

MAKING LINKS 2009

The Conference Where Social Action and Technology Converge
Sustaining Communities in Tough Times

17th – 18th November

Melbourne

1. Engaging with potential staff and volunteers online

Presenters: Michael Cebon

Abstract

A survey of Australian non-profit organisations by EthicalJobs.com.au found that over 35% of them don't see the internet as an effective way to find staff. But in an age where people increasingly spend their time online, and where online communities are often as strong as geographical ones, organisations that are not harnessing the online space to find staff and volunteers are falling behind.

There are a huge variety of ways that organisations can cheaply and effectively engage with potential staff and volunteers online, from specialised employment and volunteering sites to social-networking sites, to using their own web pages and e-lists more effectively.

This talk will explore the possibilities for non-profits to use the online space effectively to attract the best people to their organisations.

Bio



Michael Cebon is the founder of EthicalJobs.com.au, an online community of jobseekers who are looking for an ethical job or career and employers who see their organisations as contributing to a more equitable, more just or more sustainable world.

Michael is also the Founder & Coordinator of Global Trade Watch, which monitors the social and environmental impacts of global trade and advocates for fair trading systems, and the founder and editor of the People & Planet: Social Justice & Environment Diary, a fundraising venture for over 30 small Australian non-profit organisations.

Michael also wrote and co-directed the 2007 documentary Squeezed: The Cost of Free Trade in the Asia Pacific, and in his spare time he lectures in the community development program at a Melbourne TAFE college.

2. Are Community Organizations Harnessing the Potential of ICTs?

Website Content Analysis of Environmental Community Organizations in WA

Presenters: Subas P. Dhakal

Abstract

As access to the Internet and uptake of Information and Communication Technologies (ICTs) continue to increase in Australia, growing number of community organizations either already or planning to have an online presence. However, the extent to which Environmental Community Organizations (ECOs), such as, 'Catchment Groups', 'Care Groups', and 'Friends of Groups' are actually benefiting from such online presence is hardly known. Based on the content analysis of 25 websites of ECOs operating within Perth region of WA, this paper aims to examine the utility of websites towards, a) acquiring financial and human capital, and b) facilitating social capital. Based on the findings, the paper concludes that most ECOs lack the strategic capability to harness the potential of websites in achieving organizational objectives. The paper therefore discusses why building organizational ICTs capability matters not only for ECOs' sustainability but also for environmental sustainability.

Presenter Bio



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3. Computing in the cloud: a case study on how to change the way you work.

Presenters: Nicole Aebi-Moyo

Abstract

Does your organisation worry about increasing overhead costs; excessive time spent on admin tasks; reporting to funders; an overload of data that's hard to manage? Perhaps cloud computing could be the answer.

By looking at the case study of BOND (British Overseas NGOs for Development), we'll see how one medium-sized organisation totally changed the way they work. By making use of a number of free online resources and investing in some development time, they have integrated their website and database, revolutionising how they work.

They now take online bookings and payments for the many training events and conferences they hold; publish event details to their website directly from their database; manage their complex membership application and renewals process; and send regular, effective email newsletters directly from within their database.

Most significantly, they've created an online resource and discussion area for their working groups. BOND has approximately 20 working groups made up of representatives from development organisations across the UK. These groups used to struggle to meet on a regular basis, finding it hard to communicate with each other with some people having to travel significant distances to attend meetings. Now, the groups communicate online with discussion forums, consultation opportunities, access to minutes of meetings and papers, and so on. BOND has seen their struggling working groups flourish into active communities.

Staff have seen a reduction in the time they spend on admin enabling them to prioritise other, more relevant and interesting work; there's been a significant increase in income from training events and membership payments; the communications staff can now see how effective their email marketing is and work on improving it; and management are pleased because they now have to spend less on their IT infrastructure.

Level of Knowledge: Beginner to Intermediate

Presenter Bio

Nicole Aebi-Moyo has spent 15 years working in the non-profit sector in the UK. She has worked with a range of non-profits both as a member of staff and as a consultant. Specialising in communications and data management, Nicole now focuses her work on using cloud computing technologies. She joined QVR Global as their non-profit specialist in January 2009 when she moved to Australia with her partner. Since then she has been getting to know the sector by attending conferences such as the Connecting Up conference in Sydney and the Doing IT Better meetings in Melbourne. She has also been working with small non-profits in the Melbourne area, helping them review their use of technology. She didn't mean to be a geek but is enjoying herself none-the-less.

Organisation: QVR Global

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4. Rural Connections

Abstract

The Dharriwaa Elders Group takes its name from a sacred site - Narran Lakes – Dharriwaa (common meeting place) and its full members are Aboriginal people over 60 who live in Walgett, NSW.

Seeking advice at a conference in Brisbane they met Computing Assistance Support & Education, a cooperative of community groups established to service the IT needs of the non-profit sector. The two groups decided to test the concept of implementing network solutions totally remotely due to the limited IT resources available in country New South Wales.

This is the story of how these two groups installed and configured server-based network services to support the work of the Dharriwaa Elders group without ever meeting in person. In this presentation the President of Computing Assistance Support & Education will discuss what the goals of the project were, how they were accomplished and what resources were required to bring it all together.

DEG Project Manager Wendy Spencer will be featured in a podcast recording where she discusses the goals and outcomes of the project.

- Dharriwaa Elders Group
- Computing Assistance Support & Education

6. How Secure Are Your IT Systems?

“What are the real threats to your IT systems and how to manage them.”

Presenters: Darrell Burkey

Abstract

- Are your computers being used to deliver spam?
- What's the best anti-virus software?
- Common exploits and how to avoid them.
- What's the difference between a hacker and a cracker?

In this non-technical presentation Darrell Burkey will discuss the security issues challenging community groups today and what strategies are being used to address them. Participants will be encouraged to ask questions about their specific concerns for discussion and common myths will be explored. The aim of this presentation is to empower participants with an understanding of the basic principles of computer security that they can apply in their own organisations.

Presenter Bio

Darrell Burkey is the founder and President of Computing Assistance Support & Education Inc (CASE), a non-profit organisation providing Information and Communications Technology support to community development organisations. Darrell has been involved with the community sector in the ACT since 1992. He holds degrees in Professional Photography and Information Technology (software). Darrell was an IT trainer for the University of Canberra and is currently a Unix Systems Administrator at the Australian National University where he received the Vice-Chancellor's Staff Award for Community Involvement. Darrell has contributed to research on issues relating to the equitable access to technology in Australia and is a member of the Systems Administrators Guild of Australia.

Computing Assistance Support & Education Incorporated

PO Box 562 – Macquarie ACT 2614

info@case.org.au - <http://www.case.org.au>

7. User Interfaces and the Generation Gap

Presenter: Daniel Donahoo

Abstract

As the community sector continues to embrace technology and engage with ICT it is up to programmers and interface designers to begin considering the importance of design in closing the generation gap. In a lively presentation Daniel Donahoo will tell stories of his experiences engaging baby boomers in web 2.0 technologies and set down a challenge for IT professionals interested in changing the world. How can you link grandmothers with their grandchildren using technology?

How can you turn technophobes into technophiles without them knowing it? How can we make data collection and analysis fun? This is an extended version of Daniel's successful IgniteWeb presentation from earlier this year.

Presenter Bio



Daniel Donahoo is a consultant with Base Ingredient. He has been introducing businesses to Web 2.0 technologies to improve business efficiency and effectiveness in sectors like manufacturing, engineering and hospitality. He is not a programmer and has a vested interest in user-friendly interfaces. Daniel writes for Wired.com's GeekDad Blog where he reviews iPhone application and the latest Lego has to offer. He was involved in the In B Flat YouTube collaboration (www.inbflat.net) and is the author of "Idolising Children"(2007) and co-author of "Adproofing Your Kids" (Sept 2009)

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www.baseingredient.com

ddonahoo.wordpress.com

www.inbflat.net

www.geekdad.com

8. Access and disadvantage: The pitfalls and promise of working with young people in a virtual world

Presenter: Dr John Martino

Abstract

Virtual worlds are increasingly being used by educators to explore themes such as working collaboratively with others, identity development and agency through the use of avatars, or visual representations of participants. However due to the resourcing and administrative overheads involved, virtual worlds technology currently appear to be used mainly by well resourced educational institutions, working with students who are relatively privileged.

This paper draws on the findings of a three-year research project which saw a range of virtual world-based social, educational and capacity building activities conducted with a group of students at an inner-city government secondary school in Melbourne.

In this paper we argue that, when deploying virtual worlds with disadvantaged students, the digital divide remains a force, not only in terms of the effect on students of patchy consistency and quality of access to computers and the Internet, but in the significant effort needed to establish such projects, especially in conditions where support resources are scarce.

We conclude by arguing that the full potential of virtual worlds and their application to disadvantaged educational settings is dependent on students having access to these environments on a sustainable basis across school and home. The digital divide is real and problematic but not insurmountable.

Presenter Bio

Dr John Martino has taught education in a range of settings for nearly two decades. He is an active researcher with a special interest in new media and its impact on education. John is currently completing a 3 year VicHealth funded project working with disadvantaged young people in Second Life.

9. The Lightbulb Has to want to Change:

Workshop: Web Workers for Community, Creativity and Change': Exploring issues and strategies for supporting and promoting the work of community focused web workers.

This session is an interactive, collaborative and problem solving session designed to issues and strategies for supporting and promoting the work of community focused web workers and whether we need a network of our own. It is aimed at web workers that feel isolated whether they work in or for an organization.

- Working in a community or nonprofit organisation trying to drive change but feeling thwarted and frustrated?
- Are you working alone or is work feeling increasingly lonely?
- Do you have a passionate belief that new technologies can contribute to local and global solutions?

- Do you miss having a group of like-minded colleagues/evangelists to play/network/problem-solve/debrief with or bitch to?
- If you are working in any aspect of social media for social good, this network could be for you.

Issues that the network could be exploring:

- Privacy and the web persona/identity
- Managing your NFP's online presence (and what about your own)
- Reluctant partners and the brave new world
- Everyone's an designer
- 'Where's our water cooler?': connecting to the world but not our peers
- Problem solving: how do you brainstorm when you are the only one doing what you do
- and mentoring: who can guide you when its all brand new
- new field unknown and untested not quite an IT techy, not pure CD: wages and conditions, benchmarking, professional development, networks
- Benefits and drawbacks: Is it actually possible to embed your organization in the social media slipstream? Should we try?
- Social networks: overload: are you being spread too thin
- Identity Issues: Are you fading away into a virtual nothingness?

Presenter Bios

Matilda Langley Profile



Matilda Langley is a Community Development worker with ten years experience in the community and social service sector. She has worked in employment and support services, disability and mental health and currently builds community within the Neighbourhood Houses and Community Centres of Melbourne's Western suburbs.

Matilda is excited by technological advances and has become increasingly fascinated by the power of community development online, both as a tool for sharing knowledge and resources and as an amazing emerging method of connecting up the whole world.

She is nearly finished a Public Relations Postgraduate Diploma and has been surprised by the synergies and the philosophical fit between PR and CD. She wants to use the tools of PR for 'good not evil'

She is passionate about the power of web 2.0 as an advocacy and promotional tool for social justice and social change.

Toula Karayannis Profile



Digital Kulcha's director, Toula Karayannis has over 25 years experience teaching and managing community education and technology programs. She managed the Duke Street Community House (Sunshine, Melbourne) Adult Community Education program from 1988 to 2002 (and 2006-9 as their Special Online Projects worker). In 2003 she took a leave of absence to gain her Diploma of Multimedia (Swinburne University of Technology).

She has been involved with the International Stockholm Challenge since 1998 both as a finalist (1998 and 1999) and as a juror (2006 and 2008). In 2005 she started Digital Kulcha, an enterprise aimed at helping individuals, small business and non-profit organizations with all their multimedia needs. She is also very involved with the Grameen Foundation Australia as their Community and Strategic Planning advisor. She is currently obsessed with all forms of social media and exploring ways of utilizing its potential for community development and social action.

Contact Details:

Toula Karayannis,

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Matthew McDougall Profile



A self-professed geek and lover of all things web and technology, Matthew McDougall has been working in, and loving web development in some form or another for the past 10 years. Matt's passion for the industry (and severe aversion to boredom), has led him through many different disciplines of web development, including design, programming, social media utilisation, search engine optimization (SEO), web standards and much more.

Whilst working at e-commerce provider Bizar Software for 2 years as their lead developer, he crossed paths with Shan Ali from the Grameen Foundation Australia, which quickly wet his appetite for working on more socially minded projects. This, and an increasing agitation with the negative attitudes associated with working on projects for larger commercial enterprises, led him to leave Bizar, to work alongside Toula Karayannis at DigitalKulcha, as he also begins his own new venture, Matt of all Trades (MOAT).

Any relevant web links

Network West <http://www.networkwest.net.au>

Digital Kulcha <http://www.digitalkulcha.org>

MOAT <http://www.matthewmcdougall.com>

'Web Workers for Community, Creativity and Change' Facebook Group

10. Facebook and SA Office for Youth a Case Study

Presenters: Alison Kershaw

Abstract

A case study of how the clash between flexible and responsive Web 2.0 technologies and Government was managed. The paper reflects upon the problems faced and how they were addressed when setting up the Office for Youth Facebook Page for the South Australian Office for Youth.

What seemed a simple project became a 9 month test of endurance with research, advocacy, educating and waiting.

Control Concerns

Control or more specifically the lack of was generally the greatest concern. It was feared people may make negative comments about the Office for Youth. Some would argue that this is a good thing.

The reality is that the government has no control of what people say about them. From the BBQ stopper chats, to a free press, talk back radio, lobby groups, campaign groups, the advent of the internet allows people to comment on anything from anywhere. And just as in the real world Australian governments have no control over what their citizens say about them.

The Fears (or risks)

The fears (or risks) identified ranged from perverts and porn and ending up on the front page of the paper to people saying things we might not like.

These fears provided an opportunity to research what were actual and perceived risks so that a Risk Mitigation Strategy could be developed.

Risk Mitigation Strategy

- The issues of actual vs perceived threats associated with using online tools
- Development of Risk Mitigation Matrix
- Development of Acceptable Usage Policy, Procedures for administering the Facebook page
- Development and delivery of training for Office for Youth staff

There has been high levels of local, national and international interest in Risk Mitigation Strategy and Policies and Procedures.

The paper discusses the lesson learnt from the project and sets out questions that organisations need to consider before they get involved with Web 2.0 tools

Presenter Bio

Alison Kershaw is currently a Senior Policy Officer in the Digital Bridge Unit, Information Economy Directorate, Department of Further Education, Employment, Science and Technology.

Alison fondly remembers when her Dad brought home their family's first Commodore 64 and she has had a love/hate relationship with computers ever since. In her professional career she has established an accessible internet café, delivered ICT training and done a lot of talking about Cyber Safety.

Alison works in the Digital Bridge Unit, examining the ways in which people are marginalised by not being able to access and confidently use technology.

Over the last few years Alison has been researching and presenting on E-Engagement and Cyber Safety, looking particularly at new users of the internet and the issues we all need to consider when using the internet.

Alison is currently examining the real and perceived risks of using Web 2.0 tools to better engage young people with Government and Government programs and services.

Weblinks

Office for Youth Facebook Page

<http://www.facebook.com/pages/Adelaide-Australia/Legendary-Tales/50329616654#/pages/Adelaide-Australia/Office-For-Youth-SA/109821280600>

Information Economy Directorate Website

<http://www.informationeconomy.sa.gov.au/>

11. *field* – using technologies to engage with isolated workers

Presenters: Linda Budd

Abstract

The Victorian disability sector has seen the introduction of the *Victorian Disability State Plan 2002 -2012* and other legislation. The vision of the state plan is:

By 2012, Victoria will be a stronger and more inclusive community—a place where diversity is embraced and celebrated, and where everyone has the same opportunities to participate in the life of the community, and the same responsibilities towards society as all other citizens of Victoria.

Organisations that are leading the way in implementing the state plan and providing opportunities for higher quality of life for people with a disability have had a major shift in service delivery. An outcome of this is that many of the

services that organisations deliver now occur in the community, resulting in support workers increasingly working remotely from their organisation of employment and are spread over large geographic areas. More workers in the near future will also find themselves being employed directly by people with a disability.

One of the workforce implications to this change is that many Disability Support Workers find themselves with little access to agency supervision, debriefing and collegiate support, organizational information, professional development and sharing of best practice. This results in many workers feeling isolated and dislocated from colleagues, supervisors and their workplace.

field is currently working on a project, investigating the use web2.0 technologies to support organisations to engage and connect with these workers.

In particular the project will investigate how web2.0 technologies can be used to provide opportunities:

- Support workers and supervisor to find, connect, collaborate and communicate with each other in asynchronous/synchronous ways.
- For formalised staff supervision, debriefing etc.
- For support workers to access organizational information, including learning and development resources when needed.

This presentation will provide an overview of the project, web2.0 technologies investigated, outcomes and learnings so far.

Presenter Bio

Linda Budd is the Manager of Professional Services and Online Resources with *field* – furthering inclusive learning and development. Linda has worked at *field* (formerly DISTSS) for over 6 years and has been responsible for areas such as the management of information to the Victorian Disability Sector, development and maintenance of online resources, project coordination and development of database.org.au, the Disability Sector Trainer and Assessor database and construction of new *field* website, www.field.org.au.

Linda is now focusing on how new and emerging technologies can be used by *field* in its day to day work and be adopted more broadly by the disability sector.

12. Reach out Central

Presenters: Marianne Webb

Abstract

Of the 1 in 5 young people with a mental health problem, only 29% seek clinical help. Young men in particular don't access traditional mental health services such as face-to-face and phone-based counselling. Instead they turn to the internet for advice and support. Research demonstrates that online interventions that provide evidence-based information are effective in reducing mental health difficulties. Reach Out! Central (www.reachoutcentral.com.au) aims to reduce mental health difficulties in young people. It combines evidence-based mental health content with online

gaming technology to create an interactive environment that enables young people to work through issues most relevant to them, such as depression, anger and anxiety, increasing their ability to cope with difficulties. Users identify and track mental health outcomes over time and follow story pathways most relevant to them. In 2008, Reach Out Central was recognised through being awarded joint winner of the international 'Why Games Matter' Competition and runner-up in the 'Stockholm Challenge Award'. Curriculum resources have also been developed. Results of an independent evaluation of Reach Out Central by the Swinburne eTherapy Unit indicated that ROC had a positive impact on reducing psychological distress, alcohol use and avoidance behaviour and improving life satisfaction, resilience, problem solving and help seeking behaviours. This presentation describes: (a) Reach Out Central, (b) the results of the independent evaluation, and (c) a range of potential practical uses of Reach Out Central in clinical and educational settings. The challenges and future directions of Reach Out Central will also be discussed.

Presenter Bio

Marianne Webb is the Reach Out! Interactive Manager at the Inspire Foundation, a non-profit organisation that aims to help millions of young people lead happier lives. Marianne is responsible for identifying and working with community and technology partners to develop innovative projects that improves young people's understanding of mental health issues, develops resilience, increases coping skills, and facilitates help-seeking behaviour. Marianne holds a Bachelor of Arts (Psychology) and is currently studying for her Masters in Youth Health and Education Management.

13. Designing Web 2.0 for Local Communications

Presenters: Fiona Redhead Margot Brereton

Format: Workshop

Abstract

Our research considers the problem of designing support for local community communications. The research is focused around the design and use of a digital community noticeboard (called Nnub) to which anyone can post, either from home, or at a local store where the noticeboard is situated.

We are looking at this problem from the community and are evolving the noticeboard design in situ with continued use as our main feedback for design iterations. To date our research has focused on evolving the noticeboard in the outer suburban community of Moggill in Brisbane and learning from this quiet deployment how people interact with the noticeboard and Web interface to create, find, and distribute community content.

In this current phase we are interested in understanding more about the social aspects of growing and sustaining participation and sharing local information and communications. We believe designing pathways or links to local people and activities will be a useful for people to discuss, chat, visualize, sketch, show, and sustain community as part of everyday routines and technologies.

In this workshop we will demonstrate Nnub to practitioners along with a brief summary of research findings we have reported to date. In addition we will run a practical design exercise with the intention of inspiring new scenarios of use

(rather than gathering fine grain feedback of the interface design). This exercise is about sparking design iterations informed by practitioners of community organizations and is participatory in nature. As such, we are interested in ongoing discussion with community practitioners that have a use for Nnub in their community work. We can arrange set up of Nnub for interested participants.

The outcomes of this workshop are to further the design of technologies for support of local community communications.

To see more about Nnub please visit www.nnub.net where you can view the Web interface and also download the noticeboard software.

Relevant Web Links

www.nnub.net

Presenter Bios

Fiona Redhead



Fiona Redhead is a PhD student at Queensland University of Technology. Her PhD study explores Information and Communication Technologies for Local Suburban Participation. Prior to PhD study Fiona worked as an associate lecturer in the School of Information Environments at the University of Queensland teaching first year Studio design, Visual Thinking, and Multimedia Authoring. Fiona's educational qualifications include a Master of Interaction Design and a Bachelor of Design Studies (Architecture) from the University of Queensland.

Margot Brereton



Margot Brereton researches the design of ubiquitous computing technologies and their interfaces. She "grows" designs within communities in response to use, in order to give priority to and learn from the use experience. Her current projects involve the design of social software to support agile ridesharing for Brisbane and the design of electronic noticeboards and Web 2.0 to support residential community communication (www.nnub.net). Margot Brereton is Professor of Engineering and Interaction Design at Queensland University of Technology. She holds a BSc.Eng (Mech Eng) from Bristol University, a Masters in Technology Policy from Massachusetts Institute of Technology and a PhD from Stanford University, Engineering (Design).

14. Accessibility

Presenters: Gian Wild

Format: Workshop

Abstract

An overview of accessibility - making web sites available to people with disabilities - including some examples of the assistive technologies that people with disabilities use to access web content.

Also covered will be the legal requirements and the guidelines that should be followed in order to create an accessible web site.

Some quick tests will be illustrated so that users can go back and test their own sites for accessibility compliance quickly and easily.

Relevant Web Links

<http://www.gianwild.com.au>

Presenter Bio



Gian Wild is the Manager of Usability and Accessibility Services within the ITS Web Centre at Monash University. Gian has worked in the accessibility industry since 1998 and consulted on the development of the first Level AAA accessible web site in Australia. She ran the accessibility consultancy PurpleTop from 2000 to 2005 and built the accessibility tool, PurpleCop.

Amongst other sites, Gian has worked as the Accessibility Consultant for the Melbourne 2006 Commonwealth Games and was responsible for training Microsoft developers in accessibility. She also wrote the original and updated version of the Victorian eGovernment Resource Centre Web Accessibility Toolkit.

15. Australian First Social Innovation Camp

Presenters: Raul Alberto Caceres

Format: Oral Paper

Abstract

What happens when you get a bunch of software developers and social innovators together, give them a set of social problems and only 48 hours to solve them?

Social Innovation Camps are about finding out.

The Social Innovation Camp takes a set of ideas for web-based tools that will create social change and develops them over one weekend. Working with a diverse range of people, participants organise themselves into teams and help make a back-of-the-envelope idea into a working prototype - complete with working software - in just two days.

The First Social Innovation Camp is coming to Australia and this presentation will explain what happens in this event and some examples of social issues that have been solved.

(Adapted from www.sicamp.org)

Relevant Web Links

<http://www.sicamp.org>

<http://www.asix.org.au>

<http://www.wecan4peace.org>

<http://www.think-makers.com>

Presenter Bio



Raul Alberto Caceres received the United Nations Online Volunteer of the year Award in 2006 and has been a social innovator founder of www.wecan4peace.org and www.think-makers.com. He has recently been appointed as project manager for the first Australian Social Innovation Exchange.

16. Using ICT for rural communities development - Case Studies

Presenters: Raul Alberto Caceres

Format: Oral Paper

Abstract

This presentation is intended to give some examples of the potential of the use of ICT in isolated rural communities.

The presenter will cover 2 case studies. The first one for a project for the development of a bee-keeping business in Sierra Leone and the second for the development of a dairy co-operative in Kenya. Both developed online and mostly from Australia with a team spread around the world. Some of the main strategies when dealing with this type of projects will also be explained.

The presenter received the United Nations Online Volunteer of the Year Award for one of this projects.

Relevant Web Links

http://http://www.onlinevolunteering.org/en/org/stories/online_volunteers_of_2006.html#7

http://http://www.cisco.com/web/learning/1e21/1e34/nobel/2007/specialist_bio.html#caceres

<http://www.wecan4peace.org>

<http://www.think-makers.com>

Presenter Bio



Raul Alberto Caceres

Chemical Engineer, Film Maker, Social Innovator, Online Engagement Strategist

Recognitions:

United Nations Online Volunteer of the year 2006

Speaker - Specialist session - Public Services Summit - Unleashing the Potential of Social Innovation - Nobel Prize Week - Dec 2007 - Sweden

Founder - www.wecan4peace.org

Founder - www.think-makers.com

Recent Publications:

Development of a Cancer Online Community - June 2009 - World Congress of Psycho-Oncology

Effective Online Peer-to-Peer Knowledge Transfer - Oct 2008 In: The Participatory Web - New Potentials of ICT in Rural Areas

17. Voluntary and community sector ICT Gateway

Presenter: Patrick Edwards

Format: Oral Paper

Abstract

The ICT Gateway is an initiative of the Bishop's Action Foundation to support IT and Communications innovation within the voluntary and community sector. The ICT Gateway will provide a range of good practice resources and guidance to help the voluntary and community sector benefit from ICT and aims to support organisations to:

Improve strategic planning for ICT technologies; having an ICT plan for your organization can save you both time and investment in the future. However an ICT plan can and must be kept simple with the following questions being asked initially.

1. Where are you now?
2. Where are you going?
3. How can ICT help get me there?

Improve management of ICT; Good quality ICT support is trustworthy, appropriate to your needs, available when you need it and at a price you can afford. The ICT Gateway will assist you with this requirement and work to ensure that your needs are met and the ICT plan is followed when using external contractors for your ICT.

Access resources (both expertise and hardware); The ICT Gateway will work with strategic partners and carry out the management of donated hardware and resource. They will also work with contracted parties who are carrying out work on your behalf ensuring that not only is the cost of the work kept under control but that high standards are met.

Collaborate with each other and maximize the benefits offered by changing ICT technology; The ICT Gateway will work both independently and collaboratively with voluntary and community organizations advising of ICT link possibilities where it is felt this will save both time and money.

Benefits of ICT:

- raise your organisation's profile
- manage and organise information more easily
- accurately monitor your finances
- securely maintain your users' contact details
- understand who is using your service and how you can widen your reach
- enable service users to support one another through online communities
- save costs and operate more effectively allowing staff to work remotely and flexibly

Presenter Bio



Patrick Edward's experience is based around ICT (Information Communication Technology) and providing the end user with a solution that suits their needs. With a working history that ranges from the Royal Air Force to running his own Telecommunications company Patrick is able to communicate with individuals from all walks of life and make a presentation that simplifies the technology required. Patrick is new to the Bishops Action Foundation employed as the ICT Gateway Coordinator where he is currently working with organisations such as; Taranaki Cancer Society, NZ pregnancy Help, YMCA & Education YMCA. Patrick's goal is to bridge the gap of the digital divide and to ensure that organisations are catered for proactively and not reactively. Along with working for these organisations Patrick is creating new partnerships with corporate companies, which wish to support the ICT Gateway, on a regular basis.

With the heading and focus of this conference being Sustaining Communities in Tough Times I would like to make my presentation around how the use of ICT can assist organisations to reduce cost but improve the ability to communicate with their clients. This presentation will be based on various projects being carried out by the ICT Gateway; such as:

The Building of a new centre to house up to 8 organisations in Stratford Taranaki. This centre will combine all of the ICT services for these organisations whilst at the same time improving their current setup. They will of course still work/operate individually in a security aspect.

Connecting with organisations with the same client focus and showing how relocating to a larger premise that houses both of them can save considerable money not only in rent but also in the use of ICT.

The ICT Gateway is working heavily with organisations on disaster cover and recovery and showing solutions that can be very simple but cost effective for their electronic back up.

My presentation would like to show how working together we can not only save money but become more sustainable and deliver more services.

18. What to look out for in 2010!: A session on exciting new trends in open source web development.

Presenter: Leigh Grey-Smith

Abstract

With the exponential growth in the number of open source web development solutions, its difficult to understand how they work and which to choose, let alone how these technologies can be utilised to in real world situations. This interactive session will take you through a range of new and exciting open source technologies, exploring the new open source social networking framework (Pinax), the changes in existing open source content management systems and a sneak preview into the future of HTML5.

This session also aims to demistify the development process of a web development project, from concept to delivery. With the outcomes of creating a better understanding of how these systems work, therefore how they can be applied in real world situations.

Presenter Bio

Leigh Grey-Smith is the Managing Director [hello] of World Creative Technologies. [hello] world is an online communications consultancy and service provider, specialising in tailored web applications, print-to-online resource development, marketing, web and graphic design. We focus exclusively on helping government department teams and not-for-profit organisations develop their online information resources, accessibility and brand identity.

19. Project Australia: Addressing Gaps in Social Innovation

Presenters: Yee Hon Chan, Donald Maclurcan, Natalia Radywyl

Abstract

Compared to other ‘developed’ countries, Australia suffers severe infrastructural gaps that restrict the ability for many socially-focused ideas to get off the ground, resulting in the perpetuation of unimaginative approaches to addressing social needs. The financial crisis has forced many non-profits to reconsider sources of revenue and operational budgets. This period calls for creativity and innovation, making social innovation even more important in fostering resilient communities and local economies.

Australia’s non-profit sector faces stiff competition accessing capital or funding. Compounding this, there would appear a self-perpetuating support loop ensures the bigger, already credible ideas and people behind them have an advantage in terms of support. We argue that this exacerbates the problem of small-scale, unknown ideas and actors in accessing

support which in turn leads to less supply of relevant incubation services. The wash-up is a serious amount of lost opportunity.

This presentation explores Project Australia as a model that strengthens support at key moments, i.e. between ‘idea generation’ and ‘project launch’ phases. Project Australia is a free, online incubator for social innovation, helping people launch non-profit, actionable ideas that address domestic social needs. The model aims to use the Internet as a setting for convergences to happen.

Recognising the importance of social capital, Project Australia draws on the power of crowd-sourcing and user-generated content, providing a platform to support new endeavours via an exchange between people, resources, and funds.

Despite online communities being a relatively new phenomenon, little has been written about the role of such entities in community development. We argue that if you focus on building community-centred economies that are exclusively geographical in nature, you ignore communities that are beyond such parameters; e.g. communities that are online and transient. Moreover, we miss opportunities to look at the ways in which online communities can be considered an asset for community development.

Presenter Bios



Yee Hon Chan is a Research Officer at Project Australia and Project Officer at the Teaching and Educational Development Institute at the University of Queensland.

His research interests focus on socio-cultural theories on community engagement and activism. His current projects include a review of peer-assisted, co-operative and collaborative learning, making thinking visible and the impact of social spaces on engagement and incubation of social innovative projects.

Yee Hon has presented at a number of conferences and is currently running a series of innovative engagement workshops and establishing an Innovative Engagement Hub with Volunteering Queensland.

22. My Favourite Tool

Presenters: Dean Lombard and Stefanie Kethers

Format: 90 minute practical demonstration (requires internet access)

Abstract

Used cleverly, information and communications technology offers huge productivity benefits to community organisations. Unfortunately, many lack the ICT expertise or simply financial resources to realise this potential. The VCOSS–Monash University Doing IT Better project aims to address both of these constraints through research, advocacy, and capacity-building projects. One approach has been to investigate the potential of free online tools and services to help streamline everyday tasks and processes.

This session comprises demonstrations of useful free or low cost productivity tools, presented by people who use them

in their day-to-day work.

- Tools for event and meeting management (TimeBridge, TryBooking)
- Tools for group work (Google Suite, Google Notebook)
- Social networking for organisations (Ning)

Relevant Web Links

<http://www.doingitbetter.net.au>

Presenter Bios

Dean Lombard



Dean Lombard is a social worker and musician with a history of publication and website design and a long-time interest in technology and the Internet. After several years as a social policy advocate with the Victorian Council of Social Service, in 2007 he commenced as ICT Projects Coordinator, with responsibility for Doing IT Better — a three-year project to build information and communications technology (ICT) capacity in the Victorian community services sector — along with other ICT-related work in the sector. Current work includes developing a cross-sector strategy to improve information systems between government and the sector, running a series of free seminars addressing significant ICT challenges, and collating ICT information resources for community organisations.



Stefanie Kethers

Stefanie Kethers has contributed to numerous interdisciplinary projects focussing on her main research interest, supporting human cooperation, at RWTH Aachen, Germany, and at CSIRO and Monash University in Melbourne, Australia. Stefanie is currently part of the "Doing IT Better" project team. "Doing IT Better" is a three-year project to build information and communications technology (ICT) capacity in the Victorian community services sector.

Stefanie received her doctorate degree in Computer Science from RWTH Aachen, Germany, in 2000 with a thesis on modelling and analysing cooperative processes. She also holds degrees in Computer Science, and in English Studies. Stefanie has published about 20 scientific papers and has reviewed papers for several international conferences and workshops.

23. Empowering culturally and linguistically diverse communities (CALD) in Australia through the use of information technology to communicate messages of health and community wellbeing

Presenters: Ben O'Mara

Abstract

Empowering CALD communities in Australia through improved use and access of information communication technology (ICT) is a complex task with many interrelating factors. This is of particular importance in the communication of physical and mental wellbeing messages for migrant and new and emerging communities where there is an increasing tendency to rely on the use of high tech information technologies of communication despite the well acknowledged 'digital divide' (Muir and Boot 2005) between and within groups. This paper explores the role and challenges of using ICT to empower culturally and linguistically diverse communities in Australia through the communication of messages of health and community wellbeing. It will consider and establish the potential of culturally sensitive and community driven strategies for the use and application of ICT, and how migrant and new and emerging communities can harness ICT for improved access to culturally appropriate health communication.

Engaging CALD communities using ICT requires a digital framework that is accessible and can be adapted and developed in culturally sensitive and strategic ways. Older members of some communities, for example, are particularly disadvantaged in terms of information technology literacy. Those groups with limited access to economic resources (such as the Sudanese), coupled with limited English language acquisition and illiteracy in their first languages, have been particularly disadvantaged by computer and keyboard reliant technologies, although recent advances in visually-based (as opposed to text) interactive technologies may have the potential to address this technological exclusion.

The research undertaken for this paper is qualitative in nature and draws on a review of the relevant academic literature and of government and health service provider initiatives in the area, and interviews and focus groups. The focus of the study is on Vietnamese, Samoan and Sudanese communities living in the Western region of Metropolitan Melbourne. From a community perspective the paper reports on the ICT communities access and what ICT-supported delivery approaches are effective from their perspective in the communication of health and community wellbeing information.

In order to counter a technologically deterministic and 'one way' transmission of information, this paper argues for communally driven and culturally sensitive uses and application of ICT to empower culturally and linguistically diverse communities in Australia through more effective communication of health and community wellbeing messages.

The ICT, Health and Wellbeing and CALD C'ties project.

Presenter Bio

Ben O'Mara, Vic Health, Bio to come.

24. Introducing Computers to the Community Support Workers in the Disability Sector

Presenters: Amanda Annett

Abstract

Kirinari CEO Gary Roberts spear headed the introduction of computers and the creation of a Data Base into the CSW everyday work environment in Group Homes. Gary worked with local computer company 'Computing Today' to devise the most efficient and cost effective way to provide, install and network all the computers for the start up and in the future. This lead Kirinari to using a Thin Client System connected through Telstra Broad Band. Gary had also been working on a Data Base on Microsoft Access over the years and could see the potential it had for maintain Information and records on staff and clients on a daily basis. Working together with another local company "Intechrity", the Data Base grew and new Data Bases were linked to the original, which would allow staff to record notes on clients, financial transactions, incidents and rosters.

The Project began to unfold in October 2006 when the first computer was introduced in Wangaratta Victoria and was rolled out in the subsequent months across a large Geographical area covering the Blue Mountains, Northern NSW and Hume Riverina areas. Staff were trained in basic use of the computer system and I was bought on board to help with training and day to day computer issues that would arise.

The computers have become a very useful tool

Maintaining records at Kirinari

Because of the way the system is set up records can be read and monitored by Management without having to go to the house, as soon as they are entered.

Reports are legible

Filing is uniform.

The issue of archiving paper based records has been come a thing of the past.

Improving communication

Giving staff greater information/resources through the use of the Internet.

There have been many hurdles along the way but the overall outcome has been positive.

Presenter Bio



Amanda Annett

Work History

1988 to 1995 Bank Clerk SBV/CBA

2000 to 2002 Administration Assistant DOCs

2003 to 2005 Acting Personal Assistant to Area Manager DADHC

2005 to 2009 Administration Assistant Kirinari

2009 onwards ITC Support Kirinari

Tertiary Studies

2002 Cert III in Business (Office Administration)
2009 Cert IV Training & Assessment
2009 Cert III in ITC

I have always had to use computers in my working environment and love the developments that have taken place over the years. Every job has seen me act as an unofficial It support person while I have maintained the computers in the work place and liaised with IT Departments with issues in the office.

25. Case Study: How the New Zealand AIDS Foundation (NZAF) has refocused its efforts to take advantage of Social Media

Presenters: Nathan Brown and Rory Harte

Abstract

Since a low in 2007 when management banned staff from using a popular New Zealand forum, the New Zealand AIDS Foundation has held workshops with staff, grown its social marketing capacity, worked to alleviate concerns among the wider team, and developed a dynamic social media policy. This has been with the aim of contributing to the organisation's HIV prevention goals by enabling staff to engage online discussions with previously inaccessible audiences, about HIV and the work of the organisation.

The first section of the of the workshop will present the theory behind our interest in social media as a tool to support HIV prevention and will present a background to the decision made to step back from social media in 2007. The second section will address the recent steps we have taken to utilise social media, and a review of how we have progressed. The presentation will include specific examples of challenges we have encountered through our use of social media and how we have reacted. Participants will be encouraged to share their own social media experiences, challenges and successes.

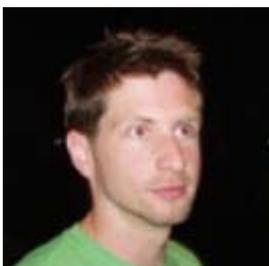
Relevant links

www.nzaf.org.nz

www.twitter.com/NZAF

www.facebook.com/NZ.AIDS.Foundation

Presenter Bios



Nathan Brown - National Technology Coordinator

Nathan has been employed with the New Zealand AIDS Foundation for three years and has recently been appointed to the new role of National Technology Coordinator. He is also currently completing his last paper of a University of Otago Bachelor of Visual Culture.



Rory Harte - Communications Officer

Rory Harte is the Communications Officer for the New Zealand AIDS Foundation. Rory is originally from Dublin, Ireland, and has been working with the NZAF since 2008. He's currently studying for a BA in Journalism and Media Communications.

26. Title: Understanding the organizational capacity and policy implications of using information communication technology to improve youth mental health

Presenter: Michelle Blanchard

Abstract

Information communication technologies (ICT) have been increasingly woven into the fabric of young people's lives and there is growing evidence for their use in promoting positive mental health and wellbeing amongst this population. Little is known about the experience of professionals who work with young people in utilising ICT for early intervention, promotion and prevention. Exploratory research found while most youth service providers felt confident completing basic ICT tasks, many reported not understanding the websites that young people engaged with and had a poor understanding of the role technology plays in young people's lives. This PhD study utilises a sequential mixed method study design (questionnaire and organisational audit, incorporating document analysis and indepth interviews) to understand the use of ICT by professionals who work with young people to improve mental health and wellbeing.

Preliminary analysis of over 200 questionnaire responses and audit data suggests that while there is a growing enthusiasm for using information communication technology when working to improve young people's mental health, the lack of appropriate infrastructure in mental health services and the absence of a supportive policy framework within health services makes it difficult for many clinicians to adopt practices that integrate the use of information communication technology. An investment in appropriate infrastructure and the development of a supportive policy framework is needed to ensure that professionals working with young people can capitalise on the opportunities that web-based support services afford as an adjunct to other clinical interventions.

Relevant Web Links: www.inspire.org.au; www.oyh.org.au



Presenter Bio:

Michelle Blanchard is a PhD Candidate at the Centre for Youth Mental Health at the University of Melbourne and works as a Research Project Manager at the Inspire

Foundation. Michelle holds a Bachelor of Arts (Honours) degree and a Graduate Diploma in Adolescent Health and Welfare.

PhD Candidate, Orygen Youth Health Research Centre, Centre for Youth Mental Health, University of Melbourne
Research Project Manager, Inspire Foundation

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27. Making a difference: building ICT capacity through action research

Presenters: Stefanie Kethers and Dean Lombard

Format: Oral Paper

Abstract

We will be reporting some findings from the Doing IT Better Project (www.doingitbetter.net.au), a 3-year, funded collaboration between the Centre for Community Networking Research, Monash University, and the Victorian Council of Social Service. The goal of the Doing IT Better Project is to enable community organisations to significantly improve both their organisational technological expertise and their ability to transmit that expertise to their clients—ultimately empowering both. To this end, we have conducted 6 in-depth case studies with community organisations, gathering information on the organisations' use of IT in their daily work, and providing input to their strategic planning processes.

We describe the methodology that was used in the case studies, as well as the knowledge gained through the study. We will also describe some of the outcomes for the organisations, from both the organisations' and the project's perspectives. For example, one organisation applied for substantial future funding to support a substantially modernised information system for internal needs and for interaction with clients and service providers. Finally, we will discuss some lessons learned about the methodology and about IT-related sector issues.

The presentation will offer the perspective of a community organisation manager and university researchers.

References

Stillman, L. and J. McGrath (2008). "Is It Web 2.0 or Is It Better Information and Knowledge That We Need?" *Australian Social Work* 61(4): 421-428.

Stillman, L., S. Kethers, R. French and D. Lombard (2008). Representing Practice Wisdom: Adapting Corporate Modelling for Better Welfare Practice. 10th Australian Conference for Knowledge Management & Intelligent Decision Support. Ballarat.

Relevant Web Links

<http://www.ccnr.net>

<http://www.doingitbetter.net.au>

Presenter Bios

Stefanie Kethers



Stefanie Kethers has contributed to numerous interdisciplinary projects focussing on her main research interest, supporting human cooperation, at RWTH Aachen, Germany, and at CSIRO and Monash University in Melbourne, Australia. Stefanie is currently part of the "Doing IT Better" project team. "Doing IT Better" is a three-year project to build information and communications technology (ICT) capacity in the Victorian community services sector.

Stefanie received her doctorate degree in Computer Science from RWTH Aachen, Germany, in 2000 with a thesis on modelling and analysing cooperative processes. She also holds degrees in Computer Science, and in English Studies. Stefanie has published about 20 scientific papers and has reviewed papers for several international conferences and workshops.

Dean Lombard



Dean Lombard is a social worker and musician with a history of publication and website design and a long-time interest in technology and the Internet. After several years as a social policy advocate with the Victorian Council of Social Service, in 2007 he commenced as ICT Projects Coordinator, with responsibility for Doing IT Better — a three-year project to build information and communications technology (ICT) capacity in the Victorian community services sector — along with other ICT-related work in the sector. Current work includes developing a cross-sector strategy to improve information systems between

government and the sector, running a series of free seminars addressing significant ICT challenges, and collating ICT information resources for community organisations.

28. Reinvention - GGV Moving Forward

Presenters: Wendy Lewis

Format: Workshop

Abstract

Girl Guides Victoria celebrates centenary in 2010. As a result we are updating the way we attract volunteers and improve our relevance as an organisation for girls and young women. This is being done with the use of social networking, developing an office to manage volunteers and introducing a marketing campaign to lift our profile. Why investing in new ways of work is important to GGV.

All of these changes are designed to be leveraged off the centenary celebrations and raise awareness of Guiding to a whole new generation of girls and potential volunteers.

In challenging times the experiences of GGV and the steps it is taking to improve and develop its operations may assist other not-for-profit organisations who are seeking to sustain and improve their organisations.

Seeking support from members, presenting a proposal to the Board for adoption and being flexible enough to alter a course should the landscape change, will form part of this presentation. The experiences of an organisation trying to implement new plans will resonate with a number of organisations. This presentation will include candid views to assist participants in understanding the decision-making process used to approve the new direction.

Presenter Bio



Wendy Lewis has been the CEO of Girl Guides Victoria since 2004. Her prior experience includes working in Local government, manufacturing, accounting services and the education sector.

29. Brand Considerations for IT

Format: Workshop

Presenters: Michel Hogan

Abstract

The very nature of social enterprises make technology use a key element in how they connect with their constituents and build relationships. Often lost in the rush to employ the latest technology and communications measures is the question of what is appropriate and how they should be employed.

A key consideration that is often overlooked is the role that Brand should play in those decisions.

Social sector non-profits have limited resources and so when IT professionals include Brand as an element of decision-making, it greatly improves the strength of the Brand overall. It creates an integrated and aligned approach that benefits the whole organisation via a more targeted and effective use of often limited resources.

This highly interactive workshop will walk participants through the types of questions they should be asking. They will explore those questions as they relate to their own organizations and have the opportunity to see the potential outcomes their different choices would have.

Relevant Web Links

<http://www.brandology.com.au>

Presenter Bio



Michel Hogan is an independent advisor and brand advocate who has spent the majority of her career helping organizations; people and projects build greater alignment and integration between who they are, what they say and what they do.

Today, her passion for Brands continues to drive her work as principal of the independent brand practice Brandology here in Australia and in the United States. Working with an eclectic client-base, ranging from individuals and start-ups to Non Profit and mature stage companies, her brand practice builds understanding of, and implementation programs for,

authentic brands. Brands that serve to deeply impact organizations inside and out, and build cultural alignment between beliefs and actions.

After spending the last 15 years living and working in the United States, she is now based in Melbourne, Victoria and publishes a weekly blog on Cultural Leadership for smartcompany.com.

30. YarraReporter

Presenter: Setyo Budi

Abstract

YarraReporter is a civic journalism project to train housing estate residents within City of Yarra on journalism.

It aims to build skills, capacity, create change for socially disadvantaged in public housing estates of Richmond, Collingwood and Atherton Gardens through journalism.

Objectives

- Train public housing estate residents on civic journalism;
- Increase communities' awareness on social issues through internet access;
- Bridge communication, share local news via intranet and blogs.

Started in 2008, the project has graduated 6 residents of Collingwood and Atherton Gardens. Their articles have been published, apart at www.yarrrareporter.org.au but also on New Australia Media, a website host articles that are produced by emerging migrant writers, www.newaustraliamedia.org and the Link 3 Tower Newsletter, a resident newsletter that is produced and distributed at housing estates in Richmond, Atherton Gardens and Collingwood.

We are training second group of residents on journalism at present.

The project is run by Infoxchange Australia, a Melbourne based NGO that uses Internet Communications Technology (ICT) to empower disadvantaged communities. The organisation principles underpin the project.

Make information widely available to all including those who are socially disadvantaged.

Bring benefit of the use of ICT to all; digital inclusion.

Digital inclusion is Infoxchange Australia's initiative to narrow the digital divide that currently is still significant issue in Australia (Swinburne University 2008).

Encourage cooperative partnership and information sharing within community, government and private sectors.

The project is run collaboration with Swinburne University, 3ZZZ and New Australia Media.

31. Building sustainable values aligned corporate community partnerships

Presenters: Murad Mekhtiev

Format: Workshop

Abstract

AIIESEC is the international platform for young people to explore and develop their leadership potential to have a positive impact on society. We do this by providing international internships, leadership opportunities and a exposure to global learning environment. Every year, AIIESEC in Australia facilitates 100 life changing experiences by sending young people overseas or bringing them to Australia from overseas to increase their ability to make a positive impact. AIIESEC is a not for profit organization and relies sponsorship and support from our partners. Many large companies are interested in recruiting talented young people which they are exposed to through AIIESEC, but recently we have grown more selective with our partnerships. Microsoft is an organization that has as it's foundation the concept of corporate citizenship – that CSR is not just a buzzword or a promotional stunt but a natural part of it's business model. Microsoft believes that the most sustainable business model is to find the synergies between the technologies that sell and the technologies that will make the world a better place. Microsoft is reaching out to students with three key initiatives: Dreamsparks, which provides free development software to students, It's Not Cheating, which allows students to purchase Microsoft Office at a 90% discount, and Imagine Cup, which allows IT students to design software that will create positive social change. AIIESEC is partnering with Microsoft around these three initiatives to help Microsoft reach students on campus. In return, Microsoft pledges significant financial support and allows us to strengthen our brand on campus. Financial concerns and the need to secure sponsorship present challenges for any not-for-profit organization – we are presenting a model that will allow NPOs to achieve their revenue targets without 'selling out'.

Relevant Web Links

Presenter Bio

Murad Mekhtiev

32. Making Links Abstract: Engaging with communities online

Format: Oral Paper

Livewire.org.au: Connecting, supporting & empowering through online communities

Abstract

An estimated 450,000 children and young people are living with the impact of a serious illness, chronic health condition or a disability in Australia ¹

Serious illness or disability can profoundly affect the everyday lives of young people by increasing their risk of social isolation, disconnection, lower peer acceptance and lower emotional well being. These problems are compounded by long hospital stays.

Livewire was developed as a solution to these problems. Livewire.org.au is a ground-breaking social media platform, which enables young people between the ages of 10 and 21 living with serious illness, a chronic health condition or disability to connect with peers, share experiences, creatively express themselves and realise that they are not alone in their situation.

The solution is cross platform across both online and mobile. The mobile aspect (m.livewire.org.au) allows the Livewire initiative to target regional and rural Australia where broadband penetration is significantly lower than metropolitan areas.

Livewire is a free, safe and fun online community featuring blogs, forums, competitions, games, music and entertaining content. Chat hosts are online 7 days a week to ensure that Livewire remains a supportive place.

The use of social networking for these young people is even more important than their “normal” teen counterparts because for many of them, the laptop and their mobile phone are only means of interpersonal communication with peers.

Through innovative use of ICT, Livewire has developed a platform that can be leveraged by other Not-For-Profit organisations which creates efficiencies within the sector. E.g., The Spastic Centre, Diabetes Australia, Haemophilia Association, Epilepsy Action, Muscular Dystrophy, Cystic Fibrosis Australia and many more NFPs are already on board and are using the Livewire platform to communicate with their adolescent members.

This presentation will focus how Livewire is collaborating with other not for profits to leverage the platform and knowledge we have gained over the last 12 months.

Presenter Bio

Cinnamon Pollard, Partnerships & Marketing Director, Livewire.

Cinnamon Pollard is currently the Partnership & Marketing Director for Livewire, an initiative of the Starlight Children's Foundation.

Cinnamon has been in the online strategy and development arena for over thirteen years. She has expert knowledge of the youth market with specific reference to media consumption habits and online usage behaviour of young people. She specialises in building online communities using the full range of Web 2.0 technologies, most recently launching Fairfax Digital's new youth site TheVine.com.au.

In the past she has overseen large scale Internet and Intranet developments for government departments, not for profits and private companies including Austereo, Australian Broadcasting Corporation, Telstra, and the Department of Housing.

33. This Is Oz': user-generated online anti-homophobia campaign

Presenters: Nancy de Castro and Robert Knapman.

Abstract

Part art project, part social justice campaign, *This Is Oz* is an online photo gallery where people can help fight discrimination against Australia's GLBT community and make Australia a place where everyone belongs.

This Is Oz is an anti-homophobia campaign with a difference. *This Is Oz* encourages people to contribute to the campaign by adding their photograph and message to an online gallery. By embracing the user-participation opportunities afforded by online technology, *This is Oz* goes beyond delivering a public education message, allowing users to generate their own education messages and use *This Is Oz* as a platform to share these with the world. In this way, *This Is Oz* utilises peer leadership to bring about change.

Just two months since the project was launched the website had been viewed by 15,000 people from around the world and over 500 people had submitted photographs.

The financial and environmental costs of the campaign are very low as it is web based, advertised via Facebook and Twitter, and resources are downloadable from the site.

Effective media partnerships with Evolution Publishing and SameSame have been instrumental in promoting the project and we are currently investigating corporate sponsorship to expand the campaign in 2010.

High profile Australians who have lent their support and submitted photographs to *This Is Oz* include sports stars such as Wallabies Captain Stirling Mortlock and Olympic Gold Medalist Matthew Mitcham; politicians including the Hon. Verity Firth, the Hon. Carmel Tebbutt, and Senator Bob Brown; television stars including actors from *Home and Away*, dancers from *So You Think You Can Dance*, *The Footy Show* presenter Paul 'Fatty' Vautin, MTV VJ Ruby Rose, and newsreader Anton Enus, high profile Australians the Hon. Michael Kirby, celebrity gardener Brendan Moar, chef and author Christine Manfield, musician Tim Rogers, and many more.

Relevant links

This Is Oz: www.thisisoz.com.au

Presenter Bios



Nancy de Castro and Robert Knapman.

ACON's Lesbian and Gay Anti-Violence Project launched *This Is Oz* on May 17 2009, the International Day Against Homophobia (IDAHO). Project Co-ordinator Nancy de Castro and Project Officer Robert Knapman have seen the project far surpass our original goal of 50 photographs submitted and are continually inspired and motivated by the way people are embracing the project.

Contact Details

Lesbian and Gay Anti-Violence Project, ACON, Project Co-ordinator Nancy de Castro

e: ndecastro@acon.org.au p: 02 9206 2030 m: 0400 399 237 f: 02 9206 2069

34. The Shared Services Sandbox

Presenters: Morri Young

Abstract

Can SME NFPs build a shared Back Office?

A workshop to determine what would it take for small-to-medium nonprofits to collaborate to build a shared back-office which delivers economies of scale, quality infrastructure and efficiency.

Back office services are the parts of the business which support the main game. All NFPs have a mission and a cause, but need good finance, HR, technology, administration systems to support the programs. Large NFPs have robust and well resourced back offices, whether they are in-house or out-sourced. These back-offices help the NFP to raise money (government or philanthropy) and spend it on programs, with efficient reporting and management systems.

Small-to-medium NFPs are going to continue to get crushed by big agencies unless they get efficient at receiving and spending funding. By taking advantage of technology, and getting organised, SMEs can leapfrog the large agencies and deliver nimble and responsive services which provide substantial "bang for the buck".

The hypothesis of the presentation is:

1. SME NFPs will not be able to become efficient without collaboration, and this isn't going to happen unless and until SME NFPs take control of the way that collaboration is built and rolled out. No one else has an interest in building it for them.
2. There is good technology which suits the size and needs of SME NFPs; but where and what is it? Lets decide what we need and then find the technology which suits us (not the other way around).

3. Not all back office services can be shared. What are the conditions which would make it work?

The presentation is intended to be a hands on discuss and design experience. With luck and good intentions, we will build a model of collaboration around shared services which will cover

The types of services to be shared

The management of the services

The governance of the model

The financial model behind it.

And from this workshop, we can possibly start a movement of SME NFPs taking control of the business-side of delivering their missions.

Presenter Bio



Morri Young will start the conversation with the participants. Morri Young has been working in community services for a long time, and was building social enterprises before they were cool.

He and his partners run Matrix on Board, which is a financial capacity building company, delivering services across Australia.

Matrix on Board can be found at <http://www.mob.com.au>

37. Youth law and ICT

Presenters: Annie Davis and Dave Bourbon.

Format: Oral paper

Abstract

Youthlaw is a free statewide community legal service for young people up to 25 years of age. We have 4 lawyers and limited funding. This year we developed a webcam online legal service called Youthlaw Online. It connects our lawyers in Melbourne with young people throughout Victoria in places such as Seymour, Cobram Hastings, Rosebud and Yarra Valley. It's like skype and also has document sharing capacity.

We have also recently developed a legal advocacy campaign in response to complaints by young people about their treatment by Authorised officers(ticket inspectors). Campaign Respect is a youth led campaign using Twitter, Youtube, Facebook to document the experiences of young people and bring about change.

Presenter Bios

Annie Davis

Annie is Youthlaw's online lawyer. She assists youth centres to set it up and is one of the lawyers who provides advice online. Annie previously worked at Victoria Legal Aid as a criminal lawyer. She was attracted to the innovation and broad advocacy that An independent small NGO like Youthlaw offers. She also works at VLA on their phone advice line.

Dave Bourbon

Dave is a social policy research student at RMIT. He is a founding member of Campaign Respect. He is volunteering with Youthlaw.

38. You never write anymore! Why the e-newsletter is still your best (neglected) friend.

Presenter: Brett de Hoedt

Format: Workshop

Abstract

A practical guide for NFPs to creating, upgrading and utilising the humble e-newsletter. The presentation looks at selecting a web-based technology provider, building bigger databases, realizing the unique possibilities e-newsletters provide, creating interesting content and analysing the statistics. The presentation looks at e-newsletters by various Australian NFPs enabling participants to learn from others' trials and errors. This presentation is made on the basis that NFPs needn't embrace sexy new web 2.0 technologies such as Twitter before they make the most of tried and tested web 1.0 technologies.

Presenter Bio

Brett de Hoedt established Hootville Communications in 2000 to service the Australian NFP sector. The former radio, print and TV journalist and his team of four develop websites and / or e-newsletters for many NFPs including Yooralla, Mental Illness Fellowship Victoria, Gould League, Green Steps, Hepatitis C Councils NSW and Victoria and Safety House Association. They also create 450+ media hits a year, edit marketing materials and help organisation campaign on issues ranging from homelessness to disability employment. Brett presents, chairs and provides training to dozens of groups around the country each year. Testimonials: <http://www.hootville.com/testimonials.shtml>

39. Social Networking? Considerations, Policies and Procedures for Social Networking sites in not for profit organizations.

Presenters: Nadine Toussaint

Abstract

In tough times, the use of social networking sites such as Facebook and Twitter appeal to many not for profit organizations in an effort to get their message out and drum up support at relatively little expense. However, the cost of using such technologies, with out well thought out policies and procedures, may out way the benefits.

How do employers ensure appropriate use of social networking technologies within the workplace? Some encourage the use of social networking sites by their staff while others have a blanket ban.

How do we, as organisations, negotiate the boundaries between staff, volunteers, funders and clients in social networking environments? Some organisations are successfully running Facebook groups, or similar, with no consequence while others have hit against a number of issues from breaches of confidentiality to online harassment.

There is no denying that social networking sites are now a part of our everyday experience, but how we incorporate them into the daily running of our organisations poses a number of complex questions. This session aims to discuss some of the issues organisations may need to consider when developing policies and procedures for the use of these technologies.

Social Notworking:

The practice of spending time unproductively on social-networking websites, especially when one should be working. – (www.urbandictionary.com)

Presenter Bio

Nadine Toussaint

Nadine Toussaint is the Social Marketing and Design Officer for the WA AIDS Council.

40. Karenza Louis-Smith Taskforce film festival

41. Social Corporate responsibility

National Australia Bank – abstract to come.

42. ICE: 'Social Entrepreneurship for Community Sustainability'

Presenter: Gary Paramanathan

Abstract

This session will focus on Creativity and Social Entrepreneurship in the community sector. In particular the session is a discussion on the Create Media! Project which is a digital media training and incubation project for newly arrived refugees and migrants in Western Sydney.

Project Coordinator Gary Paramanathan will discuss the design and intention of project, the partnerships created and the potential success stories from the project. A participant will also present at the session, speaking of their experience of Create Media to date. The session will also discuss opportunities for social entrepreneurship within the community sector, as well as the difficulties faced by refugee and migrant young people when seeking employment and recognition



in the media industry.

<http://ice.org.au/projects/createmedia/>

Presenter Bio:

Gary Paramanathan, Information & Cultural Exchange

43. The politics and sustainability of participatory media with young people.

Presenter: Enda Murray

Abstract

I recently completed two years on an Australia Council Fellowship looking at making media with young people and one year of that was spent in Europe looking at examples of best practise in Community Media over there and in particular looking at participatory media with young people where artists work collaboratively with young people.

The most interesting projects I encountered included: 'Sharp Focus' (Young people using video for conflict resolution in Belfast and Derry. This was a project funded by the European Fund for Peace and Reconciliation).

The L8r project by Hi8us in Birmingham. (Young people using the web for interactive role play to teach health education skills to teenagers.)

UK Sound, London. (Using a broadband music channel to work with disadvantaged black kids in the East End so that they could tackle issues of knife and gun crime.)

My paper will talk about these projects using clips from the programs and extracts from interviews with the producers to make a contrast between participatory youth projects in Europe and Australia.

Some of these projects were part of Inclusion Through Media - a £6.5 million EC funded project to use media to empower marginalised people in their communities. The impetus for this initiative was the fact that in 2001 and 2005, voter turnout for general elections were below 50%.

Our current media model is one of top down from the big media companies to the broader population not a conversation but a oneway movement of information.

Amartya Sen said 'being able to participate in how things that affect you' is part of living a life that is worthy of a human being. I would contend that using devices such as Participatory Media supports communities to enter into a dialogue with wider society and is part of having a working democracy.

Presenter Bio



44 BA, MA

Enda Murray is an award winning filmmaker with 23 years experience in community program making having worked in Ireland, England, Europe, USA and Australia. He has extensive experience in working across activist, community and broadcast video and was a producer for the seminal UK video activist group Undercurrents in the early 90's.

Enda Murray's latest productions were the Australian Arab short feature comedy, Jammin¹ in the Middle E and the accompanying documentary called Habibi Jammin¹. He has vjayed in dodgy venues and muddy fields from Wolverhampton to Woolloomooloo including nights at the Hacienda, Manchester and Glastonbury Festival.

In 2007 he spent a year researching community media in Europe as part of a two year Fellowship with the Community Cultural Development Board of the Australia Council for the Arts. He is currently studying for a PhD at UWS.

www.virusmedia.com.au

44. Creating a space for public policy engagement online

Presenters: Amanda Lawrence, Managing Editor

Abstract

Australian Policy Online is an open access public policy library and news service. In 2009 the site migrated to a new content management system and is now preparing for further developments that will allow greater reader participation. Using social media technologies we are looking at how the site can facilitate conversations across and around the many resources it contains. And investigating what resources the public policy community needs in order to make the best policy decisions.

Australian Policy Online (www.apo.org.au)

46. iLink therefore i am - Web 2.0 as an engagement strategy for WIRED community @ Collingwood.

Presenter: David Mejia

Abstract

Social Networking and other web based services such as a whole- of- community website has tremendous health and wellbeing benefits, not only in the traditional notions of what it means to be healthy but on the broader concept of health encompassing things like reducing isolation, mental wellbeing and depression.

Social Networking has been a great tool for disadvantaged communities, particularly those from refugee or migrant backgrounds enabling them with a relatively easy and simple mode of sharing communication such as photos with loved ones who may be far away. While the technology is widely used and easily available there exists an issue of equity and accessibility for those from disadvantaged backgrounds. Equity in regards to the fact that there exists quite a substantial set up and maintenance cost to enable someone to have good reliable internet access in their home and accesability in the way that someone from a disadvantaged background may not have the technical or linguistic knowledge required to have an online presence.

This presentation will aim to show how these problems have been dealt with in relation to Australia's largest digital inclusion venture the WIRED community @ Collingwood project in Melbourne.

Presenter Bio

David Mejia- Canales

Community Engagement

WIRED Community @ Collingwood

www.collingwood.vic.au/blog

Follow on Twitter: WRDcollingwood

Facebook: WIRED Community @ Collingwood page

47. Beyond Email

Presenters: Jurgen Schaub

Format: Oral Paper

Abstract

Over the past ten months, Infoxchange Australia has been asking Community Service Organisations about their use of communication technology. Three online surveys, over 100 site visits and several reports later, we can now share these results and our recommendations with a wider audience.

This survey program, MeasureIT, is a joint initiative of Infoxchange and the Victorian Department of Human Services. MeasureIT aims to advise small to medium-sized community service organisations on their information communication technology needs; and to provide recommendations for each organisation to make more efficient and effective use of technology.

This presentation will detail the results of this survey, offer interpretation, speculation and further questions. We will identify some of the major issues facing CSOs around Victoria, and present the beginnings of the solutions to these communication issues. These solutions include many next-generation "web 2.0" tools like online networks, cloud computing, shared services, information sharing, blogging and microblogging. Importantly, we will also discuss some strategies to implement these new technologies.

It's a wide-ranging presentation, and you'll leave armed with some inspiration, tools and ideas to start making a change in your organisation.

Relevant Web Links

<http://www.infoxchange.net.au/>

Presenter Bio



Jurgen Schaub is Infoxchange's Senior Technology Officer. His career in technology started 15 years ago working with a government agency for disabled students in his native Canada. Since then, he's started two technology enterprises (one in Canada and one in Australia), consulted for investors, helped other startup companies start up successfully, hosted a series of "geek-oriented" technology industry parties (for research purposes), and worked as a kitchenhand. In addition to his work with Infoxchange, he's an active volunteer at PBS community radio.

48. Sustainable Health Information: The use of a touchscreen kiosk network in Indigenous communities across Australia

Presenters: Anita Jones

Format: Oral Paper

Abstract

HITnet promotes health and wellbeing by creating and sharing new media information to empower individuals, and families in disadvantaged indigenous communities across Australia. HITnet is an ICTD program that merges a network of touchscreen kiosks, content management software and web services with community development. Interactive flash files contain music, stories, images, art, animations and serious games, all developed with communities and researchers to address the health concerns of communities.

HITnet's novelty and success lies in the mash-up of health information and locally produced content with simple, robust technology creating an autonomous learning experience and mechanism for sustainable health information delivery.

Relevant Web Links

<http://www.hitnet.com.au>

Presenter Bio

Anita Jones

Anita is the New Media Manager for the National HITnet Development Program. She scans for emerging technologies which will provide new delivery methods for content into communities. She is also involved in the development of new content with Indigenous communities.

49. Building communities around Community: Encouraging local citizenship to increase sustainability

Format: Oral presentation

Abstract

The discussion around climate change, sustainability and the environment has become highly politicised and often contentious, with comments and interaction plagued by shrill bickering that alienates the very audiences that environmental advocates most need to access, i.e., those who are not yet decided about their responsibilities and values around sustainability. With the **live local** project, we saw an opportunity to reach those audiences through a community built around neighbourhoods and local living. This approach neatly avoids much of the divisive subject matter – the need for healthy, vibrant communities is one shared by all – but still privileges and champions the type of behaviour and values that will have positive environmental impact. In this presentation we'll explain the thinking behind the project in greater detail, and discuss some of the methods we've employed in the social media space to nurture and support this nascent community.

Relevant Weblinks

<http://www.livelocal.org.au>

50. How Greenpeace uses social media

Darren Smith abstract to come

51. Environment plenary

Karl Mallon abstract to come

52. Keynote: De-tooling Technology: networked computing as an environment, purpose and medium for social action.

Presenter: Associate Professor Matthew Allen

Abstract

This presentation begins with a contrast. On the one hand, network technologies are very desirable for social action, allowing activists to achieve more with less, more quickly and with broader impact. They are tools which help greatly. On the other, the very advantages they bring are bound up with the cultural logic of contemporary capitalism, obsessed as it is with squeezing increased productivity from every last resource at its disposal – natural or artificial, human or

otherwise. This contrast alerts us to the need to look beyond network technologies as the easy solution to every problem, and focus instead on the human relationships which might be enabled by them, but for which technology never completely account. As the remainder of the presentation will outline, this focus on relationships requires us to ‘de-tool’ information technology: to think of it as something other than a fix for problems to be picked up and put down at will. Rather, it is more valuable to think of networked computing as part of the *environment* within which social action can occur; often an important *purpose* for social action; and as a *medium* which nurtures expression and engagement of self and belief. Ultimately, there is only a fine line between exploiting technology and exploiting people: social action in a network society can avoid stepping over this line by recognising the symbiosis of people and computers that together enables us to work productively for change and development.

Presenter Bio

Matthew Allen is the founding head of the Department of Internet Studies at Curtin University of Technology. An eclectic thinker, researcher and writer on various aspects of the Internet’s growing significance in our society, Matthew is also nationally recognised leader in the use of the Internet for education. Before becoming institutionalised in the academy, he was prone to attending demonstrations, blocking traffic, shouting through megaphones and banging cymbals together. Some of what Matthew has been doing can be found at <http://netcrit.net>.