

# High Budget Sponsorship Application

Geogeeks, Western Australia  
June 2023

## Application purpose

We are applying for sponsorship to enable the Geogeeks open geospatial community group to continue running meetups, speaker events and mapping days. We are applying for \$3000 and intend this sponsorship to enable our planned events for a year (July 2023 - June 2024). The information presented in this application draws on our experience of running successful OSGeo Oceania funded events in 2022 and 2023.

We propose to continue the current grant setup whereby Geogeeks provides receipts of expenses to the OSGeo Oceania grant team for reimbursement at the end of each month.

## Budget

This budget is intended to cover planned events from July 2023 to June 2024. The cost estimates are based on our expenditure for the same types of events run in the past year.

This budget covers:

- Monthly evening hack nights or speaker events.
- Monthly OSM mapping meetups.
- An end of year gathering.
- Spacecubed monthly membership which provides us with venues for the evening meetups and CBD mapping days.

Item	Price	Quantity	Total
Spacecubed monthly membership	\$55.00	12	\$660.00
Regular OSM mapping days	\$45.00	10	\$450.00
Regular meetup events (hack nights and speaker nights)	\$165.00	10	\$1,650.00
End of year gathering	\$240	1	\$240.00
		<b>Total</b>	<b>\$3,000.00</b>

## Timeline

The monthly evening meetups alternate between casual hack nights and speaker evenings, and the monthly OSM mapping days happen on weekends in between those events.

The venues are booked for all the 2023 monthly evening events. The 2024 equivalent bookings will be made at the start of the new year. The OSM mapping day dates are confirmed in the weeks before each event.

Month	Speaker night	Hack night	OSM mapping day
July	5/7		23/7
August		9/8	20/8
September	6/9		17/9
October		4/10	22/10
November	8/11		19/11
December	End of year event TBD		
January	Casual planning meetup		
February	7/2		18/2
March		13/3	17/3
April	10/4		21/4
May		8/5	19/5
June	12/6		23/6

## Outputs

Our outputs will include the aforementioned hack nights, speaker evenings, OpenStreetMap mapping days and an end of year gathering for the Geogeeks community. In the last two years (and many years previously) we ran these types of events and they have emerged as the most successful ways to offer our local open geospatial community casual networking, learning and sharing opportunities. The OSGeo Oceania sponsorship program that enables our events is gratefully acknowledged at each event and in all our event advertising.

In 2023-2024 we plan to continue advertising our events (and posting post-event summaries/photos) via our mailing list, [website](#), [Slack](#) workspace, the [OSM diary/calendar](#), [Wikimedia Commons](#), [social media](#), and the [Spacecubed events calendar](#). Through these channels and our personal and professional connections we aim to reach a diverse community.

We are in the process of updating our GitHub repository so that we can systematically store and share presentation materials from past speakers.

We propose to continue sending short summaries and photos of our events to the OSGeo Oceania grant team alongside reimbursement receipts at the end of each month.

## Outcomes

All our events are centred on skill-sharing around open data, tools and methods. Our speaker evenings usually attract 30-50 people, the hack nights and casual meetups 10-20, and the OSM mapping days 5-10 people. There are often first-time attendees at our events so we are confident that we play a role in promoting open geospatial in Western Australia (and beyond).

Our community includes people from consultancies, government agencies, academia, freelance specialists and peripherally spatial industries. We aim to cultivate a diversity of disciplines when choosing speakers, and to encourage a breadth of topics at our meetups. Our attendees are aged 15 to 70 and, collectively, have a huge range of geospatial perspectives and interests.

We run both weekday evening and weekend daytime events and are flexible with dates, as we aim to accommodate as many people as possible. We recently changed the days for both event types to allow a larger group of attendees to participate.

The locations of OSM mapping days are selected in conversation with regular attendees and we aim to move around Perth so that travel distances vary for everyone. We always choose locations that can be accessed by public transport or actively coordinate car pooling.

## Risk-mitigation strategies

Our events are very low risk for these reasons:

- With respect to sponsorship payments from OSGeo Oceania, our preference is to retain the current setup of monthly expense reimbursement. We can continue to provide receipts of our expenses at the end of each month. With this setup there is no financial risk to OSGeo Oceania.
- Our only pre-event expense is the Spacecubed membership of \$55/month. All other expenses are paid for on the day of the event, usually within a few hours of the event starting.
- All our evening venue bookings are made with Spacecubed at the beginning of the calendar year and each booking is confirmed two weeks before the event. This two week lead time coincides with our event advertising meaning that we have the venue booking confirmed at the time of inviting participants. This ensures our risk of event cancellation due to venue unavailability is zero.

## Measures of success

Geogeeks organisers consider these to be relevant measures of success:

- Observing a diversity of people at events (demographics, disciplines, skill levels).
- Hearing about a diversity of open geospatial topics.
- Hearing from a diversity of presenters (topics, career stages, demographics, presentation types).
- Actively demonstrating the friendly and inclusive aspects of the open geospatial community.
- Encouraging celebration of open geospatial tools/data/methods over individual/company/commercial success at Geogeeks events.

## Reporting

To assess the success of our Geogeeks events and track what the Geogeeks community is interested in we do the following:

- Provide a short summary of our meetups and associated expenses to the OSGeo Oceania grant team at the end of each month. This includes descriptions of our events, attendee counts, links to photos and written summaries posted by Geogeeks organisers, and receipts of our expenses.
- We hold an annual casual planning meetup at the start of each calendar year where all Geogeeks attendees are invited to contribute their ideas and suggestions for the year ahead. We take note of organiser availability.
- Throughout the year we record: how many attendees at all events, speaker topics, speaker type (academic, professional, student, volunteer) and expenses. Cumulatively this information enables us to assess which topics appear most popular, if we're finding a diversity of presenters and topics, which combinations of topics/times attract the most people etc.

- Informally, Geogeeks organisers take care to make event attendees feel welcome and comfortable. We aim for keeping the tone casual and friendly in all our correspondence. We don't record statistics about attendee demographics but informally we take note of who is in the room, who may be feeling uncomfortable and who may like an invitation to participate.
- We are currently reorganising the Geogeeks GitHub repository so that we can use it for storing and sharing presentation materials and links to event photos. The intention is that the wider Geogeeks community can access these resources from a central location rather than only via ad hoc emails/Slack conversations.