



ZONE 23 of the Pony Clubs of N.S.W.

PRESIDENT

Michael Syme
Lot 300 Cooyong Road
Terrey Hills NSW 2084
Mobile 0423 513260

michaelsyme@mysoul.com.au

ZONE CHIEF INSTRUCTOR

Lee-Ann Swan
46 Burruga Ave
TERRY HILLS 2084
Mobile 0414664217
(h) 9486 3106

greenfrogprint@bigpond.com

SECRETARY

Darlis Reen
15 Fagans Road
Galston NSW 2159
0417 649025
(h) 9653 1460

janddreen@bigpond.com

TREASURER

John Beale
PO Box 949
Mona Vale NSW 2103
Mobile 0417 215100
Fax: 02 9999 5179

john@beale.net.au

Background

The Zone 23 website was first developed and setup in January 2007. It has proven to be an important communication tool for Zone 23 and is valuable in allowing for sharing of information within the zone. The upkeep and maintenance of the website has been outsourced because of the need for a consistent approach, the revolving nature of the committee and the need for technical expertise.

The website is currently maintained by Communica marketing, who also maintains the Arcadia Pony Club website. They are paid a yearly amount to manage the hosting of the website and uploading content onto the website. They are not responsible for the actual content of the zone website, its accuracy or relevancy. All editorial responsibility for the website belongs to the Zone 23 committee.

Purpose.

The purpose of this policy is to ensure a consistent approach to the management of the website and to clearly identify who is responsible for the supply of up to date information and content.

Responsible person.

The Zone 23 committee should appoint a content manager for the website. This person will be responsible for ensuring that the content of the website is as up to date as possible and that information on the website is consistent across the different screens and with the committee's policies. In the event of not having appointed a content manager, that responsibility belongs to the Zone President.

Content providers/ generators

The Zone secretary is responsible for ensuring that all relevant notices and dates from the state office are passed onto the webmaster.

The Content manager is responsible for ensuring that old and outdated information is removed from the website.

The ZCI is responsible for generating or collecting zone and state reports as well as ensuring that the instructional policies on the website reflect those approved by the Zone committee.

The content manager is responsible for updating the Zone calendar. The Zone committee is responsible for approving the changes to the Zone calendar. The zone calendar must also be updated on the PCANSW website by emailing it to marketing@pcansw.org.au as a PDF.



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Photos

The website is a wonderful way of showcasing the zones successes at State level as well as at the zone events. All zone 23 pony club members are encouraged to submit photos to the website. The Photos should be formatted as Jpeg's and no bigger than 300kb each. The name of each photo should be as descriptive as possible as it will be automatically displayed.

Advertising outside zone 23 Events

The zone policy is that only Zone 23 Pony club events should be advertised on the zone 23 website.

Format for Information on the Zone website

Content for the website should be supplied as PDF's for notices, entry forms and any downloadable content. Other content such as advising of a change in venue can be supplied as **MS Word doc or as the body of an email to the webmaster.**

Photos should be supplied as Jpg and maximum size of 300k.

Method of communication

All updates to the website and instructions/requests to the webmaster must be via email, and copied to the Zone secretary and Zone president. The webmaster will confirm back when the changes have been made.

Invoicing

All invoices for managing the website and the cost of hosting the website are to be sent to the secretary for approval by the committee. The website is paid for 12 months in advance.

IP

The name of the website and the contents as well as all coding and other intellectual property of the website belong to the Zone 23 Committee. The ownership of photos loaded onto the website remain with the photographer where identified.

Authorisation. This policy and its contents form part of the Zone 23 by-laws. This policy was authorised by the zone 23 committee on 20th July 2010