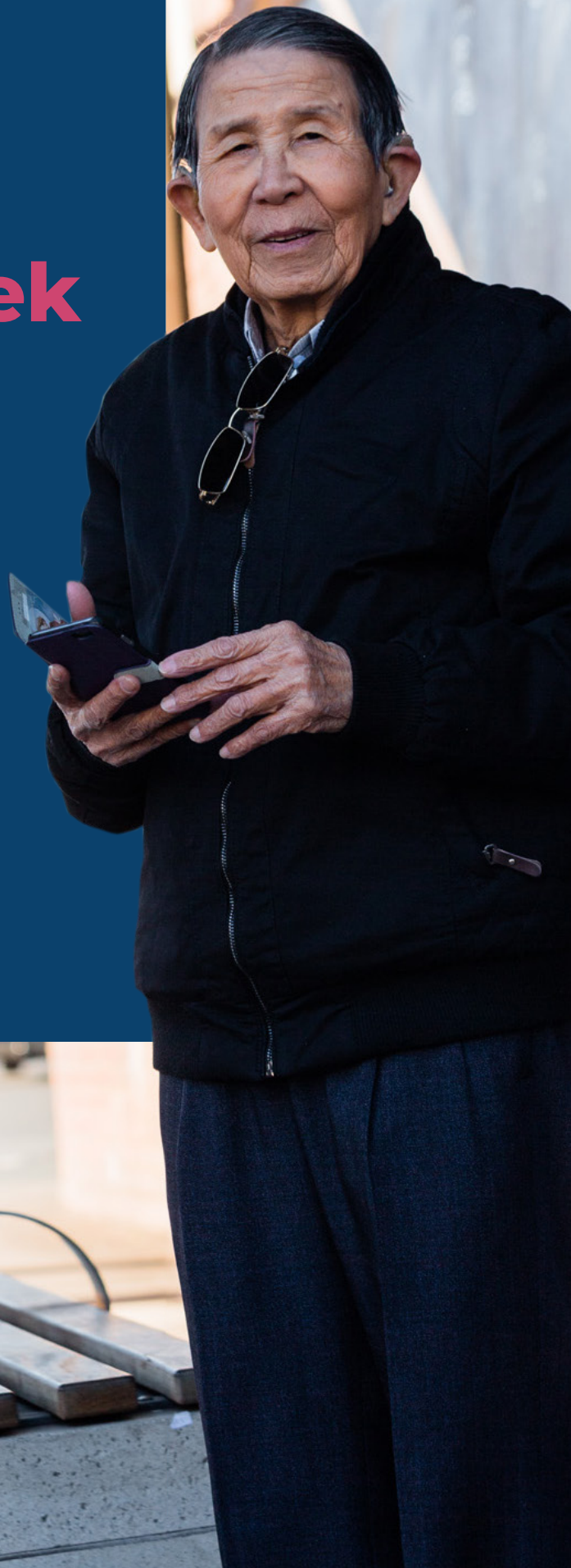




Get Online Week 2019 Campaign

Inspiring our communities to
get more out of life online.

brought to you by



A message from our National Director

On 14-20 October 2019, Good Things Foundation held our second Get Online Week campaign in Australia. Get Online Week helped us to spread the word about the millions of Australians who are being left behind in our digital world.

This year, 900+ community organisations across the country held local events aimed at supporting people with no or limited digital skills to get more out of life online! From shopping centre pop-up stalls to morning teas and have-a-go sessions, our network of community partners held events that reached right into the heart of their community and got people excited about learning new digital skills. It was such a pleasure for the Good Things Foundation team to visit 30 of these fabulous events across the country.

We were so thrilled that in our second year of the campaign in Australia, Get Online Week nearly doubled its reach, engaging 26,000 people through over 1,000 events. 98% of our event holders thought that Get Online Week was beneficial to their community.

This increased reach is certainly in part thanks to our Primary Supporting Partner NBN Co and Supporters nab and the Department of Social Services. So a big thanks to them for their support. We also want to say a big thank you to the hundreds of digital mentors across our country who coordinated digital skills events and made Get Online Week possible.

But what really makes Get Online Week a success? Said best by one of our digital mentors, “There is nothing like watching the smiles on people’s faces as they learn something new”.



Jess Wilson, National Director Good Things Foundation Australia



Get Online Week at a glance

About Get Online Week

Get Online Week is a community campaign managed by Good Things Foundation. Get Online Week began in 2007 in the UK as an initiative to bring digital inclusion to national attention. Since then, the campaign has grown into a week long annual celebration, held in Australia for the first time in 2018. Now, thousands of events take place each year across Australia and the UK, supporting people to take the next step in learning new digital skills.

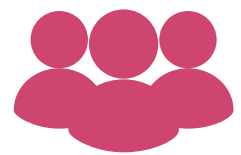
In 2019, our Get Online Week goal was to support people to understand how they can 'get more out of life online'. We believe that learning digital skills is more than being able to swipe, click or type; it helps people to improve their lives by giving them equal access to opportunities, services and social connections.

This year, we worked with over 900 community organisations across Australia who held local digital skills events, as well as corporate and government partners to spread this message far and wide.

1,000+
community events
were held across Australia



26,000
people were supported at
Get Online Week events



98%
of event holders thought
the campaign was
beneficial to their
community



2,500
new learners
registered with the
Be Connected program



2k
viewed the map
to find an event
near them



41k
impressions
on Twitter













1.3m
in grants
distributed to
event holders



A national campaign

Get Online Week events were held in every State and Territory of Australia. From Shark Bay, WA to Ceduna, SA, up to Cloncurry in QLD and down to Bruny Island in TAS, 26,000 people attended their local Get Online Week events to learn a new skill in a friendly, supported and trusted environment.

-  **87** BBQ or Lunch
-  **208** Morning or Afternoon Tea
-  **18** Digital Skills Competition
-  **50** Open Day
-  **38** Roadshow
-  **127** Be Connected Session
-  **12** Social Media
-  **24** Pop-up or Market Stall
-  **162** Have-A-Go Events
-  **311** Other organisations taking part



Indochinese Elderly Refugees Association, Victoria

Raising awareness of digital inclusion

Get Online Week 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. The campaign saw:



41.4K impressions
59 mentions



2.3K views of event map
4.9K visits to getonlineweek.com.au



29 pieces of traditional media coverage



75 listings in local event and news publications



Seniors Recreation Council of Western Australia

Seniors Recreation Council of WA held a Get Online Week expo with 79 attendees from their community in Perth. They had 12 exhibitors at the event from local corporate partners and technology providers, alongside their own digital mentors, showcasing virtual reality, robots, digital cameras, assistive technology, the Be Connected Learning Portal and programs such as Google Earth.

Martin Yates, Tech Savvy Seniors Program Manager for the Seniors Recreation Council, finds that some people are resistant to using technology so they kept the focus of their Get Online Week event on making learning digital skills fun, relevant and interesting.

“The main thing that the community gets out of Get Online Week is the enthusiasm or excitement to use technology,” Martin said. “We had people who hadn’t seen their home in England in 60 years, and they were able to see their old house through Google Earth.”

Faces of Get Online Week Australia



Mr Lan, 77

Mr Lan migrated to Australia in 2006 with limited English language and digital literacy skills. With the help of his digital mentors, he's now using a wide range of technology that allows him to get around on Melbourne's public transport and keep in touch with his family.



Krystyna, 72

With a long career in administration at the Newcastle Herald, Krystyna is no stranger to using technology. But, after being diagnosed with Cone Dystrophy, Krystyna now utilises the support of assistive technologies to maintain her way of life and keep pace with the advancement of technology.



Lillie, 28

After spending much of her early 20s travelling, Lillie decided to settle down in her hometown of Hobart, Tasmania. She found her dream job while browsing Facebook, and now uses the internet for just about everything in her life.



Jean, 83

An accomplished writer, Jean started realising the benefits of technology when she began writing her second novel. Instead of weeks of study in the field and even more time reading books, now Jean can do her research sitting comfortably at home on her laptop.

Supporting our Network to get involved

Be Connected Network Partners were invited to apply for \$1,500 Get Online Week event grants to support their participation in this campaign. We awarded grants to 863 organisations, totalling \$1.3m. Network Partners spent their event grant funds on advertising their events, catering, staffing costs, venue hire, equipment and technology.

In addition to grant funding, Good Things Foundation supported community organisations to take part in Get Online Week by hosting 3 webinars on how to get involved in the digital inclusion campaign and tips on marketing their events. Event holders had access to downloadable how-to guides, event ideas, learner activities, templates and marketing materials. The event resources page received 1,401 views and the Get Online Week event ideas resources was the second most popular resource on the Be Connected Network Partner website in the months leading up to the campaign.

In 2019, we also distributed nearly 900 printed campaign packs to event-holders containing flyers and posters, tip sheets for learners, bunting, stylus pens, and stickers for centre windows and digital mentors.

We were pleased to see that 96% of event-holders found the Get Online Week Marketing Pack useful, with the most popular items being the stylus pens, bunting and flyers to promote their event.



Stay In Touch Pty Ltd , Victoria



Stories of Get Online Week



Community Plus+ Yeronga, QLD

Community Plus+ Yeronga is a community centre in Brisbane. This was their second year participating in Get Online Week. Each day during Get Online Week they ran different types of activities as well as drop-in sessions, supporting 35 people to learn new digital skills - 12 of whom were brand new to their centre.

Their focus for the week was on breaking down barriers to using digital technology and improving people's confidence. One of the activities they ran was an online scam flash card game that everyone who visited the centre was encouraged to play - young and old. On one day, Good Things Foundation arranged for a team member from NBN Co to visit their centre for their seniors morning tea to support their event and answer questions about the nbn. They also found that people were interested in learning how to Facetime their grandchildren to keep in touch.

Melinda, who coordinated the events at Community Plus+ Yeronga, said that the Get Online Week marketing pack was helpful in promoting their event and getting people interested in getting involved in the activities. "It was really good to get the marketing pack. We used the flyers a lot at events leading up to the week. Everyone loved the pens. I also really liked the bunting - it was good to have something very visual for the whole week."

Since Get Online Week, new people are coming in to the centre after seeing the digital literacy support available to them.

By having a week of activities, the Community Plus+ Yeronga team were able to better meet the needs of their community. They are looking forward to taking part in Get Online Week 2020 and continuing their Be Connected programs. "Absolutely we would do Get Online Week again next year, no doubt at all," said Melinda.

Variety of Get Online Week events

Of the 1,000+ events that took place across the country, no two events were the same. We were blown away by the innovative approach taken by each organisation hosting Get Online Week events this year. We know that community organisations know their communities best, and this was proven by the variety of events held. Here are just a few examples:



Be Connected with cupcakes

Barmera Library, SA



Tea and technology at Brentwood Village

YourLink, NSW



Best holiday deal competition

Vietnamese Association in Hobsons Bay, VIC



Crafting with YouTube

Westonia Community Resource Centre, WA



Mobile online bus

St Marys Association for Community Development, TAS



Family history and DNA testing for beginners

Port Douglas Community Centre, QLD

Sponsorship & Support

We were pleased to have the support of Primary Supporting Partner NBN Co and Supporting Partners NAB and the Department of Social Services for Get Online Week 2019.

The support of NBN Co and NAB meant that we could increase the reach of the campaign by creating and distributing printed campaign packs to support event-holders, including a brand new tipsheet on connecting to the nbn for learners.

With NBN Co we co-hosted the campaign launch event, and live-streamed it so our event-holders outside of Sydney could tune in. Members of the NBN Co team were also able to attend 70 events across the country to provide information about the nbn to learners and support to event holders.

With NAB we were able to spread the Get Online Week message through their bank branch network.

Through our Be Connected program partners at DSS and the Office of the eSafety Commissioner, we were able to fund and resource our community partners to provide the digital skills support to learners.

They worked alongside a number of other corporate and government supporters including Telstra, Australia Post, Australian Digital Inclusion Alliance, and the Tasmanian Government, who built awareness of the Get Online Week message in their communities.

Thank you to all of our Get Online Week 2019 campaign supporters.



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 in Australia, the UK and Kenya. 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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