



ABC RADIO INTERVIEW NOVEMBER 23, 2007

On Friday November 23, ABC Radio host Louise Saunders interviewed Darryn Altclass of onehitwonder during the morning program. Here's an excerpt from that interview.

LS Sometimes, one of the good things about Tasmanians is that they think BIG! Just being on a small island state at the bottom of the world doesn't stop Tasmanians having grand ambitions, and that's exactly what my next guest is all about – an aid initiative ending world poverty to explain more I'm joined by Darryn Altclass...Darryn, good morning!

DA G'day Louise

LS Is that right? Tasmanians like to think big? Just because we're down here doesn't mean we can't change the world?

DA That's right

LS Now what's your plan? You want to end world poverty? How are you going to go about it?

DA Well, I don't know if we want to end world poverty...

LS Well, seriously damage it perhaps?

DA Well we thought if we could get one person in every hundred who have internet connection to give one dollar, we'd generate about seven and a half million dollars. We'd like to get ten in every hundred, or even fifty, that would be fantastic. But our goal is just one percent of the internet community to donate one dollar, then we'll give it all away to those communities around the world who need it most.

LS So one hit wonder is basically it

DA That's right

LS Everyone, well, most of us have a dollar to spare. I guess if you can afford broadband or even dial up connections, you can probably spare a dollar...

DA Sure

LS So how are you going to go about getting out the awareness of this, apart from talking to me?

DA Digital word of mouth is probably the best way, augmented by the internet. Hopefully people will participate and then pass it on through their email networks, through their social utility websites like Facebook and My Space, as well as traditional media like newsprint and radio. There's a "Pass it on" page on the website with a number of ideas how people can help spread the wonder.

LS How do you get a dollar out of someone? I mean, if someone walks past me with a bucket, it's no problem to throw a dollar in – if someone wants a big donation from me then I give them my credit card details. How do you get a dollar out of someone?

DA For this we chose to partner with one of the biggest payment gateways in the world, which is Paypal (who provide payment processing for ebay) They have approximately one hundred and fifty million members worldwide—a phenomenal amount of people. And so we've tried to, in partnership with Paypal, work on the smoothest, quickest, simplest, possible way to have safe transactions. All you need is a credit card or be a Paypal member. It will take you under a minute.

Ls And it's got all the usual security...

DA It's one of the most secure gateways in the world.

LS What happens to the money?

DA We're going to give 90% internationally and 10% plus interest accrued we'll utilise for local community development. We're partnering with a whole ream of organisations all across the world who traditionally

do this type of work. You can see a list of organisations under the partner section of the website. And on Christmas day 2008 we'll start to transfer the money to those who need it most.

- LS How do you assess, make a judgement as to who is an appropriate organisation to receive the money?
DA Again, if you go to the website there's selection criteria you can download in the partners section. We list the basic criteria each organisation needs to fulfil—things like, established quality processes, that they partner with indigenous groups, that they have sustainable funding streams, that they're an ethical organisation—requirements like that. You can read all about it if you download the pdf.
- LS What's the address?
DA onehitwonder.org
- LS That's easy enough to find isn't it? Now you've got a couple of mates in on this one who came up with the idea. How did it happen?
DA Initially it was an idea that I had...I just kept on having the question in my mind 'what if everyone in the world gave you a dollar—what could you do with it?' I asked a couple of mates if they had asked that question and they said 'yeah', so I started asking a lot more people, and most people had asked that question at some point in time. And because of the phenomenal nature of the connectedness of the world through the internet, we thought, 'why don't we give it a go and see, and rather than use it for ourselves, we'll give 100% of it away'.
- LS And what kind of response have you had so far?
DA Well, it's only been a couple of weeks. We've had no media yet—this is the first media exposure we've had so it's just been trickling through our own personal networks. There's been about six hundred people hit within a couple of weeks and about five thousand dollars worth of recurring hits – so they sign up for a daily, weekly or monthly hit. So that's alright with not much exposure.
- LS It's interesting, though, isn't it, because you are seeing the power of the internet itself and through your own networks, to see what kind of response. Once it spreads overseas, and I guess you're trying to do that through friends and colleagues and family that you may have overseas, that has the potential then to really make it big?
DA That's right – even if it was limited to Australia, There's a million people within Australia on Facebook, so even if it was a million of those people, then they told ten people each, I mean, just within Australia, just within Tasmania, the potential is phenomenal. In a couple of weeks, we've already had hits from all over the world from places like Malaysia and Taiwan and the Netherlands and Ireland and the US and Newfoundland – I have no idea how it got there? It's just that digital word of mouth, people pass it on...I had this guy from Malaysia send me an email and a photo thanking me for starting the initiative and y'know, I have no idea how this fellow in the Malaysian government got that email and hit us with a dollar – no idea.
- LS Are you going to keep an updated tally on the website?
DA Yep, There's a thermometer on the site. Every time you hit it'll go up in a couple of seconds so you can monitor to that of course. There's blogs associated with it, there's a Facebook group. There's quite a lot of interest so far. So if you just keep going back to the site, there's lots of info that'll be updated.
- LS Well, you could drop a dollar coin and not even notice, couldn't you? And not even know that it's gone. The website again: onehitwonder.org – easy enough to find! We might catch up with you perhaps early in the new year and see just how it is going, so thank you for coming in Darryn.
DA My pleasure.
- LS Darryn Altclass, onehitwonder.org, and you can find out more!



onehitwonder.org