



## **MEDIA RELEASE**

**June 12 2014**

### **Otara celebrates digital opportunities**

More than 1000 Aucklanders from the Otara Community got up close and personal with the practical opportunities of ultra fast broadband as part of PARK JAM, a community-wide initiative hosted at Otara Town Centre on Saturday, June 7.

PARK JAM is a free digital community programme delivered locally to offer hands-on experience of the creative and commercial opportunities delivered by ultra fast broadband and to discover the power digital tools present to connect, create and be more productive.

Visitors enjoyed performances and interviews with local talent Southmade, Pork Chops, DKID, Isaac, Giant Killa, Onesian and, all the way from Sydney, Tropical Island Hula while many took part in digital workshops offering hands-on digital animation, music, video making, art, gaming and web development. The PARK JAM experience was topped off with demonstrations of the latest technology including 3D printing, Defence Force equipment and communications gear.

From Monday June 9 until Wednesday 11 workshops continued after school in the Town Centre. More than 400 students turned up over the 3 afternoons to experience digital tools and activities and enjoy the opportunity for a free sausage in what organisers coined "Dinner and Dreams". Nearly 1100 sausages were consumed!

Work is being led by NGO Accelerating Aotearoa and is supported by The Otara-Papatoetoe Local Board, New Zealand School of Education and Waikato University, Samsung, Auckland Council and ATEED, High Tech Youth Network,

Otago Polytechnic, Fresh Gallery Otara, OMAC (Otara Music and Art Centre), Defence Careers, Careers NZ, CoLAB, Auckland Libraries, the Good Seeds Trust, The Roots Collaboration, the NZ Police and AUT South.

“Digital access is an equity issue. With the rollout of ultra fast broadband now well under way it’s time to help ALL Aucklanders of ALL ages gain first-hand exposure to the opportunities that high-speed connections and tools make possible for skilled employment, education, healthcare and communities,” says Judy Speight, Accelerating Aotearoa CEO. “PARK JAM is an opportunity for visitors to experience digital tools, explore their digital creativity, develop real digital skills to connect and get productive and understand how to bridge dreams to dream jobs!”

Perhaps most importantly, PARK JAM is an opportunity to initiate and participate in partnerships and collaborations that will inspire and energise our communities from the ground up.

“Our goal is to connect young people, families and the whole community to the digital world by experiencing digital innovation; creating opportunities to take part in hands on activities that demonstrate how digital tools fit in everyday life and work.”

ENDS

**PARK JAM: Otara Town Centre, Saturday June 7, 9am–1pm**

**After School FREE Digital Workshops Monday June 9th- Wednesday 11<sup>th</sup> 3pm -530pm**

**ACCELERATING AUCKLAND** has been established under the auspices of Auckland Council’s “Digital Leadership Forum” to leverage Government’s investment in Ultra Fast Broadband.

The initial focus of this work is increasing digital access and skills for young people where they are most needed – in under-served communities - directly supporting success at school and access to skilled work.

**For more information contact:** Judy Speight, 021 967 975,  
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