



# National Digital Forum (NDF) Incorporated

## Performance Report

01 July 2019 – 30 June 2020

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## National Digital Forum (NDF) entity information

“Who are we?”, “Why do we exist?”

For the year ended 30 June 2020

Legal Name of Entity	National Digital Forum Incorporated
Other Name of Entity (if any)	NDF
Type of Entity and Legal Basis (if any)	Incorporated Society
Registration Number	2541396

### Purpose or mission

The National Digital Forum (NDF) is a network of people and organisations working together to enhance New Zealand’s digital interaction with culture and heritage. As a network, we connect together the people who are shaping our new digital culture, and we also work closely with museums, archives, art galleries, libraries, government, and the creative sectors to support their initiatives.

NDF is currently undertaking a strategic review, but operated under the existing Rules and strategy for the 19-20 performance year: the purpose of the NDF is to do any and all things to achieve the cooperative development, delivery, and preservation of high quality digital resources which reflect the natural and cultural heritage of Aotearoa New Zealand, for the benefit of the wider community, in a manner which respects and promotes the dual heritage of the partners of Te Tiriti o Waitangi (the Treaty of Waitangi).

The NDF encourages, supports and promotes a national, cooperative, bicultural and cross-sectoral approach to enhancing access to natural and cultural heritage resources online. The NDF seeks to foster best practice, and build expertise nationally and across all sectors.

### Structure

NDF is governed by a Board of up to 12 officers. Three officers are members of the founding institutions National Library of New Zealand, Archives New Zealand and Museum of New Zealand Te Papa Tongarewa. In the financial year ending 30 June 2020, the NDF Board was made up of 11 officers, including 8 officers nominated by institutional members and elected by individual members.

The Board is a ‘working Board’. It makes strategic decisions and also oversees the core business activities of NDF. There is one paid part-time contractor (up to 10 hours per week) with sectoral expertise and experience who provides co-ordination services to carry out NDF operations and provide support to the NDF Board.

**Main sources of cash and resources**

Funding is received in the form of paid membership, conference sponsorship and registrations.

**Reliance on volunteers and donated goods or services**

Volunteers are the backbone of NDF's services. The core activities are carried out by volunteers including the board officers, a conference planning committee and regional ambassadors who volunteer their time hosting regional events.

# National Digital Forum statement of service performance

“What did we do?”, “When did we do it?”

For the year ended 30 June 2020<sup>1</sup>

Activity	Output	Performance measures 2018/2019	Performance measures 2019/2020	Outcome
<b>Board Meetings</b>	<ul style="list-style-type: none"> <li>• Bi-monthly meetings</li> <li>• Strategic planning meeting</li> </ul>	<p>Number of Board meetings held: 4 (including AGM)</p> <p>Number of #NDFBoard Slack channel conversations<sup>2</sup>: 4</p>	<p>Number of Board meetings held: 8 (including AGM and Strategy workshop)</p> <p>Number of #NDFBoard Slack channel conversations: TBC</p>	<ul style="list-style-type: none"> <li>• A well run organisation</li> </ul>
<b>Conference</b>	<ul style="list-style-type: none"> <li>• A highly valued and profitable conference</li> </ul>	<p>NDF2018 conference attendees: 340 total 254 (paid), 86 (complimentary)<sup>3</sup></p> <p>NDF2018 workshop attendees: 106 (33 workshop only)<sup>4</sup></p> <p>NDF2018 conference scholarships awarded: 6</p> <p>NDF2018 conference satisfaction rating: 95% 'good' or 'very good'.</p> <p>NDF2018 live stream attendees: 2700 total viewers across 2 days (from ~30 countries)</p>	<p>NDF2019 conference attendees: 327 total (27 being shared passes, so potentially up to 409 people attended)</p> <p>NDF2019 workshop attendees: 96 (22 workshop only)</p> <p>NDF2019 conference scholarships awarded: 9 (including new 'Pay it Forward' grants funded by members)</p> <p>NDF2019 conference satisfaction rating: 92.4% rated the conference 6-10 out of 10 (where 10 is excellent).</p> <p>NDF2019 live stream attendees: 920 total viewers across 2 days (from ~17 countries)<sup>5</sup></p>	<ul style="list-style-type: none"> <li>• Connections across the digital culture and heritage sectors are propagated</li> <li>• Digital innovation is endorsed, showcased and championed</li> <li>• Capability is built across the culture and heritage sector and opportunities are created for ongoing collaboration, skill sharing and cooperation across organisations throughout the country.</li> </ul>

<sup>1</sup> See also our AGM performance report (November-November year) at: <http://www.ndf.org.nz/ndf-board-papers>

<sup>2</sup> A conversation is a post by a Board member that is either seen by other Board members or reacted to by other Board members (i.e conversation, responses)

<sup>3</sup> Source: Conference Innovators.

<sup>4</sup> Ibid 2.

<sup>5</sup> There was feedback this year that the live stream was consistently dropping out – feedback from twitter and experienced onsite, resulting in fewer livestream attendees.

		<p>Sample feedback from NDF2018 attendees: 83 responses.          What people liked about the conference:          Diversity of keynote presentations and presenters. Meeting new people from the GLAM sector and discussing issues, opportunities, and problems.</p> <p>Sense of inclusiveness and ability to meet and talk to new people in the sector. The strength of the talks, their openness and honesty.</p> <p>Stories of impact:</p> <p>Our team has incorporated an assessment tool that was presented on. I think just a general heightened consciousness of cultural considerations of collections.</p> <p>NDF talks online empowered me to make schema decisions within my organisation, which may have been more controversial, easily because I was able to provide clear justification for the change.</p> <p>Sample Tweets during the NDF2018 conference:</p> <p>A little surreal to hear @auchmill talking about my upcoming thesis on stage. But incredibly excited to build on what I have already learnt and the knowledge from this conference #ndfnz Heading to bed after 3 days of thrilling #NDFNZ. Thank you @InternetNZ for</p>	<p>Sample feedback from NDF2019 attendees: 62 responses.          What people liked about the conference:          “Good range of big picture, examples of projects and skill-building”.</p> <p>“Great conference, good variety of speakers and new content”.</p> <p>Stories of impact:</p> <p>“I wanted to share an idea I had with fellow GLAM people and gain experience presenting. I felt I achieved what I set out to do and enjoyed the opportunity.”</p> <p>“I got great ideas for streamlining our work processes.”</p> <p>“I work in metadata creation, and there was a lot immediately related to my professional niche. More generally the relationship between western bias and information systems (like Wikipedia) definitely relates to the systems we use - it is one of those things where it is good to be reminded of the inherent bias.”</p> <p>Sample Tweets during the NDF2019 conference:</p> <p>I recently attended my first conference in Aotearoa / New Zealand --&gt; #NDFNZ. It was, by far, the best conference I've ever been to (sorry UK). Here's why... [...] In short, the three days challenged me. The bubble of detail and standards, which is my usual</p>	
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		<p>providing funding allowing me to attend. As a digital volunteer who works mostly in isolation, attending this conference was exciting, affirming and inspiring. The best conference I've ever been to.</p> <p>Last night I sent out a random help-me-out request to a group of people who I realise I almost entirely know thanks to #NDFNZ. This morning I am vastly better off as a result of their answers. Tell me a better reason to go to a conference than that ....</p> <p>Such a thought provoking talk by @thkukutai. Data sovereignty in a world moving towards open access. Questions to keep in mind. #NDFNZ</p>	<p>conference experience, was broken. Instead, the words I took away were "question" and "reflect". Thank you @ndfnz</p> <p>Insane nearly 3 weeks away.... forever grateful to #NDFNZ for getting me there, plus opportunity to visit GLAM's on the way there &amp; back, while interspersed with necessary "rest days" as required... will be needing to have a rest week when I am home again! But MOST amazing trip.</p> <p>My notes from the 2019 #NDFNZ conference, which was once again full of ideas, inspiration, and challenges and great keynotes #GLAM #DigitalHumanities</p>	
<b>Professional Development</b>	<ul style="list-style-type: none"> <li>Regional fora across nine to ten regions</li> <li>Workshops delivered in regions (e.g. associated with conference)</li> <li>Encourage, support and promote community professional</li> </ul>	<p>Number of NDF ambassadors: 11 in 2018, 13 in 2019</p> <p>Volunteer ambassador hours: 220 hours total (20 per ambassador)</p> <p>Number of attendees (total) at NDF regional forums (July 2018-June 2019): 220</p> <p>Sample feedback from regional forums:<sup>6</sup></p> <p>"Open and collaborative forum"</p> <p>"Opportunities for networking and progressing ideas"</p>	<p>Number of NDF ambassadors: 12 in 2020, 13 in 2019</p> <p>Volunteer ambassador hours: 133</p> <p>Number of attendees (total) at NDF regional forums (July 2019 - June 2020): 118</p> <p>Sample feedback from regional forums:</p> <p>"There was very positive feedback. There was a bit of a groundswell indicating that the 'group' would like to meet every 6 months and not just once a year!"</p> <p>"Attendees were able to network, meet others"</p>	<ul style="list-style-type: none"> <li>Capability is built across the GLAM sector and opportunities are created for ongoing collaboration, skill sharing and cooperation across organisations throughout the country.</li> </ul>

<sup>6</sup> Source: Annual Regional Ambassadors Report

	<p>onal development opportunities initiated by members</p> <ul style="list-style-type: none"> <li>• Explore opportunities to promote best practice via NDF website</li> </ul>	<p>“The focus on value/ethics of tech and purpose of tech”. “Fabulous hosting”</p> <p>“Great mix of people The positive atmosphere. Everyone was welcome regardless of their technical skills and everyone shared what they could. The tips on easy to use free and cheap widget and software was super helpful.”</p> <p>“Today was worth a 1000 emails”<sup>7</sup></p> <p>Number of conference workshops delivered: 6</p> <p>Workshops in Wellington provided: 1 (‘NDFx: An Introduction to Managing Born Digital Collections’ as part of Museums Aotearoa Conference), 15 people attended.</p>	<p>working in similar situations, share resources and provide encouragement. Feedback of the event was extremely positive and they were all very glad they were able to attend.”</p> <p>“Attendees freely expressed their interest about some of the topics and projects shared with the group and found it inspiring as well.”</p> <p>“Keeping the human at the centre of ‘digital’ but also making sure the conversation centre on digital work. A room full of people terrify the introverts who appear to make up the bulk of the sector. A room full of people who want to talk about how their work enriches lives is exactly what they want though.”</p> <p>“Everyone was keen to keep in contact. They liked the presentations we did and it was nice to meet in a different environment. They like the ideas of workshops etc in our region and learning what we are all doing.”</p> <p>Number of conference workshops delivered: 7</p> <p>Workshops in Wellington provided: 0 (NDF supported Museums Aotearoa’s ‘Digital opportunities Zui webinar on June 19 and LIANZA’s COVID-19 professional development)</p>	
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<sup>7</sup> Source: Anecdotal - feedback given by a participant at the end of the Canterbury Regional digital forum

		<p>Promotion of professional development opportunities (via Twitter):</p> <ul style="list-style-type: none"> <li>Regional Forums</li> <li>Friends of the Hocken Collections Research Award 2020</li> <li>Wikipedia editathon</li> <li>John Voss on improving social, cultural and resource equity at, within, and across our cultural institutions.at National Library</li> <li>Paul Reynolds Grant worth \$5000</li> <li>Rebecca Giblin on copyright laws</li> <li>Webstock 2019</li> <li>FutureTech at Auckland Museum</li> </ul> <p>Workshop feedback:</p> <p>Excellent workshop. Well pitched for all levels of experience. I felt privileged to be able to attend and the hosts were very generous with their time and advice.</p> <p>This was a great workshop and a good mixture of practical group work activities and presentations—it was nice to meet and work with some new people.</p> <p>The NZ Photographers of Cultural Collections forum after the conference was an incredible experience, and a highlight of my trip to NDF.</p>	<p>Promotion of professional development opportunities (via Twitter):</p> <ul style="list-style-type: none"> <li>Workshops</li> <li>Museums Aotearoa / NSTP: Digital opportunities Zui</li> <li>Digital Heritage Lab Webinars - AMA</li> <li>InternetNZ: Beyond diversity, justice in open communities</li> <li>LIANZA recollections meetup</li> <li>Museums and the Web (Online)</li> <li>Open GLAM Now!</li> <li>LIANZA webinar with Paul Reynolds grant recipient</li> <li>'Drinking about museums' virtual meetup</li> <li>GLAMR meetups</li> <li>Aurora Institute for Emerging Leaders</li> </ul> <p>Workshop feedback:</p> <p>I loved the Digitisation workshop. Dave was a great presenter.</p> <p>Storytelling for GLAMs was brilliant. one of my highlights. I could do a whole day, I learned so much.</p> <p>It was a treat to see the "Big Boys Toys" but coming from institutions where the scanner still reigns supreme I appreciated the point that we must do the best that we can with what we have available.</p>	
<b>Communications</b>	<ul style="list-style-type: none"> <li>Use of channels to build an active</li> </ul>	<p>Number of newsletter recipients and newsletters: 10 (3,569 opens) - 963 subscribers as at 24 May 2019</p>	<p>Number of newsletter recipients and newsletters: 10 (2,798 opens) - 1021 subscribers as at 30 June 2020</p>	<ul style="list-style-type: none"> <li>Foster a growing network of people and organisations</li> </ul>



	community, connecting members and engaging members in issues and decisions (newsletters, website and social media)	<p>Number of website visitors: 12.1K unique visitors, 16.8K visits</p> <p>Number of people accessing NDF Youtube videos: 10.2K views, watch time 847.6 hours +56 new subscribers</p> <p>Number of Youtube subscribers: 307<sup>8</sup></p> <p>Number of followers on Twitter: 2,818 (Sept 2019)<sup>9</sup></p> <p>Number of subscribers to #nationaldigitalforum in GLAMFolk slack: 34</p>	<p>Number of website visitors: 15.5K unique visitors, 21.1K visits</p> <p>Number of people accessing NDF Youtube videos: 10.9K views, watch time 848.8 hours +56 new subscribers</p> <p>Number of Youtube subscribers: 359</p> <p>Number of followers on Twitter: 2,908 (6 July 2020)</p> <p>Number of subscribers to #nationaldigitalforum in GLAMFolk slack: 41</p>	working together
<b>Membership &amp; Sponsorship</b>	<ul style="list-style-type: none"> <li>Membership numbers remain steady (or increase)</li> <li>Conference attracts sponsorship</li> </ul>	<p>Number of Kauri members: 4</p> <p>Number of Nikau members: 56<sup>10</sup></p> <p>Number of individual members: 131<sup>11</sup></p> <p>Revenue from membership: \$44,485</p> <p>NDF2018 sponsorship: \$29,335.70 (+ Kauri member fees of \$23,000)</p>	<p>Number of Kauri members: 4</p> <p>Number of Nikau members: 77 (25 active)<sup>12</sup></p> <p>Number of individual members: 183 (73 active)<sup>13</sup></p> <p>Revenue from membership: \$44,084</p> <p>NDF2019 sponsorship: \$26,225 (+ Kauri member fees of \$23,000)</p>	<ul style="list-style-type: none"> <li>Ensure a financially sustainable organisation</li> </ul>
<b>Sector Engagement</b>	<ul style="list-style-type: none"> <li>Facilitating meetings between digital sector leaders in GLAM organisations</li> </ul>	<p>Examples of connections facilitated or established between sectors:</p> <ul style="list-style-type: none"> <li>NDF made a significant copyright review submission, actively coordinating with sectoral leaders to</li> </ul>	<p>Examples of connections facilitated or established between sectors:</p> <ul style="list-style-type: none"> <li>Leaders of various GLAM organisations brought together on panel at NDF2019.</li> </ul>	<ul style="list-style-type: none"> <li>Connect together the people who are shaping our digital culture</li> <li>Support organizational initiatives to be collaborative and</li> </ul>

<sup>8</sup> As at 1 September 2019

<sup>9</sup> Note, this metric will change to capture Twitter followers on 30 June in future reports.

<sup>10</sup> Source: Consolidated membership spreadsheet.

<sup>11</sup> Ibid 9.

<sup>12</sup> Source: Different source to last year so may be disparity in comparisons. Source is cleaned up Xero accounting data.

<sup>13</sup> Source: Xero accounting data. Different source to last year, so comparisons may be difficult.

	<ul style="list-style-type: none"> <li>• Creating connections with leaders in related sectors</li> <li>• Providing support to collaborative initiatives that benefit the sector</li> </ul>	<p>ensure appropriate response.</p> <p>Examples of support to collaborative initiatives that benefit the sector:</p> <ul style="list-style-type: none"> <li>• Active contribution to discussions in 'GLAM Folk' Slack.</li> <li>• Provision of judge for Paul Reynolds Grant (scholarship to learn from an overseas GLAM institution)</li> </ul>	<p>Examples of support to collaborative initiatives that benefit the sector:</p> <ul style="list-style-type: none"> <li>• Provision of COVID-19 closure tracking platform for GLAM organisations</li> <li>• Support to Museums Aotearoa COVID-19 'digital opportunities' Zui</li> </ul>	<p>cooperative, engaging major institutions on shared priorities at a national level</p>
<b>Operations</b>	<ul style="list-style-type: none"> <li>• Efficient and modern systems</li> <li>• Up to date and current information.</li> <li>• Continuous improvement to achieve effective and efficient operations.</li> </ul>	<p>Evidence of improved systems and processes:</p> <ul style="list-style-type: none"> <li>• Membership system: Work underway to move to an automated member-billing system.</li> <li>• Administrative systems: NDF Inc was validated by TechSoup New Zealand as a Nonprofit and implemented Google for Nonprofits. This has made document sharing among the Board, Conference organisers and Regional Ambassadors respectively more efficient and effective.</li> <li>• Information management system re-organised for ease of access by Board.</li> <li>• Board meetings and communications: Slack for Nonprofits adopted.</li> <li>• Instituted rapid (1-week) turnaround policy for sharing minutes of Board meetings with members.</li> </ul>	<p>Evidence of improved systems and processes:</p> <ul style="list-style-type: none"> <li>• Consolidation of previous efficiency gains.</li> <li>• Review of membership model underway.</li> </ul>	<ul style="list-style-type: none"> <li>• Good systems are in place to facilitate the effective operation of the organisation.</li> </ul>

		<ul style="list-style-type: none"><li>• Brought on new Professional Conference Organiser (Conference Innovators) to simplify the conference registration process, assist with attracting sponsorship and support the growth of NDF.</li><li>• Defined and appointed new Co-ordinator role with sectoral and governance expertise.</li><li>• New Charities reporting period initiated (July1-June 30) to streamline with other reporting.</li></ul>		
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**National Digital Forum**  
**Statement of Financial Performance**  
 “How was NDF funded?”, “What did it cost?”  
 For the year ended 30 June 2020

	Note	Actual last year \$	Actual this year \$
<b>Revenue</b>			
Donations, fundraising and other similar revenue		0	\$2,460 <sup>14</sup>
Fees, subscriptions and other revenue from members <sup>15</sup>	1	\$44,485	\$44,084
Revenue from providing goods and services		(\$5,227)	\$14,899
Interest, dividends and other investment revenue		\$3,817	\$1,880 <sup>16</sup>
<b>Total Revenue</b>		<b>\$43,075</b>	<b>\$63,323</b>
<b>Expenses</b>			
Expenses related to public fundraising	2	\$-	\$-
Volunteer and employee related costs		\$7,643	\$26,455 <sup>17</sup>
Costs related to providing goods and services		\$28,545	\$31,063
Grants and donations made			\$105 <sup>18</sup>
<b>Total expenses</b>		<b>\$36,188</b>	<b>\$57,623</b>
<b>Surplus for the Year</b>		<b>\$6,887</b>	<b>\$5,700</b>

<sup>14</sup> ‘Pay it Forward’ initiative in relation to Conference attendance equity strategy

<sup>15</sup>In 2019 the main NDF Conference has its own set of separate accounts with a single surplus/loss for the conference as a whole.

<sup>16</sup> Term deposits matured outside the financial year (a month later than last year). Period is 202 days.

<sup>17</sup> This reflects the appointment of an NDF Co-ordinator after a gap in employment in 2018-19.

<sup>18</sup> Whare hauora donation as thank you for Hiria speaking at NDF

**National Digital Forum**  
**Statement of Financial Position**  
 “What NDF owns?”, “What NDF owes?”  
 For the year ended 30 June 2020

	Actual last year	Actual this year
		\$
<b>Assets</b>		
Cash in bank	\$92,896	\$108,511
Term deposits	\$105,837	\$109,541
<b>Total Bank</b>	<b>\$198,733</b>	<b>\$218,051</b>
<b>Current Assets</b>		
Conference loan	\$15,000	0 <sup>19</sup>
<i>(See explanation of Conference finances, footnote 11)</i>		
Accounts Receivable	\$12,744	\$12,919
Prepayments	0	0
<b>Total Current Assets</b>	<b>\$27,744</b>	<b>\$12,919</b>
<b>Total Assets</b>	<b>\$227,267</b>	<b>\$230,971</b>
<b>Liabilities</b>		
<b>Current Liabilities</b>	<b>\$52</b>	<b>\$52</b>
GST	\$2,915	\$3,940
<b>Total Liabilities</b>	<b>\$5,491</b>	<b>\$3,992</b>
<b>Net assets / (liabilities)</b>	<b>\$220,986</b>	<b>\$226,979</b>
<b>Equity</b>		
Current year earnings	\$6,887	\$2,289
Retained earnings	\$214,098	\$220,986
<b>Total Equity</b>	<b>\$220,986</b>	<b>\$223,275</b>

<sup>19</sup> Conference loan was returned due to cancellation of 2020 conference due to COVID-19.

**National Digital Forum**  
**Notes to Performance Report**  
**For the year ended 30 June 2020**

Note	Analysis	Actual last year \$	Actual this year \$
1	Revenue item		
	Fees, subscriptions and other revenue from members		
	Membership fees * levels 1 & 2	\$4,485	\$4,084
	Membership fees * levels 3	0	0
	Membership fees * levels 4	\$40,000	\$40,000
		\$44,485	\$44,084
2	Expenses		
	Conference Expenses	\$25,118	\$28,168
	Regional Forum Expenses	\$2,050	\$1,621
	Scholarships	0	\$1,380
	Ambassador Expenses (training day)	\$2,055	\$1,163
	Bank Fees	\$233	\$251
	Board Expenses (meetings)	\$669	\$3,680 <sup>20</sup>
	Consulting & Accounting	\$1,037	\$616
	General Expenses	\$131	\$288
	Hosting and Web Services	\$319	\$399
	Printing & Stationery	\$23	0
	Salaries (admin support)	\$4,550	\$21,613

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<sup>20</sup> Strategic planning session in Auckland to create NDF2025 strategy.

**National Digital Forum**  
**Statement of Accounting Policies**  
**“How did we do our accounting?”**  
**For the year ended 30 June 2019**

Basis of Preparation
National Digital Forum has elected to apply PBE SFR-A (NFP) Public Benefit Entity Simple Format Reporting - Accrual (Not-For-Profit) on the basis that it does not have public accountability and has total annual expenses of equal to or less than \$2,000,000. All transactions in the Performance Report are reported using the accrual basis of accounting. The Performance Report is prepared under the assumption that the entity will continue to operate in the foreseeable future.
Goods and Services Tax (GST)
NDF is registered for GST. All amounts are recorded exclusive of GST.
Income Tax
National Digital Forum is wholly exempt from New Zealand Income tax having fully complied with all statutory conditions for these exemptions.
Bank Accounts and Cash
Bank accounts and cash comprise cash balances and bank balances (including short-term deposits with original maturities of 90 days or less.
Accounting policies
Rule 12.3 The Board may, but shall not be obliged to, arrange for the accounts of the NDF for that financial year to be audited by a person appointed for that purpose. These accounts have not been audited.
Conference accounting

The conference is now accounted for in a separate set of accounts with a single surplus/loss recorded for each year. In a normal year a \$15,000 loan is made to the conference accounts (this was returned this year due to COVID-19). Any additional money that we put into the conference (sponsorship, Kauri membership fees etc) is classed as a conference expense and any income we make from the conference will be income.



**Approved and signed for and on behalf of the NDF Board**



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**Adrian Kingston**

**Chair**