



St Kilda Mums



Geelong Mums



Eureka Mums

Annual Report

2013-2014





The volunteers at St Kilda Mums, Geelong Mums and Eureka Mums give their time to rehome new and pre-loved baby goods and nursery equipment to families in need.

Our entire operation depends on the goodwill and generosity of our volunteers and donors.

We would like to make special mention of the social workers and maternal child health nurses who deliver our gifts.

Thank you for your support - we wholeheartedly appreciate it.

Thank you!



St Kilda Mums

St Kilda Mums Inc #A0054484X

St Kilda Mums was endorsed by the Australian Tax Office as a Public Benevolent Institution in February 2012.

Our ABN is 11 296 752 873.

5 Vale Street St Kilda Vic 3182

PO Box 356 Balaclava Vic 3183

email mums@stkildamums.org

facebook St Kilda Mums

twitter @stkildamums

pinterest stkildamums

linkedin St Kilda Mums

St Kilda Mums also operates in Ballarat as Eureka Mums and Geelong as Geelong Mums:



Eureka Mums

email mums@eurekamums.org

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Annual Report production team

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Sarah Clayton (cover)

design Ross Donnan - Graphic Designer
Rachel Bullard - Deep Blue Design Studio
(centre map)

editorial Kristi Lambert

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CEO report

I would like to sincerely thank you for your support and for helping us towards our goal of every baby having the same safe start to life. In the past 12 months we rehomed as many items as we did in our first four years. Our incredible growth is down to two main reasons; the first and most important reason is that hundreds of volunteers have contributed thousands of hours to help us clean, sort, repair, pack, safety check and hand out each and every item. The second reason is that our St Kilda warehouse provides a safe and secure place to work and store all the wonderful donations until they are safety checked and ready to be picked up. Both reasons are important and interconnected. We need the space to expand and grow, and we need the people to make the warehouse hum.



Another highlight of the past year has been the rapid growth of Geelong Mums. In June 2014 they won an Innovation Grant with Give Where You Live for their Every Baby project. As this report goes to press they have leased a 270 square metre warehouse in South Geelong. They have also appointed founding committee member Kate Kent as General Manager to lead the growth of the service. Kate has more than a decade's work experience with Geelong social services, most recently with Bethany, and brings a wide range of skills and expertise to our network. Geelong Mums have achieved all this in one third of the time it took St Kilda Mums and this is because we have shared all our learnings and given them a huge hand up. We provide Geelong Mums with administrative support so that they can focus on serving the families via the social service agencies of Geelong.

Further to the success of Geelong Mums, we have started another group in Ballarat named Eureka Mums. Led by the dynamic Erin Malone, Eureka Mums has quickly established itself as a valued service provider in the region, and we are excited about the possibilities for their future.

We would like to thank all the tireless social workers and maternal child health professionals who deliver the items we prepare to the families that need them the most. There are nearly 1500 individual social workers and Maternal Child Health Nurses who access our service. Although we are based in St Kilda, we have supported families from as far and wide as Shepparton and East Gippsland.

We would also like to mention the many local businesses who have provided services and materials free of charge. There have been so many people, families, businesses and organisations who have given so much - both in time and in goods and services. Please accept our thanks and gratitude for what you give and what you do.

Again, thank you to all who have made our growth possible and we look forward to seeing you again in St Kilda, Geelong or Ballarat in the near future. Our mission is that every child has the same safe start to life, our vision is that every baby can rise and shine.

Warmest regards

Jessica Macpherson
CEO

Committee Members

Name	Length of Service	Position Held
Helen Young	4	Deputy Chair
Jessica Macpherson	5	Secretary and CEO
Maya Rawling	4	Chair
Michaela McIntosh	5	Treasurer
Peta Magick	5	Notes Secretary

Who we are

Our Mission

St Kilda Mums, Geelong Mums and Eureka Mums aim to share the joy of motherhood and save the earth's precious resources by joining with support agencies throughout Victoria to meet the material needs of families with young children. We collect, sort and redistribute essential nursery equipment, clothing, books and toys for babies and children.



Susie O'Neil - Pram Wrangler - Fits the front wheel of a pram.

Our Guiding Principles

- We will work with and support existing social service agencies and maternal child health nurses;
- We will not duplicate the work of these existing social service agencies but endeavour to add value to these services;
- We will not profit from the delivery of this service;
- We will ensure that the criteria for recipient eligibility is determined by social service agencies and not by us;
- We will ensure that all goods donated are of good quality and working condition and adhere to Australian safety standards and;
- We will work with partners and supporters who share our values and goals.

The year in review

St Kilda Mums,
Geelong Mums &
Eureka Mums:

Helped almost
4,000 Victorian
families

Distributed over
\$1 million worth of
material aid

Supported 1,500
social workers from
260 social service
agencies

Worked with 500
regular volunteers
contributing
thousands of hours
of labour



Geelong Mums

Continued expansion
in regional areas via
Geelong Mums and
established Eureka
Mums in Ballarat



St Kilda Mums

Expanded into 44
local government
areas across Victoria



Eureka Mums

Established
partnerships with
nursery products
suppliers to secure
spare parts, repairs
and products free of
charge or at heavily
discounted rates

Supported many
smaller charities that
support mothers and
babies, including The
Highlands Foundation
in Papua New Guinea
and Uplift Bras who
work in the Solomon
Islands and Fiji



Collected and distributed 200 cots in August 2013 and 465 cots in May 2014



Thousands of warm winter coats collected and distributed in the first year of this campaign



Safe Start Project launched to provide emergency material aid to families at the Royal Women's Hospital. Supported by Hire for Baby



Our reach ac

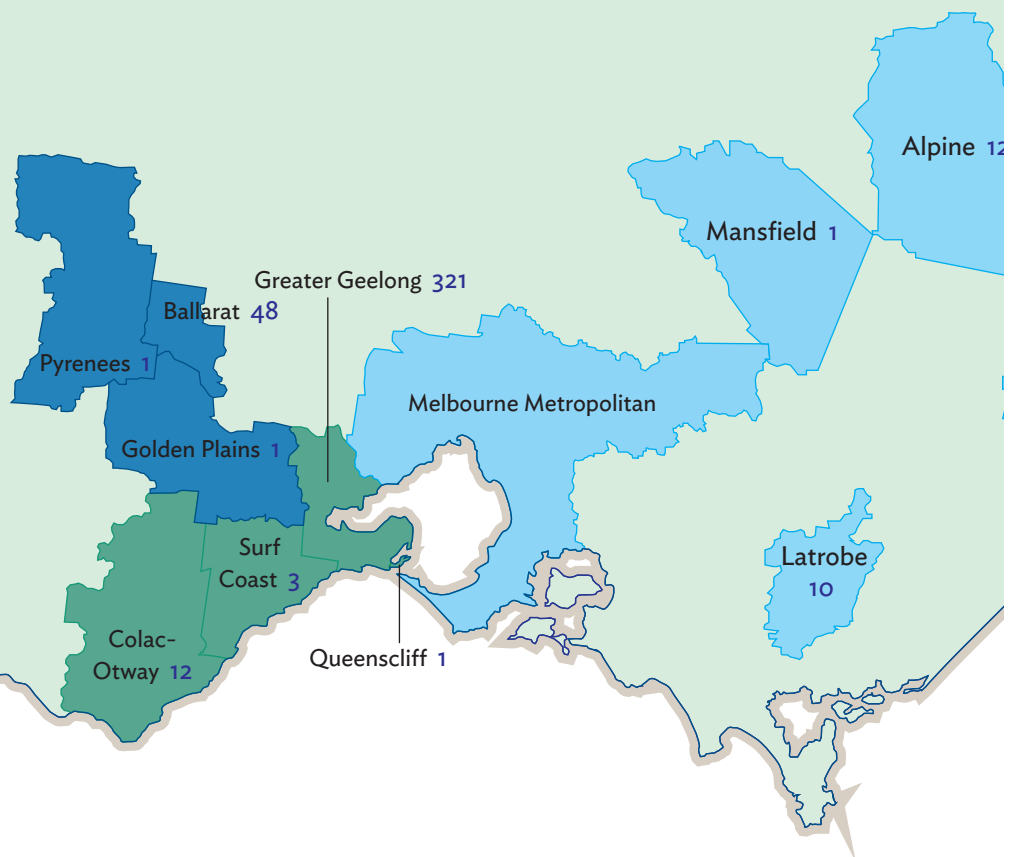
3,518 Number of families supported by St Kilda Mums

372

3,932 Total number of families supported

14,4

Families supported by local government area
Regional Victoria



13,151 Number of items St Kilda Mums rehomed

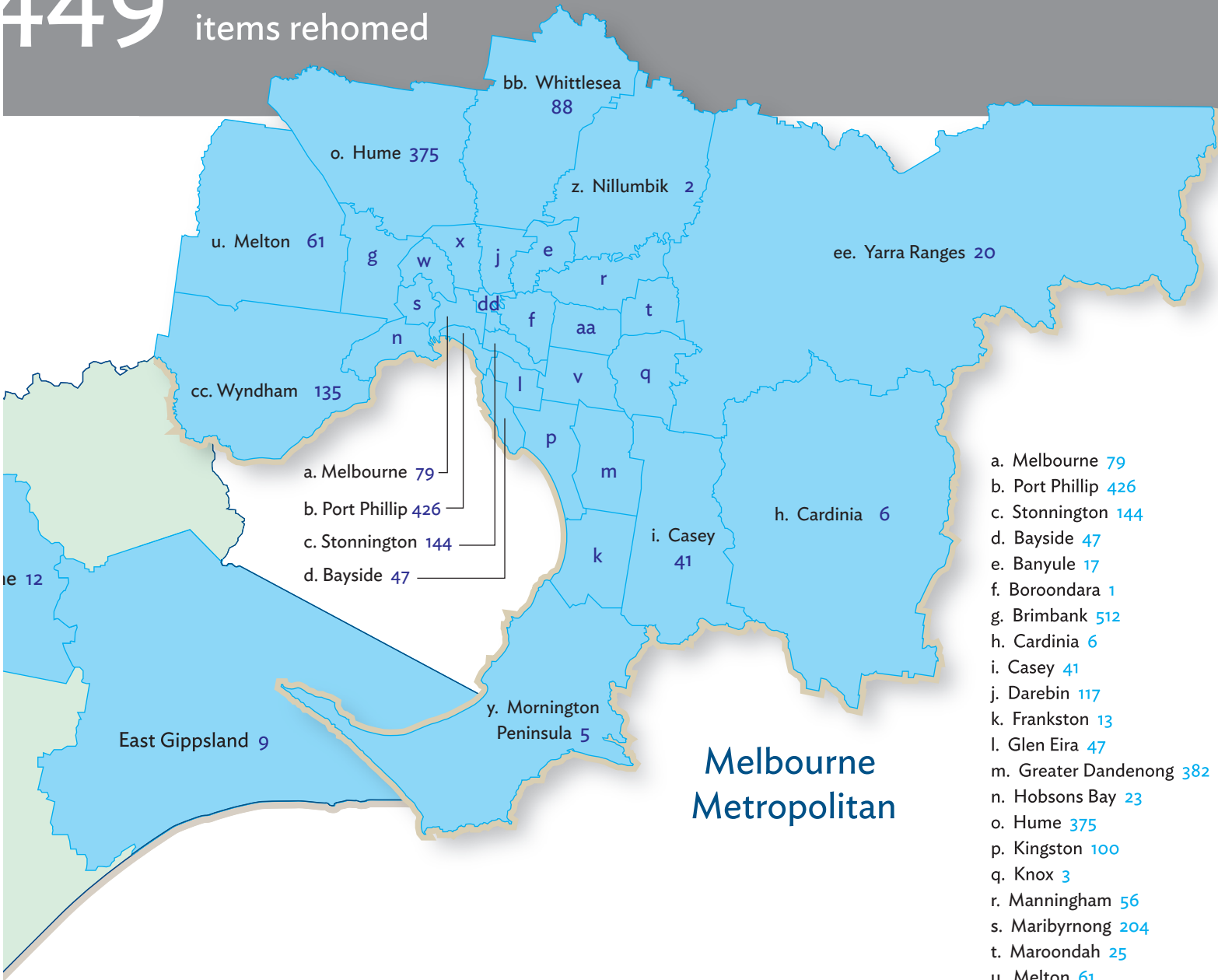
1,108 Number Geelong rehomed

cross Victoria

Number of families supported by Geelong Mums

42 Number of families supported by Eureka Mums

449 Total number of items rehomed



Number of items rehomed by Eureka Mums

190 Number of items rehomed by Eureka Mums

Who we help



"Knowing I had St Kilda Mums' support was essential. All of us are so thankful."
Patrice

"It's very good to know there are other mothers out there that want to help. St Kilda Mums gave us everything for the baby. I'm so thankful."

Tial



"When there's people out there who actually care, it makes you feel like you're not worthless."

Karen



"The material aid St Kilda Mums provides...takes away the financial burden. People assume resources are available, and they're simply not."

Social Worker

"Baby stuff is not cheap. There's just no way I would have been able to afford it."

Katie

"You have helped families who have very little, to give their children everything!"
Lisa, social worker for Stand Up

Geelong Mums

From little things big things grow!

Geelong Mums continue to be the only emergency relief organisation in the Geelong region distributing nursery equipment and baby essentials to families in need.

In the 2014 financial year, Geelong Mums rehomed in excess of 1,100 items to more than 350 families, valued at \$81,000.

Geelong Mums' rapid growth over the last year has been due to the dedication of the Geelong Mums committee and volunteers, as well as significant support from the Geelong community.

This year saw many achievements for Geelong Mums including the appointment of our first General Manager, Kate Kent.

Every baby project

Geelong Mums successfully applied for funding from Give Where You Live, receiving an Innovation Grant for the Every Baby project. Every Baby supports the belief that every baby has the right to a safe start to life.

Funding for Every Baby enabled Geelong Mums to rapidly expand its operations to address the growing and significant needs of the community, by securing a purpose-fitted warehouse in South Geelong. This facility allows for more donations of large items such as cots, mattresses and car restraints, helping to reduce waiting periods for these items.

Geelong Mums greatly appreciates Give Where You Live's support of Every Baby, beginning a long-term partnership to support the community together.

Rent appeal

Another new initiative for Geelong Mums was our first Rent Appeal, to support the move to our new warehouse. This Appeal raised significant funds and also raised awareness of Geelong Mums, attracting many new volunteers. Thank you to all donors, some of whom have become monthly donors, for their contributions.



Volunteers Sheridan Salmon (left) and Christine Whelan (right) with Janet Boland from Passionfolk Marketing

Local love project

To celebrate the joy of motherhood and Mother's Day, Geelong Mums launched the Local Love project, selling more than 450 candles. This initiative, a sell out, helped spread the word about Geelong Mums and raised vital funds to support more families in need. Local Love was made possible by Passionfolk Marketing.

Geelong Mums is extremely grateful to the many organisations and individuals who have financially supported us since day one. Of note are the local couple who paid the rent for a year on our beloved shed, and StreetSmart and Feed Geelong for grants that have greatly supported our operating costs.

The success of Geelong Mums would not be possible without the 130-plus passionate volunteers who bring a wealth of experience, compassion and dedication to our work. Thank you to all our volunteers.

At the heart of everything we do is the belief that every baby has the right to a safe start to life. With Geelong Mums now firmly established in our new warehouse, we look forward to expanding our services to support more families and help more babies have a safe start to life in the coming year.

Kate Kent



Geelong Mums

Trusts and Foundations

Feed Geelong
Give Where You Live
StreetSmart

Campaign Supporters

Ampersand
Elk Horn Roadhouse
Janet Boland, Passionfolk
Marketing
Le Neik Hair
Lisa Williamson
Sugar and Spice Design
The Sticker Company
Torch Soy Candles

Business Supporters

Brent Yttrup Architecture
and Urban Design
CIS Flooring
Direct Storage Systems
Godfrey Hirst Australia
Highton Removals
Penny Scallan Design
Stuck On You
Tenon Joinery

Community Groups, Schools and Government

Department of Environment &
Primary Industries
Flinders Ave Play Group Lara
Kardinia College Junior School
Rotary Club of Central Geelong
Sacred Heart College Alumni
Association
St Joseph's Parish, Meredith

Major Individual and Family Donors

Andrea Dennett
Barbara and Keith Allen
Barry and Jan Fagg
Brendan Foran
Chris Hanly
Christine Whelan
Danielle Ryan-Gledhill
Elise Perry
Graeme and Jill Kent
Gray and Neridah Foreman
James Turton
Jessica Macpherson
Kaly Buchanan
Lynne Dowling
Nicholas and Kate Tischler
Peta Magick
Rachel Ross
Rob McGrath
Sarah Fordham
Simon Livingstone
Siobhan McFarlane
Virginia Wildeboer



Kate Betts and Kate Kent in the new
Geelong Mums warehouse

Geelong Mums Committee

Bianca Clair

Christine Whelan

Clare Dowling

Kate Betts

Kate Kent – General Manager

Eureka Mums

Established February 2014

Since our inauguration in February this year, which saw us operating out of a single car garage, Eureka Mums has grown to become an invaluable resource to the Ballarat community. After only a month, we moved into a large shed with an additional room attached to accommodate our rapid expansion, and are now looking forward to searching for even larger premises to call home.

Eureka Mums currently support 15 agencies and health providers throughout Ballarat and work with approximately 57 health and welfare workers. We would like to thank all the social workers, maternal and child health nurses, midwives and teachers who deliver the material aid we provide to the most vulnerable members of our city, and support these families tirelessly.

Many local businesses, media outlets, community groups and individuals have provided services and materials to Eureka Mums either heavily discounted or free of charge. Please accept our heartfelt thanks for your support.

We have been overwhelmed by the generosity of the public, and so often moved by the stories and memories passed on when precious items are donated.

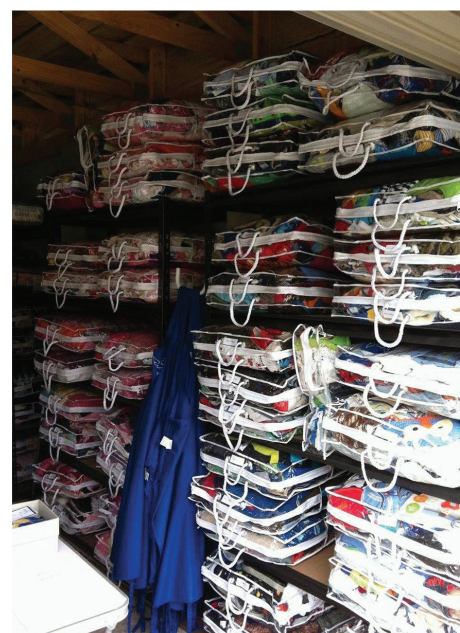
Without your donations, Eureka Mums wouldn't have been able to assist over 40 families with approximately 26 prams, 14 high chairs, 127 clothing and linen bundles and hundreds of other essential items.

Working behind the scenes are our champion volunteers! Whether we see you once a month, once a week, or just once, your time, skills and hard work are invaluable to Eureka Mums. In whatever capacity you assist us, we know Eureka Mums would not be where it is today without your valuable input.

It has been a busy and rewarding experience starting up this wonderful organisation. We hope to continue to grow and expand in the future with more social service agencies accessing our service, resulting in even more families getting the essential items they need.

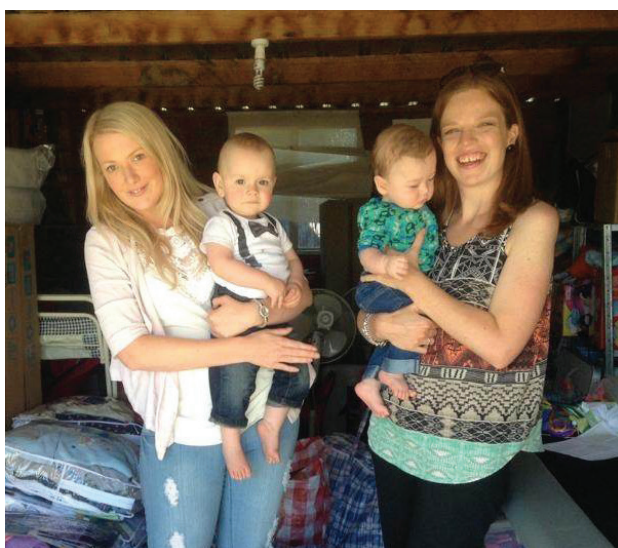
Thank you to all that have contributed to our success so far. We are honoured by your ongoing support as we look forward excitedly to what the next year holds.

Erin Malone





Eureka Mums



Our Supporters

ABC Radio Ballarat
ALDI Supermarket
Ballan Lioness Club and Steptoes op-shop
Ballarat Grammar CEEd
Canadian Primary School
Country Babes Children's Wear
GRILL'd Ballarat
Jack n Jill Children's Market and stallholders
Montieth and Birmingham
Power FM Ballarat
St Johns Anglican Church op-shop
The Miner newspaper
The Nappy Collective
WIN Television

Eureka Mums Committee

Caroline Vinecombe
Chloe Biggin
Di Campbell
Erin Malone
Trinsa Lewis

Volunteer profiles



Katrina Varis

Age: 39

Suburb: Brighton

Children: 3 children - 10, 7 and 5

Reasons for volunteering:

I am fortunate to be in a position to help and I receive satisfaction from knowing that I am helping others in the community who are less fortunate than me. I also believe that by volunteering I am setting a good example to my children about helping others...My eldest daughter has assisted by raising money at school for St Kilda Mums.



Cindy Adeney

Age: 67

Suburb: Elsternwick

Children: 3 daughters and one son, and 7 grandchildren aged 3 - 13.

Reasons for volunteering:

I feel very fortunate to have a supportive network of family and friends and love the way St Kilda Mums helps families 'like a friend'. In our throwaway society I love being involved in practical reusing with St Kilda Mums. It gives me great joy to repair a well worn pram, knowing it will give independence and mobility to a family in need.



Roderick Rutherford

Age: 72

Suburb: Altona

Children: 2 sons, 2 step daughters, 8 grandchildren

Reasons for volunteering:

Rod volunteers at St Kilda Mums with his step daughter. Rod is a retiree and suffers from Alzheimers and volunteering is a wonderful way for him to continue to make a valuable community contribution.



Hayley Clift

Age: 30

Suburb: Carnegie

Children: Son, 17 months.

Reasons for volunteering:

Volunteering is a great way to demonstrate to my son that not everyone is as well off as we are ... Helping others is very rewarding and not having any financial incentive to do so makes it all the more valuable.

A volunteer's story

Kate Betts tells us about her volunteering experience:

Q: Can you tell us a little about yourself?

A: I'm married with two preschool children and live in the lovely city of Geelong. I live a very busy life but would not have it any other way! I love spending time with my family and friends, and in between I volunteer with Geelong Mums as a committee member and all-rounder, work part time in a community engagement role in a mining company and sit on a community foundation board. And of course I am a lifelong supporter of the Geelong Cats and relish watching the footy at Kardinia Park!

Q: Can you outline how you came to know about St Kilda Mums?

A: I'd been aware of St Kilda Mums for a long time through the Facebook page and media publicity. I was in awe of the amazing impact the organisation had, underpinned by its most powerful mission to share the joy of motherhood. I was inspired by the story of how it all began on the front porches of Jessica and Peta's homes, and the phenomenal growth to being headquartered in a vast warehouse four years later! I knew I wanted to be a part of it and in early 2013 I jumped on the team!

Q: What was it about St Kilda Mums that prompted you to get involved?

A: It is a long list! In summary: the immediate and sustained impact of the giving of material aid; the community involvement and ownership of our concept; the tremendous results achieved; the opportunity to make a real difference in my hometown of Geelong; and the opportunity to work alongside a group of inspiring people who all believe strongly about our mission.

Q: From there, Kate, how did you become a regular volunteer?

A: After I hosted a collection for St Kilda Mums at my home, Jessica and I got talking about the significant impact a Geelong-based branch of St Kilda Mums would have. A short time later I brainstormed with four friends around my kitchen table and with the awesome support of St Kilda Mums, Geelong Mums was born in April 2013. Since then I have been an active committee member and have helped with many aspects of our operations like liaising with St Kilda Mums, volunteer co-ordination, fundraising, partnerships and all of the fun tasks at the shed and warehouse!



Mark Smith Photography

Q: What is it you enjoy most about volunteering?

A: Volunteering is just so motivating. I love seeing the immediate impact of the work I put in. The more items safety checked, the more volunteers recruited and trained, the more networks we tap into, directly translates to more families being supported. I also love that my family is involved too!

Q: Have you met many new people through volunteering?

A: I love our Geelong Mums committee! We have a lot of fun but at the same time are so motivated to keep the pace up and help Geelong Mums achieve more and more. I've met so many great volunteers who all have hearts of gold, and it has been so heartening to see that our volunteer base continues to grow and grow. I especially love meeting all of our mini-volunteers who help out too.

Q: Is there such a thing as a 'typical' volunteer?

A: The only typical thing about our volunteers is that we are all in it for the same reason. We all want to ensure that every baby in Geelong has a safe start to life. Most of our volunteers are mums, but we are also aunts, grandmothers, sisters and we can't forget the many dads, brothers and grandfathers who help out too. We sort, pack, collect, knit, sew, wash, check, write, laugh and sometimes cry!

Q: One last question, what advice would you have for anyone considering becoming a volunteer?

A: Find an organisation that does something you are passionate about and get in touch with them today!

Financial Statement

for 1st July 2013 – 30th June 2014

Statement of Income & Expenditure

Income:	2014	2013
Fundraising revenue	69,384	
Donations	142,088	
Grants received	90,640	
Other revenue	97,545	
Interest	4,743	
TOTAL INCOME	404,400	164,529
Expenditure:		
Cost of goods purchased for clients	71,170	12,715
Spare parts, repair, packaging and freight	17,675	8,517
Fundraising costs	23,196	1,461
Office costs	28,213	3,560
Employee expenses	83,232	-
Training and education	2,131	-
Occupancy costs	63,832	14,733
Depreciation	792	-
Repairs and minor capital	3,748	2,028
TOTAL EXPENDITURE	293,989	43,014
SURPLUS (DEFICIT) FOR YEAR	110,411	121,515

Statement of Assets & Liabilities

Assets:	2014	2013
Cash and cash equivalents	336,835	192,787
Trade and other receivables	8,898	4,560
Other current assets	4,918	-
TOTAL CURRENT ASSETS	350,651	197,347
NON CURRENT ASSETS		
Property, plant and equipment	4,933	-
Other non-current assets	17,640	17,600
TOTAL NON-CURRENT ASSETS	22,573	17,600
TOTAL ASSETS:	373,224	214,947
Liabilities:		
CURRENT LIABILITIES	-	-
Trade and other payables	13,428	1,020
Other liabilities	115,458	80,00
TOTAL LIABILITIES	128,886	81,020
NET ASSETS	244,338	133,927

EQUITY	2014	2013
Retained surplus	244,338	133,927
TOTAL EQUITY	244,338	133,927

CASH FLOWS FROM OPERATING ACTIVITIES

Operating grants fundraising & donations received	433,898	245,344
Payments to suppliers and employees	-288,867	-65,063
Interest received	4,742	94
Interest paid	-	-
Net cash generated from operating activities	149,773	180,375

CASH FLOWS FROM INVESTING ACTIVITIES

Purchase of property, plant and equipment	-5,725	-
Net cash used in investing activities	-5,725	-

CASH FLOWS FROM FINANCING ACTIVITIES

Receipt / (payments) from financing activities	-	-
Net cash used in financing activities	-	-

Net increase/(decrease) in cash held	144,048	180,375
Cash at beginning of financial year	192,787	12,412
Cash at end of financial year	336,835	192,787

Mortgages & Securities

The association has no mortgages, charges or securities over any of its assets.

Date: 19/11/14



Jessica Macpherson
Secretary & CEO

An audit of the financial statements of the Association for the year ended 30 June, 2014 was completed in accordance with Associations Incorporation Reform Act 2012 and Australian Auditing Standards by Brian Jones of Ahead for Business Pty Ltd.

Our supporters

St Kilda Mums sincerely thank all our supporters and donors.
Here are just a few.

Official Suppliers



Trusts and Foundations

6a Foundation
Antaeus Charitable Fund
Australian Communities Foundation
Bennelong Foundation
Commonwealth Bank Staff Community Fund
Fouress Foundation
Gourlay Charitable Trust
H & L Hecht Trust, managed by Perpetual
Laurence G & Jean E Brown Charitable Trust, managed by Perpetual
StreetSmart Australia
The Dyson Bequest
The Honda Foundation
The Jack Brockhoff Foundation
The Marion & EH Flack Trust
The Sentinel Foundation

Technology Partners

Canvas
Salesforce
Web Prophets

Creative Team

Bec Walton - Photographer
Madeleine Stamer - Artist
Rachel Bullard -
Deep Blue Design Studio
Ross Donnan - Graphic Designer
Sharon Westin-Shaw - Graphic Designer

Businesses Sponsors

Aromababy
Artea
Baby Second Heaven
Britax Australia
Bump, Baby and Beyond
Complete Plumbing
Cotton On Group
Danish by Design
Hasbro
Ikea
Jane Whiter Business Systems

Our supporters

Jemark Imports
Lamanna Direct
Littlehorn Mocka Cots
Pacific Brands
Pure Baby
Second Childhood
Seed Heritage
Small Giants
Spoilt Gift and Homewares
St Albans Textiles
St Kilda Ballet
SWAP Electrics Pty Ltd
The Point Albert Park
The Walt Disney Company
Thermomix
Torch Soy Candles
Trifusion Fitness

Community Groups and Local Government

All Souls Op Shop
Brotherhood of St Laurence Op Shops
City of Ballarat
City of Port Phillip
Family Life Op Shops
Firefighters Charity Fund Melbourne
KOGO - Knit One Give One
Malvern Park Ladies Golf Club
Rotary Club of Bentleigh Moorabbin Central
Veg Out Community Gardens St Kilda

Individuals and Family Supporters

Barry Fink Family
Christine Wright
Claire Hillier - Checks & Spots
Elizabeth King
Hain Family
Lyn and Graham Maloney
Martin Reukers and Rikki Andrews
The Late Annie Cranston (also known as The Baby Whisperer)

Corporate Volunteer Teams

ANZ
Bank of Melbourne
Cockram
Goldman Sachs
John Holland
KPMG
La Trobe Financial Services
Marsh
Mayborn
NAB
Seek
Telstra

Testimonials



“St Kilda Mums provide such a valuable service to parents in need... They are always willing to help and there are no restrictions for workers accessing the service such as clients or services needing to be from a particular area, or only being able to help a certain number of times a year... Some of the mums I have provided items to have been so moved by the generosity of strangers that they have cried with happiness.”

Erin, social worker

“My hubby brought in our pre-loved cot to your warehouse... He commented, ‘The warehouse was full of volunteers working so systematically on shelving and packing the stock... The goods were packed as if they were new. I would feel so thankful if I was one of the receivers of those goods.’ Although some people might think you are very particular on receiving goods donations, there is a big meaning behind it. The families in need do not need any junk. They deserve to have the best for their babies too!”

Anonymous donor

“St Kilda Mums is a fantastic service providing high quality goods to families across Melbourne... Parents receiving the items are ever grateful – on occasions even becoming overwhelmed and teary on receiving the items, which for families experiencing homelessness can create a sense of home and normality.”

Anna, social worker

“I am in awe of what you manage to achieve for so many families and continue to be inspired by the raw generosity of so many people. I recently lost my husband, and whilst struggling with my grief and trying to stay strong for my girls I have found strength in the generosity others have shown me... we all have a story, often too painful to tell but the strength of a mother is a powerful thing; your organisation provides the confidence that she can do it, even when we think there is no hope.”

Anonymous donor

the 'information' and 'communication' fields. The 'information' field is defined as:

...the study of the processes of information production, distribution, access, use and evaluation, and the study of the social, cultural, economic and political contexts in which these processes take place. (p. 10)

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The 'information science' field is defined as:

...the study of the processes of information production, distribution, access, use and evaluation, and the study of the social, cultural, economic and political contexts in which these processes take place. (p. 10)

The 'information studies' field is defined as:

...the study of the processes of information production, distribution, access, use and evaluation, and the study of the social, cultural, economic and political contexts in which these processes take place. (p. 10)

The 'information technology' field is defined as:

...the study of the processes of information production, distribution, access, use and evaluation, and the study of the social, cultural, economic and political contexts in which these processes take place. (p. 10)

The 'information systems' field is defined as:

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The 'information management' field is defined as:

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The 'information policy' field is defined as:

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The 'information law' field is defined as:

...the study of the processes of information production, distribution, access, use and evaluation, and the study of the social, cultural, economic and political contexts in which these processes take place. (p. 10)

The 'information ethics' field is defined as:

...the study of the processes of information production, distribution, access, use and evaluation, and the study of the social, cultural, economic and political contexts in which these processes take place. (p. 10)