



Digital Strategy - Creating Our Digital Future

The Digital Strategy is New Zealand's plan to create a digital future for all New Zealanders by maximising the opportunities that Information and Communications Technologies (ICT) provide. New Zealand will be a world leader in using information and technology to realise its economic, social, environmental, and cultural goals, to the benefit of its people.

The Digital Strategy is made up of three key enablers:

Content - Information made available through digital networks. "Information" encompasses heritage collections, Māori language resources, research databases, and traditional and contemporary cultural products.

Confidence - Developing the necessary skills at all ages, in all parts of society, to use and participate in ICT effectively. Confidence encompasses addressing the challenges that may slow ICT uptake such as spam and electronic crime.

Connection - Affordable access to viable ICT infrastructure such as telecommunications networks, computers, mobile phones and other devices. Utilising ICT to create virtual environments in which communities can connect, especially communities faced with geographic challenges.

Content provides the reason, **confidence** provides the skills and trust, and being **connected** provides the means.

Community Partnership Fund - Unlocking the Potential of Communities

ICT can be used to bring communities closer together, to build the capacity of individuals and groups, extend existing services to isolated communities, or to those excluded from participating fully, and increase participation in the democratic process.

Through the Community Partnership Fund, the government has provided \$17.4 million seed funding to partly fund 119 community driven initiatives that will improve people's capability and skills to use ICT, develop digital content and connect communities.

Partnerships between community, local government, businesses, and government have brought further contributions of over \$30 million to complete the projects.

The Community Partnership Fund supports projects that focus on:

- building ICT skills and capability in regions and communities;
- mapping communities' ICT assets and identifying priority gaps;
- strengthening community projects through the use of ICT;
- connecting communities of interest online;
- addressing issues of confidence, such as safety and security, in using ICT; and
- smart ways to digitise and link content and use technology applications in our communities around New Zealand.

SOUNZ Online – The Internet's Centre for New Zealand Music

New Zealand's Music On The World's Stage

SOUNZ Online is a music information website designed to provide, foster and promote New Zealand music. The website showcases the music of New Zealand composers to the world through a variety of online services. The website ensures that anyone can have instant access to New Zealand's musical talents, regardless of location.

Through the website, people across the world are able to learn and access details about New Zealand's composers, performers, art forms, events, programmes, venues, publications and reviews. Rich media is available for download, including digitised scores, audio, videos and text.

The economic benefits of being able to market New Zealand's musical talents through the use of ICT are immense. SOUNZ Online, a powerful marketing tool, provides New Zealand's artists with an opportunity to promote their music on the Internet, a venue that may have previously been unavailable to them. The site's content is easily searched and transactions, including perusal, loan and purchase, are available, thus making New Zealand music available to many more individuals and communities around the globe.

During their 14 year history, the Centre for New Zealand Music (SOUNZ) has established strong relationships across the wider music, arts, and education communities in New Zealand. Through projects, services and other activities, SOUNZ has developed an excellent understanding of the needs of New Zealand's music communities. As a member of the International Association of Music Information Centres, SOUNZ Online is able to observe international trends in the delivery of music information.

"Through our funding from the Community Partnership Fund and Creative New Zealand, the Centre for New Zealand Music has been able to take a giant leap toward realising its mission of 'Created in New Zealand, heard round the world,'" said Scilla Askew, SOUNZ Executive Director.

"The huge number of people and the range of expertise required to bring this project together means it has touched many people in our communities. We hope that they will be able to share in its success as the music of New Zealand composers becomes more widely known and appreciated, not only in New Zealand, but around the world."

Currently SOUNZ holds the world's largest and most accessible collection of music by New Zealand artists, with over 7,000 works by more than 300 composers. The SOUNZ Online project not only makes this collection available through the Internet, but also provides detailed information about creators, performers, broadcasters, funding opportunities, reviews and reviewers, presenters, venues, publishers, and recording companies.

SOUNZ Online delivers additional services to New Zealand's music community and empowers them to have an online presence – the website offers an enhanced membership management system and access to publications. As a promotional opportunity, performers and composers are able to upload data about their music and about themselves. Information about scores, recordings, biographical information, reviews, events, and concert details is also available.

Utilising ICT also ensures that a wider range of contemporary music practices are represented, for example improvisation, sound art, inter-media, Māori music and event-based works.

SOUNZ Online uses the Functional Requirements of Bibliographic Records (FRBR) model, to ensure that all kinds of people who are interested in New Zealand's music have easy and fast access to in-depth, accurate information. The use of this model has the potential to be regarded as best practice to the wider arts and cultural sectors throughout New Zealand.

