


Department of Innovation, Industry and Regional Development

APPLICATION FOR SPONSORSHIP																				
1.	Name of organisation seeking sponsorship	Linux Users of Victoria – http://www.luv.asn.au																		
2.	ABN Number of organisation	Incorporated Association - Vic Org no. A0040056C Not registered for GST.																		
3.	Contact name	Donna Benjamin																		
4.	Contact telephone number	Mobile: 0418 310 414 Office: 9326 9985																		
5.	Contact email address	donna@cc.com.au																		
6.	Title of project/event	Software Freedom Day 2009																		
7.	Date of project/event	09/19/09																		
8.	Amount of sponsorship sought (ex GST)	\$4,170.00																		
9.	Total planned project expenditure – in kind and financial (ex GST) <i>Please include a project budget as an attachment.</i>	<table border="1"> <thead> <tr> <th>Budget Item</th> <th>Cost</th> </tr> </thead> <tbody> <tr> <td>Software: 1500 OpenCDs 500 MacCDs</td> <td>\$2,100.00</td> </tr> <tr> <td>Volunteer Tshirts: 30</td> <td>\$600.00</td> </tr> <tr> <td>Printing: 1000 postcards 100 A3 posters</td> <td>\$370.00</td> </tr> <tr> <td>Computer Hire</td> <td>\$300.00</td> </tr> <tr> <td>Helium & Balloons: 1 large tank</td> <td>\$300.00</td> </tr> <tr> <td>Broadband Internet</td> <td>\$250.00</td> </tr> <tr> <td>Volunteer Expenses (lunch, fuel, phone calls)</td> <td>\$250.00</td> </tr> <tr> <td>TOTAL</td> <td>\$4,170.00</td> </tr> </tbody> </table>	Budget Item	Cost	Software: 1500 OpenCDs 500 MacCDs	\$2,100.00	Volunteer Tshirts: 30	\$600.00	Printing: 1000 postcards 100 A3 posters	\$370.00	Computer Hire	\$300.00	Helium & Balloons: 1 large tank	\$300.00	Broadband Internet	\$250.00	Volunteer Expenses (lunch, fuel, phone calls)	\$250.00	TOTAL	\$4,170.00
Budget Item	Cost																			
Software: 1500 OpenCDs 500 MacCDs	\$2,100.00																			
Volunteer Tshirts: 30	\$600.00																			
Printing: 1000 postcards 100 A3 posters	\$370.00																			
Computer Hire	\$300.00																			
Helium & Balloons: 1 large tank	\$300.00																			
Broadband Internet	\$250.00																			
Volunteer Expenses (lunch, fuel, phone calls)	\$250.00																			
TOTAL	\$4,170.00																			
10	Who is your contact at MMV	David Thomas, Simon Ubaldi																		

EVENT/PROJECT INFORMATION		
11	Please provide information about the project/event (a brief outline is sufficient and further detail can be provided in an attachment)	<p>SFD is a global grass roots community celebration of Free and Open Source Software. It's main aim is to educate the wider public about open source software, and the broader philosophies behind it's creation.</p> <p>The event will include a series of talks on topics relevant to software freedom. Open Source community members will also have info tables demonstrating free software, and provide advice and further details about FOSS software and the group they represent.</p> <p>This event also serves as an annual gathering of Melbourne's diverse Free and Open Source software groups.</p> <p>This year we intend to send Free Software CDs out to range of community organisations, including Public libraries, business enterprise centres, and U3A centres.</p>
12	Project/event website link	<p>Http://www.softwarefreedomday.org/melb</p> <p>2008 International Media: http://softwarefreedomday.org/Media</p>  <p>Photos from the 2008 event.</p>
13.	What stakeholder groups are being targeted for the project/event	<p>General Public, IT hobbyists and professionals, young people, students, ethnic communities, small business people. As a world wide event, we seek to highlight the importance of wide access to technology and modern communications to people from all walks of life.</p>
14.	What are key dates relevant to sponsorship	<p>Saturday 19 September is the event day - and we hope to generate media interest in the lead up to that day.</p>

		If successful we require immediate access to funding to pay for printing for promotion, for CDs to hand out on the day, and for T-shirts to distinguish our volunteers from the crowd.
15.	Is sponsorship being sought/been confirmed from other Government departments? If so, please provide details including contact names	No.

16.	List opportunities the project will provide for MMV/Victorian Government to be actively involved	<p>YES: Media/publications YES: Ministerial involvement YES: MMV staff involvement YES: 'Victoria, The Place to Be' branding</p> <p>Please provide details of any additional opportunities/benefits (if applicable)</p>
17.	Has MMV funded this project in the past? Please provide details	<p>Date: August 2008 and July 2007 Funding amount: \$3945 and \$3900 Contacts at MMV: David Thomas, Sarah Cragg, Rebekah Webb</p>
18.	Please list sponsors who are already committed to this project (a list may be supplied as an attachment to this application)	<p>International: Google, Danish Unix Users Group, Mindtouch, Zacware, Canonical (Ubuntu), Sun Microsystems, BITE PR, Free Software Foundation, ZenOSS, UNDP IOSN, Linode.</p> <p>Local: Creative Contingencies (Project management)</p> <p>The event also has participation (but not sponsorship) from several community groups, including; Linux Users of Victoria PHPMelbourne PHPWomen Melbourne PC and Apple Users Society of Melbourne Open Source Developers Club Computerbank Melbourne Wireless, Melbourne Linux Users Group</p>
19.	How will this event/project benefit Victorian ICT companies?	<p>Software Freedom Day will benefit ICT companies in the following ways;</p> <p>Greater awareness of free and open source software (FOSS): instead of starting from scratch when developing a product, greater awareness of FOSS allows companies to take a product and add customise or re-purpose it to add value.</p> <p>Business networking: SFD is a gathering of many like-minded individuals in the Victorian open source community and puts individuals, businesses and non-profits in contact with the people who are using and building FOSS tools. This in turn enables the FOSS community to better understand the needs and requirements that exist.</p> <p>Provision of tools: Part of SFD includes distribution and configuration of many FOSS tools, so that people can start using them 'right away'.</p> <p>Increased participation by females in ICT: The event's organising committee includes two females who have over 20 combined years in IT. PHPWomen, a group who further women using the PHP coding language, will also be represented at the event.</p>
20.	Please provide details of how this project/event will contribute to the following	<p>1. Growth in the local ICT industry Broad adoption of open source software stimulates the</p>

	<p>areas:</p>	<p>local ICT industry by opening the competitive playing field to large and small players without the traditional barriers to entry faced by expensive vendor based certification and accreditation. The commodification of software means the local industry is free to compete for service delivery, training, and customisation – providing growth pathways for software development, and technical architecture and support – not just marketing and sales.</p> <p>2. Growth in the local ICT workforce Open Source Skills is a major growth area. Recent studies have shown that open source IT professionals command higher salaries than the average industry levels. This indicates there is unmet demand, and a source of major potential growth for the local employment market.</p> <p>3. Support for local ICT education We have worked with VITTA over the years to expand knowledge of free and open source software, build teacher skills and capacity to improve class room practice around the use of ICTs.</p>
21.	<p>Will there be an evaluation of the project? If so, how will effectiveness and value be determined</p>	<p>Aim to produce a short feedback questionnaire to give to attendees at the event as a qualitative measurement tool.</p> <p>Attracting media coverage will be another key measurement of success.</p>
<p>Please attach any applicable supporting documents to this application. An application form alone is not sufficient as a sponsorship proposal.</p> <p>Attachment checklist: Full sponsorship proposal Event/project budget Sponsors already committed (if applicable)</p> <p>Return information to: Darragh Brennan Communications Adviser Multimedia Victoria PO Box 4509 MELBOURNE VIC 3000 E: darragh.brennan@diird.vic.gov.au</p>		