/vol1.html>

The Council has seven strategic areas – governance, environment, economic development, cultural well-being, social and recreation, urban development and transportation. Within each of these strategic areas Council aims to achieve specific long-term goals or 'Long-term Council Outcomes' for the city. The Council has recently developed new priorities for the coming three years [2009-2012] aimed at achieving these Long-Term Council Outcomes. You will find the details of each strategic area and their associated Council Outcomes in Part 3 of the LTCCP. The work of your organisation may contribute to more than one strategic area.

1. Please provide a summary of how the work of your organisation supports one or more of the Council's Long-term Outcomes. You will find these Long-Term Outcomes outlined in the 'strategy tree' within each strategic area of the LTCCP.

The People's Times will:

1. Provide individuals and non-profit organisations in Wellington with useful, accessible and high quality tools and forums for communication, administration and publishing online; and
2. Promote and underpin these services with an ongoing programme of local training and support; and by doing so
3. Help to reduce the 'digital divide' by enabling Wellington residents and the local community and voluntary sector to access and utilise relevant digital technologies - to connect, contribute, share, learn and teach - effectively and with confidence; and
4. Make progress towards our vision of an active, networked 'community of communities' in Wellington city, the wider region and New Zealand as whole - supporting participation within communities, and collaboration between communities.

Governance

We see the People's Times contributing to the following long-term outcomes under 'Governance':

More inclusive:

Wellingtonians will be more actively involved in the future direction of their communities.

More actively engaged:

(b) Wellington will operate an open and honest decision-making process that generates confidence and trust in the democratic system.

c) Information required by citizens and groups will be easily accessible, to enable participation in the community.

Our project will contribute to these outcomes by providing accessible, neutral forums throughout the People's Times site for:

- residents' and community sector news and views to be freely published and shared;
- WCC's and other stakeholders' news, views, policies and decision-making processes to be published and shared;
- residents to participate in interactive discussion, debate and polling on local issues and learn about upcoming opportunities to get involved;
- signposting residents to public consultations, relevant documentation and interactive opportunities on WCC's and other stakeholders' websites; and

- providing the necessary promotional, training and technical support to enable local people and groups to learn about and take advantage of these opportunities.

Environment

We see the People's Times contributing to the following long-term outcomes under 'Environment':

More liveable:

Wellington's natural environment will be accessible to all, for a wide range of social and recreational opportunities that do not compromise environmental values.

More sustainable:

Wellington will reduce its environmental impact by making efficient use of energy, water, land and other resources; shifting towards renewable energy resources; conserving resources; and minimising waste.

More actively engaged:

Wellington will pursue a collaborative, participatory approach towards environmental kaitiakitanga (guardianship), by sharing information within the community and establishing partnerships to achieve environmental goals.

Our project will contribute to these outcomes by:

- enabling the promotion of environmentally sound social and recreational opportunities on the People's Noticeboard;
- supporting local environmental groups to establish their own independent web presence on the People's Communities service, with the ability to attract new members, distribute information and self-publish on the People's Times;
- providing support for partnership/collaborative working by environmental groups, through the creation of local networks on the People's Communities service;
- promoting positive environmental behaviour - e.g. recycling, reduced energy use - through the publication of articles, videos etc. on the People's Times that showcase good (and bad) practice locally, nationally and internationally;
- facilitating discussion of environmental issues and kaitiakitanga in a neutral, accessible forum, with support for information sharing built in throughout the site; and
- providing the necessary promotional, training and technical support to enable local people and groups to learn about and take advantage of these opportunities.

Economic development

We see the People's Times contributing to the following long-term outcomes under 'Economic development':

Better connected:

Wellington will be connected locally, nationally, and globally by offering world-class accessibility and linkages. That includes having high capacity broadband communication networks...

More prosperous:

Wellington will have a strong and growing economy including a high quality, innovative and diverse public sector. Wellington will offer a wide range of sustainable employment and business opportunities.

More competitive:

Wellington will attract and retain an increasing diversity of vibrant, internationally competitive people, targeted investment, and businesses and industries of all sizes.

More entrepreneurial and innovative:

Wellington will have high levels of innovation underpinned by strong education and training, research, entrepreneurship and investment.

Our project will contribute to these outcomes by:

- increasing the ability of individual residents and non-profit groups to access/link to/connect digitally with each other, with city stakeholders, and with peers and colleagues elsewhere in New Zealand and the world;
- contributing to the development of a 'high quality, innovative and diverse' community sector, increasing support for vulnerable households while bringing positive flow-on effects for the wider Wellington economy; and
- pioneering an internationally ground-breaking approach to community-wide ICT provision, which has the potential to act as a cornerstone of a 'smart city/learning region' infrastructure. If successful, this will help Wellington to cement its reputation for innovation (underpinned by strong education and training, research, entrepreneurship and investment), assisting the city to attract/retain top local and international talent in ICT and related fields.

Cultural well-being

We see the People's Times contributing to the following long-term outcomes under 'Cultural well-being':

Stronger Sense of Place:

Wellington will have a strong local identity that celebrates and protects its sense of place, capital city status, distinctive landform and landmarks, defining features, history, heritage buildings, places and spaces.

More Inclusive:

Wellington will celebrate its bicultural heritage and growing ethnic, religious and social diversity, and be tolerant, welcoming and inclusive of people's differences to create a sense of belonging, shared understanding and identity.

More Actively Engaged:

Wellington will encourage greater engagement and participation by offering an exceptional range of arts and cultural amenities that cater to all tastes as well as a high quality environment that fosters a vibrant city life.

Our project will contribute to these outcomes by:

- enabling individual residents and non-profit groups to publish, access and share digital content related to Wellington's strong local identity, bicultural heritage, diverse culture and landscape;
- providing a neutral, accessible forum for discussion of issues of culture, identity, 'place' and diversity in Wellington;
- enabling local place-based, cultural, arts, religious and ethnic groups to establish their own independent web presence on the People's Communities service, with the ability to attract new members, distribute information and self-publish on the People's Times;
- facilitating partnership/collaborative working by place-based, cultural, arts, religious and ethnic groups, through the creation of local networks on the People's Communities service;
- promotion of local arts, cultural and recreational opportunities on the People's Times and People's Noticeboard;
- signposting our users to relevant activities, consultations and policies on WCC's and other stakeholders' websites; and
- providing the necessary promotional, training and technical support to enable local people and groups to learn about and take advantage of these opportunities.

Social and recreation

We see the People's Times contributing to the following long-term outcomes under 'Social and recreation':

More liveable:

Wellington will be a great place to live, work and play, offering a stimulating and high quality range of community amenities and services.

More inclusive:

Wellington's diverse population will be supported and embraced by a tolerant, caring and welcoming community.

More actively engaged:

Wellington residents will be actively engaged in their communities, and in recreation and leisure activities.

Better connected:

Wellington will offer excellent access to a sound social infrastructure that supports high levels of social cohesion.

Our project will contribute to these outcomes as they apply to Wellington residents by:

- providing an easy, interactive way for residents to discover and access Wellington's social and recreational infrastructure - including hundreds of individual groups and services - through the People's Communities service;
- publishing information about local leisure/recreational activities and opportunities to participate in the community - courses and classes, open days, fundraisers, markets, consultations etc. - on the People's Noticeboard; and
- offering the People's Times as a platform for residents and non-profit groups to publish, browse and share digital content (news articles, photos etc.) related to Wellington's:

- o community amenities and services
- o cultural and community life, work, local government and development, and
- o leisure and recreational opportunities.

Our project will also contribute to these outcomes as they apply to Wellington's non-profit sector by:

- empowering local community organisations, grassroots groups and their administrators and members to:
 - o be more visible, connected and responsive to the wider community, helping to address people's changing expectations and lifestyle needs in the digital age;
 - o explore new ways to use ICT to support their activities and their wider objectives in the community going forward; and
 - o improve their overall efficiency and capacity, freeing up resources for their core work in the community (this core work - promoting healthy activity, encouraging participation in community life, and delivering much-needed services and support - itself contributes to the achievement of these long term community outcomes); and
- increasing WCC's understanding, knowledge of and access to the communities and agencies that contribute to the city.

2. Please outline how your organisation will contribute to *one or more* of the three year priority areas. These three year priority areas are outlined under 'Our focus for the next three years' within each strategic area of the LTCCP.

Governance

We see the People's Times contributing to the following three-year priority areas under 'Governance':

Making effective use of online tools to make it more convenient for people - including youth who have historically been hard to reach - to comment on Council's proposals.

Engagement with the wider Maori community reflects the right of all residents and groups in the city to have a say about issues affecting them... [and] sustaining and enhancing our partnerships with mana whenua.

Our project will contribute to these priority areas by:

- providing a range of innovative online tools that could be readily customised to facilitate engagement by residents - including youth and mana whenua - with Council policies and proposals;
- providing, in the People's Times, an accessible, neutral forum for the Maori community to participate in interactive discussion, debate and polling on local issues and 'have a say' about issues specifically affecting them;
- offering a platform for WCC to publish its news, views, policies and decision-making processes more widely, with built-in tools for residents to comment and share these; there is also the potential to signpost residents to public consultations, relevant documentation and interactive opportunities on WCC's own website; and

- providing the necessary promotional, training and technical support to enable local people and groups to learn about and take advantage of these opportunities (targeted promotion and training could be undertaken with youth, Maori and other target groups).

Environment

We see the People's Times contributing to this three-year priority area under 'Environment':

Encouraging people and businesses to reduce the amount of waste they produce and recycle wherever possible.

Our project could contribute by enabling concerned residents, environmental groups, WCC and other stakeholders to promote positive environmental behaviour - e.g. recycling, reduced energy use - through the publication of articles, videos etc. on the People's Times that showcase good (and bad) practice locally, nationally and internationally.

Economic development

We see the People's Times contributing to the following three-year priority areas under 'Economic development':

Maintaining Wellington's reputation as a vibrant, creative and eventful place.

Advocating on behalf of our community to the government and business for investment in activities such as broadband...

Our project will contribute to these priority areas by:

- publishing information/articles about local cultural/recreational activities and opportunities to participate in Wellington's vibrant, creative city life - events, workshops, open days, fundraisers, markets, festivals etc. - on the People's Noticeboard and the People's Times. This could be further enhanced by investing in the development of a cohort of People's Times 'community reporters/reviewers' in Wellington;
- pioneering an internationally ground-breaking approach to community-wide ICT provision, which has the potential to act as a cornerstone of a 'smart city/learning region' infrastructure. If successful, this will help Wellington to cement its reputation for innovation and a creative approach to problem-solving; and
- providing a current and cogent example of how investment in online tools/content and ICT capability city-wide - underpinned by reliable, accessible broadband infrastructure - can tangibly advance community development/engagement, and build capacity within the community sector.

Cultural well-being / Social and recreation

We see the People's Times contributing to the following three-year priority areas under 'Cultural well-being' and 'Social and recreation':

"Maintaining Wellington's inclusive culture; specific actions will be to ensure that the community events and exhibitions provide opportunities for everyone to feel that they can participate and gain a sense of belonging. In a practical sense, this will mean continuing to support a wide range of cultural activities that reflect the city's diverse communities. This includes reinforcing the special place of mana whenua in the city...

Promoting participation in sport and recreation activities; as the city's biggest provider of recreation facilities and services the Council aims to promote healthy lifestyles... It is important that we ensure our services can be accessed by the whole community...

We'll encourage community based groups to share the responsibility for delivering programmes and services. We'll provide leadership, facilitation and in some cases resources to support community capacity building...

By increasing our understanding and knowledge of the communities and agencies that contribute to the city we will be better placed to advocate on their behalf."

Our project will contribute to these priority areas by:

- providing an easy, interactive way for residents to discover and access Wellington's social, cultural and recreational infrastructure - including hundreds of individual groups and services - through the People's Communities service;
- publishing information about local leisure/recreational activities and opportunities to participate in the community - courses and classes, festivals, sports events, cultural celebrations, consultations etc. - on the People's Noticeboard;
- providing a platform for residents and non-profit groups to publish, browse and share digital content (news articles, photos etc.) on the People's Times related to Wellington's unique cultural, recreational and community life;
- building the capacity of local community organisations, grassroots groups and their administrators and members to use ICT to support their activities and their wider objectives in the community; and
- increasing WCC's understanding, knowledge of and access to the communities and agencies that contribute to the city, by creating an archive of content on the People's Times, and providing quantitative and qualitative information about groups registered on the People's Communities service.

There is additional potential to undertake targeted work around the theme of cultural diversity and the special role of mana whenua - for example by developing a cohort of People's Times 'community reporters' from diverse cultural backgrounds, working collaboratively with schools to create related video and audio content for the People's Times, creating People's Times training resources in community languages (e.g. Te Reo Maori, Tongan, Mandarin) etc.

3. Please identify the activities that you are requesting funding for which will enable you to achieve the above.

Planned expenditure

The \$50,000 annual grant we are requesting would support the following (a more detailed breakdown is enclosed with this application, figures quoted here are approximate):

- Contribution to the continued operation and management of the People's Times (Phase 1) community web service, including provision of a telephone/email ICT support service (\$15,000)
- Contribution toward facilities management, further development and enhancement of the People's Times services in response to user feedback, recent technological advances and stakeholder priorities (\$16,500). Please note that our use of open source technologies reduces overall technology investment.
- A training/support programme to help local grassroots and community organisations to establish and maintain a web presence, with an accompanying promotional campaign (\$16,000)
- Collaborative work with Wellington City Council and community and voluntary sector stakeholders (\$2,500)

Serviced office space (rent, power, telephone etc.) and use of a 12-person computer suite/training room are provided free of charge by support partners Flexible Learning Network and Catalyst IT.

With the above funding secured, we will be far better placed to empower local community organisations and their administrators and members to:

- experiment and gain confidence with information and communications technology in a supported, non-profit and locally relevant context, with potential to expand their skills and level of engagement over time;
- be more visible, connected and responsive to the wider community, helping to address people's changing expectations and lifestyle needs in the digital age;
- explore new ways to use ICT to support their activities and their wider objectives in the community going forward; and
- improve their overall efficiency and capacity.

By providing financial support to the People's Times, WCC strengthens its strategic provision for the community and voluntary sector in a visible and cost effective way, and in doing so, supports the sector itself to achieve positive community outcomes. These include:

- greater participation in civic life and in recreational, arts, sports, educational and cultural activities;
- stronger, safer, more inclusive communities;
- celebration of cultural diversity and increased opportunities for cross-cultural interaction;
- support for environmental guardianship, local biodiversity and sustainability;
- promotion of healthy lifestyle choices and physical activity;
- supporting networking and partnership-working between organisations and agencies working in the community; and
- promoting a greater voice for local communities in the media.

Of course, as well as helping to build the capacity of New Zealand's non-profit organisations, the People's Times can also support individual residents to increase their community, civic and recreational

participation in both the 'real' and 'virtual' worlds. Through the People's Times, Wellingtonians can improve their awareness of, access to and involvement with the diverse groups, activities and services available in the area. They can also access an inclusive forum for local and national news, information-sharing, debate and community notices.

Evaluation

The Council is required to demonstrate to the public how the activities it undertakes or supports contribute to the community outcomes. We require robust information from your organisation on the impact our funding has.

4. Please outline how your organisation will evaluate the impact that the funded activities have on the Council's Long-term Outcomes?

Our progress will be measured using standard project management metrics (time, cost, quality) with mapping of achievements against agreed targets. We will agree appropriate targets with WCC.

Indicative target areas include:

1. Evidence of adoption: our ability to attract individuals and groups from Wellington City to visit, browse, join and publish content to the People's Times. We can measure the number of Wellington-based communities and their members, and quantify news/notices related to Wellington City.

TARGET: A foundation of 400 Wellington-based communities on the People's Times by December 2010, and 750 by June 2011

2. Evidence of satisfaction: measured by users' evaluation of our current service and feedback on the Phase 2 website enhancements (a comprehensive survey will be conducted three months after the implementation of the enhancements). We will also distribute feedback forms at each workshop in print and electronic formats.

TARGET: Our target is to achieve high ratings across the board, and specifically for:

>80% of users to be 'satisfied' or 'very satisfied' with the People's Times service, overall

>80% of users to say they 'would recommend the People's Times' to friends and colleagues

>80% of users to have contributed content, joined a community, made a successful search, attended an advertised event, or interacted with the People's Times in some other tangible way

>80% of users to say they feel 'more connected' or 'much more connected' to their community as a result of joining the People's Times

3. Evidence of partnership: measured by our ability to forge and maintain meaningful partnerships with local community and voluntary sector bodies, as well as public, educational and cultural institutions.

TARGET: Our target is to form partnerships with at least five external networks/organisations, leading to at least one piece of collaborative work with each organisation.

In addition to these quantitative targets, we will undertake our own qualitative evaluation using surveys, focus groups and direct feedback, and independent evaluation and usability reviews provide further

opportunities for learning and assessment where appropriate. However, our target users' positive reception of the People's Times, evidenced by its' take-up across the city, will be the clearest indicator of success. Beyond this, replication of the People's Times community ICT model around New Zealand will be a key goal.

Partnership

Through the Council's engagement with community organisations strong partnership with council and with other organisations has been identified as a priority.

5. Please outline how your organisation will work in partnership with other organisations [including the Council] to undertake the funded activities.

With a small project team and a very ambitious programme of our own to deliver, we have had limited capacity to work in substantive partnership with aligned organisations to date. Despite this, we have begun to expand this area of our work; for example we recently delivered the first two of eight training sessions as part of a leadership development programme designed and delivered with Federated Farmers. So far we have helped rural farmers to set up over 10 regional People's Communities and learn about ways to use digital technologies to stay informed, publish news and views and communicate with each other. With WCC support and ring-fenced funding for networking/partnership working, we intend to vigorously pursue opportunities for collaboration with local community organisations and networks during Phase 2.

Examples of possible joint working could include designing Web 2.0 training packages for use by SeniorNet, developing People's Times resources in community languages, or commissioning youth reporters to cover local events for the People's Times. There may also be scope to work with other community ICT initiatives in the city to design and deliver aligned training and support.

To help make this happen we will:

- Make direct approaches to key community and voluntary sector organisations in the Wellington area - including community centres, Councils of Social Services and Citizens Advice Bureaux - to:
 - o request assistance with raising awareness among our target audience
 - o invite representatives to help us scope, test and provide feedback on our services as they evolve, ensuring the People's Times remains fit-for-purpose in future
 - o discover possible avenues for joint working/collaborative projects
- Attend a range of local public/non-profit sector conferences/ hui/events as a speaker or exhibitor, helping to build awareness of the People's Times service, provide information and explore partnership opportunities with interested organisations (including those from the educational and public sectors)

The three-year funding contract with Wellington City Council will help us to establish these connections, offering real value over and above the monetary value of the grant. We will work closely with the Council to maintain strategic alignment and to ensure that synergies will accrue from this partnership approach,

with a view to creating a service architecture that supports Wellington in its development as a smart, innovative and culturally rich city.

Becoming part of the community ICT landscape in Wellington

Going forward, we see great potential for the People's Times to work strategically with others in the community as a 'digital enabler'. For example, we were recently approached to be a project partner by the Museums of Wellington Trust, which was putting together a proposal for a new touring exhibition focusing on refugee and migrant communities in New Zealand.

As a national, non-profit and simple-to-use web platform, it was proposed that the involvement of the People's Times as a project partner would enable:

- the theme to be explored and developed before, during and after the exhibition itself in a dedicated section of the People's Times website
- a single, central focal point for the creation and exploration of exhibition-related content, accessible from anywhere in New Zealand, 24 hours a day
- the theme to be approached from multiple perspectives, in different languages and using a variety of media
- instant and/or enduring connections to be made between individuals, communities and cultures, through:
 - o the sharing, interaction with and appreciation of digital/digitised content reflecting diverse experiences and heritages; and
 - o increasing awareness of existing ethnic/cultural organisations around New Zealand, and enabling interested people to readily learn about and make contact with these groups
- the creation of a permanent archive of digital material which can be readily shared, stored, modified and adapted by any participant, and form the basis for future learning or activity.

Although, regrettably, the reduced funding eventually obtained for this project meant the Museums of Wellington Trust were unable to proceed as planned, we are excited about the potential for the People's Times to become involved in a diverse range of community projects in future.

Treaty of Waitangi

Wellington City Council has a commitment to the Treaty of Waitangi and its underlying principles. We recognise that to a greater or lesser degree your organisation will have practices and processes in place that demonstrate a commitment to the Treaty of Waitangi.

6. Please outline how your organisation demonstrates a commitment to the Treaty of Waitangi.

The People's Times demonstrates an ongoing commitment to advancing awareness and the principles of the Treaty of Waitangi/Te Tiriti o Waitangi. We do this through the services we provide, the goal of universal digital enablement that underpins the People's Times platform, and an organisational commitment to working in partnership with key community stakeholders.

It is important to us to provide a service that enables all participants to develop their communities in an active, digitally-enabled way, reflecting the partnership principles embodied in the Treaty as the founding constitutional document of Aotearoa New Zealand.

Examples of Mā ori organisations already using the People's Times include Tangiteroria Marae and the INA (Mā ori, Indigenous & South Pacific) HIV/AIDS Foundation.

On a practical level, we designed the People's Times platform to support multiple languages and Unicode, enabling recognition and display of Mā ori macrons. We will also investigate developing alternative language files to provide online help and navigation in Te Reo Mā ori, as we have with our other open source projects, Moodle and Mahara (which means 'think' or 'thought' in Mā ori).

We also routinely source and publish a range of community focused content relevant to Mā ori, including the following recent articles:

Poor health literacy of concern - Turia

Maori Party welcomes Kā inga Whenua housing initiative

Tainui Waka Kapa Haka Festival

Close ties honoured through new tukutuku panel

Mara Kai community garden project 'sowing seeds of potential'

As previously mentioned, there is additional potential to undertake targeted development work around the themes of biculturalism, cultural diversity and the special role of mana whenua. This may take the form of supporting interested local groups to generate and/or publish content relating to Mā ori language and the Mā ori community; creating People's Times training resources in Te Reo Mā ori or promoting local cultural activities on the People's Noticeboard.

Organisation: the People's Times - in association with Flexible Learning Network Limited and Catalyst IT

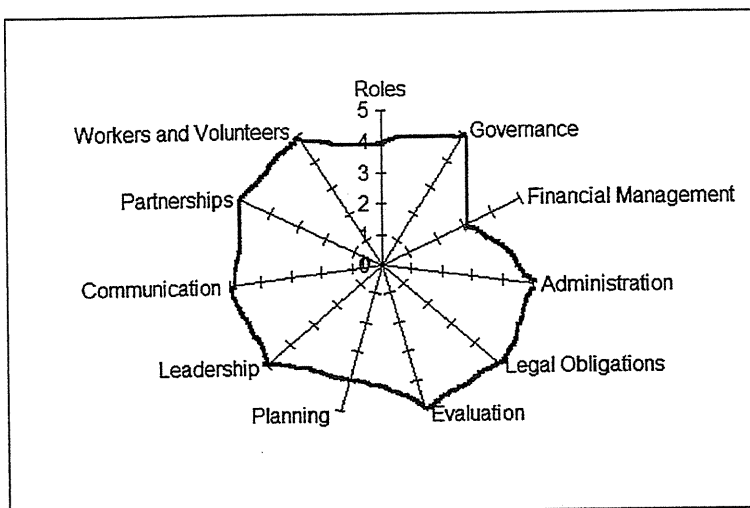
Our approach to the Health Check Tool reflects our somewhat unusual structure of a not-for-profit company, established for the specific mission of supporting communities to embrace digital tools, and supported by two successful Wellington based innovation companies.

The benefits of this structure can be seen in our strong governance structures, proactive planning processes, strong administration and financial processes, experience with legal contracts, and personnel management.

The Financial Management criteria is marked lower not for the systems and processes, which are very strong, but due to the fact that at this time the People's Times initiative is dependent on grants to reach its vision. The financial strength of Flexible Learning and Catalyst underpins its sustainability in times of need, but the overall not-for-profit operation of the People's Times is reliant on a base of stakeholder buy-in from New Zealand's larger local bodies.

Contact person: Richard Wyles – 04 801 6688

	At risk (1)	Vulnerable (2)	Viable (3)	Sustainable/ Successful (4)	Thriving (5)
Governance/Te Roopu Kaitiaki					√
Roles				√	
Administration				√	
Financial Management			√		
Legal Obligations					√
Evaluation					√
Planning				√	
Leadership					√
Communication					√
Partnerships					√
Workers and Volunteers					√



People's Times project budget

The People's Times community web project: Wellington operations – 1st Year budget outline

Item	Preferred supplier	Actual cost (\$)	Requested contribution (\$)
Website design and navigation enhancements ('front end')	The Church Ltd.	22,000	10,000
Technical support for website including upgrade enhancements and hardware costs ('back end')	Catalyst IT Ltd. (Reduced rates apply)	47,000 (estimate)	18,000
Salary for project manager Including design, administration and delivery of training workshops, operation of help-desk service and attendance at local conferences/hui/events	Rebekah Brumwell (incumbent)	70,000	20,000
Project direction and supervision of project manager	Richard Wyles (incumbent) Flexible Learning Network	(15,000) Indicative - pro bono	0
Technical direction and supervision of technical support staff	Mike O'Connor (incumbent) Catalyst IT	(10,000) Indicative - pro bono	0
Office rent (sub-let) including power, phone and incidentals	Current premises (provided free of charge by Flexible Learning)	6,000	0
Venue and equipment costs for 30 local training workshops	TBC	4,000 (estimate)	500 (estimate)
Communications materials for local training workshops – printing costs for 1000x A5 colour flyers and 40x A3 colour posters	Copy NZ	500	500
Printed course packs (price to be confirmed when numbers are known)	Copy NZ	500 (estimate)	500 (estimate)
Conference/hui /event entrance fees/exhibitor expenses	TBC	1000 (estimate)	500 (estimate)
TOTAL (per annum)		\$176,000	\$50,000

All amounts shown are exclusive of GST if applicable.

Monthly Budget
The Peoples Times
April 2011 to March 2012

	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12
Income												
Wellington City Council (220)	\$0.00	\$0.00	\$0.00	\$50,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Auckland City Council (210)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$50,000.00	\$0.00	\$0.00
Canterbury Development Corporation (2)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Christchurch City Council (230)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$35,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other Sponsorship Revenue (260)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$40,000.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Income	\$0.00	\$0.00	\$0.00	\$50,000.00	\$0.00	\$35,000.00	\$0.00	\$40,000.00	\$0.00	\$50,000.00	\$0.00	\$0.00
Gross Profit	\$0.00	\$0.00	\$0.00	\$50,000.00	\$0.00	\$35,000.00	\$0.00	\$40,000.00	\$0.00	\$50,000.00	\$0.00	\$0.00
Less Operating Expenses												
Bank Revaluations (497)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Income Tax Expense (505)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Operating Expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Less Overheads												
Accounting (412)	\$0.00	\$0.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Bank Fees (404)	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00
Software development and maintenance	\$0.00	\$0.00	\$0.00	\$0.00	\$5,000.00	\$0.00	\$6,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Catalyst - Hosting Services (403)	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00
Cleaning (408)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Contractors and 3rd Party Suppliers (48)	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
Depreciation (416)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Electricity (445)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Entertainment (420)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Insurance (433)	\$60.00	\$60.00	\$60.00	\$60.00	\$60.00	\$60.00	\$60.00	\$60.00	\$60.00	\$60.00	\$60.00	\$60.00
Interest Expense (437)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Legal and Consulting expenses (441)	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Marketing Communications (400)	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00
Conferences (473)	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Venue Hire Costs (449)	\$333.00	\$333.00	\$333.00	\$333.00	\$333.00	\$333.00	\$333.00	\$333.00	\$333.00	\$333.00	\$333.00	\$333.00
Office Expenses (453)	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00
Other Employment Expense (481)	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00
Postage, Freight & Courier (425)	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00
Printing & Stationery (461)	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00
Rent (469)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Salaries - net (477)	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00
Software Licensing Fees (454)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Staff Training (474)	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00
Taxis and Hire Cars (492)	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00
Telephone & Internet (489)	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00
Travel - National (493)	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00
Total Overheads	\$13,193.00	\$13,193.00	\$13,193.00	\$14,193.00	\$18,193.00	\$18,193.00	\$19,193.00	\$13,193.00	\$13,193.00	\$13,193.00	\$13,193.00	\$13,193.00
Total Expenses	\$13,193.00	\$13,193.00	\$13,193.00	\$14,193.00	\$18,193.00	\$18,193.00	\$19,193.00	\$13,193.00	\$13,193.00	\$13,193.00	\$13,193.00	\$13,193.00
Net Profit	-\$13,193.00	-\$13,193.00	-\$13,193.00	\$35,807.00	-\$16,193.00	\$16,807.00	-\$19,193.00	\$26,807.00	-\$13,193.00	\$36,807.00	-\$13,193.00	-\$316.00

Monthly Budget
The Peoples Times
April 2012 to March 2013

	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13
Income												
Wellington City Council (220)	\$0.00	\$0.00	\$0.00	\$0.00	\$50,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Auckland City Council (210)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$50,000.00	\$0.00	\$0.00
Canterbury Development Corporation (200)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Christchurch City Council (230)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$40,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other Sponsorship Revenue (260)	\$6,250.00	\$6,250.00	\$6,250.00	\$6,250.00	\$6,250.00	\$6,250.00	\$6,250.00	\$6,250.00	\$6,250.00	\$6,250.00	\$6,250.00	\$6,250.00
Total Income	\$6,250.00	\$6,250.00	\$6,250.00	\$6,250.00	\$56,250.00	\$46,250.00	\$6,250.00	\$6,250.00	\$6,250.00	\$56,250.00	\$6,250.00	\$6,250.00
Gross Profit	\$6,250.00	\$6,250.00	\$6,250.00	\$6,250.00	\$56,250.00	\$46,250.00	\$6,250.00	\$6,250.00	\$6,250.00	\$56,250.00	\$6,250.00	\$6,250.00
Less Operating Expenses												
Bank Revaluations (497)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Income Tax Expense (505)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Operating Expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Less Overheads												
Accounting (412)	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Bank Fees (404)	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00
Software development and maintenance (401)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$15,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Catalyst - Hosting Services (403)	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
Cleaning (408)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Contractors and 3rd Party Suppliers (480)	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
Depreciation (416)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Electricity (445)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Entertainment (420)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Insurance (433)	\$60.00	\$60.00	\$60.00	\$60.00	\$60.00	\$60.00	\$60.00	\$60.00	\$60.00	\$60.00	\$60.00	\$60.00
Interest Expense (437)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Legal and Consulting expenses (441)	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Marketing Communications (400)	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00
Conferences (473)	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Venue Hire Costs (449)	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00
Office Expenses (453)	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00
Other Employment Expense (481)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Postage, Freight & Courier (425)	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00
Printing & Stationery (461)	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00
Rent (469)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Salaries - net (477)	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00
Software Licensing Fees (454)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Staff Training (474)	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00
Taxis and Hire Cars (492)	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00
Telephone & Internet (489)	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00
Travel - National (493)	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00
Total Overheads	\$13,730.00	\$13,730.00	\$13,730.00	\$13,730.00	\$14,730.00	\$28,730.00	\$28,730.00	\$13,730.00	\$14,730.00	\$14,730.00	\$14,730.00	\$14,730.00
Total Expenses	\$13,730.00	\$13,730.00	\$13,730.00	\$13,730.00	\$28,730.00	\$28,730.00	\$28,730.00	\$13,730.00	\$14,730.00	\$14,730.00	\$14,730.00	\$14,730.00
Net Profit	-\$7,480.00	-\$7,480.00	-\$7,480.00	-\$7,480.00	\$41,520.00	\$17,520.00	-\$22,480.00	-\$7,480.00	-\$8,480.00	\$41,520.00	-\$8,480.00	\$240.00

Profit and Loss
2009 - Year to Date [364 The Peoples Times]

Actuals/Forecast	Jan	Feb	Mar	Apr	May	Jun	TOTAL YEAR
30059 Other Govt Grants (Community Partnership)	0.00	0.00	0.00	0.00	0.00	40,000.00	40,000.00
.....	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL INCOME	0.00	0.00	0.00	0.00	0.00	40,000.00	40,000.00
.....	0.00	0.00	0.00	0.00	0.00	0.00	0.00
40052 Contractor Costs	0.00	9,230.56	6,813.75	8,896.25	4,051.50	5,282.50	34,274.56
41120 Training and Development	0.00	2,775.00	0.00	0.00	0.00	0.00	2,775.00
41210 Advocacy & Functions - Staff	0.00	50.66	0.00	0.00	20.44	0.00	71.10
42741 Advocacy & Functions - Cust	0.00	0.00	719.81	0.00	660.00	0.00	1,379.81
42310 Telephone Tolls and Fax	0.00	384.18	0.00	714.87	108.20	0.00	1,207.25
43421 Software Maintenance	0.00	1,500.00	0.00	500.00	500.00	0.00	2,500.00
43101 Airfares-Domestic	0.00	0.00	0.00	49.81	120.88	0.00	170.69
43130 Other Travel Expenses	0.00	0.00	0.00	629.25	0.00	163.94	793.19
42920 Consulting Fees - Software Development	0.00	0.00	945.00	8,220.00	0.00	0.00	9,165.00
43701 General Expenses	0.00	15.10	0.00	0.00	0.00	229.70	244.80
TOTAL EXPENSES	0.00	13,955.50	8,478.56	19,010.18	5,461.02	5,676.14	52,581.40
.....	0.00	0.00	0.00	0.00	0.00	0.00	0.00
NET OPERATING (SURPLUS)/DEFICIT	0.00	-13,955.50	-8,478.56	-19,010.18	-5,461.02	34,323.86	-12,581.40

Note to financial results. During 2008 and the first six months of 2009, The People's Times project was funded by the Community Partnership Fund with three participating partners: The Open Polytechnic of New Zealand, Flexible Learning Network Limited and Catalyst IT Limited. The application of funds was managed by the Open Polytechnic as a specific project cost centre. The Open Polytechnic's full set of accounts are audited by Ernst and Young, on behalf of Audit New Zealand.(see http://www.openpolytechnic.ac.nz/static/pdf/corporatepubs/Annual_Report%20_2008.pdf). The Sustainability plan includes the formation of a non-profit entity to manage and progress the People's Times initiative going forward. These spreadsheet extracts are representative of all project income and costs to date.

Peoples Times Limited
Statement of Financial Position
as at 31 March 2009

	Note	This Year \$	Last Year \$
ASSETS			
Current Assets			
Bank Account - National		154	82
Accounts Receivable		1360	3938
Tax Refund Due		7	-
Savings Account - National		<u>-</u>	<u>82</u>
		1521	4102
Non-Current Assets			
Advance - EVA Media Ltd		100143	100143
Property, Plant & Equipment	7	<u>5601</u>	<u>7312</u>
		<u>105744</u>	<u>107455</u>
TOTAL ASSETS		<u><u>107265</u></u>	<u><u>111557</u></u>
LIABILITIES			
Current Liabilities			
Tax Payable		-	1445
GST Payable		<u>151</u>	<u>703</u>
		151	2148
Non-Current Liabilities			
Term Loan - HSBC	8	22660	24813
Loan - EVA Media Ltd	8	9000	9000
Loan - Catalyst.Net Ltd	8	<u>15000</u>	<u>15000</u>
		<u>46660</u>	<u>48813</u>
TOTAL LIABILITIES		<u><u>46811</u></u>	<u><u>50961</u></u>
NET ASSETS/(LIABILITIES)		<u><u>60454</u></u>	<u><u>60596</u></u>
Represented by:			
Capital	9	56000	56000
Retained Earnings	10	<u>4454</u>	<u>4596</u>
		<u><u>60454</u></u>	<u><u>60596</u></u>

The financial statements have not been audited.
The accompanying notes form part of these financial statements.

For and on behalf of the board on this day, 29 June 2009

_____ Director

_____ Director

Peoples Times Limited
Statement of Financial Performance
for the Year Ended 31 March 2009

	This Year	Last Year
	\$	\$
INCOME		
External Funding	<u>14920</u>	<u>10700</u>
GROSS INCOME	14920	10700
OTHER INCOME		
Interest Received	<u>-</u>	<u>4</u>
TOTAL INCOME	14920	10704
EXPENSES		
Administration & Standing Charges		
Accountancy Fees	735	738
Bank Charges & Fees	106	95
Consultancy Fees	1135	-
Interest - IRD	18	-
Interest - Term Loans	2334	2909
Legal Expenses	9	9
Printing, Postage & Stationery	1066	157
Rent	1575	-
Staff Training	-	95
Subscriptions	2000	-
Telephone & Tolls	1280	342
Travel & Accomodation	<u>612</u>	<u>-</u>
	<u>10870</u>	<u>4345</u>
TOTAL EXPENSES	<u>10870</u>	<u>4345</u>
NET PROFIT/(LOSS) GENERATED	4050	6359
LESS		
Depreciation	<u>4113</u>	<u>6749</u>
NET PROFIT/(LOSS)	<u>(63)</u>	<u>(390)</u>

NOTE: This Statement is to be read in conjunction with the Compilation Report and the Notes to the Financial Statements.

Flexible Learning Network Limited

Statement of Financial Performance

for the Year Ended 31 March 2009

	This Year \$	Last Year \$
INCOME		
Sales	<u>1138587</u>	<u>923004</u>
	1138587	923004
OTHER INCOME		
Interest Received	<u>6412</u>	<u>1936</u>
TOTAL INCOME	<u>1144999</u>	<u>924940</u>
EXPENSES		
Accountancy Fees	1467	2121
Advertising	23804	6745
Bank Charges & Fees	469	297
Consultancy Fees (NSL)	-	23965
Contractors	170638	370224
Consultancy Fees (Wyles)	-	47306
Electricity	3378	23
Freight	166	468
Insurance	4396	1469
Interest - IRD	624	32
Legal Expenses	7860	4486
Licence & Copyright Fees	1950	-
Plant Hire	390	109
Printing, Postage & Stationery	7327	5708
Rent	34990	17050
Staff Training & Recruitment	6585	330
Subscriptions	2041	132
Sundry Administration Expenses	750	278
Telephone & Tolls	7083	7418
Travel, Accomodation & Entertainment	42310	8382
Vehicle Expenses	1842	2636
Wages & Allowances	<u>292878</u>	<u>113706</u>
TOTAL EXPENSES	<u>610948</u>	<u>612885</u>
NET PROFIT/(LOSS) GENERATED	<u>534051</u>	<u>312055</u>
LESS		
Depreciation	12043	8194
Directors Remuneration	<u>332640</u>	<u>183652</u>
	<u>344683</u>	<u>191846</u>
NET PROFIT/(LOSS) BEFORE TAX	<u>189368</u>	<u>120209</u>
Provision for Taxation	<u>56810</u>	<u>39669</u>
NET PROFIT/(LOSS)	<u><u>132558</u></u>	<u><u>80540</u></u>

NOTE: This Statement is to be read in conjunction with the Compilation Report and the Notes to the Financial Statements.

Flexible Learning Network Limited
Statement of Movements in Equity
for the Year Ended 31 March 2009

	This Year \$	Last Year \$
BALANCE AS AT 1 April 2008	112757	32217
Add		
Net Profit	<u>132558</u>	<u>80540</u>
BALANCE AS AT 31 March 2009	<u><u>245315</u></u>	<u><u>112757</u></u>

NOTE: This Statement is to be read in conjunction with the Compilation Report and the Notes to the Financial Statements.

Flexible Learning Network Limited
Statement of Financial Position
as at 31 March 2009

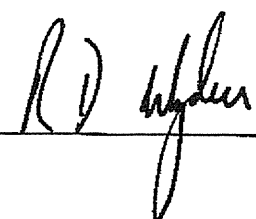
	Note	This Year \$	Last Year \$
ASSETS			
Current Assets			
Bank Account - National (01)		-	64
Bank Account - National (02)		-	76256
Bank Account - National (03)		145552	-
Accounts Receivable		140716	64837
Tax Refund Due		<u>1307</u>	<u>-</u>
		287575	141157
Non-Current Assets			
Property, Plant & Equipment	8	<u>23954</u>	<u>16332</u>
		<u>23954</u>	<u>16332</u>
TOTAL ASSETS		<u>311529</u>	<u>157489</u>
LIABILITIES			
Current Liabilities			
Bank Account - National (00)	6	15250	11315
Accounts Payable		23661	21576
Tax Payable		-	3571
GST Payable		<u>27303</u>	<u>8270</u>
		66214	44732
Non-Current Liabilities			
TOTAL LIABILITIES		<u>66214</u>	<u>44732</u>
NET ASSETS/(LIABILITIES)		<u>245315</u>	<u>112757</u>
Represented by:			
Capital	9	1000	1000
Retained Earnings	10	<u>244315</u>	<u>111757</u>
		<u>245315</u>	<u>112757</u>

The financial statements have not been audited.
The accompanying notes form part of these financial statements.

For and on behalf of the board on this day, 11 June 2009



Director



Director

2

APPLICATION FOR THREE YEAR CONTRACT FUNDING 2010-2013

Organisation name: Unlimited Potential ICT Professionals Network Incorporated	
Postal Address: PO Box 2481, Wellington	
Street Address (if different from above): c/o Level 14, 49 Boulcott Street, Wellington	
Contact person: Paul Spence	Contact Person's Role:
Co-chair	
Contact phone number: 027 4737314	Email address: paul@up.org.nz
Alternative Contact Person: Tom Reidy	Role: Chairperson
Contact phone number: 021 779 298	
Are you registered for GST? YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	
GST number if registered: 86268851	
Bank Account No: 03-0510-0825328-000	

Attachments required

Please attach the following documents unless we already have these on file. If we do, please make a note.

- Budget for July 2010 to June 2011
- Financial projections for the next three years
- Three year business plan [if you have one]

Funding Requested

How much are you applying for per annum? **\$42400**

Which services are you requesting support for?

Wellington Community Net Project

If you have been funded through contract funding before please explain how this differs [or not] from your previous contract.

Only received one off grants previously

Service Delivery

If you have provided a three year business plan please answer the following questions briefly. If you do not have a business plan, please answer in more detail.

1. Please describe your vision and key goals for what your organisation will look like in three years:
We envision UP will be the leading provider of networking events to the technology community across the Wellington region.
2. What needs to happen within your organisation to achieve the vision/goals?

UP currently reaches over 2000 technical, management and creative people across the ICT industry. UP is positioning to take a strong economic leadership role in encouraging technology entrepreneurship as a career option. Strengthening partnerships with industry sponsors, tertiary organisations and the local economic development agency are key to this task.

The last 18 months has seen a strong management committee emerge and a calendar of regular events and seminars that stimulate thought and encourage young entrepreneurs in particular. We expect to build on these successes.

3. What key challenges and key opportunities have you identified for the next three years?

The key challenges involve maintaining relevance to our community of users and in driving continued outreach and feedback through the use of technologies such as social media. The key opportunities involve leveraging Wellington's reputation as a vibrant, creative city and positioning as a hot location to learn and grow high value knowledge based businesses.

Strategic Fit

Wellington City Council's Long Term Council Community Plan [LTCCP] outlines the Council's strategic direction and priorities for 2009-2019. These priorities have been developed in response to community aspirations [known as 'Community Outcomes'], Council's roles and responsibilities and other factors. This process and the Council's strategic approach are outlined in the LTCCP available on our website or in hard copy.

<http://www.wellington.govt.nz/plans/annualplan/ltccp/vol1.html>

The Council has seven strategic areas – governance, environment, economic development, cultural well-being, social and recreation, urban development and transportation. Within each of these strategic areas Council aims to achieve specific long-term goals or 'Long-term Council Outcomes' for the city. The Council has recently developed new priorities for the coming three years [2009-2012] aimed at achieving these Long-Term Council Outcomes. You will find the details of each strategic area and their associated Council Outcomes in Part 3 of the LTCCP. The work of your organisation may contribute to more than one strategic area.

1. Please provide a summary of how the work of your organisation supports one or more of the Council's Long-term Outcomes. You will find these Long-Term Outcomes outlined in the 'strategy tree' within each strategic area of the LTCCP.

Unlimited Potential promotes a number of themes that are consistent with the Wellington City Council's long term goals.

1. Economic development - A large number of our target audience are engaged in high value, knowledge intensive technology related business activities. Unlimited Potential acts as a catalyst to encourage a culture of entrepreneurship, particularly amongst young people. We also utilise our networks and events to matchmake young entrepreneurs with investment.

2. Visitor attraction - Unlimited Potential runs monthly events for those interested in technology, innovation and entrepreneurship. At least two of these annual events have the scope to grow into national events attracting delegates from outside the region.

3. Cultural vibrancy - Unlimited Potential caters especially for recently arrived skilled migrants who require avenues to assist with socialisation and integration into the ICT and entrepreneur community.

2. Please outline how your organisation will contribute to *one or more* of the three year priority areas. These three year priority areas are outlined under 'Our focus for the next three years' within each strategic area of the LTCCP.

More Eventful - delivering events that cultivate technology entrepreneurship and investment.

Better Connected - Advocating for provision of real broadband networks and leveraging these to attract or build high technology businesses.

Inclusivity - ensuring recently arrived skilled migrants are assisted to integrate socially through events that support networking and employment.

3. Please identify the activities that you are requesting funding for which will enable you to achieve the above.

Wellington Community Net Reprovisioning Project

Evaluation

The Council is required to demonstrate to the public how the activities it undertakes or supports contribute to the community outcomes. We require robust information from your organisation on the impact our funding has.

4. Please outline how your organisation will evaluate the impact that the funded activities have on the Council's Long-term Outcomes?

Unlimited Potential routinely reports to stakeholders.

Partnership

Through the Council's engagement with community organisations strong partnership with council and with other organisations has been identified as a priority.

5. Please outline how your organisation will work in partnership with other organisations [including the Council] to undertake the funded activities.

Unlimited Potential has a wealth of connections in the community to assist in achieving its objectives. In particular the organisation has close working relationships with Grow Wellington, Angel HQ, Creative HQ, Victoria University, TechNZ, Telecom (Gen-i), Wellington Regional Chamber of Commerce, UK High Commission, NZ Trade & Enterprise and the Wellington Convention Centre.

Unlimited Potential takes a partnership approach by aligning with organisations with whom there is a close strategic fit. Consequently it has been possible to adapt event planning and educational activities to reflect a number of themes that are important to partner organisations.

Treaty of Waitangi

Wellington City Council has a commitment to the Treaty of Waitangi and its underlying principles. We recognise that to a greater or lesser degree your organisation will have practices and processes in place that demonstrate a commitment to the Treaty of Waitangi.

6. Please outline how your organisation demonstrates a commitment to the Treaty of Waitangi.

Unlimited Potential recognises the fundamental principles of the Treaty. Membership of the organisation and of its committee is completely open irrespective of gender, religious background or ethnicity.



Expression of Interest – WCN Migration

BETWEEN: Unlimited Potential (Lead contractor)

AND: Wellington City Council (Client)

Draft Description of Services Provided by Vendor:

Provision of tools and support for community groups residing on Wellington Community Net (WCN) to migrate, develop and manage their own web presence using free or low cost cloud sourced website builder services.

Overview:

The Wellington City Council currently funds WCN which is a community portal that provides content management and hosting for approximately 220 brochure style websites belonging to not-for-profit organisations within the community. Council has resolved to disestablish WCN over a period of time but wishes to offer a low cost channel for those WCN members who wish to continue with a web presence.

Since WCN was established there has been a revolution in the approach to constructing and hosting web based content and services. For simple, brochure style websites there are numerous free (or very low cost) site builder services available that require minimal technical skills to manipulate. With the provision of a modest amount of training and advice, website administrators from community organisations can migrate existing site content.

Advantages for Users

- Easier and faster web content management
- Better data security
- Software updates taken care of
- Customised domain URL
- Optional free 12 month domain extension and management

How Can We Help?

Unlimited Potential, with its ICT industry partners will coordinate the provision of training seminars for community (not-for-profit) website administrators from within the Wellington City area. Training material would include advice on selecting an appropriate site builder service and how to manage web domains. A live tutorial session demonstrating 2 or 3 popular services would be offered on a weekly basis during the evening to groups of around 10 persons.

A new community portal would be established to list and promote the community group websites. All participants would additionally be provided access to a domain management interface that allows customisation of the web based services. For example users will be able to overlay a generic site builder or Gmail address with their own customised domain URL.

Proposed Annual Budget:

Project Management – 10 hours per month @ \$80 = \$9600

Training – 20 hours per month @ \$50 = \$12000

Venue Hire - \$400 per month = \$4800

Annual provision for up to 250 domain transfers and renewals = \$7500

WCN Portal Set-up and hosting = \$2500

Marketing and other Administration = \$6000

\$42,400 plus GST per annum

Note: Groups from outside the Wellington City rating area would pay a small additional fee to participate in the programme.

Timeframe:

Unlimited Potential and the Wellington City Council will jointly develop an implementation timetable.

Project Management

Unlimited Potential co-chair Paul Spence will develop a management plan, manage the project and coordinate sub-contractor roles as required.

About Unlimited Potential

Unlimited Potential (UP) is Wellington's leading ICT sector network. UP provides free networking events to the ICT community in the city including seminars and business networking events. UP reaches over 2000 members of the Wellington ICT industry ranging from technology students to small business owners to corporate and government employees. Unlimited Potential has a strong multi-skilled management team and a reputation for delivering quality events and services.

About Paul Spence

Paul Spence is CEO and co-founder of ideegeo Group Limited. The Wellington based company exports technology development services to the global domain registrar industry and has been established almost two years. The company specialises in domains, DNS and cloud hosted services applications and created its own domain registrar platform iWantMyName.

Paul has over seven years consulting experience in social venture development and web project management including technical implementation and moderation of community based online forums. Previous clients have included Postively Wellington Business (now Grow Wellington) and Ministry for the Environment. In 2005 Paul was awarded a WCC - Creative Wellington Innovative City post-graduate scholarship to research creativity and innovation at the overlapping boundaries of community networks and clusters.

Disclaimer

This document represents a starting point for further discussion with Wellington City Council. Unlimited Potential, in consultation with council representatives, reserves the right to modify all or any aspects of this response to a call for expressions of interest. Unlimited Potential, its officers and employees accept no liability nor acknowledge any obligation whatsoever arising from material contained within this document.

WCC – Organisational Health Check

Example	At risk (1)	Vulnerable (2)	Viable (3)	Sustainable (4)	Thriving (5)
Governance/Te Roopu Kaitiaki				0	
Roles				0	
Administration				0	
Financial Management				0	
Legal Obligations					0
Evaluation				0	
Planning				0	
Leadership				0	
Communication					0
Partnerships					0
Workers and Volunteers			0		

Profit and Loss

Unlimited Potential ICT Professionals' Network Incorporated
For the 12 months ended 31 March 2009

Account	Mar-09	Mar-08
Income		
Interest Income	\$473.64	\$9.86
Other Revenue	\$1,136.50	\$0.00
Sponsorship	\$24,166.66	\$23,000.00
Total Income	\$25,776.80	\$23,009.86
GROSS PROFIT	\$25,776.80	\$23,009.86
Other Income		
Grant	\$37,283.04	\$4,700.00
Total Other Income	\$37,283.04	\$4,700.00
Less Operating Expenses		
Accountant	\$1,274.23	\$500.00
Admin Services	\$5,593.75	\$0.00
Advertising	\$0.00	\$495.00
Bank Fees	\$50.00	\$100.00
Committee Expenses	\$711.17	\$0.00
Donations	\$0.00	\$1,000.00
Event expenses	\$16,555.28	\$13,600.08
Interest	\$35.79	\$0.00
Website Costs	\$0.00	\$7,973.26
Total Operating Expenses	\$24,220.22	\$23,668.34
NET PROFIT	\$38,839.62	\$4,041.52

Notes:

: This statement is to be read in conjunction with the Notes to the Financial Statements and the accompanying Compilation Report.

Movements in Equity
Unlimited Potential ICT Professionals' Network Incorporated
For the Year ended 31 March 2009

	31 Mar 09	31 Mar 08
Equity at start of period	\$6,646.70	\$2,605.18
Surplus and Revaluations		
Net Surplus After Tax	\$38,839.62	\$4,041.52
Total Surplus and Revaluation	\$38,839.62	\$4,041.52
Equity at end of period	\$45,486.32	\$6,646.70

Notes:

: This statement is to be read in conjunction with the Notes to the Financial Statements and the accompanying Compilation Report.

Balance Sheet
Unlimited Potential ICT Professionals' Network Incorporated
As at 31 March 2009

31/3/2009 31/3/2008

Assets

Current Assets

Accounts Receivable	\$2,556.26	\$0.00
Total Current Assets	\$2,556.26	\$0.00

Bank

Call Account	\$39,040.09	\$0.00
Cheque Account	\$4,338.51	\$7,321.82
Total Bank	\$43,378.60	\$7,321.82

Total Assets	\$45,934.86	\$7,321.82
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Liabilities

Current Liabilities

Accounts Payable	\$462.50	\$0.00
GST	-\$13.91	\$675.12
Rounding	-\$0.05	\$0.00
Total Current Liabilities	\$448.54	\$675.12

Total Liabilities	\$448.54	\$675.12
--------------------------	-----------------	-----------------

Net Assets	\$45,486.32	\$6,646.70
-------------------	--------------------	-------------------

Equity

Current Year Earnings	\$38,839.62	\$4,041.52
Retained Earnings	\$6,646.70	\$2,605.18
Total Equity	\$45,486.32	\$6,646.70

Notes:

: This statement is to be read in conjunction with the Notes to the Financial Statements and the accompanying Compilation Report.

Funding Requested

1. How much are you applying for per annum?

Wellington ICT is requesting \$35,000 funding each year to support a Web-rider project.

Item	2010	2011	2012
Web-rider salary	\$20,000	\$20,000	\$20,000
Website development (ICT gateway)	\$ 5,000	\$ 5,000	\$ 5,000
Web presence training	\$ 2,000	\$ 2,000	\$ 2,000
Project expenses	\$ 8,000	\$ 8,000	\$ 8,000
Total	\$35,000	\$35,000	\$35,000

See attached budget and financial projections for detailed breakdown

2. Which services are you requesting support for?

Wellington ICT requests support to implement a Web-rider programme helping high need, marginalised and disadvantaged groups in Wellington City develop the skills necessary to build and manage their own web presence. Funding will be used to pay for the Web-rider's salary as well as training expenses and the development of a volunteer support portal/database providing peer group support and matching IT skills with IT community needs.

The development of content for and by community groups, targeted to their needs and interests, is an essential component of Web-rider. The service will provide guidance, advice, and knowledge to enhance the capabilities of organisations that lack technical acumen and resources to build their own web presence. By offering targeted and intensive support to organisations that would otherwise miss out and more generalised advice and brokering to a wider number of groups the project will have a significant impact. The web-rider programme seeks to address community groups' needs by:

- providing advice on the appropriate web presence for groups;
- conducting targeted coaching, training and seminars on effective website development;
- coordinating the matching of IT volunteers with community groups through the ICT gateway; and
- developing and disseminating a repository of industry best practices and success stories.

The Web-rider will be modelled and capitalise on the successes of our e-Rider programme which provides unbiased practical advice and technical support to community groups in a language understood by non-profit and voluntary organisations.

An ICT gateway/clearinghouse will be developed where community groups can ask support from their peers and IT volunteers, (particularly web developers from schools, IT corporations and government). The gateway will act as a repository of IT skills and a clearinghouse for matching volunteer IT web presence skills with community groups needing web presence support.

Figure 1 below, summarises the connections between the activities, stakeholders and approaches to equipping and engaging groups through content development.

APPLICATION FOR THREE YEAR CONTRACT FUNDING 2010-2013

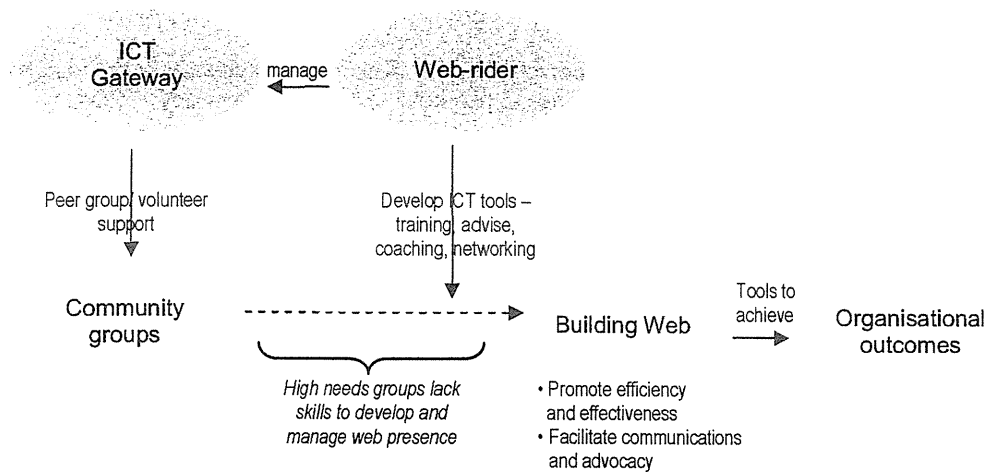
Organisation name: Wellington ICT	
Postal Address: PO Box 2170	
Street Address (if different from above):	
Contact person: Joel Umali	Contact Person's Role: Director
Contact phone number: 04-4735757	Email address: director@wgtm2020.org.nz
Alternative Contact Person: Erina Papp	Role: Chairperson
Contact phone number: 021-824511	
Are you registered for GST? YES	NO
	GST number if registered: 81-959-94
Bank Account No:	Wellington ICT, 020536011880800

Attachments required

Please attach the following documents unless we already have these on file. If we do, please make a note.

- Budget for July 2010 to June 2011
- Financial projections for the next three years
- Three year business plan [if you have one]

Figure 1: Web-rider: equipping and engaging groups through content development



3. If you have been funded through contract funding before please explain how this differs [or not] from your previous contract.

Wellington ICT was previously funded by the Council to manage a community ICT programme providing free web hosting for community groups through Wellington Community Net.

The funding sought for the next three years is an entirely new initiative focused on enabling digital content development, capacity building, confidence and enhanced community capability.

Wellington ICT's strategic direction entitled "Beyond Access: Moving from access provision to content development, capacity building and confidence enhancement" focuses on equipping, empowering, educating and engaging communities through training, content development and volunteering.

See Attachment 3, Beyond Access: Moving from access provision to content development, capacity building and confidence enhancement, Wellington ICT, Strategic Direction 2010-2013

Service Delivery

If you have provided a three year business plan please answer the following questions briefly. If you do not have a business plan, please answer in more detail.

1. Please describe your vision and key goals for what your organisation will look like in three years:

Our VISION is that all the citizens of the Wellington region will be empowered by information and communication technology (ICT) and their communities strengthened through full participation in the information society.

Our MISSION is to bring people together to explore new opportunities. We will do this by operating a not-for-profit Trust to create, trial and establish sustainable Community ICT initiatives.

Our VALUES are to be innovative and creative in our approach, and committed to sharing our knowledge with anyone who can benefit from our experience and capability.

Our strategic goals for the next three years include:

- Ensuring that every citizen in the Wellington region is equipped with the essential values, information, skills and opportunities to participate effectively in the emerging knowledge economy;
- Developing tools and resources, providing people with content to collaborate with each other, learn best practices and share knowledge to promote efficiency and effectiveness;
- Undertaking community initiatives to help resolve digital divide issues;
- Partnering with communities, educational institutions, the business community, ethnic and cultural groups, people with disabilities and a wide range of social groups to upskill individuals and communities; and
- Enquiring, gathering information, learning, analysing and sharing theories and practices about information management, dissemination and utilisation.

2. What needs to happen within your organisation to achieve the vision/goals?

Wellington ICT believes that provision of access to ICT alone is not enough to bridge the digital divide. Our three-year strategic direction includes initiatives that go beyond the provision of IT infrastructure. The Trust is shifting its focus from access and connectivity to addressing the ICT needs of communities in the areas of building confidence, developing content and enhancing capabilities.

See Attachment 3, Beyond Access: Moving from access provision to content development, capacity building and confidence enhancement, Wellington ICT, Strategic Direction 2010-2013

Wellington ICT is focusing its energy and resources on the following key interlinked programme areas over the next three years:

- Equipping communities: practical IT support
- Educating communities: IT skills training
- Engaging communities: collaborative learning
- Empowering communities: content development

Wellington ICT has established the following core competencies. The Trust will:

- focus on people's needs rather than the technology and facilitate the building, connecting and empowerment of communities using the application of ICT as a tool;
- be recognised for delivering innovative programmes in a sustainable manner and actively seeking ideas and responding to requests from the community;
- perform robust project management, ensuring that projects are properly evaluated and implemented;
- demonstrate a sound understanding of the nature of non-profit and community groups and their networks; and
- be knowledgeable about ICT resources and funding opportunities, accessing government, corporate and community funding to deliver projects and services.

3. What key challenges and key opportunities have you identified for the next three years?

The Trust's on-going interactions with communities, voluntary groups and not-for-profit organisations have revealed a pressing need for capacity building in the area of IT skill development, especially in developing and managing web content. Feedback from the 2009 Engage Your Community Conference, a recent survey of WCN Members, independent and in-house surveys from the Trust's e-Rider project all indicate that there is a large unmet need for training and upskilling initiatives focused on building an effective web presence for community groups.

A web presence is a powerful tool for citizens and community groups alike; enabling participation in governance, advanced citizen engagement and enhanced democracy. Community groups and non-profit organisations maintain a web presence, usually in the form of a website for variety of reasons, including for example:

- to inform the public about the group and what it does;
- to serve as a marketing tool to attract new members;
- as a space for interaction among its members; and
- as a tool to raise funds and mobilise volunteers.

However, community groups often lack the information, skills, time and financial resources to develop a web presence that embodies the organisation's focus, vision and identity. Those that have websites rely mostly on technical volunteers who develop the site without equipping the organisation's staff and officers to manage it. Information becomes stagnant and is sometimes lost when website volunteers disengage from the group. Some pay exorbitant fees for their websites to include features they do not need, while others find that their site is unresponsive to the needs of its target stakeholders. More importantly, the digital divide widens in the non-profit sector as more established well-resourced groups are able to maximise the benefits of ICT leaving those without a web presence marginalised. Wellington ICT has identified an opportunity to address this need through the development of a Web-rider programme.

However, like many other community organisations, the Trust faces a serious issue in the restricted availability of sustainable funding to maintain and expand our community outreach and impact. In a very limited funding environment, activities are likely to be scaled down or discontinued. Wellington ICT faces a real challenge in obtaining new sources of core funding to continue its operations.

The Trust has taken this challenge as an opportunity to make its operations more efficient and cost-effective without sacrificing quality and responsiveness. Wellington ICT is now working more closely with other NGOs and community groups to promote our services and to plan joint projects. New opportunities are being explored, including new and expanded partnerships with IT corporate players such as Microsoft, HP, IBM and local IT companies. Wellington ICT now has a partnership with Microsoft and the 2020 Communications Trust to deliver 'Stepping up' training to City Housing tenants.

The Trust recently became a partner in the City Housing Digital Inclusion Strategy and the management of the two community ICT hubs at Arlington and Newtown flats is being transitioned to Wellington ICT. The Trust wishes to further strengthen its partnership with WCC in delivering community ICT services to Wellingtonians.

Strategic Fit

Wellington City Council's Long Term Council Community Plan [LTCCP] outlines the Council's strategic direction and priorities for 2009-2019. These priorities have been developed in response to community aspirations [known as 'Community Outcomes'], Council's roles and responsibilities and other factors. This process and the Council's strategic approach are outlined in the LTCCP available on our website or in hard copy.

<http://www.wellington.govt.nz/plans/annualplan/ltccp/vol1.html>

The Council has seven strategic areas – governance, environment, economic development, cultural well-being, social and recreation, urban development and transportation. Within each of these strategic areas Council aims to achieve specific long-term goals or 'Long-term Council Outcomes' for the city. The Council has recently developed new priorities for the coming three years [2009-2012] aimed at achieving these Long-Term Council Outcomes. You will find the details of each strategic area and their associated Council Outcomes in Part 3 of the LTCCP. The work of your organisation may contribute to more than one strategic area.

- 1. Please provide a summary of how the work of your organisation supports one or more of the Council's Long-term Outcomes. You will find these Long-Term Outcomes outlined in the 'strategy tree' within each strategic area of the LTCCP.**

Through its projects, Wellington ICT encourages and actively assists people to develop information technology skills and help organisations to use information technology to meet a number of community objectives. This supports the following Council long-term outcomes in the area of Community participation and support (see Section 5.6. LTCCP 2009-2019, page 122):

- **More actively engaged:** Wellington residents will be actively engaged in their communities
- **Better connected:** Wellington will offer excellent access to a sound social infrastructure that supports high levels of social cohesion.

]

Wellington ICT is addressing the ICT needs of Wellington communities in the areas of building confidence, developing content, and enhancing capabilities through the four following strategic programme areas.

a. **Equipping communities: practical IT support**

Wellington ICT's e-Rider programme provides tailor-made IT advice and technical support services to a growing number of community groups at an affordable cost. This fits well with the Council objectives:

- Supporting projects that encourage people to develop information technology skill
- Helping organisations to use information technology to meet community objectives.

b. **Educating communities: IT skills training**

The skills training project will increase the capability of citizens and voluntary groups to use ICT, and build individual skills and confidence so that individuals and volunteers can better utilise ICT in the course of their daily lives and community work. This supports the Council objectives:

- Having a responsive social services and a strong volunteer sector
- Helping organisations to use information technology to meet community objectives
- Supporting projects that encourage people to develop information technology skills.

c. **Engaging communities: collaborative learning**

In 2010 the Trust will conduct its third annual Engage Your Community (EYC) Conference to help organisations operating in the community and voluntary sectors learn to make use of digital tools to better achieve their social, cultural and community objectives. The EYC provides collaborative learning through intensive hands-on workshops, case studies and open forums. This supports the Council objectives:

- Wellington will have responsive social services and a strong volunteer sector
- Supporting projects that encourage people to develop information technology skills
- Strengthen and build the capacity of communities and advocate to other agencies to ensure the most appropriate use of resources
- Wellington communities will be inclusive and welcoming to all people.

d. **Empowering communities: content development**

Through a new programme, 'Web-rider', Wellington ICT will equip groups with the skills necessary for developing and managing their own web presence. Our first initiative is the development of community websites for Arlington Apartments and Newtown Park Flats to enable tenants to share information, post events, upload multimedia and fundraise.

The Trust also plans to create a digital gateway which will serve as a portal for IT volunteers from schools, government and businesses wishing to offer their skills to community groups needing specific IT assistance. The Trust will serve as a clearinghouse for linking community groups with IT needs and with volunteer support. This supports the Council objectives:

- Wellington will have responsive social services and a strong volunteer sector
- Supporting projects that encourage people to develop information technology
- Wellington communities will be inclusive and welcoming to all people.

2. Please outline how your organisation will contribute to *one or more* of the three year priority areas. These three year priority areas are outlined under 'Our focus for the next three years' within each strategic area of the LTCCP.

Wellington ICT will contribute to WCC's focus on "Facilitating tolerance and inclusiveness" for the next three years (see LTCCP 2009-19, page 120).

"We'll encourage community based groups to share the responsibility for delivering programmes and services. We'll provide leadership, facilitation and in some case[s] resources to support community capacity building."

Wellington ICT recognises the Council's strategic shift away from providing IT infrastructure towards enabling through the provision of capacity building initiatives. The Trust will make a significant contribution to this priority area by conducting capacity building programmes to increase confidence, develop content and improve capability in the use of innovative ICT tools. Through the Web-rider, we will equip and empower community groups to develop and manage their own web presence with the right ICT tools to meet their organisational objectives.

3. Please identify the activities that you are requesting funding for which will enable you to achieve the above.

In order to meet the web presence needs of disadvantaged community groups in Wellington City, the Trust proposes providing a diverse range of activities because the needs of each group may be very different. Multiple streams of responsive and adaptable activities are planned; ranging from providing direct coaching, seminars and workshops, online guides, blogs and peer support to creating a database capable of matching available technical volunteer support skills with identified community group needs. The planned activities for the Web-rider project include:

- providing direct coaching and training for 20 high-needs groups;
- conducting quarterly seminars and workshops on building and enhancing web presence;
- developing content, based on industry best practices, manuals and online guides;
- developing a reference list of best practice examples of community web sites; and
- developing and maintaining an ICT gateway to serve as a clearinghouse for matching the identified IT needs of community groups with skilled IT volunteers.

Evaluation

The Council is required to demonstrate to the public how the activities it undertakes or supports contribute to the community outcomes. We require robust information from your organisation on the impact our funding has.

4. Please outline how your organisation will evaluate the impact that the funded activities have on the Council's Long-term Outcomes?

Wellington ICT's policy on Community ICT projects includes the requirement for a rigorous Post Implementation Review (PIR) involving project partners and end-users. The PIR will determine how well the project goals have been met and will include an assessment of their contribution to the relevant Council Long-term outcomes.

This will be supported by regular Steering Group and Project Team meetings where key decisions are recorded. A Council representative, volunteers and other partners will be invited to be members of the Steering Group.

Partnership

Through the Council's engagement with community organisations strong partnership with council and with other organisations has been identified as a priority.

5. Please outline how your organisation will work in partnership with other organisations [including the Council] to undertake the funded activities.

Partnerships with community organisations, local and national government agencies, and corporate players, are an integral element in achieving our activities.

The Web-rider proposal is one of several integrated programmes run by Wellington ICT which will have multiple partners working together for a common purpose. We already work with several branches of Council, including City Communities, Knowledge Services and the Housing Group to make sure our activities are aligned with the Council's outcomes. We have engaged with Volunteer Wellington to market our training programme and plan to involve them in setting up the database for the new ICT gateway. We will also partner with SeniorNet to develop training modules. We are actively seeking the support of IT companies to provide trainers and resources. We will work closely with the community groups who are the beneficiaries of the project to find out what they need.

Treaty of Waitangi

Wellington City Council has a commitment to the Treaty of Waitangi and its underlying principles. We recognise that to a greater or lesser degree your organisation will have practices and processes in place that demonstrate a commitment to the Treaty of Waitangi.

6. Please outline how your organisation demonstrates a commitment to the Treaty of Waitangi.

Wellington ICT recognises the principles of the Treaty of Waitangi and embraces the principles of equality and reasonable cooperation. Wellington ICT seeks to promote partnership and cooperation with iwi/hapu on their projects and activities and will include iwi/hapu where appropriate as project stakeholders.

In keeping with the principle of governance, Wellington ICT is seeking to involve Maori representation as part of the Steering group for the proposed partnership with City Housing.

Annex 1: Budget Estimate 2010-2011

Income		Expenditure	
Baseline funding		Office expense:	
WCC Accom Grant	2,429	Director/Programme Manager	50,000
e-rider Training Project	30,000	Operational expense	9,000
Stepping Up Project	15,000	Trainers	10,000
Trust Funds from reserve	45,000	Training expense	10,000
Subtotal:	92,429	Conference Expenses	2,000
Pipeline (expected) funding		Marketing	2,000
Web-rider	35,000	Monitoring and evaluation	5,000
WCC Housing Project (Digital Inclusion)	80,000	Other project expenses	3,000
Subtotal:	115,000	Volunteer coordination	2,000
		subtotal	93,000
Total Income:		Pipeline expense:	
	\$207,429	Housing project	
		Office/housing IT hub coordinator	35,000
		Trainer/housing IT hub coordinator	30,000
		Training expense	5,000
		Project expense	10,000
		Web-rider project	
		Web-rider salary	20,000
		Website development (ICT gateway)	5,000
		web presence trainings	2,000
		project expenses	8,000
		subtotal	115,000
		Total expenses	\$208,000
Net income (including expected income and expense)			
(\$571)			

Annex 2: Three-year financial projection

Income and Expenditure	2010	2011	2012
Income:			
WCC Housing Project (Digital Inclusion)	80,000	80,000	80,000
WCC Accommodation Grant	2,429	2,429	2,429
WCC Web-rider project	35,000	35,000	35,000
e-rider Training Project	30,000		
Stepping Up Project	15,000	10,000	
Grant income		10,000	15,000
Trust Income (reserves/client/training fees)		5,000	5,000
Trust Funds	45,000	21,000	
Projected Income	207,429	163,429	137,429
Expenditure			
Director/programme manager	50,000	50,000	30,000
Office/housing IT hub coordinator	35,000	35,000	35,000
Trainer/housing IT hub coordinator	30,000	30,000	30,000
Operational expense	18,000	8,000	5,000
Trainers	15,000	5,000	2,000
Training expense	15,000	3,000	3,000
Project expenses	10,000	2,000	1,000
Web-rider	35,000	30,000	30,000
Projected Expenses	208,000	163,000	136,000
Projected Net income	-571	-142	1,287

Annex 1: Budget Estimate 2010-2011

Income		Expenditure	
Baseline funding		Office expense:	
WCC Accom Grant	2,429	Director/Programme Manager	50,000
e-rider Training Project	30,000	Operational expense	9,000
Stepping Up Project	15,000	Trainers	10,000
Trust Funds from reserve	45,000	Training expense	10,000
Subtotal:	92,429	Conference Expenses	2,000
Pipeline (expected) funding		Marketing	2,000
Web-rider	35,000	Monitoring and evaluation	5,000
WCC Housing Project (Digital Inclusion)	80,000	Other project expenses	3,000
Subtotal:	115,000	Volunteer coordination	2,000
		subtotal	93,000
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	\$207,429	Housing project	
		Office/housing IT hub coordinator	35,000
		Trainer/housing IT hub coordinator	30,000
		Training expense	5,000
		Project expense	10,000
		Web-rider project	
		Web-rider salary	20,000
		Website development (ICT gateway)	5,000
		web presence trainings	2,000
		project expenses	8,000
		subtotal	115,000
		Total expenses	\$208,000
Net Income (including expected income and expense)			(\$571)

Annex 2: Three-year financial projection

Income and Expenditure	2010	2011	2012
Income:			
WCC Housing Project (Digital Inclusion)	80,000	80,000	80,000
WCC Accommodation Grant	2,429	2,429	2,429
WCC Web-rider project	35,000	35,000	35,000
e-rider Training Project	30,000		
Stepping Up Project	15,000	10,000	
Grant income		10,000	15,000
Trust Income (reserves/client/training fees)		5,000	5,000
Trust Funds	45,000	21,000	
Projected Income	207,429	163,429	137,429
Expenditure			
Director/programme manager	50,000	50,000	30,000
Office/housing IT hub coordinator	35,000	35,000	35,000
Trainer/housing IT hub coordinator	30,000	30,000	30,000
Operational expense	18,000	8,000	5,000
Trainers	15,000	5,000	2,000
Training expense	15,000	3,000	3,000
Project expenses	10,000	2,000	1,000
Web-rider	35,000	30,000	30,000
Projected Expenses	208,000	163,000	136,000
Projected Net income	-571	-142	1,287



**Beyond Access:
Moving from access provision to content development,
capacity building and confidence enhancement**

Strategic Direction 2010-2013

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Introduction

Wellington ICT (formerly the Wellington Regional 2020 Communications Trust) was established in 2002 to initiate and implement community ICT projects in the Wellington region. It is part of a nation-wide association of national and regional Communications Trusts.

Wellington ICT's purpose is to facilitate digital inclusion in the knowledge economy in the Wellington region. We do this by raising public awareness and participation using the opportunities created by ICT and forming partnerships to maximise the benefits of information technology.

Vision and Mission

Our VISION is that all the citizens of the Wellington region will be empowered by information and communication technology (ICT) and their communities strengthened through full participation in the information society.

Our MISSION is to bring people together to explore new opportunities. We do this by operating a not-for-profit Trust to create, trial and establish sustainable Community ICT initiatives.

Our VALUES are to be innovative and creative in our approach, and committed to sharing our knowledge with anyone who can benefit from our experience and capability.

Objectives

To achieve its vision and mission, the Trust will:

- Ensure that citizens in the Wellington region are equipped with the essential values, information, skills and opportunities to participate effectively in the emerging knowledge economy
- Develop tools and resources, providing people with content to collaborate with each other, learn best practices and share knowledge to promote efficiency and effectiveness
- Undertake community initiatives to help resolve digital divide issues
- Partner with communities, educational institutions, the business community, ethnic and cultural groups, people with disabilities and a wide range of social groups
- Enquire, gather information, learn, analyze and share theories and practices about information management, dissemination and utilization.

Strategic direction

Previous strategy: access and connectivity

ICT and the Internet have developed rapidly; opening up a wealth of opportunities for those with access and the skills, knowledge, and tools to use them. The Internet in particular, provides a means for connecting with family, friends, and communities of interest, as well as access to information and services. With more and more organisations and providers using the Internet as a key communication channel, access has been seen as a critical component for participating fully as a member of society.

For the past three years, Wellington ICT has actively sought out opportunities to provide individuals and communities with the means to access the benefits of ICT. Wellington ICT has been an acknowledged leader in the area of building access and enhancing connectivity; providing a fertile environment for new developments and opportunities to enhance the lives of its citizens. The Trust has successfully:

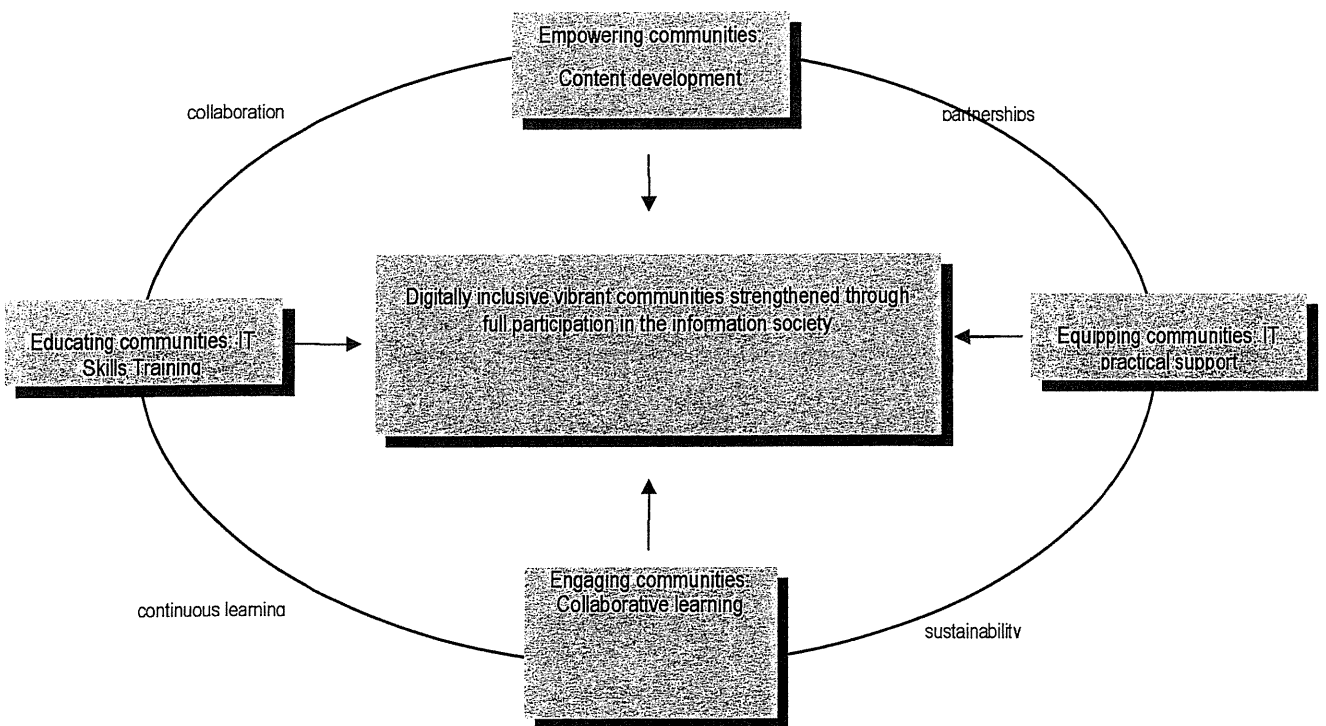
- Built a number of community hubs around the Wellington Region
- Provided voice over internet protocol (VOIP) connectivity to patients of six hospices
- Developed a tailor-made IT advice and technical support service for community groups
- Managed a web hosting facility (WCN) for several hundred community groups.

Moving forward: beyond access

In New Zealand and internationally, many early digital divide initiatives focused on establishing community computing centres to provide access - particularly for disadvantaged populations. However it is now clear that for these centres to be successful, the people who use them need to develop a comprehensive range of new skills, especially in the areas of content development and creation within a socially connected setting¹.

Wellington ICT's ongoing interactions with community and voluntary groups have revealed a pressing need to go beyond the mere provision of access to ICT². The Trust's new three-year direction therefore moves away from the provision of physical access and towards empowering communities using the critical agents of change identified in the New Zealand Government's 2008 Digital Strategy (see figure 1 below). The foundations for empowerment are identified in the strategy as connection, confidence, developing content and enhancing capabilities. Through the development of content targeted to the needs of each community group, the Trust aims to equip communities with practical technical support, educate groups through a variety of IT upskilling and capacity building programmes and engage with organizations through interactive workshops, seminars and online tools.

Figure 1: Beyond access: empowering, equipping, educating and engaging communities



¹ Liff, S. & Steward, F. (2001). Community e-gateways: Locating networks and learning for social inclusion. *Information, Communication & Society*, 4(3), 317-340.

Pinkett, R. and O'Bryant, R. (2003). Building community, empowerment and self-sufficiency. *Information, Communication & Society*, 6(2), 187-210.

² Wellington ICT surveys including WCN member survey, e-Rider project evaluation, EYC post-conference evaluation reveal the need for more training, capacity building, collaboration and upskilling initiatives to address community ICT needs. For a copy of the survey results, please contact the Trust.

Strategic programmes

Wellington ICT recognizes the need for an integrated and comprehensive approach to programme development and delivery in order to maximize the benefits of information technologies. Wellington ICT is focusing on the four key interlinked programme areas shown in figure 1 above over the next three years. Sustainable programmes will be developed and implemented in partnership with appropriate businesses, academic organisations and organisations from the voluntary and community sector.

1. Equipping communities: practical IT support

Wellington ICT's e-Rider programme was developed to provide tailor-made IT advice and technical support to community groups at an affordable cost. The project was piloted in 2007 with support from the Digital Strategy Community Partnership Fund and several other partners. The Trust continues to provide the service on a fee paying basis to a growing number of community groups.

Output: Wellington ICT aims to have provided practical IT support through the e-Rider programme to 60 groups by the end of 2012.

2. Educating communities: IT skills training

Contact with users of the e-Rider service has highlighted an unmet need for skills development and training. To close this critical gap, the Trust has developed a training programme that fits naturally as an extension to the practical IT services currently offered.

The e-Rider Training programme aims to increase the capability of disadvantaged individuals and voluntary groups to use ICT and build individuals' skills and confidence so that they can better utilise ICT in the course of their daily lives and community work.

The training project seeks to foster:

- Greater ICT awareness and proficiency among community groups;
- A higher public profile for community organisation profile using Internet technologies
- Improved participation in community consultation processes and advocacy.

Wellington ICT and the Wellington City Council have identified the project as an important avenue for delivering training to disadvantaged groups residing in City Housing. Capacity building initiatives using for example; open source software, e-government, and social media will be extended to targeted tenants and groups formed within housing communities.

Augmenting the e-Rider training, the Trust is also implementing a new initiative, the Stepping Up programme, to provide basic ICT training (e.g. use of office applications and digital tools) to tenants of Arlington and Newtown City Housing apartments through a partnership with the National 2020 Communications Trust and Microsoft.

Output: In two years, through the e-Rider and stepping up programmes we will have:

- Conducted at least ten workshops/seminars
- Developed at least training eight modules
- Delivered training to 300 tenants and 200 community and voluntary groups.

3. Engaging communities: collaborative learning

Wellington ICT aims to engage with community organisations and equip them with knowledge, skills and an understanding of digital tools and their potential use in improving outcomes. In 2008 and 2009, the Trust conducted Engage Your Community (EYC) Conferences to help organisations operating in the Community and Voluntary sectors learn to make use of digital

tools that enable them to better achieve their social, cultural and community objectives. The EYC advocates collaborative learning through intensive hands-on workshops, case studies and open forums. The conferences drew almost 250 participants from the non-profit sector.

The Trust envisages the following collaborative learning *outputs*:

- The effective use of ICT by community groups is showcased at EYC 2010
- Wellington Community groups have the skills to effectively use a range of ICT tools such as social media applications, online tools, free and open source programmes and office applications to improve their productivity, achieve their social goals and serve their constituencies.

4. Empowering communities: content development

Wellington ICT seeks to empower communities by teaching them how to create, manage and preserve digital content to share with members of their community. We will provide opportunities to create new ideas, explore new channels to reach our beneficiaries and work collaboratively in the digital space consistent with the aims of the 2008 Digital Strategy.

Wellington ICT will give priority to teaching communities how to develop their own unique content. Through a new programme, 'Web-rider', Wellington ICT will equip groups with the skills necessary for developing and managing their own web presence (for details about the Web-rider, see the section on 'Opportunities for Growth'). The first initiative of the Web-rider will be the development of community websites in Arlington Apartments and Newtown Park Flats to enable tenants to share information, post events, upload multimedia and fundraise.

The Trust also plans to create a public digital gateway which will serve as a portal for IT volunteers from schools, government and businesses wishing to offer their skills to community groups needing specific IT assistance. The Trust will serve as a clearinghouse for linking community groups with IT needs and with volunteer support.

Community and voluntary organisations will have access to up-to-date resources, news and IT tools through the Trust's websites including www.wellingtonict.org.nz, www.e-rider.org.nz, and www.eyc.org.nz.

Outputs:

- At least 20 communities are empowered to develop community websites; and
- Community groups have access to information through the ICT gateway.

A sustained, continuous learning approach

The strategic programmes developed by the Trust complement each other by continuously building the confidence, capabilities and resources of community and voluntary organisations. Taking a collaborative approach helps to mobilize community involvement and "facilitate productive and meaningful connections."³

Collaborative learning experiences through conferences such as the EYC provide a general understanding and increased awareness of the benefits of ICT tools. In order to maximise learning and translate this information into practical knowledge, Wellington ICT will provide IT skills-training activities such as follow-through seminars.

IT practical support initiatives such as the e-Rider complete the learning cycle by finding out the training needs of community groups and then translate these into modules for future learning programmes.

³ Pinkett, R. & O'Bryant, R. (2003). Building community, empowerment and self-sufficiency, *Information, Communication and Society*, 6(2), 187-527.

Opportunities for growth: Web-rider - equipping and engaging groups through content development

A web presence is an important resource for communities; a powerful tool for both citizens and community groups alike that enables participation in governance, citizen engagement and democracy. Often, groups lack information, skills, time and financial resources to develop a web presence that embodies the organisation's thrust, vision and identity. Those that have websites rely mostly on technical volunteers who develop the site independently without equipping staff and officers on how to manage it. Information becomes stagnant and is sometimes lost when website volunteers disengage from the group. Some pay exorbitant fees for their websites to include features they do not need while others find that their site is unresponsive to the needs of its target stakeholders. More importantly, the digital divide widens in the non-profit sector as more established, well-resourced groups are able to maximise the benefits of ICT leaving those without a web presence marginalised.

The development of content for and by community groups, targeted to their needs and interests, is an essential component of Web-rider. Disadvantaged, high needs groups in Wellington need a service to provide guidance, advice, and knowledge to enhance the capabilities of organisations lacking technical acumen and resources to build their own web presence. The web-rider programme seeks to address this important need for marginalised groups by:

- providing advice on the appropriate web presence for groups
- conducting targeted coaching, training and seminars on effective website development
- coordinating the matching of IT volunteers with community groups (ICT gateway)
- developing and disseminating a repository of industry best practices and success stories on "what works"

The Web-rider will capitalise on the model and successes of the e-Rider which provides unbiased practical advice and technical support to community groups in a language understood by non-profit and voluntary organisations.

Wellington ICT core competencies: organisational capabilities for success

Wellington ICT has established the following key organisational capabilities enabling it to fulfil its three year strategic plan: The Trust will:

- focus on people's needs rather than the technology and facilitate the building, connecting and empowerment of communities using the application of ICT as a tool;
- be recognised for delivering innovative programmes in a sustainable manner and actively seeking ideas and responding to requests from the community;
- perform robust project management ensuring that projects are properly evaluated and implemented;
- demonstrate a sound understanding of the nature of non-profit and community groups and their networks; and
- be knowledgeable about ICT resources and funding opportunities; accessing government, corporate and community funding to deliver projects and services.