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

<table>
<thead>
<tr>
<th>What I thought</th>
<th>What I imagined</th>
<th>Reality</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Cartoon Librarian" /></td>
<td><img src="image2" alt="Book Cover" /></td>
<td><img src="image3" alt="Man with Books" /></td>
</tr>
</tbody>
</table>
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>
</tr>
</thead>
<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>
</tr>
</tbody>
</table>
Current partners

Australia Post
Microsoft
Google
Telstra Foundation
REA Group
News Corp
Scope
Work Ventures
Brotherhood of St Laurence
Anglicare Tasmania
City of Greater Geelong
Swinburne University of Technology
CSIRO
Perpetual
ANZ Trustees
Gandel
State Trustees
Digital Inclusion Framework

Social Outcomes
- Social Engagement
- Education Achievement
- Economic Development
- Civic Engagement
- Quality of Life

Digital Equality
- Autonomy of Access
- Social Support
- Bandwidth Equality
- Digital Engagement

Core Foundations of Digital Inclusion
- Affordable Hardware
- Affordable Access
- Digital Literacy
- Consumer Protection
- Accessibility
Benefits of Being Online

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

1 in 5 Adult Australians NOT Online

Challenges
- Low awareness
- Confidence
- Affordability

Australia NOT Prepared

Source: CSIRO 2013
Digital Inclusion in Australia

Source: CSIRO 2013

» 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

Continue

» https://www.youtube.com/watch?v=BlYdsvdynJU
......For All

https://www.youtube.com/watch?v=BiYdsvdynJU
Online Confidence & Behaviour

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”
Go Digi Network

105

Network Partners
[we aim to reach 300]
Go Digi Mentors Modules

Go Digi Mentors Postcards – next slide:
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**
Insights from our Champions

And I'm sure it will make such a difference to their lives.

Link to play video on YouTube
BECAUSE YOUR DAD SHOULD BE ABLE TO KEEP UP WITH CELEB GOSS ONLINE TOO

BECAUSE YOUR GRAN SHOULD BE ABLE TO STREAM GAME OF THRONES

BECAUSE YOUR MATE SHOULD BE ABLE TO SHARE HIS DINNER

BECAUSE YOUR MUM SHOULD BE ABLE TO FOLLOW THE SCORE ONLINE TOO
Finally

» Next steps
  – Join up as network partner,
  – A learner and
  – a Mentor

» Any questions?

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www.godigi.org.au
www.godigi.org.au/partner