



2020 Campaign Report

a campaign by



Australia's largest digital inclusion campaign

About Get Online Week

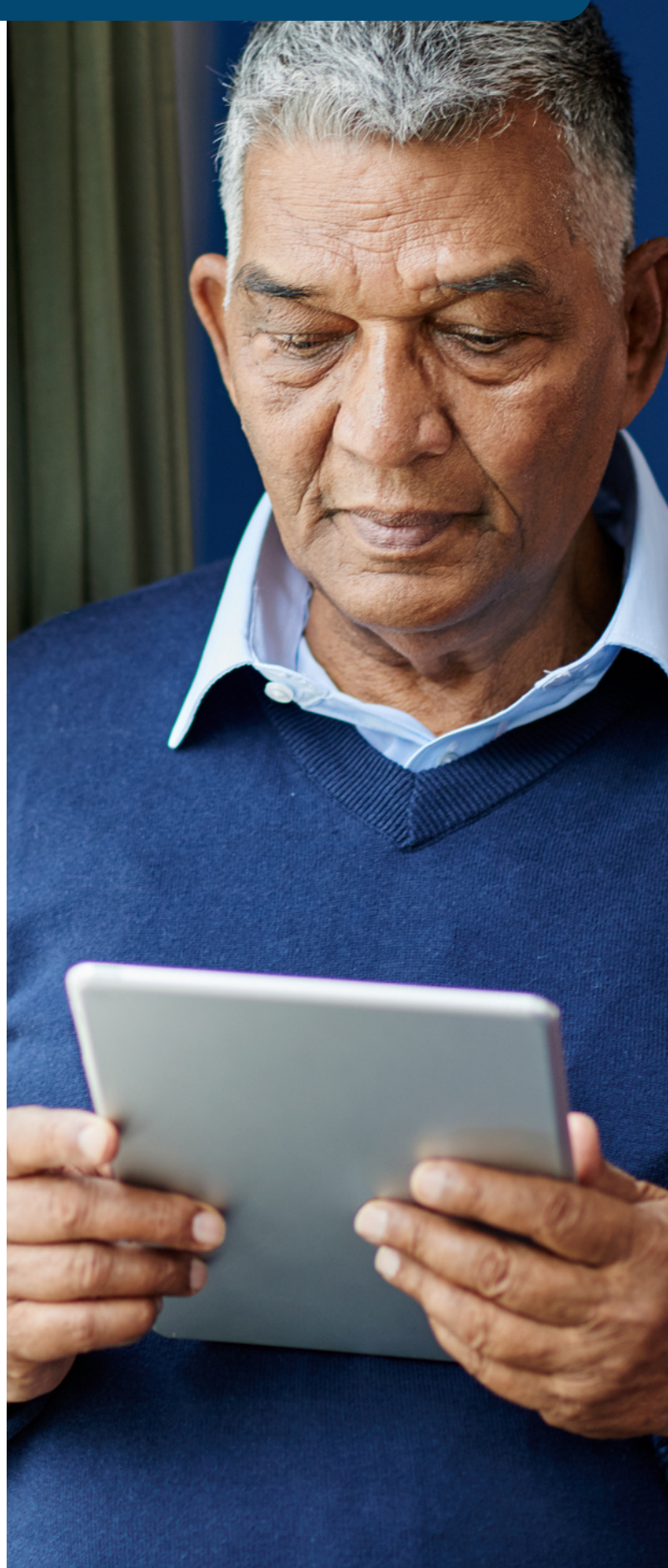
Get Online Week was held 19 - 25 October 2020.

Get Online Week is a digital inclusion campaign organised by Good Things Foundation. Beginning in the UK in 2007 and introduced to Australia in 2018, Get Online Week is a week-long annual celebration that sees thousands of events take place, giving people the chance to find the support they need to improve their digital skills.

We believe everyone deserves the opportunity to safely participate in our digital world and no one should be left behind. Through Good Things Foundation's network in Australia and with support from corporates, government and not-for-profits, events and activities took place in hundreds of communities to spread the Get Online Week message: Now's the time to get online.



We acknowledge the traditional custodians of the land and pay respect to Elders past, present and emerging.



A message from our National Director

If 2020 has taught us anything, it's how vital digital skills are to our wellbeing and safety. Yet, over 2.5 million people in Australia are not online. Many more do not have the skills or confidence they need to get online safely or to keep up with tech changes.

That's why despite the challenges in hosting a community engagement campaign during the COVID-19 pandemic and social distancing restrictions, we decided that Get Online Week was more important than ever.

We were so pleased that over 700 partners in our network of community organisations held Get Online Week events this year through a mixture of online and COVID safe face-to-face events. I want to recognise the incredible work they have done not only for Get Online Week, but throughout this year. Supporting people with low or no digital skills to be ready to engage with and attend online events is a challenge, but one that has been met with positivity and creativity. 99.7% of our event-holders said that Get Online Week 2020 was beneficial to their community. This is supported by our new Get Online Week survey which showed that 92% of those who attended a Get Online Week event learnt something new, and 90% want to learn more about what they can do online. These results show the power and impact of community digital inclusion campaigns.

2020 has shown it is not only the time to get online, but the time to highlight the digital divide that exists in our country. So, it was fantastic to have Get Online Week Official Supporters from across government, corporate and community sectors, who helped us to spread the message and also highlight some great practice, research and policy that are supporting people to engage in the online world. A big thanks to all of you for your support.

Despite the challenges of this year, there has never been more important time to ensure all Australians have the skills and confidence to engage online. Together we can close the digital divide and I look forward to continuing the collaboration throughout the coming year.

Jess Wilson, National Director
Good Things Foundation Australia



A few of the Good Things Foundation staff using the Get Online Week social media filter.

Adapting this year's campaign

This year's campaign responded to the needs of our communities during the COVID-19 pandemic.

During Get Online Week, Victoria was in a tough second lockdown due to the pandemic. Other states were still recovering from the pandemic and were in differing stages of restrictions. Even if organisations were able to host in person events, not all community members may have been ready to attend, plus there were caps on attendance numbers and additional safety policies and laws in place. All of this meant that digital skills were even more important to help people to stay connected.

In response to the pandemic, for the first time community organisations could choose to hold their Get Online Week events either online or as COVID-Safe in-person events, depending on the public gathering restrictions and health advice in their location.

Over 700 community organisations around Australia held Get Online Week events, many holding more than one during the week. Half were either held online or were a combination of online and face-to-face events. Events were held in every state and territory in Australia, and in regional and metro areas.

To focus on priority digital skill areas due to the impact of the pandemic, we created new printable tip sheets to support people to connect with friends and family, stay safe online, learn how to better use their devices, find reliable health information and apply for work online. More than half of event-holders used these tip sheets with their learners.

Good Things Foundation also hosted our own online events this year as part of the campaign so even those who could not attend or host an event could get involved. This included kicking off the week with The Great Get Online Week Quiz for both digital mentors and learners to participate in, improve their digital skills and have a bit of fun.

Success stories of Get Online Week



"I am grateful that I now know how to search news and websites in this COVID pandemic. It helps our mental health and wellbeing because we can be connected rather than isolated. If I did not know how to search news updates, exercise through YouTube or connect to my friends and communities via Facebook and Viber, it would have been much more difficult for me."

- Lan Ngoc Chau, Bankstown NSW

Incorporating culture into events

Filipino Community Council of Victoria

The Filipino Community Council of Victoria held their Get Online Week events in collaboration with Senior's Month.

They adapted their events by broadcasting them live on Facebook and Zoom so their members could join in from home. Since the Filipino Community Council of Victoria also holds a Be Connected Digital Devices grant, they were able to provide tablets to members of their community who have limited access to technology.

Live singers and dancers performed, they played games and quizzes and held a competition for the 'Best Filipiniana' (traditional Philippine wear) costume.



Raising awareness of digital inclusion

Reaching new people

Get Online Week 2020 helped us to reach new people at risk of digital exclusion and spread the message that digital ability is an essential part of the digital inclusion landscape in Australia.

700 organisations held 1,600 online or in-person digital skills events across the country during the week. These events reached 23,500 people, which is a fantastic effort by event holders to nearly reach pre-COVID engagement levels. Event holders also reported that they were able to support new people in their communities by hosting a Get Online Week event, leading to over 3,000 new learner registrations with the Be Connected program in October.

We received 360 pieces of media coverage, including ABC radio interviews, print and online newspapers. We reached 21K people on Twitter and over 1,000 people used the #GetOnlineWeek hashtag on Facebook.

Event holders downloaded nearly 7,000 event resources from the website and over 1,100 people viewed the event map to find a Get Online Week event in their community.

Benefiting communities across the country

This year we also surveyed people who attended a Get Online Week event, and found that 92% learnt something new at the event they attended and 90% said it made them want to learn more about what they can do online.

Get Online Week event holders said:

- 90%: improved their community's digital skills
- 86%: contributed to their community's wellbeing
- 89%: helped their community to socially connect
- 99.7% said Get Online Week was beneficial to their community



1,600

Community events held across Australia



\$700K

Be Connected grant funding distributed



23.5K

People supported at events



92%

of event attendees learned something new at an event



90%

of event attendees want to learn more about what they can do online



99%

of event holders found the campaign beneficial to their community



86%

found Get Online Week contributed to their community's wellbeing



90%

found Get Online Week improved their community's digital skills



89%

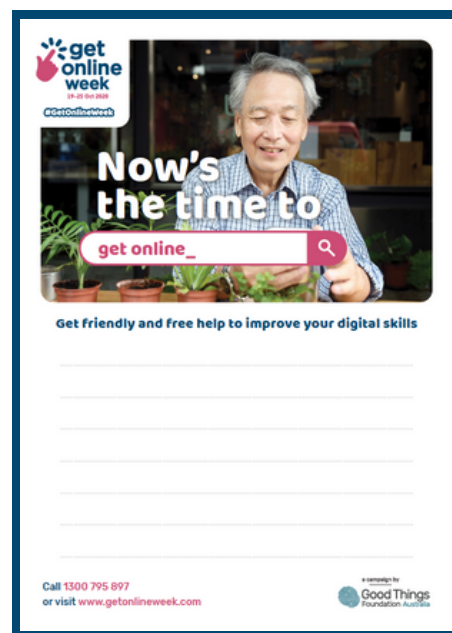
found Get Online Week helped their community to socially connect

Supporting our network to get involved

Good Things Foundation supported community organisations to take part in Get Online Week by hosting 4 special support webinars on how to get involved in the digital inclusion campaign, transitioning to online only events due to COVID-19 and marketing their events to reach people with low or no digital skills. We developed and released downloadable how-to guides, event ideas, learner engagement resources such as tip sheets and zoom backgrounds, social media and print marketing materials, and a local media release template. Our resources included special guides on hosting online-only events for people with low digital skills, which more than half of event holders accessed.

Members of our network of community organisations were invited to apply for Get Online Week event grants, available through the Be Connected program to reach new people in their communities and support their participation in the awareness raising campaign. We distributed \$1,000 grants to 708 organisations. Overall, event-holders rated the support Good Things Foundation provided for Get Online Week 4.5 stars out of 5.

To kick-start the campaign with our network, we held the inaugural Great Get Online Week Quiz, in which both digital mentors and learners were invited to participate. 164 people participated in the Quiz and it proved to be a fun and engaging way to improve digital skills, bring people across the country together and celebrate the start of the campaign.



Rostrata Family Centre in WA participating in the Great Get Online Week quiz.

Bringing communities together online

Many of our community partners were still in lockdown during Get Online Week this year, but it didn't stop them from joining in on the fun. Although separated geographically, Get Online Week event holders found creative ways to bring their communities together to learn more about what they could do online.



Wintringham, VIC

Perhaps the best thing about technology – and teddy bears – is that they can bring people closer to one another, regardless of distance or age! Wintringham joined forces with the Grove Children's Centre to set up a Teddy Bear Picnic over Zoom. The children excitedly showed residents their favourite teddy bears, before residents reciprocated by introducing their own.



Sikh Community Connections, VIC

Sikh Community Connections held online mask making workshops hosted by Intrendz Fashion Boutique. Participants learned how to make masks out of different patterns and fabrics, as well as special masks for people wearing turbans as they are unable to wear masks with ear bands. The audience enjoyed the session and shared their excitement of learning how to do something together online.

Success stories of Get Online Week



"It is so important to be up-to-date in this pandemic as information is vital for our well being. It is also great to be able to log in and speak to others so you don't feel as though you are not going through this alone."

- Barbara Laurie, Campbelltown SA

Partnering across sectors to support the campaign

This year, we were pleased to have the support of 13 Official Supporters of Get Online Week, spanning government, corporate and community sectors. Our Official Supporters help to raise awareness of the digital inclusion campaign with their networks and communities, and let people know how they can get involved.

We acknowledge the ongoing support of the Be Connected program, with Get Online Week grants assisting the Be Connected Network to reach more people in their community and host events.

We were pleased to highlight Guest Blogs by Official Supporters ACCAN and Digital Media Research Centre at QUT, which each drew attention to important solutions in closing the digital divide in Australia. Similarly we acknowledge the release of the new Australian Digital Inclusion Index report and the National Digital Inclusion Roadmap during Get Online Week, each progressing our knowledge of the digital inclusion landscape in Australia.

We also recognise PwC Australia who we collaborated with on a successful special Get Online Week webinar, Digital Upskilling for Not-for-Profits, bringing community organisations on the digital skills journey along with community members this year.

Thank you to all of our Get Online Week 2020 Official Supporters for your commitment to closing the digital divide.

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The broad audience, from digital volunteers to CEOs of NFPs, enabled our team to apply real-world examples of how digital upskilling can be implemented to demonstrate the positive impact of digital transformation.

— Jane Edwards, Director Social Impact, PwC Australia

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Success stories of Get Online Week



“Even before the pandemic, it was virtually impossible to manage personal and financial affairs without safe and competent use of technology and having reliable access to the internet. There are no more local banks, and Medicare, Centrelink and the Tax Office are forcing us to do our business online. Being able to take care of things online makes life more secure and certain.”

— Ken Skerman, Adelaide River NT

About Good Things Foundation

Good Things Foundation is a social change charity, helping people to improve their lives through digital. We partner with organisations in thousands of communities across Australia. We manage the Be Connected Network and Grants program, the Get Online Week campaign and digital inclusion projects such as Health My Way.

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