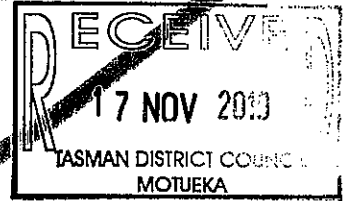


Motueka Community Board

CA- Tasman District Council
 Motueka Service Centre
 7 Hickmott Place
 P.O. Box 123
 Motueka 7161
 Phone 03 528 2022



Discretionary Fund Application Form

Name of Applicant:	DAVID ARMSTRONG
Address of Applicant:	3 AVALON COURT
Telephone Number:	528 4046
History of community group or individual represented:	REPRESENTING MOTUEKA ONLINE, WHICH HAS BEEN OPERATING FOR ALMOST A YEAR.
Amount applied for: (under \$500)	\$180.00
Details of project:	\$182.79 IS THE COST FOR RENEWING FOR ONE FURTHER YEAR THE DOMAIN NAME AND HOSTING SERVICE TO KEEP THE WEBSITE GOING.
Who/What will benefit in Motueka community from the project:	All people currently using the site to inform others about their activities & services, and to learn about what's going on in the community, including Community Board work.
Description of voluntary time and money contributions/donations:	SEE ATTACHED SHEET
Outline other attempts to raise funding:	The operation receives \$525 per month at present from 5 sponsors for day to day operations, mainly my time
Intended use of funds: (Quotes to be provided)	To pay the annual fees for website operation.

Signed: *D. J. Armstrong*
 (Criteria over page)

Date: 16/11/10

See attached sheet.

Background to application for funding assistance for Motueka Online from Motueka Community Board

David Armstrong, 17th November 2010

Motueka Online has been operating for 10 months, providing an online alternative version of local news and information about and for the Motueka Ward community. It is now being visited just over 6000 times a month by over 2200 unique visitors, each viewing on average almost 6 pages per visit.

One of the most-read parts of the site is the set of pages about the Community Board and in particular the summary background and status of all the major projects (ie, David Ogilvie's "Activity list").

The site has only one "must-pay" fixed cost in order to remain in operation – the annual renewal fee for the domain name motuekaonline.org.nz (\$59.95 + GST) and use of the site hosting server (\$99.00 + GST). The total is \$182.79. By the time this application is being considered, the domain name fee will have been paid (December 7th) and the annual hosting fee is due in January.

The daily operation of the site is funded at present to five commercial sponsors – Ray White, Countdown, Parkes Automotive, Motueka Floral Studio and Plant Barn. This monthly payment (totalling at present \$525) in effect pays for my time, which amounts to on average 50 to 60 hours a month. This sponsorship will also make it easier eventually to pass the site on to another operator when necessary in future.

The site will continue operating if the Community Board declines this application – the annual fees will be paid for from the sponsorship basket. However I hope that the Board approves funding for two reasons:

1. I believe the site is slowly becoming a valuable asset for the community as a whole, as an information source and a voice for ordinary folk. I believe that this is therefore something the Board would like to recognise with a small amount of specific financial assistance.
2. I believe the site is also well established as an asset for the Board itself. The high number of people viewing the pages about the Board and its activities shows that it is becoming a key channel for the Board's communication with residents – in fact, probably by far the best. The coverage given of the meetings etc by the Motueka & Golden Bay News is very good, but by its nature Motueka Online is able to provide by far the quickest, broadest and deepest coverage (and sometimes criticism) and a "permanent" and easily accessible record of the Board's work.