Increasing the capacity of our communities to engage with technology

GoDigi: Digital Literacy for Australia

Brendan Fitzgerald, Digital Inclusion Manager, Infoxchange – Webinar for Connecting up 2014
Agenda

» Introduction to Infoxchange
» Digital inclusion in Australia
» Go Digi Project
» How you can get involved
Technology for Social justice

www.infoxchange.net.au
## Our social objectives

<table>
<thead>
<tr>
<th>Digital Inclusion</th>
<th>Digital Proficiency</th>
<th>Digital Empowerment</th>
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<tbody>
<tr>
<td>Increase digital inclusion by assisting all those in our communities to access and efficiently use technology</td>
<td>Raise the level of digital proficiency and improve the efficiency and effectiveness of the not-for-profit sector through the use of technology</td>
<td>Showcase the benefits of digital empowerment in our communities</td>
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Our services and initiatives

“Infoxchange is leading the way in providing technology to the not-for-profit sector and creating a more digitally inclusive society”
Digital inclusion in Australia

BRIDGING THE BROADBAND GAP

Australian's aren't prepared to fully realise the potential of Next Generation Broadband

1 IN 5 ADULT AUSTRALIANS are NOT using the internet.

THIS EQUATES TO 4,000,000 PEOPLE.

CHALLENGES

Lack of certainty

Low awareness

Confidence

Lack of necessary skills

Resourcing challenges

Affordability

HOW DO WE BUILD BRIDGES?

Provide greater certainty about broadband infrastructure

Provide incentives for investment

Encourage collaboration

Promote the benefits of Next Generation Broadband

Address barriers to adoption

Act as front-runners

Showcase relevant innovative applications

Raise digital literacy through education and training

Review business processes

Source: CSIRO 2013

Commercial in confidence
Current partners
Digital inclusion benefits – Atherton Gardens (one estate)

Digital inclusion has generated $5.9M of benefits over 5 years to the community

1. Education & Employment
   - Benefits derived from:
     - Improved education
     - Addition of valuable language and IT skills
     - Access to online resources to search for jobs
   - $4.1 M

2. Communication & Connectivity
   - Benefits derived from:
     - Discounted internet access
     - Cheaper alternatives to traditional telephone communications
     - Connectivity with the community
   - $1.3M

3. Transactional Efficiencies
   - Benefits derived from:
     - Utilization of online delivery of government and financial services
     - Resident empowerment from increased access
   - $0.2M

4. Health & Wellbeing
   - Benefits derived from:
     - Access to online resources and support networks
     - Greater engagement with the wider community
   - $0.3M

Source: A.T. Kearney benefits model (Atherton Gardens)
Economic benefits

At the household level:

» Communication, c.$700/yr
» Information & media, c.$1,000/yr
» Online services, c.$500/yr
» Greater variety of goods and services (‘long tail’)
» Educational opportunities
» Health information
» Relationships

Source: CSIRO 2013
National Digital Literacy Project

- **Digital Platform**: individuals learn digital skills online, enable people to find face-to-face learning opportunities, add their own tips and tricks for using digital tools, or undertake online training in how to become a Mentor to help friends and family.

- **Mentoring Program**: provides individuals with the opportunity to undertake online and face-to-face training to mentor their friends, colleagues, family or neighbours.

- **Pop-Up Community Sessions**: brings people together in local communities at Post-offices, neighbourhood houses, schools, community gardens, churches and markets.

- **Digital Network**: amplifies and accelerates the work that many organisations across Australia are already undertaking to improve digital skills world.
National Digital Literacy Project

» **Digital Conversations**: a series of talks in Australia’s capital and regional cities that aim to make digital inclusion and digital literacy part of the national conversation.

» **National Year of Digital Inclusion**: Australia’s first National Year of Digital Inclusion will bring together all of the above components of the program to build community spirit, increase awareness of the benefits of digital participation and to connect communities in both the physical and digital
## Priority - Areas to Target

Due to digital disadvantage

### Go Digi Potential Pop Up Locations

<table>
<thead>
<tr>
<th>Victoria</th>
<th>New South Wales</th>
<th>South Australia</th>
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<td><strong>Regional/Rural/Remote</strong></td>
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<td>Swan Hill</td>
<td>Wagga Wagga</td>
<td>Copper Coast</td>
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<td>Mildura</td>
<td>Walwa</td>
<td>Barunga West</td>
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<td>Stanhope</td>
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<td>Echuca</td>
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<td>Shepparton</td>
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<td><strong>Metro</strong></td>
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<td>Wangaratta</td>
<td>Nowra</td>
<td>Port Adelaide</td>
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<td>Albury</td>
<td>Orange</td>
<td>City of Campbelltown</td>
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<td>Mudgee</td>
<td><strong>Queensland</strong></td>
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<td>City of Port Stephens (Newcastle)</td>
<td>City of Toowoomba</td>
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<td><strong>Western Australia</strong></td>
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<td>City of Newcastle</td>
<td>Maryborough</td>
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<td><strong>Metro</strong></td>
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<td>Hervey Bay</td>
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<td>City of Fremantle</td>
<td>Cooranbong</td>
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<td>Rockhampton</td>
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<td>City of Bunbury</td>
<td>City of Fairfield</td>
<td>Gladstone</td>
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<td>City of Busselton</td>
<td>City of Liverpool</td>
<td>Bundaberg</td>
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<td>City of Penrith</td>
<td>Cloncurry</td>
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<td><strong>Northern Territory</strong></td>
<td><strong>Tasmania</strong></td>
<td><strong>Metro</strong></td>
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<td>Alice Springs</td>
<td>Relatively disadvantaged outside</td>
<td>City of Redlands</td>
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<td></td>
<td>of Hobart and West Tamar</td>
<td>City of Logan</td>
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*Commercial in confidence*
1. “I’m not interested”
2. “I’m slightly interested, but…”
3. “I feel pressured”
4. “Ok, I give in, I’ll do it”
5. “I use the computer but I still don’t like it”
6. “I’m getting my confidence”
7. “I know everything! And if I don’t I’ll work it out”
Network Interest to Date

N=277
Welcome to GoDigi!
Helping Australians realise their digital potential

Which one are you?

Learner
I would like to learn some digital skills
Start learning

Mentor
I want to help others learn digital skills
Start helping

Partner
I would like to get my organisation involved
Get networking
Online learning guides

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What would you like to learn about?

Type it here ...

Search

Most popular guides

How to create your own email account
This guide helps you get started on LinkedIn and gives you the skills to
set up an account. Lorem ipsum

What is social media?
This guide helps you get started on LinkedIn and gives you the skills.
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Online guides

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What would you like to learn about?

Search results for ‘LinkedIn’

What is LinkedIn?

This guide helps you get started on LinkedIn and improve your skills.

Find a job

This guide helps you find a job on LinkedIn and improve your skills.
What is LinkedIn?

LinkedIn is a social media platform that helps you connect with people you have worked with.

LinkedIn can be a valuable tool in your job hunt.

What do I need to follow this guide?

You will need to be connected to the internet

You will need an email address
Find face-to-face learning

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Find face-to-face learning activities near you

Search by suburb or postcode

Search

Or, select a state or territory:
Find face-to-face learning

Type in your postcode, suburb or town to find local face-to-face learning near you.

Find face-to-face learning activities near you

3350

Bendigo Neighbourhood House
22 Gold Rush Road
Bendigo
Victoria 3550
Current activities:
Computer basics training course
Learn2Type
Computer basics training course

Course overview
Learn how to type in a community group setting.

What will you learn?
- Basic keyboard layout
- The history of the QERTY keyboard
- Correct typing posture
- How to use the ‘Learn2Type’ computer program

When?
Wednesday 16 July 2014
6pm – 8pm
This is not a recurring activity.
Welcome Mentor!

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Get involved


Getting started
Learn how to use the mentor tools on this website

Stay up to date
Sign-up to receive mentor updates by email

Join us
Create your own personal account
Getting Involved

» Volunteer to support our digital inclusion especially GoDigi
» Donate: www.infoxchange.net.au/get-involved
  – Tax deductible donations
  – Surplus IT equipment

Contact:
bfitzgerald@infoxchange.net.au