Software Freedom Day Melbourne 2010

Post event report

24 October 2010

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Table of Contents

Executive summary

Software Freedom Day Melbourne was an event held at the State Library of Victoria between 11am and 4pm on Saturday 18th September 2010. The objective of the event was to actively promote the benefits of free and open source software tools (FOSS) – such as GNU/Linux - to the public, including the distribution of installation media, help sheets and associated artefacts. The event attracted nearly $AUD7000 in sponsorship, the majority being a generous $AUD4900 from Multimedia Victoria and the balance from Linux Australia, Linux Users of Victoria and Cybersource. Numerous user groups and individuals contributed in kind to the event by providing information stalls and hands-on demonstrations, presenting talks and workshops and generally making themselves available to answer questions. It should be noted here that Linux Australia kindly donated the left-over 'schwag' (Linux-themed promotional goodies such as plush toys, t-shirts and puzzles) from Linux Conf 2009 – around a thousand promotional items in total.

The event was able to secure The Hon. Senator Kate Lundy[1] as a keynote speaker, among other notaries such as Rami Olwan of Creative Commons International, Colin Jacobs of Electronic Frontiers Australia and Paul Took of Red Hat.

In summary the successes of the event were;

- Depth and breadth of stalls, talks and workshops

- The presence of a high profile and relevant speaker such as The Hon. Senator Kate Lundy

- The synergies between the aims and goals of Software Freedom Day and a seat of learning and knowledge such as the State Library of Victoria

Weaknesses which should be addressed in future iterations of the event include;

- Better directional signage in the venue; particularly a large venue such as the State Library

- More workshops or increased capacity for hands-on workshops; many participants expressed disappointment that workshops were booked out beforehand

- Wider promotion of the event utilising additional channels to increase participation and attendance

- The addition of more structure around volunteer assignments; this year's event saw an inordinate amount of effort expended by a small core group of volunteers.

This document is written to serve multiple purposes, including the fulfilment of sponsorship obligations toward Multimedia Victoria. It is also intended that this document will be used to demonstrate the success of the Melbourne event in the Software Freedom Day international team competition – which awards the most successful event globally with a 3D printing machine[2]. As a group, the organising team of Software Freedom Day Melbourne is committed to continuous quality improvement and transparency. To this end, we also intend to make this document available to all stakeholders to demonstrate openness, and expect that it will inform planning activities for future iterations of the event.

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1   Please refer http://www.katelundy.com.au

2   http://softwarefreedomday.org/en/competition

Event overview and summary evaluation

Event title	Software Freedom Day Melbourne 2010
Name of organisation sponsored	Linux Users of Victoria Inc.
Contact person	Kathy Reid
Contact email	info@sfd.org.au or kathy@kathyreid.id.au or sfd07@lists.cc.com.au (entire organising team)
Event website	http://www.sfd.org.au/melbourne
Event date	18th September 2010, 11am to 4pm at State Library of Victoria
Total expenditure	$5,964.26
Multimedia Victoria contact	David Thomas and Julia McNicoll
Amount of sponsorship received	*Please refer budget in next section for full details* In kind sponsorship was also received from Linux Conference 2009, run under the auspices of Linux Australia, who provided a significant amount of 'freebies' in the form of stuffed toys, t-shirts etc. The State Library of Victoria also generously donated the venue.
Outline of how the project ran	Project planning began around April, with the key organising team meeting approximately once per month up until August, when they met fortnightly. There were a number of key areas, and members were assigned responsibility for each; • Co-ordination • Liaison with stakeholder groups such as the State Library • Grant application and follow up reporting • Survey instrument and reporting The project generally ran smoothly, but required a significant time investment from volunteers, and more time than expected. The usual storming, forming and norming team lifecycle was experienced by the key organising team. The project could not have run as successfully without the large amount of goodwill invested in the project by the organising team, the State Library of Victoria, Multimedia Victoria, VicNet, members and committee of Linux Users of Victoria and Linux Australia.
How many participants were involved in the project:	There were a number of participants, grouped by their role; • Key organising team – around 8 people responsible for key co-ordination activities • Community groups – members of the free and open source software community such as Drupal Melbourne, the Melbourne Free Software Group, the Melbourne PC user group, Melbourne community hackerspaces, AUSOM et al • Volunteers – members of the Linux Users of Victoria who volunteered on the day • Speakers and workshop facilitators – who provided talks and hands on workshops • Suppliers – who provided printing, t-shirts, computers etc.

Were the key stakeholder groups initially targeted reached by the project?	Yes – the project targeted those people from the general public, students, community groups, education and business who may be able to garner value from free and open source software. The survey (refer further in this report) indicates that value was added for these cohorts.
How successfully was the project received by participants	As per the survey results outlined below, the event was generally very successfully received by participants.
Please provide an outline of how successfully the project objectives were achieved:	Please refer to the quantitative survey results expounded further below for an outline of how successfully the project objectives were received.
Media coverage	The project was successful in obtaining the following media coverage; **Media coverage** - http://www.itwire.com/opinion-and-analysis/open-sauce/41572-software-freedom-day-to-be-marked-in-melbourne - Red Symons - Breakfast interview - http://blogs.abc.net.au/victoria/2010/09/red-software-freedom-day-.html?site=melbourne&program=melbourne_breakfast - Liz Tay - Australia prepares for Software Freedom Day - http://www.itnews.com.au/News/229190,australia-prepares-for-software-freedom-day-2010.aspx - OSGUI Tech Show Youtube video - http://www.youtube.com/watch?v=hWpgPJCpO2w Blogs - http://blog.kathyreid.id.au/2008/09/13/preparations-for-software-freedom-day-melbourne-are-in-full-swing/ - http://brianna.laugher.id.au/blog/63/software-freedom-day-is-just-8-days-away - http://devworldit.com.au/2010/09/13/software-freedom-day-2010/ - http://www.sarahstokely.com/blog/2010/09/guest-post-software-freedom-day-2010-in-melbourne/ - http://www.csamuel.org/2010/08/08/software-freedom-day-melbourne-photo-shoot - http://groups.drupal.org/node/93739 - http://riconthego.blogspot.com/2010/09/software-freedom-day-in-melbourne-2010.html - http://thatsburto.com/post/1203457953/nick-burton-from-android-australia-user-group Event listings - http://www.techevents.com.au/events/2008/08/software-freedom-day-melbourne/ - http://luv.asn.au/sfd - http://www.typeboard.com/2010/08/software-freedom-day-melbourne-2010/ - http://perl.net.au/wiki/Melbourne_Software_Freedom_day
Opportunities for ministerial involvement	The organising team warmly welcomes ministerial involvement in the event.

Opportunities for I&T staff involvement	There weren't any obvious opportunities for I&T staff involvement in this event, however the organisers would warmly welcome the input of staff in future iterations of the event.
Display of the "Victoria, The Place To Be" logo	The logo was displayed in the following forms; • On the event website • On volunteer T-shirts • On the LiveDVD that was distributed • On the stage with main speakers • On all posters and other promotional material
Did the project attract sponsorship from any other funding bodies	Yes. SFD2010 Melbourne was granted the following sponsorship from bodies other than Multimedia Victoria; • Linux Australia - $1000 • Linux Users of Victoria - $500 • Cybersource - $150 • VicNet - $600 • In kind sponsorship was received from Linux Conf Australia and State Library of Victoria (waiving venue hire, but not assistant hire)
Do you intend to repeat the project in future years?	Yes. This is approximately the fifth iteration of the event, and the organisers fully intend to run a future iteration of the event in 2011, and incorporate modifications as per the findings from the survey.

Event budget

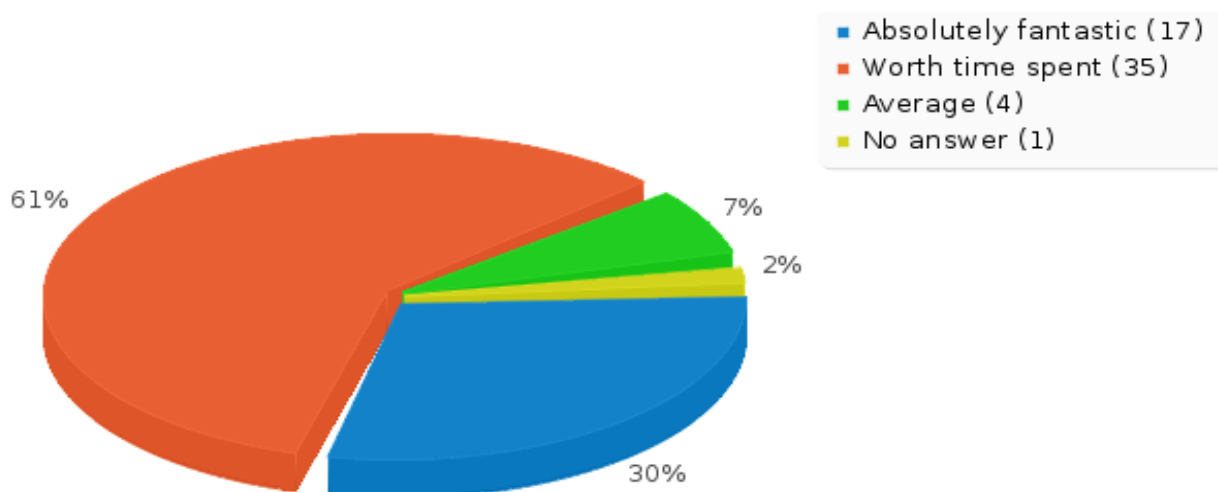| SFD10 Budget				
Est. cost	*Actual Cost*	*Difference*	*Description*	*Supplier*
$2,500.00	$2,048.20	$451.80	1900 DVDs	MultipliCD
$500.00	$640.75	-$140.75	Tshirts	Productology
$200.00	$65.00	$135.00	Balloons & Helium	Lombard - The paper people - Donna to be reimbursed
$250.00	$0.00	$250.00	Security	State Library
$0.00	$1,262.25	-$1,262.25	Venue Assistants	State Library *** from a note on Venue Hire Agreement
$250.00	$96.00	$154.00	Electrical tag & test	Omega Test & Tag (Grant D)
$350.00	$0.00	$350.00	Posters & Printing	Docs on Call / Splash Print / Officeworks
$0.00	$351.50	-$351.50	Printing of flyers, docs, etc	Officeworks (to reimburse Wen, Lev, Daniel)
$220.00	$0.00	$220.00	Theatre Technician	State Library
$180.00	$123.95	$56.05	Volunteer Expenses	Including other reimbursement to Dale
$0.00	$20.00	-$20.00	Water for Vollies	Officeworks - Donna to be reimbursed
$450.00	$450.00	$0.00	Equipment Hire	Computerbank
$0.00	$361.00	-$361.00	Banners	Officeworks
$0.00	$202.70	-$202.70	Flight/Bus for Rami Olwan	Qantas Flight (Reimbursed to Dale)
$0.00	$142.91	-$142.91	Stickers	Officeworks

$0.00	$200.00	-$200.00	Trisquel CDs	Xtreme Tech Centre
$4,900.00	**$5,964.26**	**-$1,064.26**		
Available Funds	**Sponsor**	**Invoice No.**	**Paid**	
$4,900.00	MMV	201008001	09/13/10	
$1,000.00	Linux Australia	201008002	09/01/10	
$500.00	LUV			
$150.00	Cybersource	201009001	09/10/10	
$660.00	Vicnet	201009002	10/15/10	
$7,210.00	Amount Recv.:	$6,050.00		
	Net Balance:	**$85.74**	**(Basically make even)**	

Survey results

The survey was designed by the SFD2010 team prior to the event and printed off in hard copy for people to fill out and submit on the day. Small prizes were awarded for survey participants. The intent of the survey, apart from being able to evaluate the success of the event, was to uncover themes or factors which would help us better serve constituents in future iterations of the event. There were 57 responses to the survey from an estimated audience of between 300-500. The survey response is therefore considered representative.
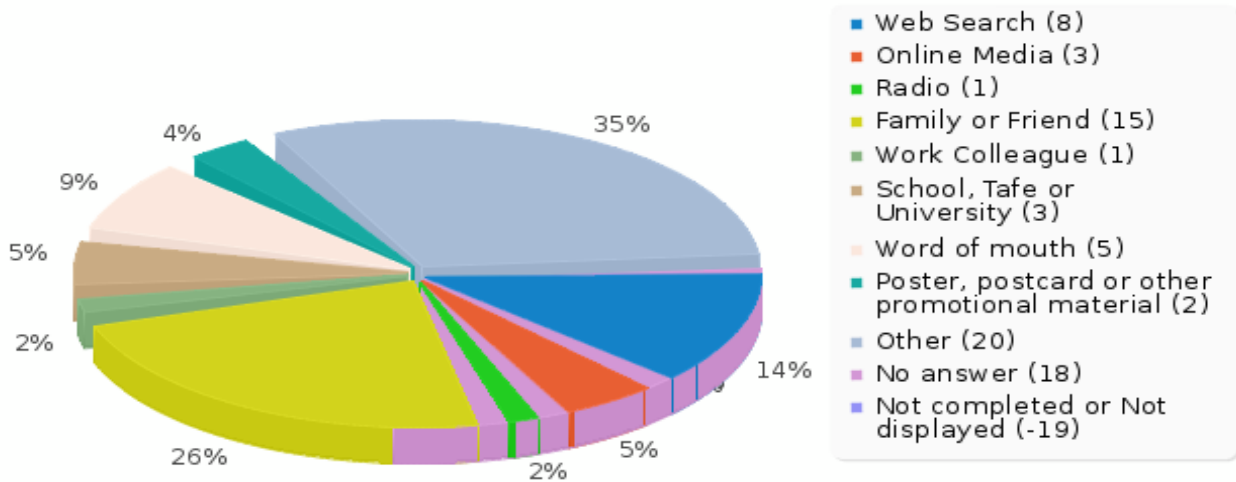
Question 1:

How satisfied are you with your visit to the Melbourne Software Freedom Day 2010 event?
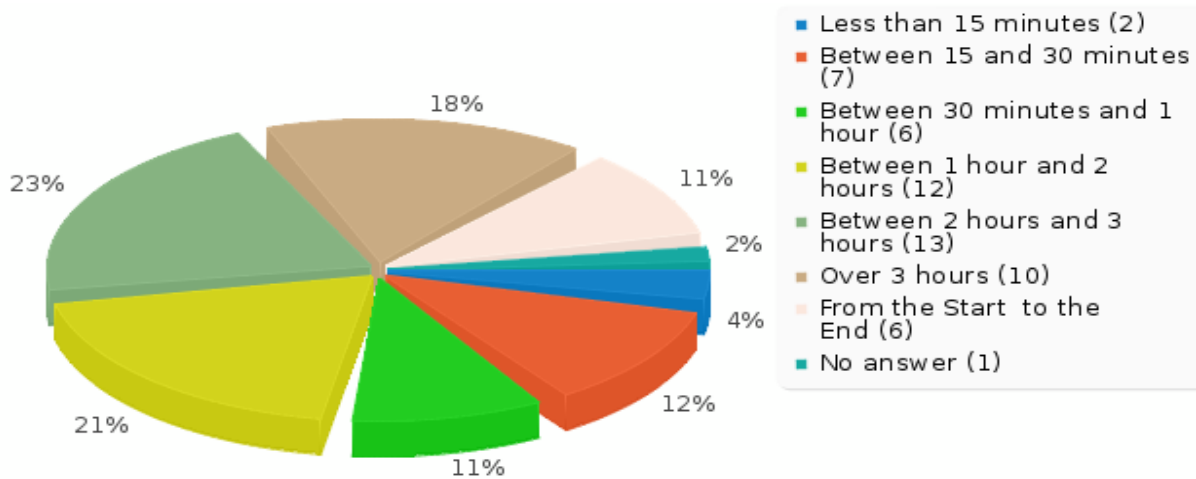

This response indicates that the event was very successful – with over 90% of respondents indicating that the event was either 'absolutely fantastic' or 'worth the time spent'. Nil respondents indicated that the event was 'below expectations' or 'not very useful' – the other selection options on the survey question. There is no direct continuous improvement action from this survey response – it indicates that the event format is generally on track.

Question 2: How did you first find out about the Melbourne Software Freedom Day 2010 event?

Legend:
- Web Search (8)
- Online Media (3)
- Radio (1)
- Family or Friend (15)
- Work Colleague (1)
- School, Tafe or University (3)
- Word of mouth (5)
- Poster, postcard or other promotional material (2)
- Other (20)
- No answer (18)
- Not completed or Not displayed (-19)

The large proportion of 'Other' responses included LUV (6), Twitter or Facebook (4) and past participation or being on the SFD2010 mailing list. This response indicates that future iterations of the event need to investigate alternative promotion and marketing activities, including the possibility of engaging professional services for this function. Over a quarter of attendees were known to the organisers as family members or friends, despite media coverage on at least three radio stations. The key avenues for improvement here appear to be TAFEs and universities, and better promotion through social media channels.
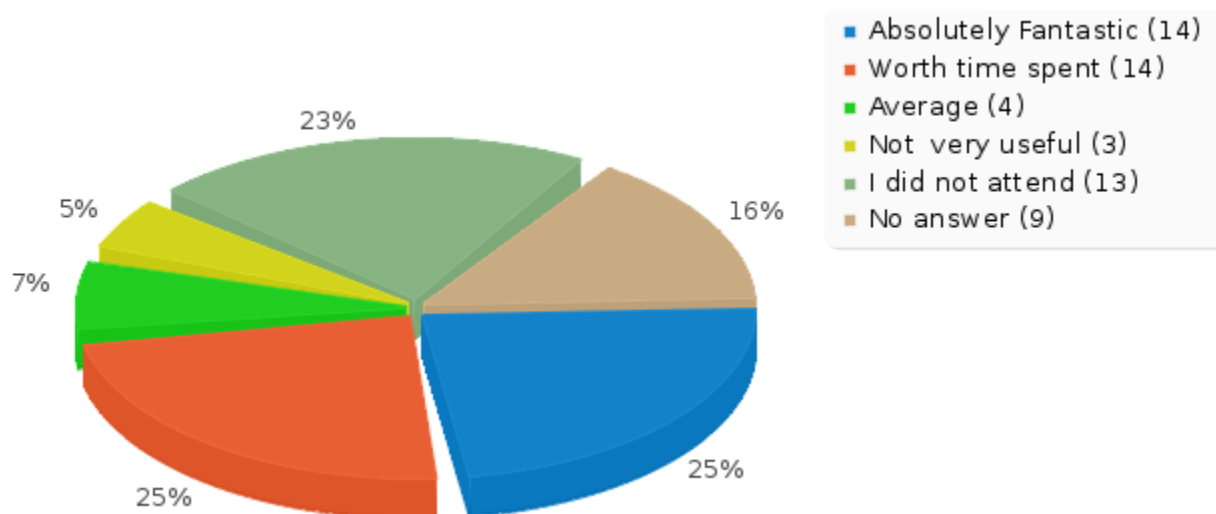
Question 3: How much time did you spend at the event? If you have not finished attending the event, how much time do you expect to be spending here?

Legend:
- Less than 15 minutes (2)
- Between 15 and 30 minutes (7)
- Between 30 minutes and 1 hour (6)
- Between 1 hour and 2 hours (12)
- Between 2 hours and 3 hours (13)
- Over 3 hours (10)
- From the Start to the End (6)
- No answer (1)

This result was above expectations and very pleasing for event organisers. The key piece of information that needs to be taken on board here is that people are more likely to fully attend an event of between 1 hour to 3 hours' duration.
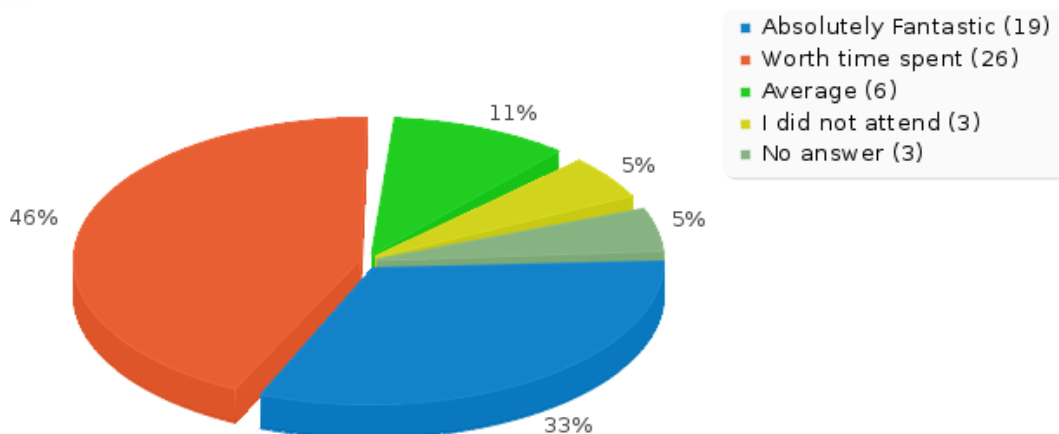
Question 4: How satisfied are you with the Kids and Games Corner Experimedia area?

In general, this activity was very well received. The significant proportion of respondees (23%) who did not engage with this activity is likely due to its limited appeal to those participants without children.

Legend:
- Absolutely Fantastic (14)
- Worth time spent (14)
- Average (4)
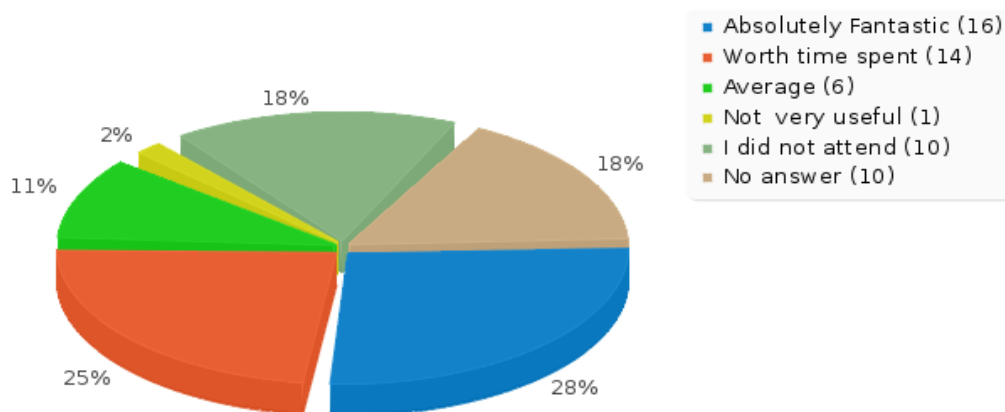- Not very useful (3)
- I did not attend (13)
- No answer (9)

Question 5: How satisfied are you with the Open Source Fair in the Experimedia area?

Again, this activity was very well received, and low number of participants who did not engage with this activity indicates that it had broad general appeal.
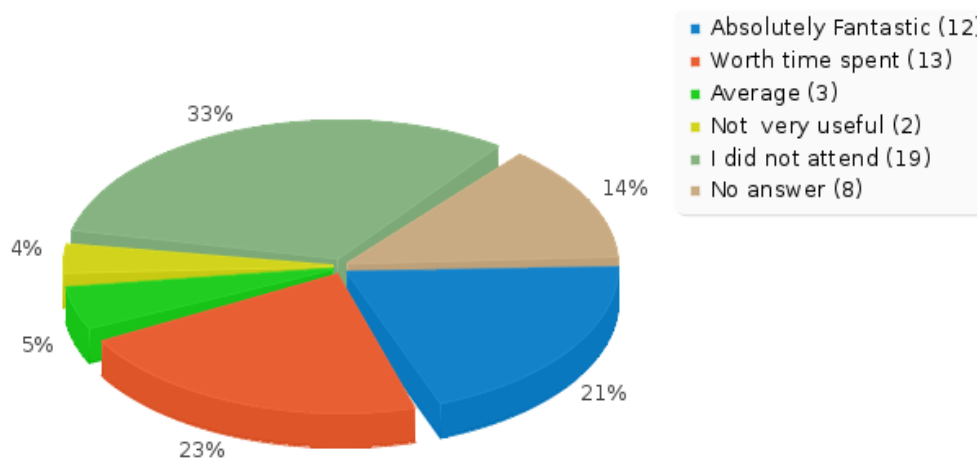

Legend:
- Absolutely Fantastic (19)
- Worth time spent (26)
- Average (6)
- I did not attend (3)
- No answer (3)

Question 6: How satisfied are you with the main talks in the Village Theatrette?

The survey results indicate that a significant cohort of participants did not attend the talks in the main theatre. This is likely due to issues identified with signposting, and the splitting of the event over two different areas of the Library. Those that did attend however generally found the talks to be of high value. There is a touchpoint here with the 27% of respondents to Question 3 who attended the event for an hour or less – as they may not have had the opportunity to listen to a talk.
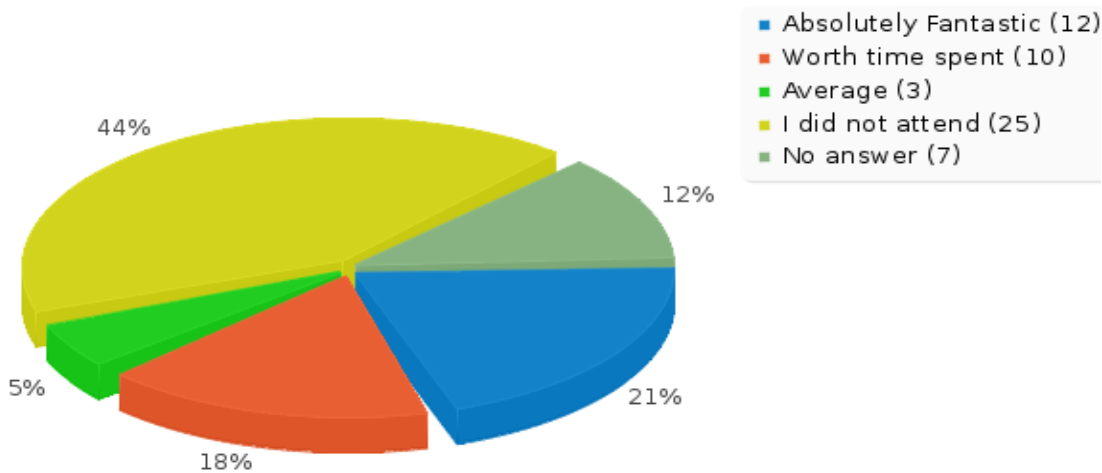

Question 7: How satisfied are you with the short talks in the seminar room?

Again the survey showed that a significant proportion of respondents did not attend short talks in the seminar room. The cohort who did not answer the question is also presumed to have not attend. Again, the separation of the event into two distinct spaces is the likely root cause of this result. Any future iteration of the event will need to take this into consideration.

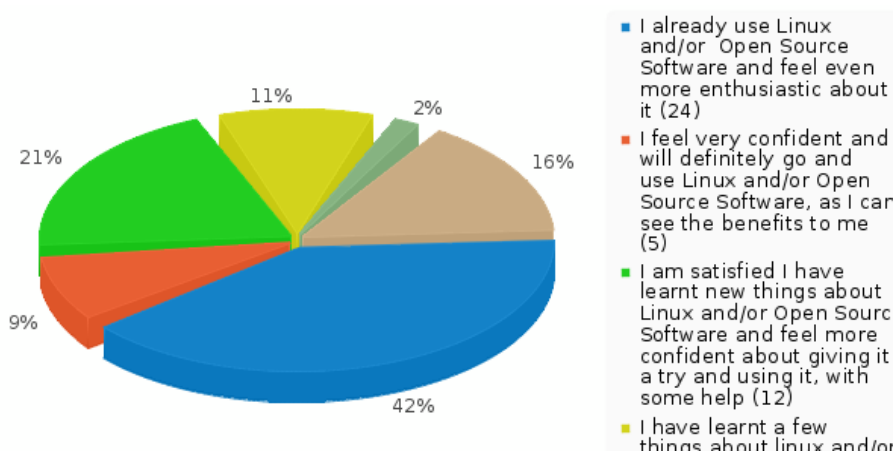Question 8: How satisfied are you with the workshops?

The Workshops required pre-booking; this likely explains the large proportion of respondents who indicate that they did not attend. It is also reasonable to believe the respondents who did not answer also did not attend. For those respondents who did attend, the Workshops were valuable – and this activity should be repeated in any future iteration of the event. The organising team has discussed how to run workshops in the future and whether pre-booking should be used – with general consensus that it should not be. A follow up question was asked of respondents to determine why they did not attend a shop or workshop – most respondents did not answer. Again, the physical separation of the event and the need to pre-book are considered major contributing factors.

Legend:
- Absolutely Fantastic (12)
- Worth time spent (10)
- Average (3)
- I did not attend (25)
- No answer (7)

Pie chart values: 44%, 12%, 21%, 18%, 5%

Question 9:

After attending the Software Freedom Day event, how do you feel about using Linux and Open Source Software?

The results here were pleasing, however indicate to the event organisers that the event needs to be targeted more towards Linux novices. There is a clear tie-in here to the Beginners' Workshops run monthly by LUV, which were promoted at the event.

Legend:
- I already use Linux and/or Open Source Software and feel even more enthusiastic about it (24)
- I feel very confident and will definitely go and use Linux and/or Open Source Software, as I can see the benefits to me (5)
- I am satisfied I have learnt new things about Linux and/or Open Source Software and feel more confident about giving it a try and using it, with some help (12)
- I have learnt a few things about linux and/or

Pie chart values: 11%, 2%, 16%, 21%, 9%, 42%

Question 10: What do you like most about the event?

This question allowed respondents to answer in free text format. The key themes were;

- The friendly and welcoming **volunteers** and the **interaction** between the Free and Open Source software community

- The **free** goodies – such as **DVDs** with free and open source software and plush toys and cube goodies

- The **workshops**

- The Arduino stand and **3D printer**

Question 11: What did you like least about the event?

This question allowed respondents to answer in free text format. There were very few comments in the responses, however the key themes were;

- Inability to attend workshops as they were booked out beforehand, and the desire to have more practical and hands on demonstrations and workshops with

- Disappointment with the signposting of events and difficulty wayfinding to the talks and workshops

Question 12: Geographical distribution of participants

Participants were asked to provide a postcode of their primary residence. All postcodes have been plotted on Google Maps as per the image below. Central and northern and eastern suburbs were well represented, however western and bayside suburbs were not. One respondent from Hamilton is not shown due to scale of map.
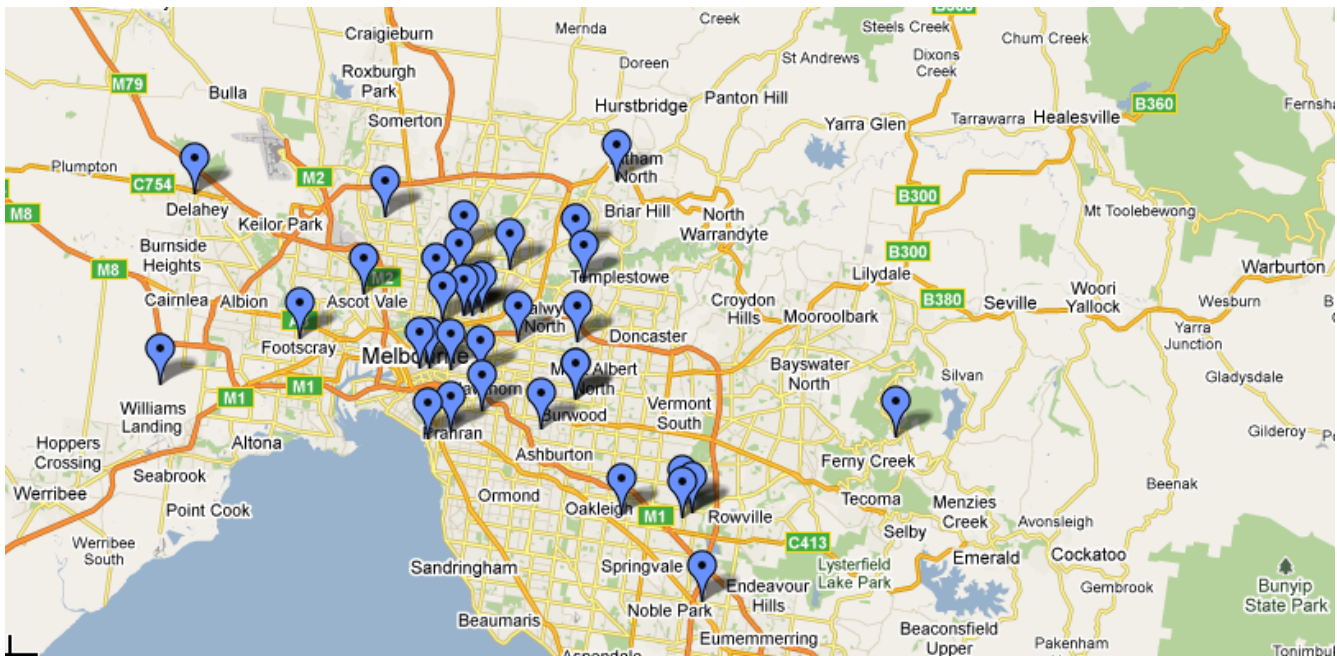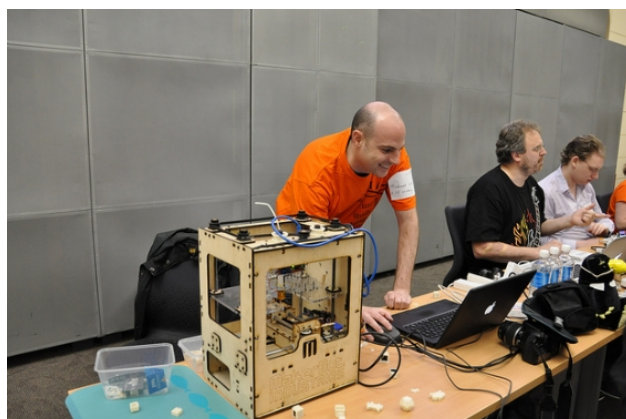

Image generated using Google Maps and KML

Event photographs

Photographs were taken both prior to the event for promotional purposes, and during the day by photographers Chris Samuel[3] and Jiri Baum[4]. A selection is shown below, and can also be seen on the web at;

http://luv.asn.au/sfd2010/hires.html

http://www.flickr.com/photos/chrissamuel/sets/72157624855903041/with/5001168661/

3   http://www.csamuel.org/

4   http://www.baum.com.au/jiri/

Program of talks and workshops

Time	Talks (45 mins) Big picture talks on software freedom	Workshops (90 mins) Hands on learning	Short talks, panels & seminars (25 mins)
11:00	*Welcome* Donna Benjamin (details)	*OpenOffice, the basics* Wen Lin (details) **Fully booked**	*Accessible Android* Nick Burton (details)
11:30	*Why is free software important?* Ben Sturmfels (details)		*How to be anonymous on the internet* Andrew Thornton (details)
12:00	*Creative Commons* Rami Olwan from Creative Commons International (details)		*Using Open Source Software at Home* Daniel Jitnah (details)
12:30		*WordPress* Sarah Stokely & Kathy Reid (details) **Fully booked**	*Sugar - Editing is always on* Tony Forster (details)
1:00	*Government 2.0* Senator Kate Lundy & Pia Waugh (details)		*How to back up your GNU/Linux system* Alec Clews (details)
1:30			*Free Software Games* Andrew Pam (details)
2:00	*Multilingual web* Andrew Cunningham from VicNet & OpenRoad (details)		*Drupal Basics (Set up a blog in minutes)* Brian Gilbert (details)
2:30		*Inkscape Workshop* Donna Benjamin, the guru (details) **Fully booked**	*PyWeek (Writing games in Python)* Richard Jones (details)
3:00	*Open source and enterprise* Paul Took from RedHat (details)		*The Future of Internet Censorship* Colin Jacobs (details)
3:30			*Cultivating Networks* Donal O Duibhir (details)
4:00	*Finish*		

Thank you gifts for main speakers

Gifts of Haigh's chocolate frogs were given to each speaker who gave a main presentation. The group decided against a gift of wine, given the diversity of speakers involved in the day.

Incident reporting

Each community table was provided with an incident report sheet in the case of an incident – such as an abusive member of the general public or an injury. No incidents were reported during the event.

Thank you certificate

Each stakeholder, user group and speaker who participated was provided with a PDF thank you certificate as a symbolic gesture of appreciation. 24 thank you certificates have been distributed, and an example is shown below. The template designed can be re-used in future iterations of the event. The certificate was designed using the free and open source drawing software, Inkscape.

Continuous improvement

The organisers debriefed the event approximately a fortnight afterwards. The key themes from the debrief are summarised below, with the intent of informing future iterations of the event.

Venue

- Having the two separate areas – ie the Experimedia room and the Theatrette/Seminar rooms was an issue. As shown by the survey results, people tended to get lost between the Experimedia room and Theatrette, and this may have reduced attendees at the main talks and mini talks. Communications between volunteers was difficult because of how the event was spread out. To address this in future iterations of the event we could use walkie talkies. Mobile phones were generally used for communications between volunteers where necessary. Staff in the information centre of the Library – between the Experimedia room and the theatrette, expressed concern at the noise level caused by people walking between the two parts of the event. Again, centralising event activities would help to address this issue.
- It was agreed that the centrality of the SLV and its accessibility via public transport was a definite positive.
- The relationship with security staff at the Library generally worked well – and they were reasonable about checking with volunteers about admitting people, particularly where people were carrying lots of equipment – such as cameras and photography gear etc.

Marketing, promotion and attendance

- Estimates of attendance were around 300-500
- Methods of reaching more people were discussed, with alternatives such as just focussing on one core group such education – primary schools and secondary schools with Univeristies and TAFEs. Another alternative suggested was to focus on small business – but business generally don't give a lot of credence to free and open source software.

Volunteers

- Some volunteers expressed a feeling that they had generally had enough of the event. In summary, they are not getting the feeling of personal or professional satisfaction as a reward for the significant investment of time and effort into the event.

Speakers, talks and workshops

- The quality of speakers – both established and emerging – varied significantly. The organisers were surprised at some established speakers being less engaging than anticipated.
- It was incredibly useful to have content on standby – such as videos – for unforeseen circumstances where a speaker may be delayed. Future iterations of the event should have 'filler' on standby as a contingency.
- The workshops were very well received and there is evidently demand for more of this type of activity. Methods should be investigated for reducing the amount of effort required in setting up the computers required for them .

Project management

- The group discussed the scope of future events and whether it would be worthwhile to reduce the scope of the event – say by only doing one stream of talks, or removing the market hall altogether. There was general agreement that the event needs to refocus, but that significant value came from both the talks and the workshops.
- We need a tighter event management plan with tight scope which doesn't change very much - Call for features in code thaw – then freeze the project plan.
- Could possibly use formal application of project management methodologies such as PRINCE2 and PMBOK
- Bring people on board through social element – offer social interaction such as going out for lunch after meetings as a side benefit of being a volunteer

Other items

- Leftover DVDs will be distributed to community groups

END REPORT