



# stixcamp

Newstead, Victoria, AU  
MARCH 2009

## Introduction

This document is the post-event summary of StixCampNewstead and is intended for sponsors and other key stakeholders as evidence of the funds utilised in organising the event, evaluation of the event by attendees and serves as the basis for continuously improving future iterations of StixCamp.

<http://vic.au.stixcamp.org/>

## Executive Summary

StixCampNewstead was a success on all fronts with a small number of minor weaknesses reported by attendees.

It was held on 14th-15<sup>th</sup> March at Newstead, Central Victoria at Welshmans Reef Vineyard. There were 47 registered attendees. The event was successful in obtaining sponsorship to the value of \$5730 from eight organisations, with in kind support from many others. Media covered StixCamp in many forms, including a piece in the Bendigo Advertiser and two radio interviews on ABC Central Victoria.

The success of the event is also mirrored in the post-event survey results. 100% of respondents indicated that they would recommend the event to others.

Based on this data, it is the firm intent of organisers to run future iterations of StixCamp and like events such as BarCampMelbourne.

## Budget and financial outcomes

The organising committee of StixCamp were able to secure over \$5000 worth of sponsorship, the majority being \$3000 from Multimedia Victoria. When expenses are taken into account, the event ran at an operating profit of approximately \$800. If the sponsors do not want this money reimbursed (proportionally based on sponsorship) it will be carried over for future BarCamp events.

An arrangement was struck with Sitepoint to roll the \$600 sponsorship they offered into funds for BarCampMelbourne 2009, to be held in September 2009, and these funds are not taken into account in the table below. The same arrangement has been made with OSDC in the amount of \$500, meaning that the organising committee already has \$1100 committed to a future similar event.

### Summary

Sponsorship received	\$4,630.00
Venue costs	-\$235.00
Food costs	-\$3,290.20
Sundries	-\$720.00
<b>Bottom line</b>	<b>\$384.80</b>

Figure 1 - Summary of event finances

## Traditional and New Media Coverage

Ben Balbo was interviewed by the ABC Central Victoria radio on both 13<sup>th</sup> March pre event and 16<sup>th</sup> March post event;

<http://www.abc.net.au/local/audio/2009/03/16/2517756.htm>

<http://www.abc.net.au/local/audio/2009/03/17/2517919.htm>

The Bendigo Advertiser also ran a story on page 5 of March 14 edition on the event. The article is not yet online.

The Newstead Echo ran a large article in their most recent addition:

<http://www.newsteadecho.org/documents/Apr2009.pdf>

The event garnered attention also on new media tools Twitter and Identi.ca and Flickr;

<http://search.twitter.com/search?q=stixcampnewstead>

<http://identi.ca/search/notice?q=stixcampnewstead>

<http://www.flickr.com/search/?q=stixcampnewstead&w=all>

<http://en.wikipedia.org/wiki/StixCamp>

The blogging community also documented the event in great detail;

<http://brianna.laughter.id.au/blog/tag/stixcampnewstead/>

<http://blog.kathyreid.id.au/tag/stixcampnewstead/>

<http://popcorn.cx/blog/2009/03/stixcampnewstead-was-awesome/>

<http://squirmelia.livejournal.com/233774.html>

<http://charlesling.wordpress.com/2009/03/24/melbourne-stixcamp/>

<http://twofishcreative.com/michael/blog/tag/stixcampnewstead>

## Presentations

A copy of the presentation schedule is given below. James Vautin and Paul Fenwick were voted best presenters by the audience, with Maxim Shklyar a notable mention.

Time	Main	Marquee	Verandah
10:30	Registration		
12:30	Welcome		
13:30	Lunch		
14:30	Accessibility of Applications Gian	Event by Committee Jacinta Richardson	
15:10	Puppet Stuff Avi Miller	Discussion of Pervasive Games Jodi	
15:40	Break		
16:10	Usability of Applications Gian	Inkscape Donna Benjamin	
16:45	Your Toaster wants Twitter too Josh Stewart	So, we ruined the encyclopedia - now what? Brianna Laugher	
17:10	Break		
17:25	Data Visualisation for SysAdmins Julien Goodwin	Hacking other people's brains Paul Fenwick	Xen Stuff Avi Miller
17:50	Project Related Communication Sasha Ivkovic		
18:15	Day one wrap up, festivities for the night		
18:45	Yummy food at the Winery		
20:45	Drinking, dancing, frolicking and secret business		

## Sunday

Time	Main	Marquee	Verandah
08:00	Breakfast		
09:45	Amazon Mechanical Turk - Artificial Artificial Intelligence James Vaughn	Why ITIL, Problem Management is your Friend Kathy Reid	
10:15	ObjectiveResource - RESTFUL Web Services & the iPhone Josh Bassett	How to be a Good Customer Kathy Reid	
10:45	Break		
11:10	Device Sensor Networks	XIML - Interactive Markup Language	

	Andy Gelme	Maxim Shklyar
12:00	Winery Tour Ron Snep	Using TAL+XSLT to achieve language independent views in web applications OR Separation of Data & Presentatio Nirvana! Zach Miller
12:45	Lunch	
14:00	Broadband in the Bush Dave Hall	
15:00	Break	
15:30	Thunder Storms	
16:00	Lightning Talks	
16:30	Wrap up and thank you, close	

## Results of post event survey

In summary the event was rated highly on almost all aspects by participants. In particular participants would recommend it to others, it was found to be good value for money (hardly surprising given it was free) and the organisers were found to be helpful. The highlighted weaknesses were the projection facilities, the comfort of the chairs and the information provided prior to the event.

There were 18 respondents to the post-event survey out of 47 attendees resulting in a response rate of 38% which is considered representative.

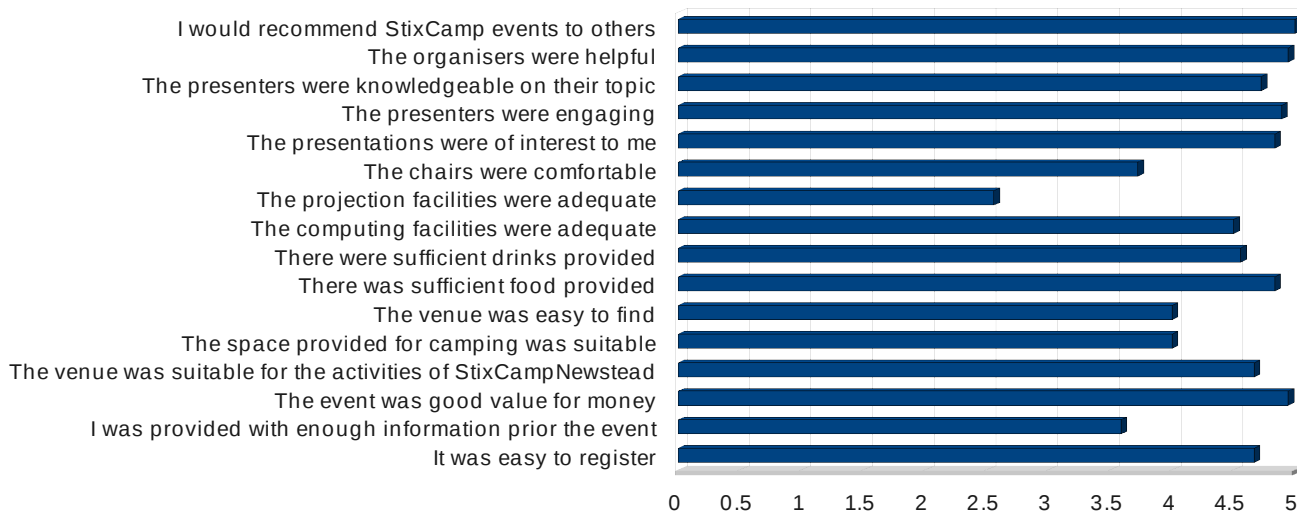


Figure 2 – Summary of post event survey results

NOTE: Responses should be interpreted as 1=Strongly Disagree and 5=Strong Agree

Demographic results were surprising. Most respondents were in the 30-39 age group, when a younger audience was anticipated. It was pleasing to note the higher than anticipated female representation of

attendees. The field of expertise of attendees was as expected with the only anomaly being the low representation of content developers/producers as opposed to technical programmers and consultants.

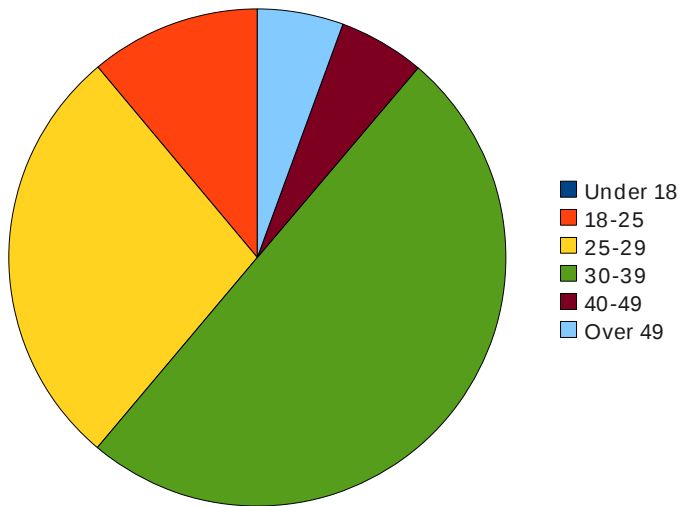


Figure 3 – Participants by age

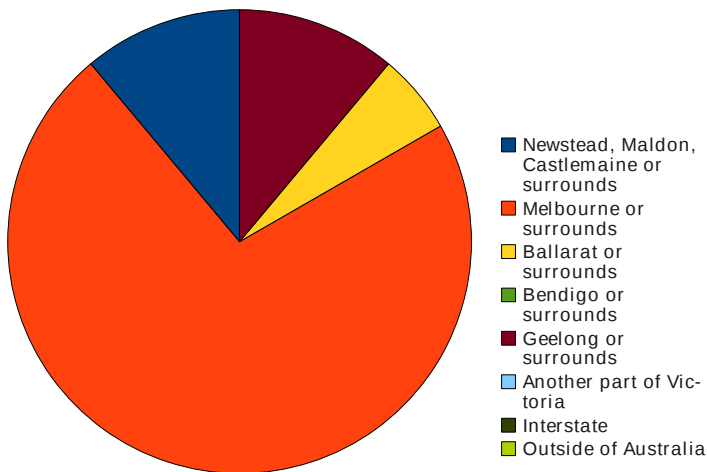


Figure 4 – Participants by area of normal residence

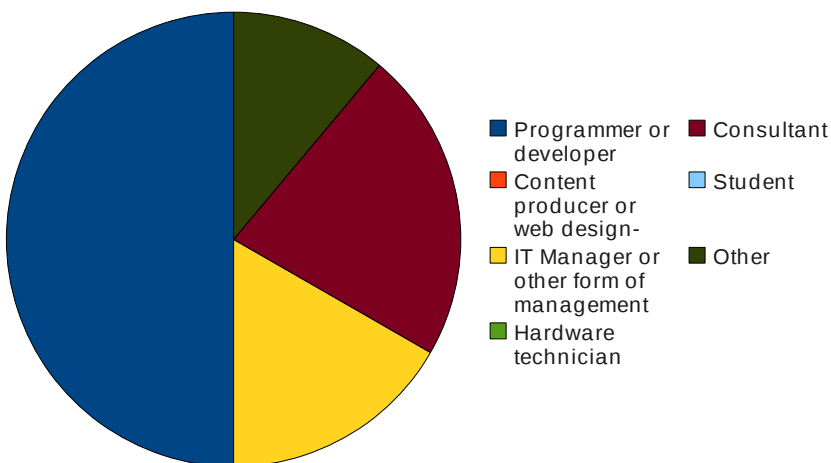


Figure 5 – Participants by job description

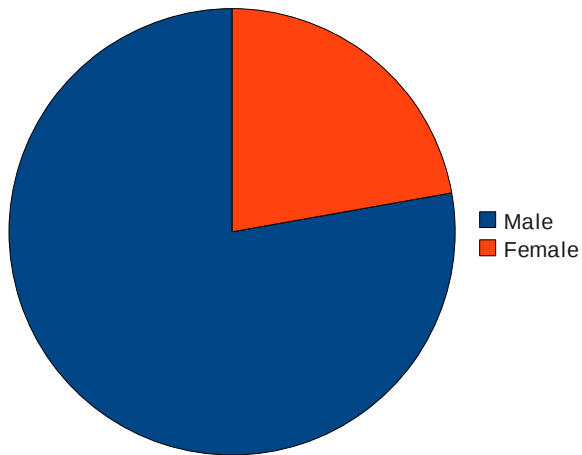


Figure 6 – Participants by gender

Most participants were technical in nature, with few content developers / web designers. More students were expected than attended.

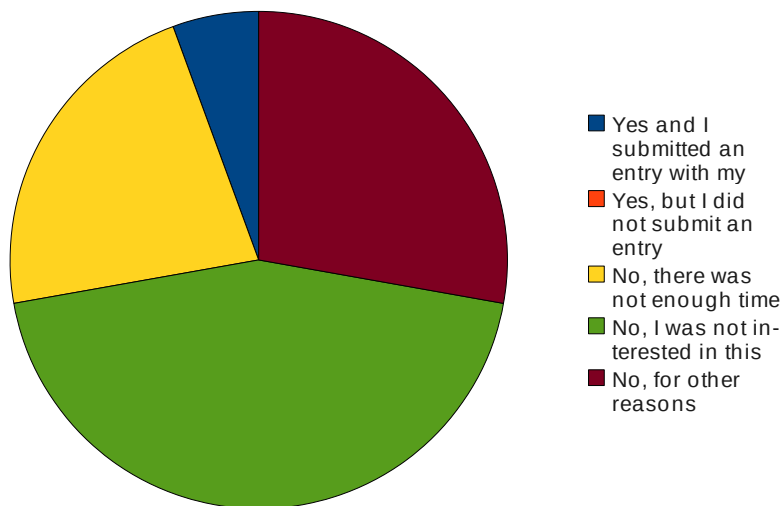
Other comments included (not corrected for spelling or grammar);

- I had an awesome time and look forward to coming again. I offer the following criticisms only to help you make Stix/Barcamp better in the future: I thought the venue was cool, and definitely had a sense of being away from it all. However, the main room was a little too "cosy" and the cosiness became distracting for the talks when people were cooking/talking in the kitchen, or coming in and out of the room. Also, having a LAN party taking up one side of the room was incredibly rude and definitely against the grain of what we were all there for. If you want to allow gamers in the future, then they should set up in a small room away from the talks. But leeching the donated bandwidth to download game updates and talking amongst themselves while people were presenting ought to warrant getting the boot.
- Hard to see projectors with ambient light
- Information regarding start times, the possibility of Friday evening arrival etc should be made available at least a week in advance. Some of this was answered a few days in advanced, but some of it wasn't answered ever.
- I couldn't find any information on the website about what time it started and ended, or whether food would be provided.
- Loved the event; The only thing would be the projectors which you were aware of anyway. The getting to know each other sessions were great for example at the start. I would love for it to be in similar locations, instead of the usual work office situations i'm in.

## StixBlitz

StixCampNewstead introduced the concept of 'StixBlitz', which was intended to be a 24 hour competition aimed at redesigning the existing Welshmans Reef Vineyard website as a thank you to the hosts. The competition failed to ignite interest among participants and was subsequently extended by a week. At the completion of a week only one entry had been submitted. The organisers are currently

corresponding with the participant.



*Figure 7 – responses to the question 'Did you participate in StixBlitz?'*

Comments received about StixBlitz included (not corrected for spelling or grammar);

- I understand you wanted to help the owners of the winery with StixBlitz, but building websites is a day job for a lot of the attendees at StixCamp. People come to these sorts of things to get away from the daily grind and learn something new. Choosing a StixBlitz topic that was fun, challenging, and outside the day-to-day square would have definitely roused my interest, and choosing something which had to be completed at the camp would have encouraged more group interaction. There was definitely enough time to hack on stuff on the Saturday night. I thought the StixBlitz gift website was a poor choice.
- Two days is pretty short for such an undertaking. I would suggest a smaller project & some dedicated "hacking time" in the schedule.
- There needs to be time set aside during StixCamp to complete the task. The only way to do this is to set an easier task or to make StixCamp longer and set aside a day just for the Blitz. It is probably too much to ask to squeeze in unstructured social time PLUS presentations PLUS competition all in about 24 hours. If it is during the week after then it's just like having more work to do after getting home from work. If it is during StixCamp then its an opportunity to socialize and play and do a good deed at the same time.
- It's a brilliant idea, but design is not my thing.
- Convince people to make more of an effort to get into teams? It can be difficult to get into teams when you don't really know many people there. Maybe a separate hackfest day? Not sure really.
- I was heavily interested in stixblitz, but the people I was trying to get interested in it were hard to get all coordinated to start. Perhaps some kind of organized collaboration to get things done? It seems pointless to re-work and setup some hosting and svn for working in a group environment like we'd need to, and detracts from the actual sharing of the geeky fun we're actually good and enjoy doing. That could be used as some kind of public view of whats going on at the event as well.

## Continuous improvement plan

The organisers believe StixCampNewstead was a resounding success, and the following improvement actions would serve to make future iterations of the event even better.

- Produce a venue checklist with which to rate the suitability of venues, with specific attention to projection surfaces, comfort of attendees and acoustics of rooms. This action is intended to address the feedback regarding projection facilities.
- Produce a communication plan with milestones for bulletins and updates prior to the event. This action is intended to address feedback regarding projection prior to the event.
- If a StixBlitz-like competition is run again, it should be for a smaller body of work, and could be organised prior to the actual event with more preparatory materials presented.
- Notify sponsors and apply for sponsorship earlier in the process to allow more time to work with sponsors to meet requirements.

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