

The Federation Of New Zealand SeniorNet Societies Annual Plan for 2010

The Federation will continue to provide the best value possible to its member societies. This will be derived from learner hour funding, the group insurance scheme and member's discounts. The Federation targets itself to achieve a similar return to its member societies in 2010 as it did in 2009. The capped funding received from the TEC coupled with a likely increase in demand for Learner hour funding from Centres will undoubtedly have some impact in striving to achieve this.

In summary the main elements that make up the plan for 2010 include:

1. Achieve the highest possible level of funding for Learning Centres through the processes developed in 2007 and refined in 2008 and 2009. The minimum rate will be \$2.00 (+ GST if applicable) per Learner Hour. The Federation will endeavor to raise this rate through continued negotiations with the TEC for improved levels of funding and through enhancement of its additional funding streams plus others to be developed.
2. The Federation will endeavor to negotiate commercial sponsorship agreements with like-minded organizations. TelstraClear have proved to be a valuable supporter both in financial terms and in kind with free teleconferences for committee meetings. The Federation will nurture this support and encourage its members to support TelestraClear as their telecommunications provider.
3. The Federation will engage a specialist marketing/public relations group to assist with writing and implementing a strategy to improve brand awareness for potential members and funders. This was a strong recommendation tabled in the research undertaken in 2009

4. New courses material shall be sourced for Learning Centres and made available at the least possible cost in an endeavor to provide consistency and high quality.
5. Specifically the Executive Officer of the Federation has been set the following objectives which also forms part of the Federation plan for 2008.
 - Maintain a National Quality Assurance Measurement System aligned to the requirements of the contract the Federation has with the T.E.C.
 - Visit a minimum of 50 Learning Centres to:
 - Undertake Quality Assurance awareness sessions with key personnel.
 - Demonstrate emerging technology to members by way of interactive presentations.
 - Provide enthusiasm and encouragement to continue the learning process.
 - Assist with promotion of the facility within the community.
 - Produce a brochure suitable for nationwide distribution
 - Provide portable banners for events such as open-days
 - Facilitate advertising nationally and locally
 - Produce a poster suitable for nationwide distribution
 - Attend at least 8 Regional Meetings of Learning Centres and provide timely reporting to attendees on matters relating to Quality Assurance and Federation information. Proactively encourage feedback to the Federation.
 - Encourage Regional Tutor Training Days and assist with organizing and delivery. Provide Tutor Training sessions developed by teaching professionals using the VARK modules.
 - Maintain liaison with stakeholders thus ensuring SeniorNet meets the technology learning needs of seniors. Such liaisons will include:

- Government and Crown agencies
 - Political leaders – Central and Local government
 - Other community education providers
 - Service organizations operating within the senior age groups
- Seek out additional revenue streams that will assist with the funding of the Federation. The target sum for 2010 will be 30% of total revenue.
- Maintain liaison with sponsors/supporters to ensure maximum benefit is being achieved for both parties.
- Provide support to the Federation Learning Centres on matters of administration, technical, and training resources.
- Be the single national point of contact for the Federation, for:
 - Potential new members
 - Third party enquires – commercial and non commercial
 - News media enquires and comments – Spokesperson
 - The T.E.C in respect to funding applications and procedures
 - Maintain a national office and the administration aspects thereof
 - Calls to 0800SENIORNET
 - Respond to emails generated from the Federation website
- Redevelop the SeniorNet to ensure freshness and where possible incorporate improvements suggested by members.
- Seek out additional purchasing privileges for Federation Learning Centres and their members.

End of Plan