

What's UP?

October 2008 Issue

Official news from Unlimited Potential

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It's been a busy couple of months for Unlimited Potential. Our annual event Gadgets, Games and Geeks was a huge success, as was Software Freedom Day '08, which is now set to become a staple in Unlimited Potential's annual events calendar. Overall, more than 250 people collectively attended these events during August and September, respectively. Both events saw the spotlight shine on Unlimited Potential in the media and in the blogosphere – allowing us to showcase the excellent work underway across Wellington's ICT network. Also, check us out in the next *INBusiness* magazine.

Planning is now well underway for the upcoming Welcome to the World (W2W) and the AGM. We're also in discussion with sponsors and planning for 2009 events– featuring the annual PreDICT blogger event. Stay tuned.

UPcoming Events

UP AGM 08

Tuesday 28 October, 6.00pm, Wellington Regional Chamber of Commerce (Level 28, Majestic Centre, 100 Willis Street)

Please come along and help us plan for 2009. Oh, and partake in a beer tasting competition. It's a great opportunity to meet the UP Executive Committee and other ICT professionals... and yes, as always there will be pizza and beer (thanks to our fantastic sponsors Hell Pizza and Bennett's Beer) – but of course, no nametag, no beer!

Call for nominations to the Executive Committee: If you'd like to join our fantastic team, to take on event and community projects and brainstorm new and interesting ways to meet the needs of the ever growing UP community please email jacob@up.org.nz to nominate yourself in time for our AGM. A separate notice will be issued on this, but if you have any questions drop Jacob a line and get involved. Good times.

Wellington to the World (W2W)

Friday 7 November 2008, 3.30pm, Civic Suite, Wellington Town Hall

Wellington's entrepreneurial technology companies have the opportunity to take their businesses global at the upcoming inaugural Wellington to the World (W2W) event.

W2W, an initiative of Unlimited Potential supported by international ex-pat association KEA, will provide a launching pad for six Wellington firms from the ICT sector.

Expressions of interest are now being sought from new, enterprising, and innovative ICT companies – based in Wellington – to participate in the event.

Those who register interest will be asked to submit a short business summary detailing their business/product/service. They will then be interviewed by a panel of business mentors and technology advisors from Unlimited Potential, KEA and partner organisations. The most promising six will be put forward to present their business cases at W2W on Friday 7 November. The pitches will be video-cast to a global web audience.

"We are looking for fresh talent and new opportunities for companies and individuals who do not already have a wide public profile. The focus is on high production values, novel technology opportunities and global reach," says Marie-Claire Andrews, Chair of Unlimited Potential.

"It's a fantastic opportunity for businesses seeking capital, mentoring or new market channels for their technology products and services. Participating tech businesses will have the opportunity to network with existing ICT companies, business 'angels' and ICT researchers from Victoria University of Wellington at the event."

For more information or to express interest in participating please contact: Paul Spence, W2W Project Manager, paul@up.org.nz, 0274 737 314.

AnimfxNZ

The 2008 AnimfxNZ Symposium – the world's leading digital creative technology convergence event – is being held on 14-16 November, here in Wellington. The theme for this year's conference is "Where Creative Convergence Begins" and will feature international speakers from Disney, Real D, Adlabs Digital Cinema and Sohonet. This is a major event for Wellington's ICT and design community and acknowledges the contribution that Weta is playing in boosting our technology

sector here in Wellington and raising our profile overseas. For more information check out www.animfxnz.com.

Creative Commons NZ

Some of the UP team have been working with Creative Commons Aotearoa New Zealand, which has just launched a dynamic web project that offers a new approach to copyright. The CCANZ website allows New Zealanders to choose "some rights reserved" copyright for their own creative works. The international Creative Commons movement towards internet-friendly copyright is embraced in more than 40 countries and its generic licences have been recently tailored to New Zealand's legal jurisdiction.

Creative Commons licences encourage sharing. Every CC licence requires that users credit the owner properly, but licence holders can choose other restrictions too. Some licences do not allow commercial use or derivative versions.

With a sharp rise in citizen authorship and online sharing, Creative Commons licences are essential tools for anyone wishing to free up their creations for the benefit of online fans. The terms of CC licences are simple to read, and will usually appear in the form of a hyperlink alongside licensed work.

Creative Commons licences are designed to be accessible and the website provides helpful information and encourages users to share their experiences. "New Zealand licences are written in plain English, making them easier to understand and use" says Jane Hornibrook from CCANZ.

As well being able to select CC licences with the click of a button, you can now showcase your licensed music, creative writing, photos and movies through the website.

CCANZ is a project of Te Whāinga Aronui The Council for the Humanities.

To find out more about Creative Commons Aotearoa New Zealand, create a profile for yourself or choose your own license, visit www.creativecommons.org.nz We think its a great movement and welcome your feedback.

Event Reviews

Gadgets, games, geeks and a "free software legend"

Richard Stallman solidified his position as a living legend in IT circles at this year's Gadgets, Games and Geeks event, held on Wednesday 13 August.

Speaking to a sell-out audience, he shared his views on copyright and gave some insights into the perils of taking on the big boys to set up a free user operating system.

Geeks galore pored over his words of wisdom and those of Brenda Wallace before moving into the Gadgets, Games and Geeks Expo where the newest and brightest games and gadgets were on display.

Thanks to all the presenters and exhibitors, Snapper, Bookhabit, Mukuna, Magnum Mac, Altospace, 920, Vision, Tentacle Media, Filibuster Films, Xero, Epic Beer, and Tone Magazine which all exhibited and of course, to Hell Pizza for supplying us all with a delicious feed. And of course a big shout out to our sponsors cafenet, HP, and Telecom.

Software Freedom Day '08

The annual Software Freedom Day '08 event was bigger and better than ever this year, showcasing the best minds and talents associated with open source software,



programming and technological developments.

Software Freedom Day '08 is an international initiative celebrating open source software – that is, software that is developed through a transparent peer-review process, independent of commercial organisations. The software is free to use and can be shared among multiple users.

Held on Saturday 20 September in the Wellington Town Hall and Michael Fowler Centre, the event was attended by more than 120 people and featured a 'hackfest', 'open source barcamp' hosted by technology business advisor Nathan Torkington (who ran the first web server in New Zealand). At the start of the day, participants had the opportunity to plan out the open source barcamp – offering topic and presentation ideas for each session. Glynn Foster (Sun Microsystems), Martin Langoff (One Laptop Per Child) and Brenda Wallace (SuperHappyDevHouse) were many of the participants who led sessions about open source projects and software.

In all, 30 sessions were held across six rooms throughout the barcamp with participants discussing everything from why open source software should be used in our public sector organisations to providing debugging solutions to software problems (and everything in between).



Across in the Michael Fowler Centre, participants took part in the SuperHappyDevHouse hack-a-thon and had the opportunity to have open source software (such as Linux) installed on their computer with help from the WellyLUG team.

There was a tonne of swag on offer including Google notebooks, teeshirts, pens and of course, free open source software. Congratulations to Richard Clarke who won the \$895 'golden ticket' to Webstock '09 (thanks to the generosity of the Webstock team).

Thank you to everyone who helped make the event such a huge success, particularly our sponsors CWA New Media, New Zealand Open Source Society (NZOSS), SuperHappyDevHouse, WellyLUG, Ideegeo, Morphoss, Cafenet, Catalyst IT, Sun Microsystems, 920, Grow Wellington, Gen-i, Silverstripe, Xero, Google, Webstock and InternetNZ. A special shout out must go to Fletch from Havana who provided us with free espresso coffee all afternoon (greatly appreciated!).

Sponsorship Update

Thanks to Gen-i for renewing their Silver Sponsorship of Unlimited Potential this year; and thanks to 920 Recruitment Agents as always for being our stand out Gold sponsor, always actively rocking at our events.

Grow Wellington came on board with support for Unlimited Potential, in return for our active management of the old ICT Capital database of members. Our W2W event was designed with that group in mind, and we'll have more events in 2009 for them too.

We said goodbye to Vision Recruitment as a sponsor, which means **there's room for another** organisation keen to connect with the largest ICT network in Wellington...with a membership of over 2000 and connections to who's who in the industry. Why wouldn't you? Contact marie-claire@up.org.nz if you'd like to get close to this community.

UP Executive Committee News

Three welcomes and a farewell

The UP Executive Committee has seen some changes over the past couple of months. Long-standing member Marie-Claire Andrews has stepped into the breach to chair Unlimited Potential. A business advisor and manager of an 'angel' investor club, Marie-Claire has been with Unlimited Potential for the past two years, overseeing UP's sponsorship relationships and providing strategic development advice.

The voluntary Executive Committee has also welcomed three new members – Stephen Nicholas, CEO of OpenSide, one of New Zealand's fastest growing accounting consulting firms, Jacob Rosevear of Wigley Law and Tom Legrice from ex-pat IT network The Wellies.

By way of background, Stephen is a chartered accountant who has a passion for making an impact on the performance of businesses (and now UP!). Before joining OpenSide in 2006, he worked for Fairfax Media, AMP Financial Services, AXA Funds Management and Citicorp.

Jacob is not your everyday lawyer, although he's been with Wigleys since 2007. He graduated from Victoria University after spending the first three years of his studies at Otago University. Outside of legal work Jacob is a qualified personal trainer; has coached various sports teams; and teaches salsa dance workshops around the country. He has also been an international performer at salsa events in New York, Cali (Colombia) and Sydney.

Tom heads The Wellies, an informal expat network specifically for IT professionals, based locally in Wellington. The network (with more than 550 members) has synergies with Unlimited Potential so it's great to have Tom on board.

Sadly, this month has also seen a farewell from the committee. After more than a year of amazing service to Unlimited Potential, Nick Rowney has resigned from the Committee to focus some exciting business developments. While he will no longer sit on the Executive, Nick promises (under fear of reprisals) that he will continue to be a major contributor to the Unlimited Potential network. Good luck with your future endeavours Nick – we look forward to seeing you at the next UP event.

New(ish) member profiles

In the last issue of *What's UP?* we introduced Paul Spence and Kirsten Rose – new(ish) members of Unlimited Potential's Executive Committee.

Paul is a technology aficionado and CEO co-founder of ideegeo Group Limited, an Internet technology support services provider with a strong focus on domain name-related businesses. He is also the man behind the GeniusNet blog. Paul joined Unlimited Potential in mid-2008 and has quickly become an invaluable member building relationships with potential sponsors and members and coordinating events – including project managing the upcoming Wellington to the World event.

Kirsten is a writer and communications consultant who runs The Real Article. While she doesn't consider herself tech-savvy enough to be considered a 'geek', she has a healthy interest in ICT and "all things geeky and gadgety". Kirsten joined Unlimited Potential in mid-2008 and is part of the Executive Committee's communications team (responsible for media liaison and communications planning).

Until next time, best wishes

The UP Executive

A big thanks to all our sponsors, without whom we wouldn't be able to run any of these events:

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