

From: [Geoff Norton](mailto:Geoff.Norton@identic.com.au)
To: info@sydneyweeds.org.au
Subject: Suburban and Environmental Weed apps
Date: Wednesday, 21 October 2020 10:11:25 AM

Hi Anne

I just came across our previous correspondence when I was looking for another email – and wondered what had happened to the “Sydney” weed app that was developed some years ago. I see that your website now directs people to the Weeds Australia site – where the “identity” section now uses a Lucid key (we worked with CISS and ALA to do this). As you probably know – we did publish the update for weeds of SE Qld – see <https://www.lucidcentral.org/editors-pick-animal-and-plant-identification-keys/key-to-weeds-of-se-qld-and-northern-nsw/>.

I'd be interested in hearing from you.

Regards

Geoff

Dr Geoff Norton

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From: Geoff Norton [mailto:geoff@identic.com.au]
Sent: Tuesday, 12 January 2016 6:35 PM
To: 'Sydney Weeds' <info@sydneyweeds.org.au>
Subject: FW: Suburban and Environmental Weed apps

Hi Anne

Further to our previous correspondence, we plan to make a start on updating the SE Qld weed apps in the next couple of months. Since there could be mutual benefit for updating the SE Qld key and using our existing database to produce a Sydney version of suburban and environmental weeds, it would be useful for our planning if you could give some indication of the likelihood of obtaining funds for the proposal you originally submitted to DPI.

However, since funding for such activities seems to be increasingly difficult, there is another option we could propose, that we are about to circulate to existing Lucid key authors. The idea is to convert certain existing keys to Lucid Mobile (app) versions, provided the authors agree to charging a small fee for downloading the app. Further details about this proposal are provided below.

Interested in converting your existing Lucid Key to an app at no cost?

It could make your key more available and more convenient for use by your target audience since most Lucid Mobile apps are fully downloaded onto an Android or iPhone smartphone and available for use anywhere, without the need for Wi-Fi or 3 or 4G connection.

Identic already provides a service for those who want their Lucid Mobile keys to be available either as a free app or as a fully commercial key. We prepare keys for conversion and then manage the process for making that app available on the Google Store or iTunes. The cost of this service depends on how ready the key is for conversion. For instance, if the key is in Lucid 3 and the fact sheets and images are incorporated in a Fact Sheet Fusion mobile template, the total cost of conversion and placement in both Google and iTunes stores is likely to be less than \$Aus 5,000.

However, if you are interested in converting your Lucid Key to an app but would have difficulty in raising this up-front cost of conversion, we are offering Lucid Key developers an alternative option.

Identic is prepared to consider converting your key to an app at no cost to you, provided you agree to a small fee being charged to the user for downloading the key. Once Identic has covered the agreed cost of conversion of your app from sales of the app, you as the key developer would then get 60% of further revenue from sales of the app, once Google/iTunes fees have been deducted.

If you are interested in exploring this further, please contact Matt Taylor (matt@identic.com.au).

In your case, I would guess there is likely to be a large market for a Sydney weed app and therefore we would first need to discuss what it would cost us to develop and deploy your key as android and iOS apps. The point at which the revenue from app sales covers these costs will then determine the point at which Sydney weeds would receive 60% of the net revenue from app downloads.

Anne – we look forward to your thoughts on the above.

Kind regards

Geoff

From: Geoff Norton [<mailto:geoff@identic.com.au>]
Sent: Monday, 2 November 2015 10:05 AM
To: 'Sydney Weeds' <info@sydneyweeds.org.au>
Subject: RE: Suburban and Environmental Weed apps

Hi Anne

This is a follow up email to acquaint you with our future plans for updating the two apps on Suburban and Environmental Weeds of SE Queensland, which may have some relevance to the proposed weed app we have discussed, as well as to enquire whether you have any further news on your proposal.

I am attaching a Word document version of the email recently sent out to various councils in SE Qld together with a list of the updated weed species included in this latest version of the SE Qld Weed app. If we are to collaborate with you on a regional key for Sydney, there could be considerable advantage in doing this at the same time as updating the SE Qld app, assuming this fits with your time scale.

Regards

Geoff

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Adjunct Professor
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From: Sydney Weeds [<mailto:info@sydneyweeds.org.au>]
Sent: Monday, 13 July 2015 3:35 PM
To: geoff@identic.com.au
Subject: Re: Suburban and Environmental Weed apps

Hi Geoff

Thanks for the email.

Unfortunately no – DPI is not known for speedy decision making with respect to the Weeds Action Program I have to say. I am intending to explore other avenues in the meantime....

Hopefully I might have some news by the time you return!

Kind regards

Anne

From: Geoff Norton <geoff@identic.com.au>
Organization: Identic Pty Ltd
Reply-To: <geoff@identic.com.au>
Date: Monday, 13 July 2015 3:29 PM
To: 'Sydney Weeds' <info@sydneyweeds.org.au>
Cc: <matt@identic.com.au>
Subject: RE: Suburban and Environmental Weed apps

Hi Anne

I will be overseas for 6 weeks or so in two weeks' time. Before leaving I'd like to check on whether there has been any news regarding the proposal you submitted for developing a regional weed identification app.

Many thanks
Geoff

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From: Sydney Weeds [<mailto:info@sydneyweeds.org.au>]
Sent: Wednesday, 15 April 2015 6:46 PM
To: geoff@identic.com.au
Subject: Re: Suburban and Environmental Weed apps

Hi Geoff

At this stage we have applied for funding to work on the app for next financial year and we will not know the outcome probably until at least the end of June.

Kind regards

Anne

Anne Duncan
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From: Geoff Norton <geoff@identic.com.au>
Organization: Identic Pty Ltd
Reply-To: <geoff@identic.com.au>
Date: Wednesday, 15 April 2015 5:32 PM
To: 'Sydney Weeds' <info@sydneyweeds.org.au>
Cc: <matt@identic.com.au>
Subject: Suburban and Environmental Weed apps

Dear Anne

A few weeks ago Matt Taylor sent you a rough quote for producing that part of a Lucid weed identification apps for the Sydney area that utilises the weed species we already have in our Lucid and Fact Sheet Fusion weed database.

Since we are currently involved with a number of colleagues in updating other Lucid weed keys, it would be useful to us if you could give us an update on progress regarding our proposal to you and whether there is any further information you require at this stage.

Many thanks.

Geoff

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