Digital Inclusion Grant
2020 Grant Round Mid Year Report
Application DI000072020 From Ms Jenny Nagle
Form Submitted 29 Jul 2021, 4:51pm NZST

Instructions

Kia ora. The questions below are to help InternetNZ understand the triumphs and challenges you have faced to date in your mahi we have supported.

We want to celebrate your successes and understand the obstacles you have encountered so far. This will help us all to learn what we could do differently next time.

This form will be placed on our website for transparency.

Please complete and submit this form no later than the date stipulated in your funding agreement. Should you be unable to meet the deadline, contact us to arrange an alternative date, by emailing funding@internetnz.net.nz. You may not be eligible to apply for further grants from InternetNZ if this is not submitted. The completion of this form should be overseen by someone with an intimate knowledge of the funded mahi.

Mid-project report

* indicates a required field

For your convenience, you will find some information for this section has prepopulated from previous forms you have completed. Please amend any details as needed to ensure we have the most accurate information.

Project title *
#NZSAConnects - Web Workshops and Hub professional development

Amount granted by InternetNZ? *
$15,000.00
Must be a dollar amount.

Provide a short summary of the work that has been completed so far as part of this project/research. *
1. NZSA WebWorkshops

We began the NZSA WebWorkshop series following the 2020 COVID lockdown. They received very positive feedback and we have continued the bi-monthly webinar series to provide professional development that is accessible to our members wherever they are in the country. These are structured as a live interactive 2 hours masterclass and the classes cover a variety of topics, taken by senior writers or practitioners in their field. We have also incorporated live clinics in association with our Australian sister society - for live pitching to Australian publishers.

2. Online Hub Project

This programme is to comprise individual learning modules related to the craft and business of writing which will provide participants with what they need to know about the industry in order to establish themselves as a professional writer. This is targeted to emerging writers and to those wanting to update themselves on the industry as it stands in 2021. All modules can be completed independently online individually or together as a group, writing hub or at branch level. This new project is in development and for the last few months a team of creative writing professional teachers (Ak Uni, AUT, Whitireia, IIML etc) formed our advisory group for module structure, content and further resources to be downloaded

for extension exercises and/or discussion. We have scoped the required software and this is being integrated into our website. We hope to launch the first tranche of 6 modules in September, another tranche December and the third and final tranche for the first series in Feb 2022. These will be added to annually and some will need updating but these are reusable static learning modules.

Describe the "who, what, where, when and why" of your initiative.

When do you anticipate that your mahi will be completed? *
28/02/2022

Must be a date.
If you are uncertain, please provide an estimate.

What are the outcomes of this project so far? *
1. Web Workshops 1017 people (sign ups) have participated in the 25 WebWorkshops we have held to date, with an average of 28 participants per workshop. Around 80% of the participants are members. Some workshops have limited numbers.

Feedback has been very positive to the ongoing WebWorkshop series which we offer at a range of times to allow for as wide a range of access as possible.

"Can I just say that I am so enjoying these online classes – so much better than having to go out in the cold, wrestle for a park etc. Please keep providing these! I live part of the time on a farm, and it is just so wonderful to be able to participate in these sorts of things when I am not in the city. Makes all the difference!" WebWorkshop Participant

In 2021 the following sessions have taken place:

2021 Masterclass Presenters

Helen Lendeuff 360 wellbeing and kickstarting creativity

Terese Svoboda 22

Deb Potter 43 (advertising specialist on Google ad words/Amazon)

Lynn Davidson 16 Poetry

Melinda Szymanik 18 Writing for children - picture books

Sue Reidy 20 - editing and preparing a manuscript for publication

Fleur Beale 13 - writing for young adults

Pip Adam 30 - writing craft - the point of view

Paula Morris 54 - writing craft - the structure of a novel.

The Helen Lendeuff seminar was free and designed to kickstart creativity and writers wellbeing for the 2021 year - refocussing after the COVID year

Additional Outreach:

a. Australian Society of Author Literary Speed Dating with Publishers - pitching clinic

We partnered with the Australian Society of Authors to offer 5 places for NZSA Members in the Australian Society's Pitching Programme. We received 31 entries.

b. Partnered with the UK Society of Authors for a joint talk on crime writing with Vanda Symon and Liam McIlvaney, interviewed by UK Scottish Director. This was a free zoom session for all members.

We also have some workshops in the second half of the year that are topic, rather than skills-based - so a session on psychology and forensics for our crime writers, with an industry practitioner, not a writer, is coming up. We also have Alice Shearman, CE of the NZ Writers Guild booked in to do a specialist session on contracts for screen rights. (very

different to publishing contracts). So we are upskilling the business capability of our writers also.

3. Learning Hub modules - we have a list of modules - both of business and craft topics. We have been able to fine tune topics as we receive evaluation surveys from all web workshops and have also surveyed members about the topics. Our advisory group of creative writing professionals have scoped the optimum structure for each volume (over a series of zoom meetings). The technical issues have been scoped and recording method decided. We are recruiting a new staff member to help load this content and co-ordinate the recording and rollout, who will start in August. We expect the first tranche to appear in September.

Describe major achievements of the project so far in terms of benefits for participants and/or others.

What have you learnt so far? *
IN addition to these two core professional development programmes, we launched a series of regional roadshows, which has offered a covid resilient option for our national conference. This has given us further opportunity to review content and check with members what they want us to provide. Our core mentorship and assessment programmes supported by Creative NZ have all achieved twice the entries for any past year, as have manuscripts submitted for prizes and awards.

Conversely to what we might expect, the quality is improving compared to previous years, so we believe that the focus on skills development and professionalism is paying off as our members upskill, produce better work, and present it more professionally.

The Hub Project feedback is varied - there are some writing groups around the country who want to access a module monthly as a group and then have discussion or work through exercises. There are others who are just as determined to complete the modules alone, in their own homes. So we need to produce the static product, but have a range of responses, that groups and individuals will use in different ways i.e. discussion question, graded exercises depending on whether the writer is emerging, mid-career or experienced - so this has been part of our development. One of our development advisors is a partially sighted author who is one of the Crip the Lit group, and she has been working with us to ensure that our workshops will be accessible to all.

(For research) What findings have you made so far? (For projects) Describe areas for improvement, challenges or reasons for success.

What (if anything) have you changed in your approach and practices? Why was this necessary?
We have spent more development time on the Hub Project - as it is static content we want it to endure as long as it can, and to get it right for members - and to develop appropriate and user-friendly extension materials alongside the presentation. NZSA has a staff of 2 (including the CE) - so we need more capability to get this out and are currently recruiting.

So this development has taken longer than we hoped, but are confident of the product we are producing. We have also approached the Maori writers orgs Te Ha, NgaPou and the Te Papa Tupu mentees from the Maori Literature Trust to make this content available to those groups.

Describe any changes from the original proposal and the reason the change was required. We may use this information to help others doing similar work.

Which population group/s were affected by this project or program? *
Age groups > Adults (people aged 18+)
Social and economic status > Economically disadvantaged people > Low-income people
Work status and occupations > Academics

Work status and occupations > Academics > Students
Work status and occupations > Self-employed people
Please choose only the group/s that were at the very core of this mahi.

Financial report

* indicates a required field

Project income and expenditure

Please provide details of any project income (funds received) and project expenditure (funds spent) to date.

Use the 'Notes' column to provide any additional information you think we should be aware of.

Income description	Income type	Confirmed funding?	Income amount ($)	Notes
			Must be a dollar amount.	
Internet NZ grant	Philanthropic grants	Confirmed *	$15,000.00	For 2021
creative NZ adaptation grant	Government grants	Confirmed	$15,000.00	for 2021

Expenditure

Expenditure description	Expenditure type	Expenditure amount ($)	Notes
Hub Project Advisory Group Fee	Project and production	$5,000.00	The advisory groups are paid for their expertise and knowledge
Web Workshop presenters	Project and production	$2,800.00	Each presenter gets $350 for the web workshop
Web workshop programming/tech support	Project and production	$1,200.00	$150 - 3 hours: trial, liaison, executing event

Income and expenditure totals

Total income amount	**Total expenditure amount**	**Income - expenditure**
$30,000.00	$9,000.00	$21,000.00
This number/amount is calculated.	This number/amount is calculated.	This number/amount is calculated.

Have you experienced any issues with your intended project budget to date? If so, please explain reasons for any major variances or for providing incomplete information:

Most of the funding is to pay the presenters for writing their content and recording it. This will be done under strict guidelines. After the one-off fee, the presenters will receive a royalty - 25% of whatever fee is paid to access the content. Royalties will be minimal as we anticipate free access and low cost access to groups.

Hub presenters will receive a higher rate per workshop ($1k) than web workshop presenters as their content is static and will be reused. All presenters are yet to be paid for their content, and web workshop presenters also for the next 6 months. The majority of cost will be in the next 6 months.

Feedback

You are almost at the end of our mid-year reporting process. Before submitting your mid-year report, please take a few moments to provide some feedback.

Please indicate how you found the acquittal process:
○ Very easy   ○ Easy   ◉ Neutral   ○ Difficult   ○ Very Difficult

How many minutes in total did it take you to complete this form?
90
Estimate in minutes (i.e. 1 hour = 60 minutes)

Please provide us with your suggestions about any improvements and/or additions to this form that you think we need to consider:
This process is very straightforward thank you.

InternetNZ is a membership organisation. Would you be interested in hearing more about becoming a member?
○ Yes please   ○ No thanks   ◉ I am already a member