Annual Report 2013

Infoxchange

"Infoxchange is leading the way in providing technology to the not-for-profit sector and creating a more digitally inclusive society"

Chairman's report

This last year has been one of significant achievement with Infoxchange continuing to support the spread of digital inclusion and helping to increase the digital proficiency of the not-for-profit sector.

Some of the highlights of the year are:

» Our activities in improving the efficiency and effectiveness of ICT capability in the not-for-profit sector increased. The ICT Services team continued to expand in Australia and, over the last year, has established a significant presence in New Zealand with the support of the NZ Ministry of Social Development and Microsoft.

» There has been continued growth in our suite of Online Applications which have been designed to streamline workflow and improve service coordination in community service organisations. We are now servicing over 3,500 not-for-profit organisations across Australia and New Zealand.

» The development of new initiatives within the Digital Inclusion team means we will have a national impact and ensure access and digital literacy skills are available to the broader community.

» Infoxchange has developed a number of corporate partners, including Microsoft and Telstra, and these partnerships are providing valuable support to our Digital Inclusion and Digital Proficiency agendas.

Infoxchange has continued to develop its overall strategy and the 2013-2015 strategy is focussed on three clear social objectives:

» To increase digital inclusion by assisting all those in our communities to access and efficiently use ICT.

» To raise the level of digital proficiency and improve the efficiency and effectiveness of the community focused sector through ICT.

» To advocate and showcase the benefits of digital empowerment.

In order to help reach these goals we have made investments in our own organisation to increase our development capability and improve our operational effectiveness.

At the end of the financial year, Peter Walton resigned as CEO to take up a position in the International Development sector. I would like to acknowledge the work that Peter did for our organisation during his tenure as we are grateful for his contribution. Infoxchange is very fortunate that David Spriggs has been able to move from his position as Deputy CEO to take over the role of CEO and I am pleased to welcome him into this position.

I would also like to thank Lee Wapling who has stepped down from the role of the Chair after four years of successfully leading the Board through an exciting and challenging time. His work is greatly appreciated.

Finally and importantly I would like to thank all the staff of Infoxchange for the extraordinary work they have done and continue to do in improving Digital Inclusion and Digital Proficiency across the community. This thanks is, of course, extended to all our clients, partners and supporters.

Jonathan Moodie

Jonathan Moodie
Chairman

Chief Executive Officer's report

We had a highly successful year in 2012–13 delivering on our vision of 'Technology for social justice' while at the same time investing in the future of Infoxchange.

One of our goals is to achieve impact at scale across our Digital Inclusion, Digital Proficiency and Digital Empowerment agendas. I'm pleased to be able to report that we have delivered on this across the organisation.

Some of the highlights that are detailed further in this report include:

» Our Service Seeker directory has now grown to over 315,000 records providing a vital resource to the sector as Australia's most extensive directory of health, welfare and community services. The directory received more than a million searches during the year and assists people in genuine need of help due to crisis or disadvantage in their life.

» The Specialist Homelessness Information Platform (SHIP) delivered by Infoxchange on behalf of the Australian Institute of Health and Welfare is now used by approximately 1,200 organisations in the homelessness services sector. In 2012–13 there were 2,110,733 case notes and 36,662 care plans created for 273,472 distinct clients contributing to improved client and case management across the sector and a clearer picture of homelessness within Australia by supporting the Specialist Homelessness Services (SHS) data collection.

» Our CRM4nfp application, which was launched just last year in partnership with Microsoft, is already in use by 85 organisations across Australia. CRM4nfp is helping to improve the efficiency and effectiveness of organisations across the sector.

» Our S2S suite of service coordination products was selected by the NSW Government for the Human Services Network (HSNet) project. The initiative aims to support more integrated services to clients in the human services sector and the solution to be delivered by Infoxchange in 2014 will provide a service directory, electronic referral and forums capability for over 10,000 Non-Government Organisations (NGOs) throughout NSW.

I am also very pleased to report on the progress of our TestIT social firm that provides quality testing services while creating long term employment opportunities for people with Asperger's Syndrome. TestIT continued to grow in 2012–13 supporting the testing needs of Infoxchange projects and developed new external clients including SCOPE, Australian Network on Disability, Deaf Children Australia and Coles.

During the year we have made investments and delivered on key elements of our 2013–15 strategy to support the future growth of Infoxchange including:

» Technology improvements to make our online applications more resilient.

» Strengthening our ICT consulting capability across Australia and New Zealand.

» Building our business systems and processes to support the growing needs of the organisation.

I feel incredibly privileged to be leading Infoxchange and would like to thank our former CEO Peter Walton for his support throughout the year, particularly during the transition period.

I would also like to acknowledge our Board, senior management team and all of our staff – as well as our clients, partners and supporters. It is a great honour to work with you and I would like to thank you for all of your contribution to the work of Infoxchange.

David Spriggs
Chief Executive Officer

Framework for Digital Inclusion
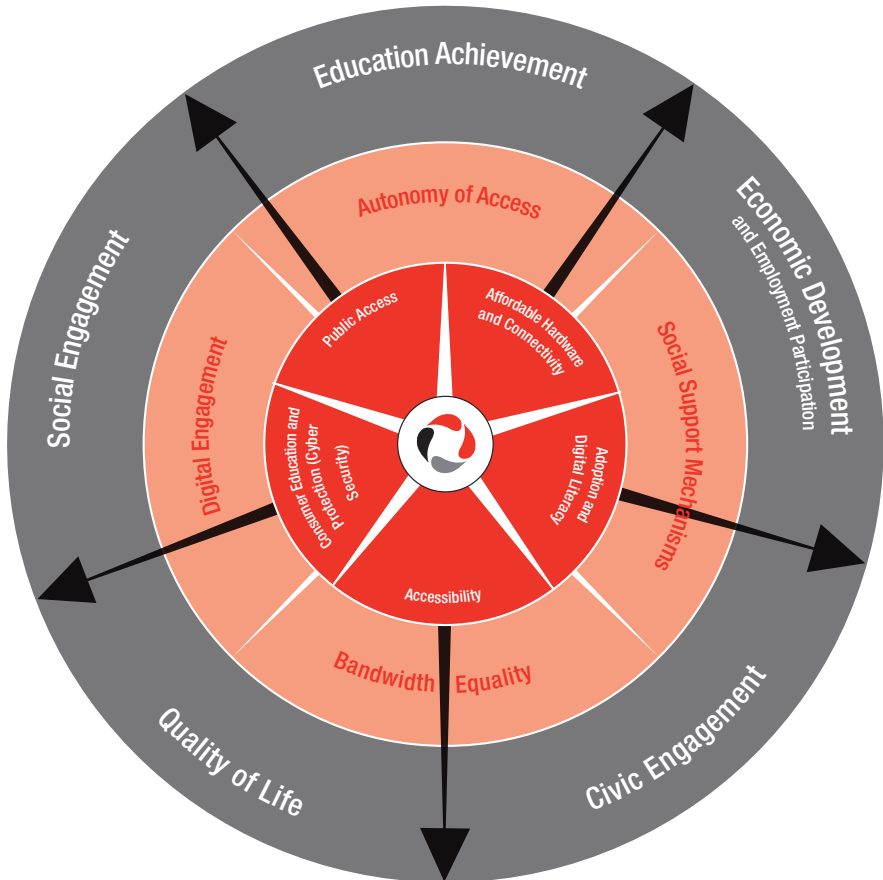
Infoxchange's Digital Inclusion agenda works to ensure no-one is left behind in the digital age. We deliver projects and advocate for affordable and equal access to technology, together with ICT skills development, for all members of our community irrespective of income, ability or disadvantage.

Digital inclusion is one of the major social justice challenges of our time and we believe a coordinated and strategic approach is needed to empower people to fully benefit from the digital world.

Digital Inclusion Initiatives

Infoxchange continues to expand its activities in the area of Digital Inclusion. This includes an increased organisational focus on ensuring communities and individuals have the access and digital literacy skills necessary to benefit from and participate in a digitally connected society.

In 2012–13, Infoxchange appointed two new staff members with the aim to grow new Digital Inclusion initiatives with national reach and consolidate a number of the established activities. Much work has been done in developing both a Digital Inclusion Framework and an associated methodology to implement that framework.

During the year Infoxchange worked to promote an understanding of digital inclusion through activities such as the Digital Inclusion and Disability Forum held at RMIT's DESIS lab in May and developed two white papers funded by Telstra on Digital Inclusion and Digital Literacy.

Work continued on some of the more established Digital Inclusion initiatives including continued support for the Wired projects in Atherton Gardens, Collingwood and Wattle Hill with additional training programs, upgrades to equipment and the establishment of a new hub at Atherton Gardens in Fitzroy. The hub provides residents of public housing with access to training facilities to build digital literacy, support for PCs and the internet services on the estate and access to an employment service provider.

The greenPC initiative continued to deliver affordable refurbished PCs to the community and commenced business planning for the transition to a retail model providing low cost hardware including PCs and laptops. The continuation of LanguageFactory provided interpreting and translation services for the government, health, welfare and community sector.

The Digital Inclusion team also held a number of community events including Photo Walks and workshops for Yarra Reporter and participated in the Harvest Festival at the Collingwood Housing Estate. Funded by the State Library of Victoria, the team undertook a number of community based workshops aimed at improving Social Media skills. These were held at the Collingwood and Richmond housing estate hubs, North Melbourne, Warragul, Ballarat, and Foster.

The coming year will focus on improving digital literacy with disadvantaged groups across Australia and raising awareness about the social and economic impacts of Digital Inclusion.

TestIT

Infoxchange's software testing social firm continued to grow in 2012–13.

TestIT provides quality, independent and cost-effective testing services, while creating long term employment opportunities for people with Asperger's Syndrome.

TestIT was established in 2011 with financial support from the Australian Government, as well as strategic and business planning support from Social Firms Australia (SoFA) and Alpha Autism.

In 2013, the William Buckland Foundation and the R.E.Ross Trust provided additional grant funding to support the development of the team. The Australian and New Zealand Testing Board (ANZTB) also provided in kind support for the TestIT team to participate in the 2013 ANZTB Conference in Canberra, which helped to raise awareness of TestIT's work.

A focus of 2012–13 was to continue to promote TestIT and attract new clients and opportunities. The team were involved in a number of activities including a business breakfast hosted by SoFA, presentations at the Disability and Digital Inclusion Forum and M-Enabling Conference and were featured in a lead article in OzTester Magazine.

The team has specialised in website and web application testing with a particular focus on accessibility testing. Fee for service work increased significantly during the year and the current client base now includes SCOPE, The Australian National Disability Network, Deaf Children Australia and Coles, all of whom have been impressed with the quality of work delivered.

The volume of work is predicted to grow in 2014 with more external clients and through supporting the testing needs of a number of significant Infoxchange projects.

Digital Inclusion:
Empowering all Australians

"The scale of the challenge around digital inclusion and its successor digital equality is a large one and responding to this challenge requires a significant social shift and clearer leadership and coordination…to conquer the digital divide and work towards digital equality, coordination is required to enable replication and aggregation at a greater scale…There is also a requirement for an agreed national plan with clear, measurable targets to get Australians online and demonstrably engaged by 2020 –a 2020 Vision. Achieving ambitious goals around digital equality will not occur if a more targeted and holistic approach is not undertaken and this requires consideration of more innovative public and private sector partnerships that can improve both scale and impact."

Walton, Peter, et al. "Digital Inclusion: Empowering all Australians". Infoxchange White Paper Commissioned by Telstra. 2013.

Framework for Digital Proficiency
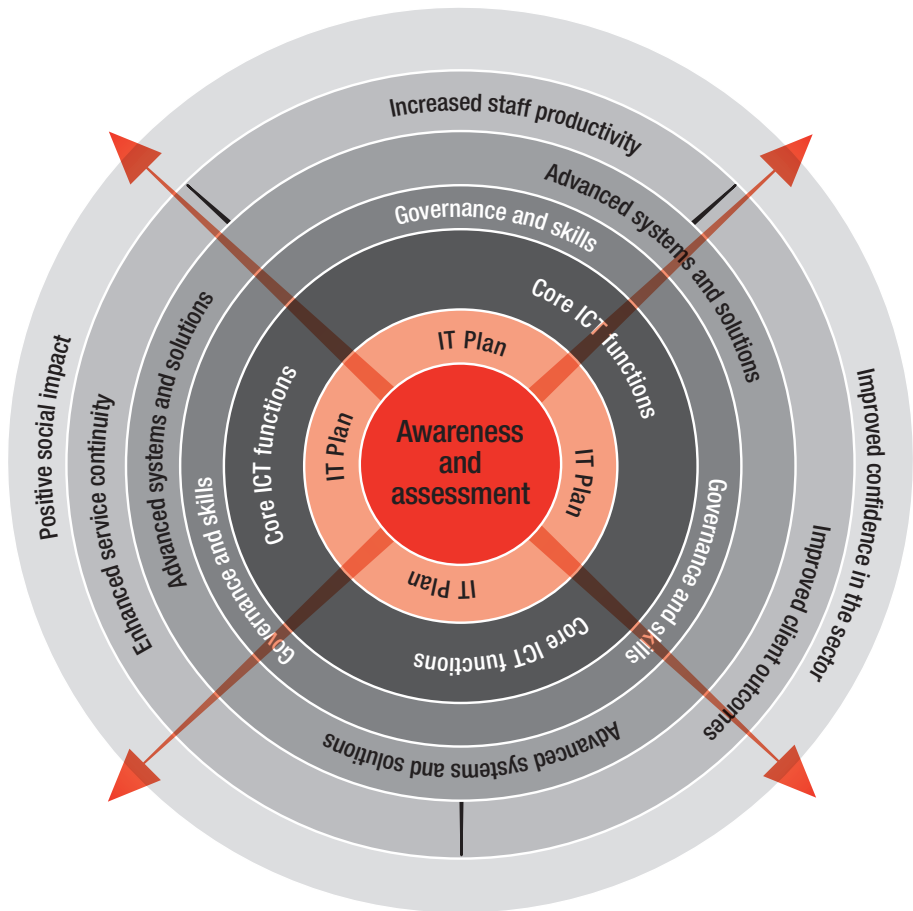
Digital proficiency is the capacity of an organisation to engage with Information Communication Technology (ICT) and improve the efficiency and effectiveness of its work for the ultimate benefit of our communities. Infoxchange's Digital Proficiency agenda works to ensure community focused organisations are using technology to its full potential, resulting in improved service delivery and greater social impact.

Case study:
Building the ICT capacity of Christchurch NGOs

Between October 2012 and May 2013, Christchurch based Non-Government Organisations (NGOs) were given the opportunity to take part in a project delivered by Infoxchange and funded by the Ministry for Social Development (MSD), in partnership with Microsoft, the Greater Canterbury Community Response Forum and the Parry Field Charitable Foundation. The project aimed to build the sector's ICT capacity by providing independent assessment of their current ICT environments and practical plans for improvement.

In this project, Infoxchange developed ICT assessments and plans for 44 NGOs in the Christchurch region, providing each organisation with an independent review of the existing ICT environment and a simple, practical improvement plan. Infoxchange's NGO Digital Proficiency Framework was used to identify strengths and weaknesses in each organisation's ICT environment. All participating NGOs now have a practical improvement plan that recommends how they can use ICT more effectively, reduce risk and improve service delivery. All organisations that particiapted in the project were enthusiastic about the potential for ICT to help them support their community and clients.

Early project impacts and outcomes:

» 90% of respondents described their ICT plan as very good or outstanding.

» 88% of the organisations report having already implemented at least 1 or 2 recommendations and 27% of participants intend to implement 'all' or 'most' of their recommendations.

» Money, time and expertise were identified as the things that would be the most help to implementing the recommendations.

» 100% of participants reported feeling more able to make informed decisions about ICT as a result of their involvement in the project and 83% stated that their understanding of ICT and its contribution to effective service delivery had improved.

The Christchurch project demonstrated that NGOs value independent IT assessments and practical improvement plans. Highlighting that quality, reliable and cost-effective technology can enable improved service outcomes.

Online Applications

SRS – Service Record System is a highly configurable client and case management system designed specifically for the community services sector.

S2S – Service-to-Service provides intuitive service coordination tools including electronic referral and care planning, promoting inter-agency communication and collaboration.

CRM4nfp – A cloud hosted Customer Relationship Management solution developed for the Australian not-for-profit sector by Infoxchange in partnership with Microsoft.

QIPPS – Quality Improvement Program Planning System is an innovative and unique project planning and evaluation system for preventative health and community development projects.

Online Applications continued to grow strongly during 2012–13 with over 3,500 health, welfare and community sector organisations now using our products to improve the efficiency and effectiveness of service delivery across Australia and New Zealand.

Significant new functionality was developed for the Service Record System (SRS), our client and case management application, during the year including over 170 new features and electronic reporting integration with a number of government agencies. The team continued to experience strong demand for new implementations from across the sector.

During the year Online Applications has continued to provide the Specialist Homelessness Information Platform (SHIP) on behalf of the Australian Institute of Health and Welfare. SHIP is based on the SRS application and is used by approximately 1,200 organisations in the homelessness services sector. In 2012–13 there were 2,110,733 case notes and 36,662 care plans created for 273,472 distinct clients in the application contributing to improved client and case management across the sector and a clearer picture of homelessness within Australia by supporting the Specialists Homelessness Services (SHS) data collection.

The S2S service coordination applications continued to grow during the year with 121,605 electronic referral transactions and 12,105 new waitlist entries for packaged care services. The team implemented the S2S eWaitlist system in the Murray Mallee region of SA and piloted enabling access to the Victoria waitlist by HACC services.

S2S was also selected by the NSW Government during the year for the Human Services Network (HSNet) project. The initiative aims to support more integrated services to clients in the human services sector and the solution to be delivered by Infoxchange in 2014 will provide a service directory, electronic referral and forums capability for over 10,000 Non-Government Organisations (NGOs) throughout NSW.

CRM4nfp experienced rapid growth in 2012–13 with 85 organisations now using the cloud based relationship management application developed by Infoxchange in partnership with Microsoft. During the year Infoxchange was selected to provide CRM4nfp to World Vision Australia to support an organisation wide CRM initiative to be rolled out in 2014.

The focus of the QIPPS team during the year has been a major redevelopment of the application with the aim of offering an improved system to manage population health projects in the community services sector in Australia and New Zealand. During 2012–13 over 500 projects relating to population health have been managed in the system.

The quality of our application support has been commended by our customers and partners again during 2012–13. Our application support team assisted over 20,000 users across our applications over the course of the year.

2013

12,105
new waitlist entries

3,500
organisations

121,605
referral transactions

273,472
SHIP distinct clients

2,110,733
SHIP case notes created

Service Seeker

The Infoxchange Service Seeker directory continued to grow at a steady rate during the 2012–13 financial year, maintaining its position as Australia's most extensive directory of health, welfare and community services.

The directory grew by 9.5% with 27,373 new records being added to the system during the year. We reached the milestone of achieving 315,000 records and at the end of June 2013 the directory contained 317,659 records. Service Seeker received more than a million searches during the year and had over 185,000 unique visitors to the site.

During the year 14 people maintained the Service Seeker directory to ensure the accuracy and presentation of its records. The Service Seeker team remained stable throughout the year and staff continued to be employed under telework arrangements.

The Service Seeker data continues to be used in a number of customised directories and third-party databases. Current clients include the NSW Human Services Network, Lifeline, a number of Local Councils, Medicare Locals, peak bodies, coordinating networks, Respite Seeker, S2S and Vacancy Seeker. The data is being used throughout Australia to assist people in genuine need of help due to crisis or disadvantage in their life.

Much focus during the year went into improving the processes across the team, which included team communication as well as efficiencies in our work practices. The team has adopted tools to assist with involving our teleworking staff when they are unable to attend meetings in the office and this has proven to be a great success. Data entry software has been upgraded to increase work productivity and to reduce staff frustration.

The coming year will focus on the development of new search functions and a new interface using the latest technology available to suit our user's needs. Innovative features will be added and a mobile application and mobile website will be released.

2013

9.5% increase

317,659 total records

27,373 new records

185,000 unique visitors to the site

Consulting & ICT Services

Infoxchange's Consulting and ICT Services team more than doubled in size during 2012–13.

With the support of the New Zealand Ministry of Social Development and Microsoft, we had the opportunity to assess the existing ICT environments of 44 not-for-profit organisations in Christchurch, and develop a practical plan to help them improve their use of technology. Of these organisations 90% described their plan as 'very good' or 'outstanding', and the team now facilitates regular forums to help organisations share expertise and learnings to build the capacity of all NGOs in the Christchurch region.

In Australia, our consulting team expanded significantly and had the opportunity to work with a wide range of community organisations across the health, disability, housing, microfinance, arts and children, youth & families sectors. New ICT strategies provided organisations with a plan to get the most of technology over the next few years and ICT assessments identified the strengths and weaknesses in existing environments.

Our ICT Services team also grew by more than 20%, providing critical technology services and support for community sector organisations, upgrading local servers and infrastructure and increasing use of the Cloud to reduce costs and help staff focus on clients and service delivery.

In the coming year, we look forward to expanding our work in Australia and New Zealand by helping not-for-profit organisations to leverage ICT to more effectively improve client outcomes, delivering essential ICT support services and continuing to build digital proficiency in the sector to achieve positive social outcomes.

Digital Media

Throughout 2012–13 the Digital Media team has supported community organisations to boost their public profile, build fundraising and improve their effectiveness through fit-for-purpose digital communications. The team assist community organisations to spread their message in a clear, informative and engaging way through digital media.

The team provides digital communications, web design and development and communication planning services.

In the last year, the focus has been on web design and development services to both grassroots community organisations and at an organisational level across the community services sector in Australia, helping to support our missions to boost digital inclusion and digital proficiency and deliver purpose built websites to a wide range of clients.

The appointment of a dedicated User Experience (UX) Designer has enabled the team to enhance the breadth of Infoxchange's digital media services. This appointment has assisted us to further identify how design, technology and communications can add value to an organisation's work. The team is also committed to continuous learning and has been developing skills and knowledge in the development of responsive design for mobile phones and tablet devices.

The focus of the coming year is to continue developing digital services by offering fit-for-purpose solutions, including strengthening user interface design, content development, social media integration and working with TestIT to provide comprehensive testing of all online solutions.

JobSeeker

JobSeeker has maintained its standing as Australia's leading job board for the community and not-for-profit sectors and strengthened its future direction.

JobSeeker remained strong in a time of downturn for job advertising and uncertainty for community sector organisations in the lead up to the federal election. JobSeeker met these challenges head on and in 2012–13, JobSeeker advertised an average of 400 community sector vacancies per month, received 60,000 visits monthly to the website and reached approximately 78,000 email and social media subscribers (an increase from 2011–12).

To ensure JobSeeker remains competitive into the future, a review was undertaken of the three year strategy in 2012–13. In the coming months, the JobSeeker website will be improved to enhance user experience and accessibility. New features will be added in order to promote inclusive recruitment practices and labour force diversity in the community sector. JobSeeker will become an online portal for people to search for jobs with a clearer understanding of the flexible and inclusive policies, such as telework, offered by community organisations. These developments will give JobSeeker a distinct and compelling value-proposition.

JobSeeker will be looking to further build on its success in the coming year as an innovative and truly useful service for the community sector throughout Australia.

2013

78,000
email and social media subscribers

60,000
visits per month

400
new jobs per month

Digital Empowerment advocates for and showcases the benefits of being digitally engaged, with the aim to ensure the importance of access and proficiency is recognised by key decision makers.

Digital Empowerment

Telework on the national agenda

During National Telework Week, 12–16 November 2012, Infoxchange hosted Teleworkforce – a conference focusing on the impact, benefits and challenges of telework specifically for the community sector. The conference, supported by Senator Stephen Conroy, former Minister for Broadband, Communications and the Digital Economy, KPMG, Microsoft and Telstra brought together community and industry leaders, service providers and teleworkers. A great success, Teleworkforce provoked much thought and discussion on telework in the context of the not-for-profit sector and more broadly, in terms of social inclusion.

Throughout 2012–2013, Infoxchange presented on Telework at a range of conferences including the Digital Productivity Conference held in Brisbane. The conference featured new technologies and practices, such as telework, that are being trialled across Australia via the National Broadband Network (NBN). Peter Walton, Former CEO of Infoxchange, spoke about the potential for telework to be a real leveller by creating work environments in which no one needs to get left behind.

Disability and Digital Inclusion forum

The Disability and Digital Inclusion forum, held at the iconic RMIT Design Hub in May 2013, showcased a range of interesting projects and initiatives with a focus on digital access, the creative use of new technology and emerging opportunities. The presentations included a talk on interactive multimedia artworks to enhance brain injury rehabilitation, technologies to enhance access to information for deaf people, Infoxchange's software testing social firm TestIT and a range of other topics.

Digital Inclusion and Digital Literacy White Papers

As part of an ongoing commitment to digital inclusion, Telstra commissioned a series of white papers to inform their Digital Inclusion Strategy and provide a foundation of knowledge on various digital inclusion topics. Infoxchange had the opportunity to develop two of these papers on digital inclusion and digital literacy entitled: Digital Inclusion Empowering all Australians and Digital Literacy for Lifelong Learning. Both of these papers covered the needs and benefits, reviewed the current levels of digital inclusion and digital literacy and identified best practices and opportunities to address these issues on national scale.

Corporate Services & Financial Report

During 2012–13, Infoxchange made the decision to invest some of its equity into transforming the organisation so that it can grow further over the coming years. These investments included a range of technological improvements to make our Online Applications more resilient, build our business systems, strengthen our business development culture, focus more on our human resources and build an ICT consulting unit to service our not-for-profit clients. This investment has already led to an increase of projects in the pipeline and several large new projects which have now commenced.
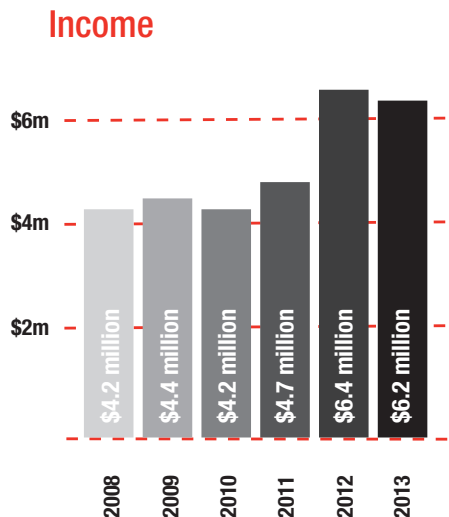
Notwithstanding this investment, Infoxchange finished the 2012–13 financial year in a strong financial position with $6.22m in revenue. The investments described above led to a small deficit of $82k (1.3% of income) for the 2012–13 financial year. The equity position of Infoxchange was also affected by this decision and fell by 4% to $1.80m.

During 2012–13 a number of key initiatives were also implemented by the Corporate Services area and these included the introduction of several new business systems including a SharePoint based intranet and an HR system, the expansion of Infoxchange's work into New Zealand and setup of the infrastructure to enable this, employment of an HR manager, enhanced reporting systems to our management and board and the commencement of work on a new business continuity and disaster recovery plan for the organisation.

These initiatives along with Infoxchange's current and new projects continue to assist us to increase digital inclusion, raise the level of digital proficiency and improve the efficiency and effectiveness of the community focused sector and advocate for the benefits of digital empowerment.

Infoxchange's accounts were audited by Banks Group, Melbourne and a summary version of the audited report is presented in the full annual report. A copy of the audited financials is available to members by request.

Income

Year	Income
2008	$4.2 million
2009	$4.4 million
2010	$4.2 million
2011	$4.7 million
2012	$6.4 million
2013	$6.2 million

About Infoxchange

Infoxchange is a not-for-profit community organisation that delivers technology for social justice.

We work to strengthen communities and organisations, using information technology as the primary tool to create positive social change.

Our mission is to create social equality and opportunity by empowering people through access to information communication technology.

Our services

Infoxchange offers a range of products and services which help to improve the efficiency and effectiveness of community focused organisations - from online applications that assist with service coordination and information and client relationship management, through to ICT consultancy, software and website testing and digital media to enhance communications in the sector.

"We are leading the way in providing technology to the not-for-profit sector and creating a more digitally inclusive society."

To find out more

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