

# TECH GIVES BACK.

*"For it is in giving that we receive"*

*We have so much talent and innovation in organisations that Flow Perth aims to harness the energy, skills and creativity of over 1,000 IT professionals. Established in 2013, Flow Perth gives capability to not-for-profit organisations and helps them achieve outcomes that fundamentally move the organisation along by utilising the skills and diversity of this incredible group of people. Organisations get cutting edge solutions, volunteers make the world a better place.*

GET INVOLVED.



# #flowperth in action!





# Agile Australia 2012 Keynote



# August 16<sup>th</sup> 2013 – Agile Perth Meetup

## Agile Perth


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**Perth, Australia**  
Founded May 25, 2010

[About us...](#)


Agilists	1,210
Group reviews	48
Upcoming Meetups	1
Past Meetups	80
Our calendar	

 [edit](#)

 [Copy this Meetup](#)

## FLOW event - Get your awesome August on!

August 16, 2013 · 5:30 PM  
[Bankwest Place Level 1 Podium](#)

 [upload](#)

Hey all


We are really excited to tell you about an event that is coming our way, called FLOW.

Our facebook page: <https://www.facebook.com/pages/Flow/361164704009977>


We have a great opportunity to use our skills to get out and help people!

FLOW is an event where not for profit organisations pitch their problems that you help to solve.


In this first event we have the wonderful opportunity to help out the Miracle Babies Foundation (read more here: <http://www.miraclebabies.org.au/>)

Tools 

**35 went**




**Richard McAllister**  
ORGANIZER  
EVENT HOST




**Yougan Murthi**  
+1

[Good to see you](#)



**Mary**

[Good to see you](#)



**Almarie Meyer**

[Good to see you](#)



@flowperth - 3 charities in 18 months



\$240,000

# #go2flow

## The problems we helped solve...

### 1. Volunteer Application Process

Currently volunteer through an email query via the web. They are then sent a form either via post or email to print out and fill in ....and then we wait.

### 2. Capturing Details / Lead Generation

The lack of the ability to capture leads means that we are missing out on potential funding possibilities.

We need to effectively and consistently build our database to continue to work towards our mission.

### 3. New Website Story Board

In a traditional business an organisation's online presence would be customer focused. In our organisation, we have essentially 3 audiences to appeal to: families, health professionals and donors. This is not currently represented every well on the current site.

### 4. Social Media Strategy

We have over 20,000 likers on Facebook, reaching at times 175,000 people a month. It is our biggest communicator, however, we are not capturing them onto our database or are they converting to donors.

# #go2flow





# #go2flow2

Problems we helped solve...

1. There is no clear strategy for our digital offering, no campaign for growth or targeting our distribution channels.
2. We currently use Google analytics to measure website activity. We want to measure the effectiveness of our all delivery channels.
3. Our brand development is adhoc. We want a style protocol for our channels to enhance our brand.
4. Our 3,000 people database has only captured name and email addresses. We need a system to capture metrics that enable targeted channel delivery/measurement and be able to upgrade our existing database.

# #go2flow2



# #go2flow3

Problems we helped solve...

1. Toby Playpad – Our iPad app is not intuitive and user friendly
2. Manual Resource – Our off iPad activity is not utilised
3. Pricing and Packaging Strategy of our products – we are currently using a traditional approach that doesn't fit in with the digital marketplace



#go2flow3



# Friday night 'kick off'





# Saturday morning shot!





# How many devs to get the wifi working?



We convert coffee into code!



photo



# Digital, social, marketing & product skills!





# Our Social Media is cooking!

The screenshot shows a Facebook interface with a browser window at the top displaying tabs for 'Agile Australia 2012', 'Launched - rmcalli9@gmail.com - Gmail', '(2) Flow Perth', and 'How to Print Screen on a Mac'. The main content is a Facebook post from the 'Flow Perth' page, published by Sarah Fong on April 24. The post features a large photo of a smiling blonde woman in a black blazer over a white top, standing in front of a blurred background of green and orange vertical bars. The post text reads: "Being a part of Flow Perth to optimise the TOBY Autism Therapy App for Autism West has been an amazing experience. I'm not usually a voluntary/not-for-profit type, but working alongside such selfless people like Alison and Tania who are so passionate about what they do was definitely worth it. The energy, buzz and collaboration in the room from all volunteers across the weekend proves that the c... See More". Below the text are buttons for 'Tag Photo', 'Add Location', and 'Edit'. The post has received several interactions: a like from Pete Wernicke, Jennifer McCready, Martin Dean, and 9 others; 2 shares; a comment from Pete Wernicke saying 'Awesome Bec! Glad we got you in!'; a comment from Flow Perth saying 'YOU ARE BRILLIANT!!'; and a comment from Tania Rodwell saying 'Go Bec!!! THANKYOU!'. At the bottom, there is a 'People You May Know' section featuring Anthony Watters, with whom the user has 4 mutual friends and an 'Add Friend' button. The left sidebar shows navigation options like 'Page', 'Messages', 'APPS', and 'PHOTOS'. The right sidebar shows a list of people who liked the post, including Jodenna Hayes, Holly Davies, Richard Moore, and Adam Hawkes.

facebook.com

Agile Australia 2012

Launched - rmcalli9@gmail.com - Gmail

(2) Flow Perth

How to Print Screen on a Mac

Search Facebook

Page Messages

APPS

TWITTER TAB

PHOTOS

THANK YOU 200

VIDEOS

Flow Perth

Published by Sarah Fong [?]  
Page Liked · April 24 ·

"Being a part of Flow Perth to optimise the TOBY Autism Therapy App for Autism West has been an amazing experience. I'm not usually a voluntary/not-for-profit type, but working alongside such selfless people like Alison and Tania who are so passionate about what they do was definitely worth it. The energy, buzz and collaboration in the room from all volunteers across the weekend proves that the c... See More

Tag Photo Add Location Edit

Like · Comment · Share

Pete Wernicke, Jennifer McCready, Martin Dean and 9 others like this.

2 shares

Pete Wernicke Awesome Bec! Glad we got you in!  
Like · Reply · 1 · April 24 at 1:01pm

Flow Perth YOU ARE BRILLIANT!!  
Like · Reply · Commented on by Richard McAllister [?] · April 24 at 5:28pm

Tania Rodwell Go Bec!!! THANKYOU!  
Like · Reply · 1 · April 24 at 1:33pm

Write a comment...

People You May Know See All

Anthony Watters  
4 mutual friends  
Add Friend

Jodenna Hayes likes Jurassic Park's video.

Holly Davies likes Craig Chutbush's post.

Richard Moore likes Libby Spear's photo.

Adam Hawkes commented

Turn on chat to see who's available

Search Chat

# Let's Meet Tania from AutismWest!



TOBY Playpad



autism  
west



# Let's Meet Tania from AutismWest!





# Elle – a student study marketing



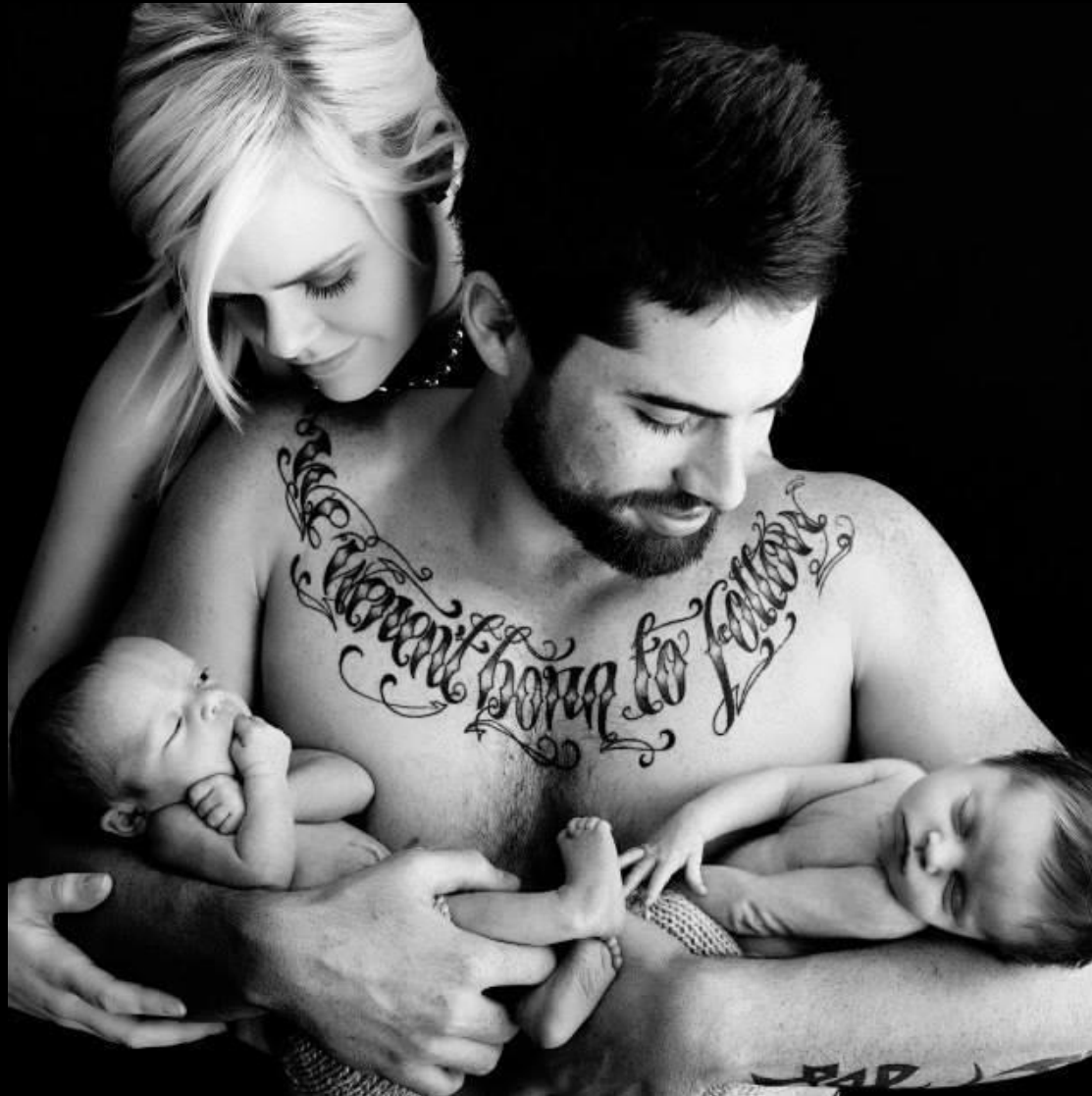
It feels good and it works good too!

42% of hiring managers  
surveyed by LinkedIn said they  
view volunteer  
experience as equivalent to  
formal work experience.

# Rikki-Lee – our event coordinator



# Pete – the coolest Social Media guru?





What does the future look like?

Skills  
Learning  
Sharing

Anyone here need our help?

Let's chat!

Can we get your help?

Agile energy!

#AgileAus

#FlowPerth



[www.flowperth.org](http://www.flowperth.org)



@flowperth



Flow Perth



Agile perth



[go@flowperth.org](mailto:go@flowperth.org)

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