

NIDF

National Digital Forum
2021 – 2022

A YEAR IN REVIEW





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Tēnā koutou katoa,

With this special report for our members, we look back on 2021 and 2022, reflecting on a year of challenges and triumphs for the National Digital Forum.

As the cultural sector continues to navigate the COVID-19 pandemic, we have found greater affinity and alignment in our purpose, but in other aspects, we are now further apart. For example, our research has shown a widening gap in digital capability between large, well-funded organisations and smaller, less-funded ones. As digital becomes a first (and sometimes only) point of contact for our audiences, digital inequality is now a critical issue for the future viability of our vibrant sector.

In 2023 we aim to respond to these findings and tackle these challenges together. We are planning a programme that emphasises and explores community building, capability growth, and mentorship. The board is dedicated to building on, and sustaining our twenty-year vision of developing NDF into a community that has national impact and international significance.

In this new landscape, we are looking to the future—to create space, encourage focus, collaboration, and action to help bring about transformative change and realise our

vision to be a world-leading digital cultural community for the benefit of Aotearoa.

I would like to thank the board members who contributed over 1,500 hours of their time to NDF this year! With incredible agility and an indomitable attitude, our volunteers helped us deliver a fantastic programme. We value your time and expertise and hope to see you again in 2023.

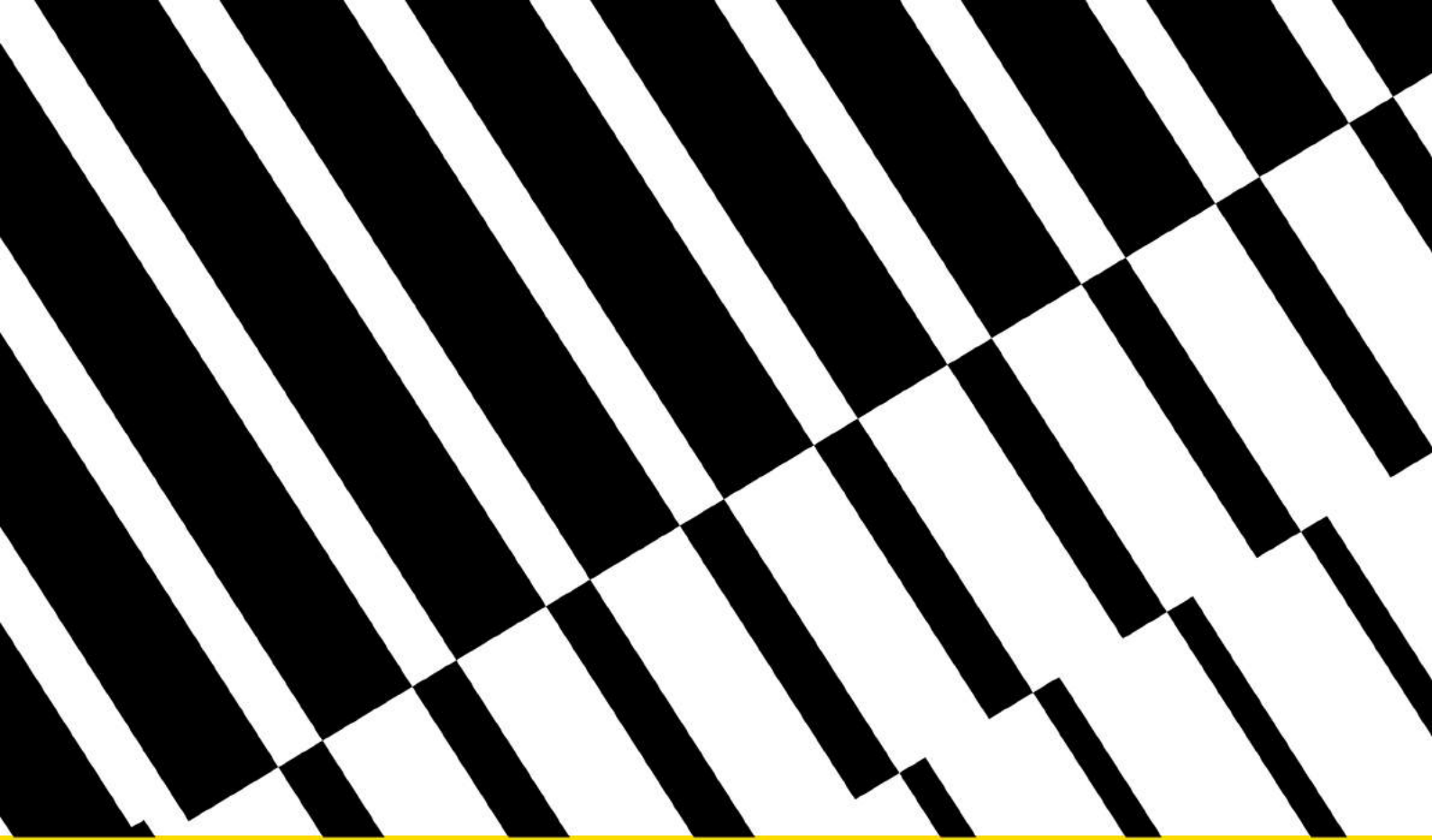
The work of NDF is made possible through the organisations that support us: Tāmaki Paenga Hira Auckland War Memorial Museum, Manatū Taonga Ministry for Culture & Heritage, Te Puna Mātauranga o Aotearoa National Library of New Zealand and Museum of New Zealand Te Papa Tongarewa, and our sponsors and volunteers.

Most importantly, on behalf of the board, I would like to acknowledge our valued members who continue to support NDF with their presence and participation. It is this community that inspires us to devote our time towards NDF's continual growth and success.

Ngā mihi maioha,

Teina Herzer
Manukura—Chair
August 2022





OUR VISION

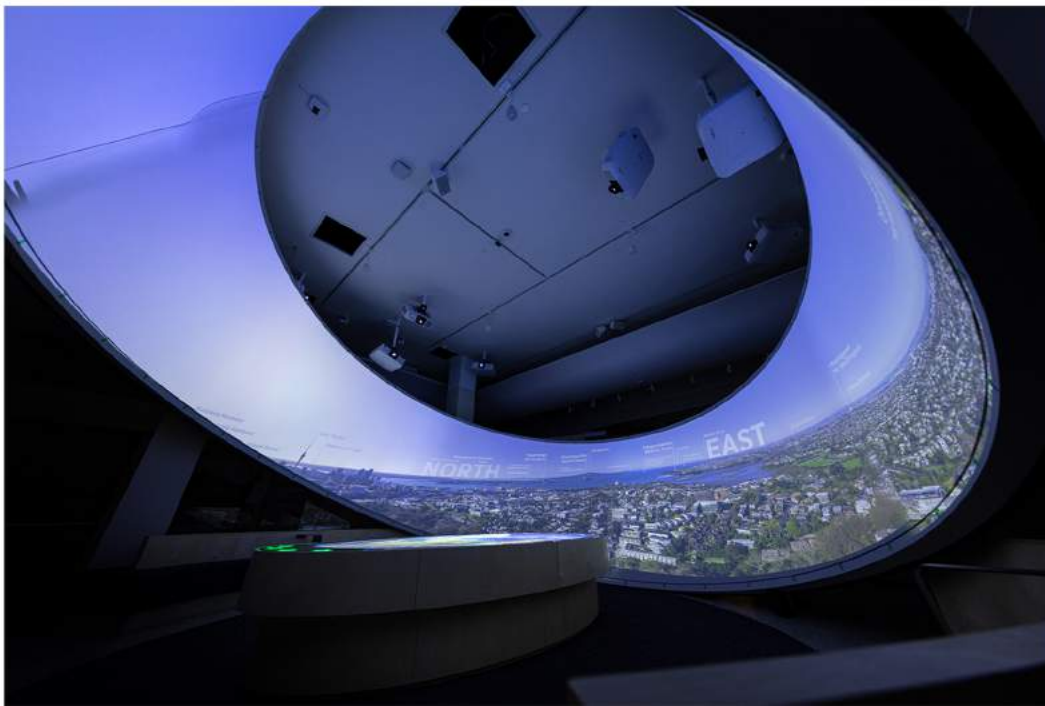
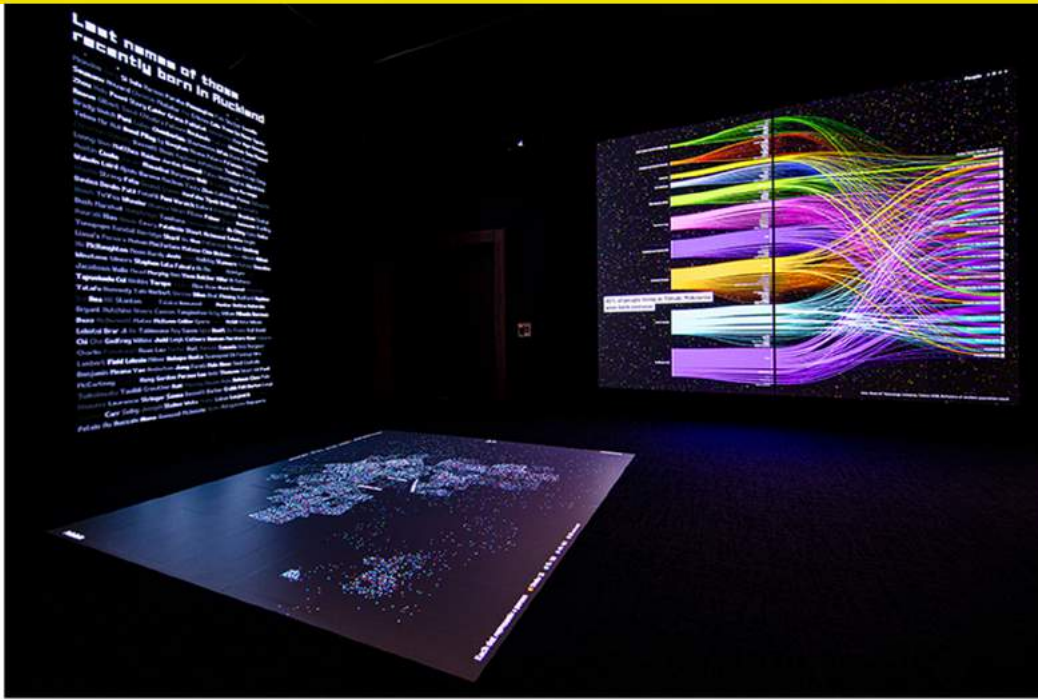
A world-leading digital cultural community for the **benefit of Aotearoa.**

OUR MISSION

Gathering and inspiring the digital thinkers of Aotearoa's cultural sector by:

- Organising **world-leading cross-sectoral gatherings** to inspire digital mindsets and leadership.
- Sustaining an **inclusive digital cultural community** that works together.
- Providing space for the cultural sector to **explore and respond to the defining challenges of the time.**

TITORO WHAKAMURI... LOOKING BACK



NDF GOES VIRTUAL!

For twenty years the digital GLAM community has enjoyed the occasion to gather for the annual NDF conference. Plans to stage in-person conferences in 2020 and 2021 were scuppered by the COVID-19 pandemic, but in February 2022 NDF successfully hosted our **first ever-virtual conference**.

NDF22 welcomed over 500 virtual attendees — a significantly higher number than the 170 people we could have hosted in person at Te Puna Mātauranga o Aotearoa National Library of New Zealand. Since posting keynotes and presentations on YouTube, we have had over 700 additional views.

NDF22 keynote speakers:

- **Anna Fifield**, Editor of the Dominion Post and Stuff
- **Jacinta Paranihi**, Tūwharetoa, Ngāti Raukawa Ki Te Tonga, Ngāti Porou, Senior Advisor Māori Crown Relations Te Arawhiti
- **Ian Taylor**, Founder of Animation Research Ltd.

For our first virtual conference, the NDF team was keen to tackle some of the familiar challenges that erode enjoyment for online audiences. Online audiences suffer a mix of 'zoom fatigue' and competing demands for their attention, so the programme was kept short with regular breaks.

Without a physical audience, energy levels can flag and the experience can feel impersonal, so NDF employed engaging award-winning theatre-maker and experience designer, **Jim Fishwick**, to MC. This added a personal touch to the proceedings.

The team did a really good job of making the conference as interactive as possible in a challenging environment — well done to you all.
— **Pōneke-based Archivist**

Thanks for making this happen under challenging circumstances. NDF is a taonga and it's great to see the community at work.
— **Developer based in Ōtautahi**

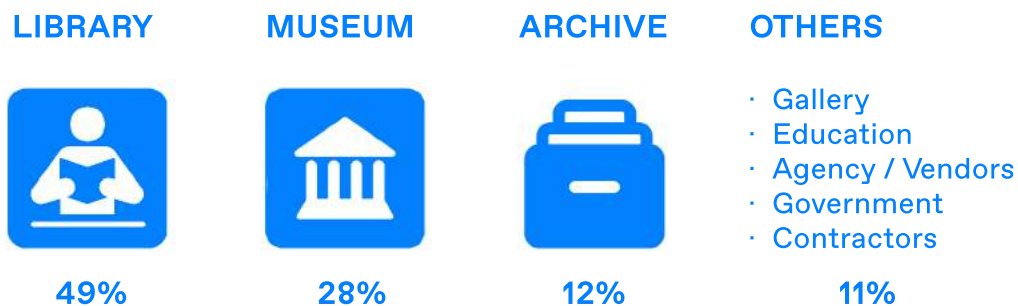
Music from **Luke Rowell aka Disasteradio**, and complementary graphics kept the energy up. Virtual attendees can feel isolated without opportunities to discuss and share with each other, so alongside breakout rooms and live Q&A, **The League of Live Illustrators** were commissioned to produce 'live' illustrations of the highlights from every talk to capture and share.

I was blown away by the presentation from Harley Couper and Elisha Rolleston. Great to see someone implementing cultural rights statements in addition to IP rights statements. And in such an easy manner, it has really pushed me and some colleagues, already, to prioritise this as a goal for our organisation.
— **Conference delegate**

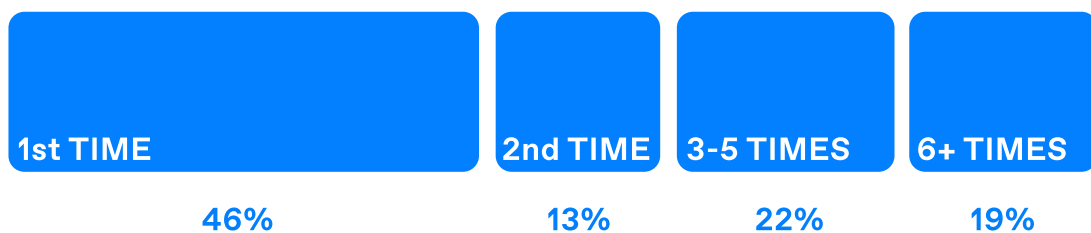
OUR AUDIENCE:

- 99% delegates were based in Aotearoa
- 1% delegates based in Australia

Survey respondents told us their sector affiliations were mostly with **libraries and museums**, with **archivists, gallerists and other sectors** also attending:



Survey respondents told us how many times they had returned to NDF. There was a **high uptake of first time attendants**:



Clearly, the pandemic has offered some new ways of working that can be both tiring (Zoom fatigue) but also innovative and accessible (YouTube presentations)

Nothing beats an in-person gathering but **NDF22 delegates were overwhelmingly positive about the experience**. A net promoter score style rating system was used to survey delegates on their likelihood to attend future NDF conferences and the average rating was **7.9/10**.

SCHOLARSHIPS

This year, **more scholarships than ever before** were supported. This was made possible by a new partnership with the Victoria University Wellington School of Business and Government Ōrauāriki, as well as generous pay-it-forward contributions from the extended NDF community.

In total, **nine scholarships were awarded**, enabling nine individuals to attend and the NDF22 conference. These nine attendants would otherwise not have had the opportunity to attend had it not been for this generous support.

CAPABILITY BUILDING

In 2021, NDF made a successful bid to the Manatū Taonga Ministry for Culture & Heritage's Te Tahua Whakakaha | Cultural Sector Capability Fund. The \$20,000 grant enabled us to carry out research across the cultural sector to understand the current state of digital maturity and capability of our cultural organisations and to identify opportunities to address shortfalls and challenges. What was strikingly apparent from our research is that there is digital inequality within our sector. Our larger, better-funded organisations have the resources and capability to leverage their digital proficiency. This enables them to be more resilient in the face of uncertain economic environments. Through digital initiatives they are able to continue to reach online audiences, meet objectives and maintain relevance with their audience through periods of disruption. Smaller, less resourced organisations are simply not in this position, and therefore cannot evolve or contribute.

We continue to look for and partnership opportunities to help NDF achieve our mission to gather and inspire the digital thinkers of Aotearoa's cultural sector through to 2025 and help close the digital divide.

NDF AGM moves to Zoom

The 2021 Annual General Meeting was held via Zoom, which was the second year in a row. This worked so well we have decided to **hold it this way from now on**. To make it more engaging we included a presentation about Flickr Commons from the fabulous **George Oates**. We look forward to hosting another guest speaker for our AGM on Zoom in 2022.

NDF MEMBERSHIP GREW

Despite restrictions on our activities during the COVID-19 period, **our membership continues to grow**. This is partly due to including one-year membership as part of the February 2022 individual conference registration package, which saw our membership base grow by 37.

NDF members include over **122 individuals and 23 organisations** from across the culture and heritage sector, but also from further afield such as science, technology and local government. Organisational registrants include 19 Nikau and four Kauri (foundation) member organisations.

REGIONAL AMBASSADORS PROGRAMME

From 2020, COVID-19 changed the landscape for our Regional Ambassador (RA) programme. This year the board opted to **pause RA activity to review its effectiveness** given the changes and challenges our sector has faced during this time. We have been **exploring new ideas for a nationally focused programme** that could be tailored to specific GLAMIR community requirements and capabilities in the pandemic context.

Sadly, we lost a member of our RA family with the **recent passing of Sabine Weber-Beard** from Motor Neurone disease in July 2022. Sabine was a systems librarian for the Far North District Libraries. Her contribution to NDF started in 2014 and continued until May 2022. **Sabine was our friendly face in the Far North**; her reputation and dedication to bringing remote communities together was renowned and we miss her dearly. **Moe mai rā, Sabine Weber-Beard.**

*I have loved all my years as the Northland ambassador for NDF,
but now it is with a very heavy heart that I have to give it up.*
— Sabine Weber-Beard, May 2022

... KOKIRI WHAKAMUA
LOOKING AHEAD



A new look

NDF22 provided the impetus for a 'new look' for NDF as we continue to position ourselves as a **world-leading digital cultural community for the benefit of Aotearoa**. The existing look and feel of NDF has been unchanged for many years and the board wanted to mark the new direction as outlined in **Strategy 2025**.

The virtual conference in February was a chance to soft launch our **rebrand**, which we see as bright, energetic and fresh with a signature play on the backslash. It was **well received** by the audience and we are grateful to **Marx Design** from Auckland who did a fabulous job understanding what NDF is and how we want to be seen as we grow. We are excited to apply our new look to the website and all communications in the coming months.

Better reflecting a bicultural view

NDF is committed to fulfilling our obligations to **Te Tiriti ō Waitangi**. We seek to **deepen engagement** with tangata whenua in the digital GLAM sector, including attracting and retaining more Māori members to our board.

To assist us, NDF has commissioned **Linnae Pohatu** (Ngāti Porou, Ngāi Tahu, Rongowhakaata, Ngai Tāmanuhiri and Te Aitanga-ā-Mahaki) and **Chris Cormack** (Kai Tahu, Kāti Māmoe), former NDF board member and cultural sector digital and technology expert, to conduct a series of interviews and hui with stakeholders to help us **understand the needs of tangata whenua** in the sector and to **plan a way forward**.

This work has just begun, and we are excited by its potential. We expect our members will begin to see this work in action in the coming years.

NDF23

The NDF Board is planning to deliver an **in-person conference in late 2023**. A stellar line-up of inspirational national and international speakers, provocative talks will be on offer. Along with opportunities to mix and mingle, and of course ice cream.

Building on the success of NDF22, there will be an **option to attend the conference virtually**. This will continue to increase access to conference presentations but also reopen the chance for us all to reap the benefits of meeting **kanohi ki te kanohi**. Our team will be working hard in the lead up to create a safe environment to make this happen.

Our Supporters

Despite the **challenging environment** and uncertainty that COVID-19 brought to many businesses, **six sponsors were secured and retained** after the decision to move to a virtual only event.

A big thanks goes out to our Kauri members: Auckland War Memorial Museum Tāmaki Paenga Hira, Manatū Taonga Ministry for Culture & Heritage, Te Puna Mātauranga o Aotearoa National Library of New Zealand Te Puna Mātauranga o Aotearoa and Museum of New Zealand Te Papa Tongarewa **and to our amazing sponsors** — Boost, Curio, Deafradio, New Zealand Micrographics Services Ltd (NZMS), STQRY, Victoria University Wellington School of Business and Government Ōrauāriki, **for helping bring NDF22 to fruition.**



THE NDF TEAM

BOARD MEMBERS

- **Tim Hart** | treasurer, Auckland War Memorial Museum Tāmaki Paenga Hira
- **Teina Herzer** | co-chair, Museum of Transport and Technology (MOTAT)
- **Amy Joseph** | representative, Te Puna Mātauranga o Aotearoa, National Library of New Zealand
- **Claire Lanyon** | conference co-convenor, University of Auckland
- **Jamie Mackay** | secretary, Manatū Taonga Ministry for Culture and Heritage
- **Adam Moriarty** | conference co-convenor, Auckland War Memorial Museum Tāmaki Paenga Hira
- **Lucie Paterson** | conference co-programmer, ACMI
- **Claire Regnault** | conference co-programmer, Museum of New Zealand Te Papa Tongarewa
- **Rebekah Rogers** | regional development, Archives New Zealand Te Rua Mahara o te Kāwanatanga

This year we said farewell to board members **Natasha Barrett** and **Dhiraj Bhanushali**. We thank them for the improvements they brought to our communication and membership management respectively.

Our co-chairperson **Fiona Fieldsend** stepped down from NDF after many years as a valued board member. We would like to acknowledge the contribution that Fi has made to NDF through her time with the board. Her direction, hard work, and leadership have helped shape NDF into what it is today.



REGIONAL AMBASSADORS

Sabine Weber-Beard | Northland
Amber Taylor | Auckland
Elizabeth Harvey | Waikato
Espie Ford | Bay of Plenty
Dudley Meadows | Gisborne
Jennifer Taylor-Moore | Taranaki, Whanganui, Manawatū
Kate Miller and Tatsiana Chypanava | Nelson
Caleb Gordon | Wellington
Matthew O’Sullivan and Helen Thomas | Canterbury

STAFF

Sophie Davis | co-ordinator, curator
Grace Ryder | co-ordinator, independent curator

NGĀ MIHI MAIOHA.

Once more, NDF sends a BIG thank you to our members, partners and sponsors. Your continuing support, and enthusiasm for all things digital and the role of NDF in the GLAMIR sector, is what keeps us going. As we head towards 2023, if there is anything that you would like to speak to us about, partner with us on or support, please don’t hesitate to get in touch. We would love to hear from you and make 2023 better than ever.

Stay Connected:

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Images courtesy of Auckland War Memorial Museum Tāmaki Paenga Hira

