

**Increasing the capacity  
of our communities to  
engage with technology**

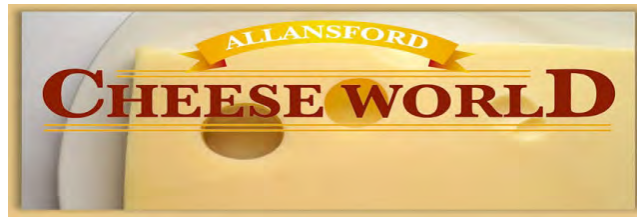
## Go Digi: A National Approach to Digital Literacy

Brendan Fitzgerald - Infoxchange

## Agenda

- » Introduction to Me & Infoxchange
- » Digital Inclusion in Australia
- » Technological change & Impact
- » Go Digi & You

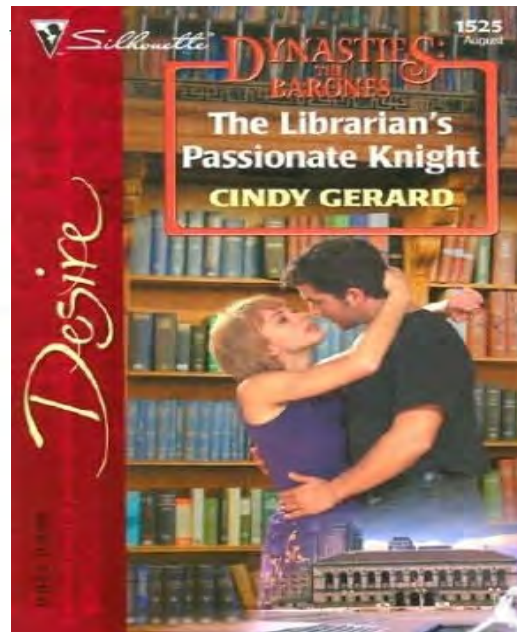
## About Me



## My life as a Librarian



What I thought



What I imagined



Reality

# Technology **for** **Social** justice



[www.infoxchange.net.au](http://www.infoxchange.net.au)

## Our social objectives



### Digital Inclusion

Increase digital inclusion by assisting all those in our communities to access and efficiently use technology

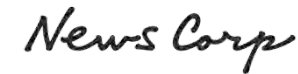
### Digital Proficiency

Raise the level of digital proficiency and improve the efficiency and effectiveness of the not-for-profit sector through the use of technology

### Digital Empowerment

Showcase the benefits of digital empowerment in our communities

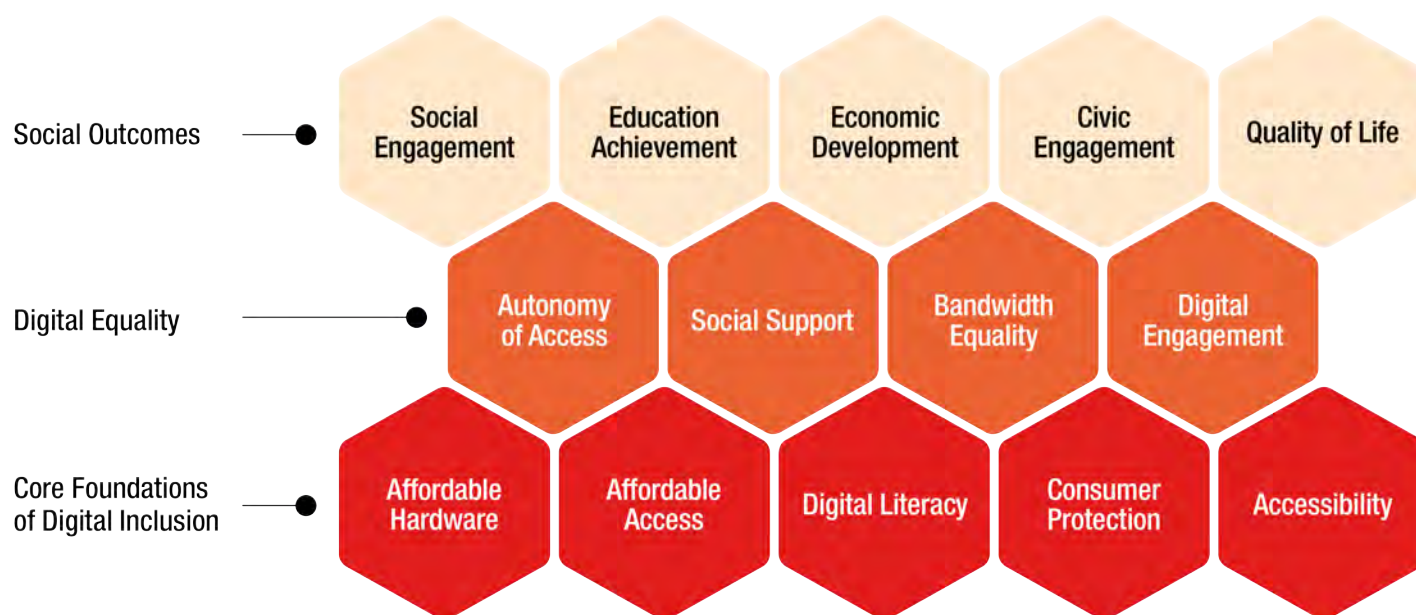
## Current partners



Commercial in confidence

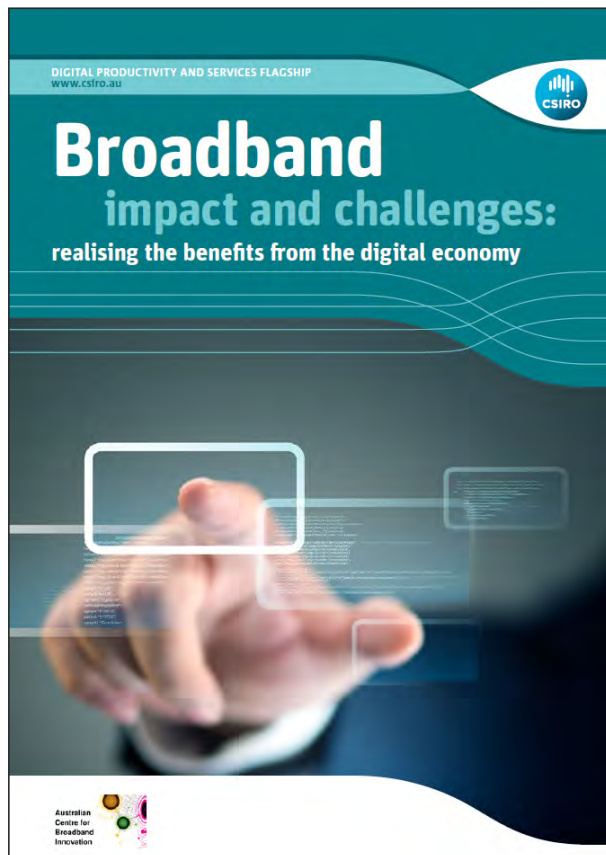


# Digital Inclusion Framework





# Benefits of Being Online



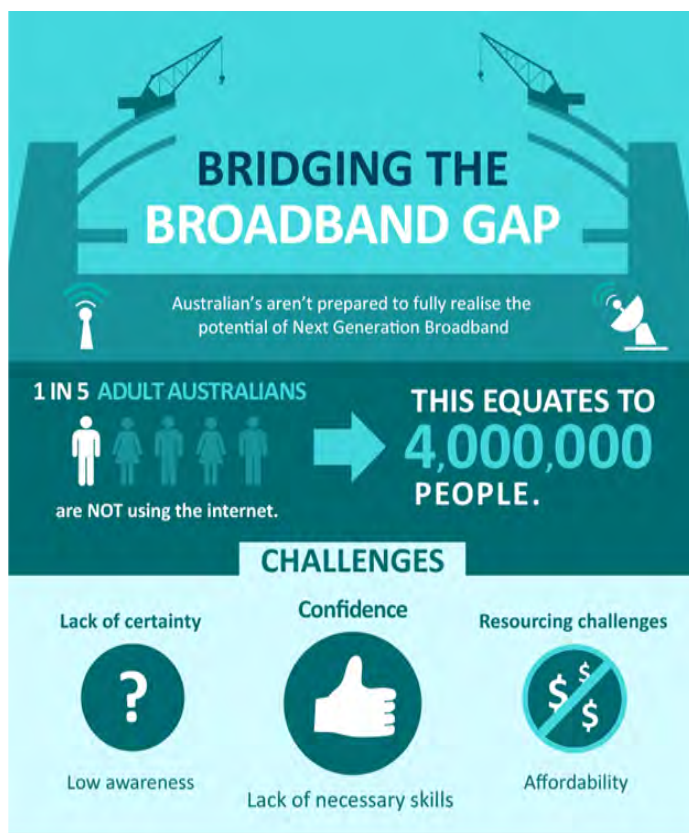
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At the household level:

- » 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

# Digital Inclusion in Australia

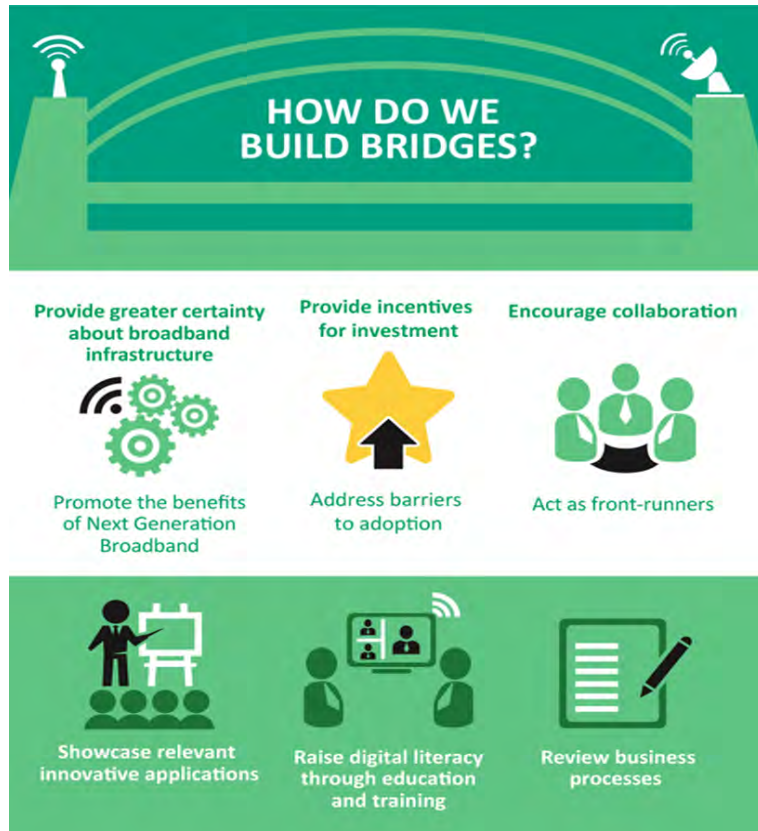


Source: CSIRO 2013

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- » 1 in 5 Adult Australians NOT Online
- » Challenges
  - » Low awareness
  - » Confidence
  - » Affordability
- » Australia NOT Prepared

# Digital Inclusion in Australia

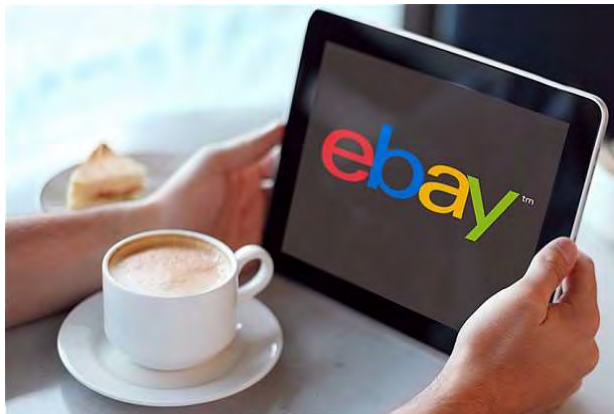
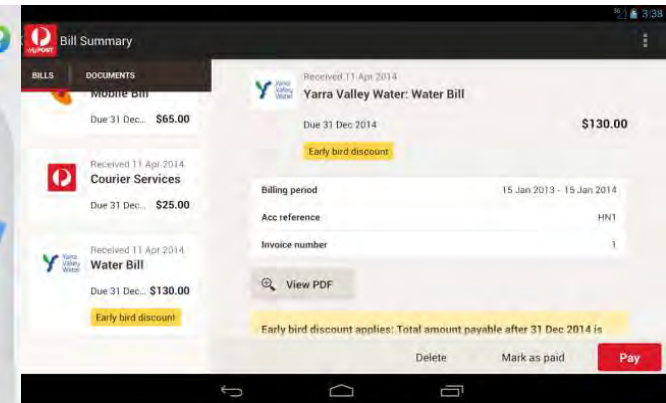


Source: CSIRO 2013

Commercial in confidence

- » Showcase Relevant Benefits
- » Raise Digital Literacy
  - » Community
  - » Business

# Everything Is Online



## Coping can be Frustrating.....



Password help for brendanf22@gmail.com

Type the characters you see in the picture below:

suffer

 For more help with screen readers, click here.

Continue

» <https://www.youtube.com/watch?v=BIYdsvdynJU>



.....For All



YouTube AU

Search: david bartlett

Up next Autoplay

**David Bartlett**  
Former Premier of Tasmania

GO DIGI

Former Premier of Tasmania, David Bartlett, shares his #digiconfession

Infoxchange - Non-profit organisation

Subscribe 18

148 views

**Up next**

David Bartlett on Placespeak / David Bartlett sur Placespeak (ENG/FR)  
by Bienvenue! Canada Down Under  
337 views  
2:41

The Go Digi National Year of Digital Inclusion Announcement  
by Infoxchange - Non-profit organisation  
48 views  
2:41

Commencement 2005 - David Bartlett Sermon  
by Yale Divinity School  
125 views  
14:14

Become a Go Digi Mentor  
by Infoxchange - Non-profit organisation  
22 views  
3:03

What the government can learn from the crowd: David Bartlett at TEDxHobart  
by TEDx Talks  
2,141 views  
19:35

Plenary 5: Innovation and empowerment with The Hon David Bartlett  
by TheANZSOG

Commercial in confidence

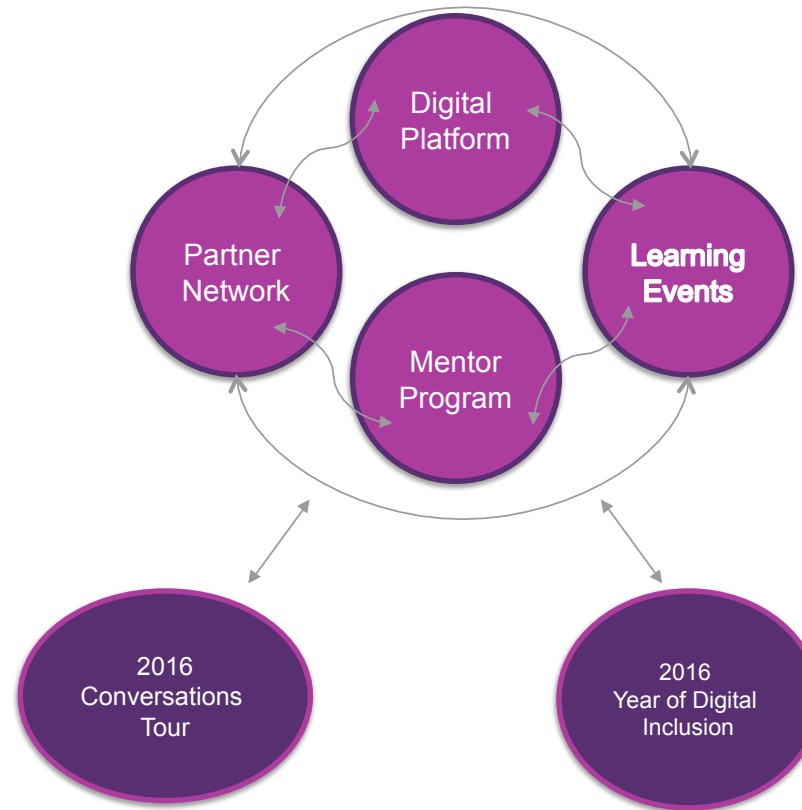
<https://www.youtube.com/watch?v=BIYdsvdynJU>

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## Online Confidence & Behaviour





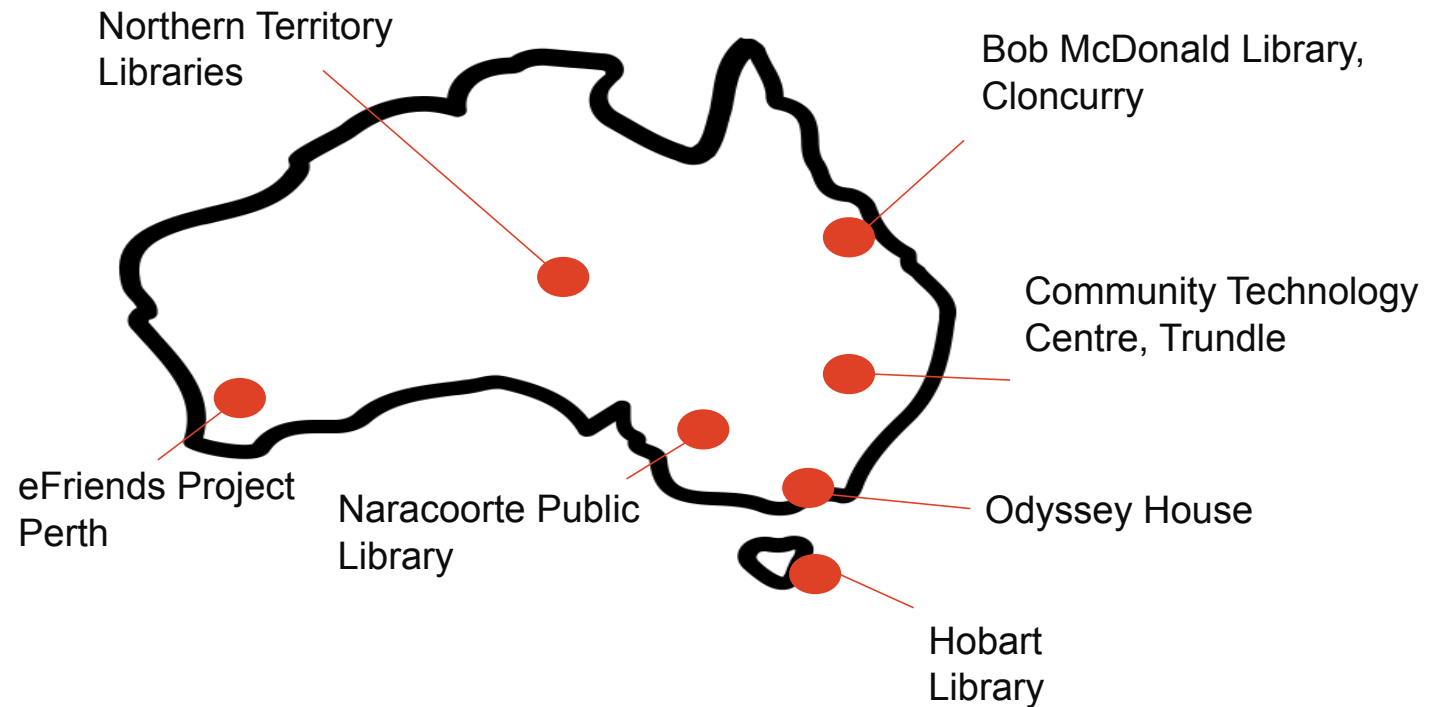




# Go Digi Network

105

Network Partners  
[we aim to reach 300]



# Go Digi Mentors Modules



Go Digi Mentors Postcards – next slide:



# National Year of Digital Inclusion

## Goals

NYDI aims to help Australians:

- Realise their online potential
- Raise awareness of digital inclusion at all levels of society
- Celebrate the benefits of digital literacy and digital inclusion

## Components of NYDI



- » **Community Pop Up Festivals** – big, bold fun celebrations bringing together Network Partners for one celebratory event in each state and territory. Aimed at learners and communities.
- » **NYDI National Conversations** – a series of 8 events across the states and territories, aiming to make digital inclusion part of the national conversation. Aimed at stakeholders.
- » **NYDI Champions**
- » **Mentors Program**



## NYDI Themes



**Innovation and  
Creativity**



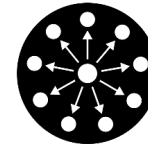
**Health and  
Wellbeing**



**Financial  
literacy**



**Education,  
Learning and  
Knowledge**



**Future - a  
digitally  
inclusive  
Australia**



**Society and  
Community**



**Connect and  
Communicate**



**Jobs and  
Employment**



**Online Services and  
Digital Economy**



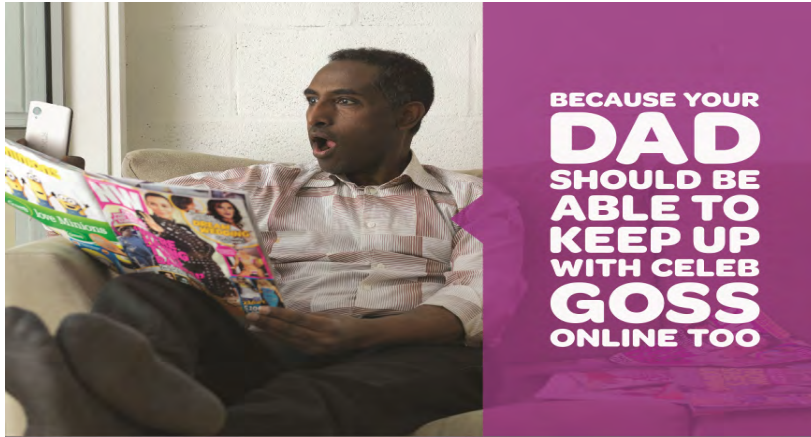
## Insights from our Champions



[Link to play video on YouTube](#)







## Finally

- » Next steps
  - Join up as network partner,
  - A learner and
  - a Mentor
  
- » Any questions?

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[www.godigi.org.au/partner](http://www.godigi.org.au/partner)