# Making a **splash** in the digitalpool

www.annualreport2011.infoxchange.net.au

**Australia**
## Infoxchange
Technology for social justice

**Technology for Social Justice** creates social equality and opportunity by empowering people through access to information technology and enabling the exchange of information and ideas. To view our e-video annual report* go to www.annualreport2011.infoxchange.net.au

*Technology for Social Justice* (vertical sidebar text)

## Chairman's report

I am very proud of the significant impact Infoxchange achieved across 2011. Of particular note in 2011 are our achievements assisting not-for-profits (NFPs) and community organisations to use information technology to deliver their services more efficiently.

With support from the Victorian Government we have developed iTaNGO or IT awareness for NGOs, providing a suite of helpful IT resources online.

Our Client Relationship Management (CRM) system for NFPs, developed through our partnership with Microsoft, is now available and is being used by organisations across the sector.

We also delivered, in a very short timeframe, a major project for the Australian Institute of Health and Welfare. The Specialist Homelessness Information Platform (SHIP) provides important homelessness data to government and an effective case management system to over 1200 organisations supporting the homeless across Australia.

Looking ahead, 2012 presents a range of challenges and opportunities for Infoxchange.

We have received Commonwealth Government funding to support the establishment of an exciting new software testing enterprise utilising the unique talents of those members in our community with Asperger's Syndrome.

Operationally we have the challenge of relocating our head office in early 2012, as our lease has expired at our Abbotsford location.

Much more significantly, Infoxchange's founder and Executive Director, Andrew Mahar, announced his intention to step down in early 2012. We have worked with Andrew for nearly a year to plan this transition and is confident that we have the right strategy and management team in place to ensure that Infoxchange continues to achieve its mission as we search for Andrew's replacement.

There will be a number of opportunities in coming months to acknowledge Andrew's incredible contribution to social justice through information technology, but for now, I just wish to say congratulations to Andrew for creating an amazing organisation that is in excellent health financially and very well positioned for the next 20 years.

Finally and most importantly, I would like to thank my fellow board members and the entire team of employees and volunteers at Infoxchange for their incredible effort across 2011.

*Lee Wapling – Chair*

## Executive Director's report

Technology for social justice remains at the heart of our work.

Infoxchange started in 1988 in a garage in Springvale in Melbourne's south-east, with a $2,000 social-justice grant, to look at how to streamline homeless people's access to crisis accommodation beds.

Infoxchange has been recognised in Australia and internationally as a creative social enterprise delivering on the vision of Technology for Social Justice. This year, Infoxchange won both the Victorian and the National Australian Information Industry Association's iAward for our work on e-Inclusion and recently were Highly Commended in the Australian and New Zealand Internet Awards for our work connecting low-income communities.

The Infoxchange story makes one thing very clear: digital inclusion is a complement to promoting and sustaining a democratic society.

Digital inclusion is a key to social inclusion and is a strategy that nurtures a civil society.

It is a strong philosophical claim to assert that digital inclusion is a means of sustaining democracy and nurturing civil society.

Even without such a grand claim, however, lesser claims for digital inclusion are quite profound.

A digitally inclusive society:
» improves living standards
» meets social needs
» eliminates social exclusion through the accumulation and sharing of knowledge for creativity, innovation and production
» uses networking as the central principle of cooperation essential for further societal growth.

Having a digitally proficient community sector can:
» improve the opportunity for the homeless to get better access to a bed
» enable the person seeking respite to find time out
» enable the unemployed to find a job
» enable the hungry to find a meal
» enable mental health sufferers to find peace.

After twenty-three years, this is my final report as Founding Executive Director of Infoxchange Australia. I am extraordinarily lucky to have been able to make a contribution to the building of a fair, equitable and just society. Infoxchange is well placed both financially and through its clever and creative staff team to continue to make a significant contribution to civil society.

I thank you all

*Andrew Mahar – Executive Director*

## Digital Inclusion

Infoxchange's Digital Inclusion Initiative is a whole-of-community effort, designed to eradicate the digital divide by providing access to computer hardware, software, affordable internet and user support for residents of low-income and disadvantaged communities.

Grassroots community action is a key focus of our work. We have continued to support the two large 'wired' public housing estates in inner Melbourne as well as creating a 'wireless mesh network' in a public housing estate in Melbourne's inner east. In partnership with Darebin City Council, we have created a 'wireless hotspot' in a low-income area of Reservoir. These projects focus on affordable access and empowerment of disadvantaged communities.

Australia is facing economic and social challenges we have not seen for several generations; the need for grassroots support of the most disadvantaged communities has never been greater.

Digital inclusion does not simply mean 'connecting everyone to the internet'.

Digital inclusion is about affordable access to information technology, economic development of disadvantaged communities, increasing user IT skills, the creation of relevant web-based content and the inspiration of local communities to lifelong learning.

Digital inclusion is about improving the quality of life and life opportunities of socially excluded people.

Digital inclusion is essential if we wish to achieve social inclusion in 21st century Australia.

It is critical to recognise, however, that for many disadvantaged people, affordability is the ultimate barrier, and that equitable, universal access will not be achieved without recognition that the market cannot provide for all without deliberate and considered intervention.

Given this, a key focus of Infoxchange's work in this area will focus on ensuring that affordability is a key deliverable of the National Broadband Network. Infoxchange will be calling for the establishment of a social enterprise with a mission to ensure that every Australian who wants to participate in the digital economy is able to do so, irrespective of income, ability or location.

This social enterprise should be able to gain access to NBNCo networks at a price point that would ensure health-care-card holders are not paying more than $10 per month for a basic internet service. It would focus on providing a quality service that would allow people to participate, find a job, and access government and related community and business services.

## Online Services

It has been another exciting year for Online Services, delivering on our social objectives to raise the level of digital proficiency and improve the efficiency and effectiveness of not-for-profit health, welfare and community organisations.

The demand for our web-based applications has grown significantly during the year with over 3000 organisations now using our products, including our S2S service coordination suite and our SRS client and case management system. This growth has led to an expansion of our implementation, training, development and support teams to service our growing customer base across the country.

Our SRS product was the basis for a new client and case management solution for 1200 homelessness agencies supporting the Australian Institute of Health and Welfare's new Specialist Homelessness Services data collection. This saw the entire organisation successfully deliver a project that has been well received by the sector.

The ServiceSeeker online directory of health, welfare and community organisations continued to grow during the year, now with over 265,000 records making it the largest and most extensive directory in the sector.

Our community jobs board, JobSeeker, had a record number of postings for jobs in the health, welfare and community sector and was the most visited of Infoxchange's websites.

SocialDesign has expanded its range of web and graphic design services to include social media strategy and social marketing. As a result of growth during the year, we've welcomed a number of new members to the team.

The ICT Services team has also been growing and is now offering a number of new services to the sector including remote management capabilities, ICT planning and cloud-based services.

We have also been planning for the future. One of the significant projects during 2011 was a partnership with Microsoft to build a suite of cloud-based applications for the sector including a CRM, specifically for not-for-profits, and communication and collaboration tools based on Microsoft Office 365. These are real game changers for the sector, making business grade applications available at a fraction of the traditional price points.

We were also successful in gaining seed funding to establish a software testing firm. In partnership with Social Firms Australia and Alpha Autism, we will be launching a new initiative in the coming year to provide software testing services for the sector, leveraging the unique talents of people with Asperger's Syndrome.

We were fortunate to welcome some outstanding new staff to our team during the year and are proud of our achievements. We are looking forward to another year delivering on our mission of Technology for Social Justice.


The 2011 iAWARDS — National Award Winner


Microsoft Partner Network — MAPA 2011 FINALIST — Dynamics Customer Relationship Manager (CRM) Partner of the Year

## AppPac4nfp
Packaged cloud applications for the sector
*An Infoxchange enterprise*

The collaborative work practices between Online Applications, SocialDesign, ServiceSeeker, ICT Services and the applications development teams has created the working environment to successfully roll out new projects.

### S2S4community

The S2S system is an innovative solution for community service organisations to increase their efficiency by streamlining workflow for the benefit of clients.

Our data suggests that applications such as e-Referral have improved efficiency by approximately 64% and made it easier to access clients' information and referral records centrally.

The launch of the RespiteSeeker application and new eCare Planning module, have been a major focus of the team this year. The Online Applications team has continued to receive positive feedback about our support services from the sector.
www.info.s2s.org.au

### SRS4providers

Service Record System (SRS) is an online client management system designed specifically for the human services sector. SRS enables organisations to record information regarding individuals and families receiving support. It also generates reports to assist with managing service delivery and assist with reporting requirements.

In July 2011 the Online Applications team rolled out the Specialist Homelessness Information Platform (SHIP) application to 1200 homelessness agencies across Australia, supporting the Australian Institute of Health and Welfare's new Specialist Homelessness Services data collection.

The dedication and team spirit of everyone involved, ensured the project was delivered successfully and on time with implementation in the homelessness services sector.
www.info.s2s.org.au

### CRM4nfp

In 2011 we completed the development of a CRM solution for the not-for-profit sector.

Working with Microsoft and foundation partners, the Benevolent Society, Greatconnections, Impact Support Services, Jobs Australia and Travellers Aid Australia, we've developed an affordable cloud-based solution designed to improve the efficiency and effectiveness of not-for-profit organisations in areas including contact and member management, volunteer management, donations and pledges, campaigns and event management.

We were recently awarded both the Victorian State iAward and National iAward for our work on this solution, which honour companies at the cutting edge of technology innovation across the industry. We were also a finalist in the Microsoft Australia partner awards as Dynamics CRM partner of the year.
www.infoxchange.net.au/crm4nfp

### Applications Development

Infoxchange's rapidly growing team of web application developers has produced 178,843 lines of code this year, fixed 110 bugs and implemented 150 user stories with a total weight of 408 story points. In layman's words: we've written a lot of software!

The software we develop contributes to Infoxchange's mission of empowering people and achieving social justice outcomes. This year we've made a significant impact by: enabling more efficient and effective data collection through the new Specialist Homelessness Information Platform (SHIP); facilitating the Respite Seeker application; and facilitating better collaboration among community health services through continuous enhancements of our eReferral and eWaitlist applications.

We've also made important changes in the way we do this. We are now closely following an agile development methodology, estimating stories in points, releasing more frequently and developing automated tests for new code.

In 2012 we aim to continue to refine our methodology, and get into the space of mobile app development. We're also planning the redevelopment of Infoxchange's Service Seeker application and opening up of some of our applications through public APIs.

## ServiceSeeker
Community directories
*An Infoxchange enterprise*

ServiceSeeker (SS) is Australia's largest directory of community, health and welfare services. The directory increased by 6% during the year with 14,907 new records being added to the system. At the end of June 2011 SS contained 267,735 records that are maintained by eleven people to ensure the accuracy and presentation of its records.

Customised ISS directories in web or print format have been developed for local governments and local networks. The ISS received more than 500,000 searches during the year and had almost 160,000 unique visitors to the site.

The ISS team increased the number of customised directories and data-management services using the ISS data. These extended the directory further in Queensland and Western Australia.

Next year, work will be completed to improve the efficiency of the update system. Development work on the ISS interface will also be completed to ensure it is using the latest technology available and suits today's needs for our users.
www.serviceseeker.com.au

## ICTservices
Making information communication technology easy
*An Infoxchange enterprise*

The ICT Services Team provides critical infrastructure and networks for Infoxchange, hosting for its external clients and web applications, and networks for community projects. Systems completed major projects such as an infrastructure overhaul for our web applications, new community wireless projects, backhaul upgrades at the public housing estates and a rollout of new cloud projects for the not-for-profit (NFP) sector.

For the Specialist Homelessness Information Platform (SHIP) web application project, Systems undertook an overhaul and redesign of the Infoxchange cloud application serving infrastructure. With up to 1200 social agencies around Australia accessing the system everyday, the new infrastructure paves the way for new architectures and the future sustainability of the systems at Infoxchange.

The year also saw the rollout of new wireless networks for the Wired@Wattle Hill project, which provides low-cost internet access to communities in Melbourne's inner east, a model for future community low-cost internet projects in the coming financial year.

The ICT Services Team also provides services to the community sector, such as MeasureIT, an ICT consulting service to help not-for-profit organisations manage and improve their use of ICT. This year also saw improvements in ICT Services' service delivery, helping move many NGOs into the cloud with BPOS/Office365, streamlining remote support and maintenance, and extending ICT consultancy to migrate NGOs to newer technology.

Infoxchange partnered with Microsoft on a project to train three NFP organisations in the Asia Pacific region to deliver MeasureIT audits in their respective countries. MeasureIT audits have also been delivered to the Regional Sports Network of Victoria, and the ICT Services Team has expanded delivery to the NFP sector of ICT support services, along with consultancy services with a focus on cloud technologies.
www.ictservices.infoxchange.net.au

## JobSeeker
Australia's online community employment gateway
*An Infoxchange enterprise*

JobSeeker is an online employment classifieds website operated by Infoxchange which specialises in community and not-for-profit jobs. The site lists over 500 jobs each month and attracts over 1500 job seekers each day. It is currently one of Australia's leading not-for-profit community service employment sites.

While having started out as a Victorian focused service, JobSeeker today has a national reach and over the next twelve months we aim to build it into a nation wide service. This work is being undertaken in partnership with organisations based in other Australian states to allow the development of a not-for-profit network delivering services to the sector.

As part of this strategy a major redevelopment of the JobSeeker application has been planned to enhance usability, add requested features for job listers and job seekers. As part of this strategy a comprehensive review of the business model, competition and feature requirements was undertaken.
www.jobseeker.org.au

## SocialDesign
Community sector web and graphic design services
*An Infoxchange enterprise*

The SocialDesign team approached the year with three key objectives, to enhance our communications services to the community sector and grow our client base, to build on the suite of communications tools to support the marketing of the Infoxchange brand and to implement a social media strategy across the organisation.

These objectives were achieved with many large-scale projects across websites, branding workshops, brand identity development and implementation, communication strategies, social marketing and annual report production. The Infoxchange brand continues to grow and communicate with a strong visual presence in the community. The implementation of a social media strategy across the organisation has commenced.

Over the next 12 months, SocialDesign plans to further develop our communications using additional tools and expertise to underpin and extend our current services to assist the community sector to communicate their voice and broaden their reach.

Key to this objective is to continue to build brand awareness and the profile of all Infoxchange services across Australia.

SocialDesign's Web Services developed over 40 websites in the year, for a wide range of community service organisations and government departments. These sites have been purpose built for respite centres, childhood language and learning centres, carer and disability networks and for travellers in need of assistance.

We introduced an agile methodology to the work practices along with production workshops and story writing to gain a greater understanding of project requirements.

In the next phase of our development, we aim to create faster more functional and accessible websites and continue to develop our team's technical knowledge and understanding of design trends and will raise the benchmark for generating clear, effective and engaging communications using design and digital technology.
www.socialdesign.infoxchange.net.au

## greenPC
Affordable computers
*An Infoxchange enterprise*

GreenPC has been at the heart of Infoxchange's digital inclusion strategy for 10 years, assisting 35,000 individuals and households to gain access to affordable technology.

GreenPC remanufactures end-of-life computers and laptops that are donated by government and corporate organisations. Microsoft has been a long-term partner accrediting Green PC as a Microsoft Approved Refurbisher.

GreenPC has provided employment and volunteer positions for people seeking opportunities to gain work experience and return to the workforce. Over the past 10 years, more than 400 formerly long-term unemployed people have been able to return to work or gain work experience through the GreenPC program.

In 2011, GreenPC has supported a number of Infoxchange digital inclusion initiatives including providing remanufactured computers to the Wired@Wattle Hill that has enabled low-income households in Melbourne's inner east to participate in the online world at home through a wireless mesh network that provides internet access for $10 per month.

GreenPC also supports InfoTimor, an IT based social enterprise in Timor Leste. GreenPC ships suitable technology to this enterprise where a team of young Timorese people refurbish and distribute these computers across Timor Leste communities to provide access to affordable technologies.
www.greenpc.com.au

## LanguageFactory
Interpreting and translating services
*An Infoxchange enterprise*

Language Factory works with residents of public housing estates, using their linguistic and community-related skills to provide pathways to interpreting, translating and bilingual community worker employment opportunities.

This year the successes for Language Factory included a total of 1,082 contracted hours of interpreting and translating services were provided by public housing estate residents to service the diverse language and communication needs of the community sector.

Language Factory will continue to build partnerships with other public housing estates across Victoria and provide training to residents to broaden their education and employment opportunities. Language Factory is also aiming to seek partnerships to provide scholarships enabling public housing residents to become NAATI accredited.
www.languagefactory.org.au

## yarraReporter
Grassroots community journalism
*An Infoxchange enterprise*

yarraReporter is a civic journalism training program giving public housing estate residents in the City of Yarra the skills and means to publish stories that matter to them and their communities.

Through the financial support of Portland House Foundation and the City of Yarra, this project is building skills, capacity, social contribution and leadership among residents, through local news gathering, interviewing, writing, editing, video and internet-broadcasting.

Since the inception, 40 residents have been engaged with the pathways training, and continue to develop content for the website and other publications. This builds the capacity of residents to tell their stories and thereby build community capacity and resilience.
www.yarrareporter.org.au

## InfoTimor
Tecnologia ba justisa sosial
*An Infoxchange initiative*

InfoTimor is the first social enterprise with a focus on IT in Timor Leste. Established in 2006, InfoTimor has been working to build the IT capacity of the Timorese people. InfoTimor shares the mission of Infoxchange – Technologia ba Justisa Sociál.

To achieve its mission, InfoTimor operates a computer refurbishing business in the districts of Baucau and Suai, delivers internet services using satellite and wireless mesh networks, runs Certificate-level IT training based on Australian standards and is working with the Government of Timor Leste to develop and deliver an appropriate national IT qualification framework. InfoTimor also provides an IT support service to assist people who have technical problems.

InfoTimor is proof that the social enterprise model can be an important part of building local economies and assists communities to participate in a digitally inclusive society.
www.technology.tl

*This poster constitutes a summary of the Infoxchange Australia 2010/11 annual report. To view the full version please visit www.annualreport2011.infoxchange.net.au

Buy an affordable GreenPC computer — 9418 7400 — Technology for social justice

**Made@Infoxchange Australia**