

Creative Commons Aotearoa New Zealand The Royal Society of New Zealand

Minutes of the meeting of the Advisory Panel Monday 30 August 2010

Royal Society of New Zealand, Wellington

14:00 – 17:00

Present

Penny Carnaby (Chair), Helen Baxter, Keitha Booth, Colin Jackson, Dr Fabiana Kubke, Professor Brian Fitzgerald (via telephone and Skype), Dr Wayne Mackintosh, Stephanie Pietkiewicz, Andrew Matangi (Legal Team), Don Smith (The Society), Jane Hornibrook (Public Lead, minutes). Aroha Mead sent her apologies.

Introductions

The Chair asked those present to introduce themselves. Individually each Member brings a unique perspective and set of goals to the group including: maintaining ties between CC in Australia and New Zealand; opening up educational resources; promoting and fostering the success of the NZGOAL framework; promoting the basic values of the Internet in our society; promoting innovation in the creative industries; pushing CC at a tertiary education level; building on current momentum to find future sustainability for this project; maintaining the licences; achieving freedom of access to information; and managing CC within the Society.

Purpose and Function of the Advisory Panel

Don Smith spoke briefly about the Panel outline document and reiterated parts of it. He outlined the Society's keen interest in seeing the project succeed and allowing it reasonable freedom of scope and activity.

The importance of "open governance" was discussed and the current plan to publish Panel minutes and put out the Roadmap for comment was endorsed. The project will utilise the CC International wiki in addition to the current cc-nz list and CCANZ website to let the community give feedback.

Project history and current status

The Panel acknowledged the document outlining the project's history associated with the Council for the Humanities and its current set-up within the Society. The public Lead was in the process of getting more background information from members of the CC community.

Once the new MOU has been finalised, more information about the project's move to the society needs to be pushed out. Education and promotion around its re-establishment must happen.

Our Roadmap

Panel Members discussed the draft "Elements for a Roadmap" document which will feed into CC New Zealand wiki page. Main elements of interest were as follows:

Promotion of NZGOAL

This is an activity which is accounted for by the State Services Commission (SSC) and which should be a key focus of the CC project in the coming months.

The CC argument that “publicly funded resources should be made freely available on principal” was fully supported but Creative Commons and the New Zealand CC project need to also keep establishing a strong economic argument for why Government should support it.

The “CC benefits” story needs to focus specifically on examples of how Government information is re-used rather than just promoting a licensing process that anticipates unknown benefits. This emphasises why open access licensing can also have tangible economic benefits.

Top-down as well as bottom-up push from “CC champions” is expected and there was optimism that such an argument could become a “no brainer” over time.

CCANZ and the SSC can coordinate “case studies” and “success stories” from State Agencies and the CCANZ Public Lead will contribute to SSC’s workshops on NZGOAL and help document them.

There was brief discussion about how NZGOAL workshops could be opened to wider audiences later on.

Workshops

CC workshops can be held in collaboration with other projects and organisations. A couple of Panel Members noted that this would be possible from within their own sectors and would help co-ordinate this.

General

The Chair gave Panels Members a “spread the CC message” challenge. Individual members offered to:

- Aid the Public Lead in finding educational case studies on the website
- Help define a clear mission statement
- Talk directly to people in the broadcasting industry
- Encourage librarians to enquire publishers for CC materials
- Encourage local governments via kete communities
- Give CCANZ a template promotional strategy
- Feed CCANZ messages own networks

Defining our mission going forward

The Panel spent a significant amount of time brainstorming what defines Creative Commons in New Zealand and what we do and don't offer. The notes from this exercise will be collated into a series of statements for use on the CCANZ’s wiki and website etc.

Date of next meeting

The original suggestion of 29 November clashes with LIANZA 2010, a new date will be proposed.

Meeting closed at 16:45