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From: Alex Harris [<mailto:alex@koaladiaries.com.au>]

Sent: Thursday, 3 June 2010 9:09 AM

To: Mark Billing

Subject: Re: Koala Diaries

Sorry Mark and ditto - I really didn't mean to sound as crabby as I do.

We love working with ESRI and have put a lot into promoting this relationship. I guess where we feel let down is that ESRI doesn't seem to be making a noise in the media about it as we had hoped it would.

Hence my delight at you saying marketing had agreed to put something into this.

We are needing some support. I'm exhausted, broke and sick of having people rip off my ideas which I share so freely. I don't understand the need to copy when it is available for free. I don't operate like that, I don't comprehend the behaviour.

Sorry if it sounded like I was going off. It was a huge shock to the system to be under siege yesterday.

Alex Harris

Koala Diaries

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On 03/06/2010, at 8:56 AM, Mark Billing wrote:

Whoa -Alex Whoa- I'm on your side here.

We don't want to work with these clowns at all - believe me this is small fry commercially and quite frankly it's a distraction from my core business.

Why am I dancing with them? Because I'm trying to encourage them to work with you. What I don't want to happen is to have two sites - one of which is a direct copy of yours by some third party web developer. "John Doe" ???

If I blow them off - that will be the outcome. And quite frankly we are not in a position to stop them.

We all have skin in the game here in that I pushed this company to fund and support the site development and people like Phil and others here have contributed their own efforts through belief in your cause. I'm trying to protect and manage that investment.

We have no intention of building something for them. My ideal outcome is that they simply point to your site and give you due credit. We continue to build and enhance your site.

I think from what you are saying a positive outcome is very unlikely so do we press on and ignore them? However if I don't meet with them I don't know what they are up to.

I fear that as they are a marketing machine with financial support they will gain the upper hand.

Regards

Mark

-----Original Message-----

From: Alex Harris [<mailto:alex@koaladiaries.com.au>]

Sent: Wednesday, 2 June 2010 4:40 PM

To: Mark Billing

Subject: Koala Diaries

Thanks for the chat.

It might help to remember why we started this project - because the AKF does not support carers on the ground, it does not share its information freely with stakeholders, it will not cooperate with other organisations, it will not enter into dialog with Directors General or Ministers, or other parties, its entire focus has been on trees - so much so it has lost sight of the koala - even arguing against translocation of koalas in danger. Carolyn tried to get a meeting with Deborah Tabart, even sent her a detailed email about what we would like to see and invited her input and participation, and got? No reply.

AKF has estranged itself from all layers of government such that when Carolyn and I sought to have a meeting with the Premier's department in November, the first question asked of me by the chief environmental adviser, was, "is AKF involved with this."

I replied no, and for this reason alone we were given a hearing. Subsequent to that meeting and a further meeting that Carolyn had with Kate Jones, and specifically due to our request - the Qld government agreed to allocate \$400k to research funding. This has yet to be granted but submissions were sought from a variety of bodies. We were not seeking funding for ourselves, but for biologists and veterinary scientists to research the incidence and spread of disease in local koala populations. This research will come about because of two chicks in Noosa, not because of the AKF.

The AKF claims to have spent \$8 million on mapping koala habitat. The Qld government has now also mapped koala habitat, and they did so because AKF wouldn't share what they had with the government.

You are witnessing the MO of AKF first-hand. Really - you want to work with that? From what we now know, we are having second thoughts.

We have made our data available to absolutely everyone at no charge - including the AKF. Belinda James is on there almost daily, sometimes several times a day. It is incredibly disheartening to realise that this is for one reason and one reason only - to steal it. We will have the ability to overlay electoral boundaries and a great deal more. There isn't thing that the AKF is asking for that we don't already have.

Remember who's idea this was. Remember too that ESRI initially said no when I requested a mapping function, and the kudos that has come to ESRI Australia as a result of providing me with a display map. I designed and built the website. I built the submission form and submission map and then spoke to ESRI. Phil gave me the javascript to make this work. I gather and store the data and provide the search functionality. The raw data is provided via a feed from our website to a display map provided by ESRI, also to my specifications. I personally pay for the hosting of the website and maintain the data.

All ESRI does is feed us back a display. What part of what I built will ESRI copy for AKF?

The only solution as I see it is for ESRI to stand behind its commitment to Koala Diaries and to put some serious effort into public promotion as promised, just a week ago.

Alex Harris

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