



**Good
Things**
Australia

**Strategy
2024-2027**

Foreword from the Chair and CEO

We live in a rapidly changing world, where the ability to access, afford, and effectively use digital technology is essential to ensure that all people in Australia can fully participate in society. The digital divide between those who can and can't keep up with technological change affects some groups of people in Australia more than others. People on low incomes or with low levels of education, people with disability, First Nations people, new migrants and refugees, and people over the age of 65 face the greatest risk of being left behind in our digitised world.

With generative AI the next big technological revolution that affects our society, there is an opportunity for us to use this technology for good. But first, this means ensuring that everyone in Australia is digitally included.

Over the next three years, we will use our leadership role to deliver leading programs and to influence others to be part of closing the digital divide. We will amplify the voices of digitally excluded people and our network of community partners and advocate for solutions to support digital inclusion for all.



Jess Wilson
Chief Executive Officer



Jo Cavanagh
OAM, MAICD
Board Chair

Digital Exclusion in Australia

Although Australia is more connected than ever before, we know that millions of people are still being left behind with nearly 1 in 4 of us being digitally excluded. Good Things Australia's research also shows that 1 in 5 people in Australia feel overwhelmed by the constant changes in tech, with 63% not feeling confident that they can keep up.

In our society today, digital inclusion is a driver of social inclusion. It provides access to information, services, connections with the community and greater employment and education opportunities. Since our last Strategy was launched, just before the pandemic in 2020, much in the world has changed and we have seen a growing interest and understanding of digital exclusion and its impact on society.

So, with the continued shift towards a digital first society and the advent of generative AI which is increasing the need for all people in Australia to have digital skills and confidence, the time for increased focus and investment in digital inclusion programs is now.

Yet, Australia still does not have an overarching plan on how to ensure no one is left behind. There is no national Digital Inclusion Strategy and responsibilities for ensuring no one is left behind sit across all levels of government, industry and society. Ultimately, greater investment and collaboration across government, industry, philanthropy and the community sector is essential to ensure that we close the digital divide.

Group Vision

A world where everyone benefits from digital.

Purpose

To close the digital divide so no one is left behind.

Behaviours



Collaborative



People-focussed



Creative



Positive



Curious

¹Thomas, J., McCosker, A., Parkinson, S., Hegarty, K., Featherstone, D., Kennedy, J., Holcombe-James, I., Ormond-Parker, L., & Ganley, L. (2023). *Measuring Australia's Digital Divide: Australian Digital Inclusion Index 2023*. Melbourne: ARC Centre of Excellence for Automated Decision-Making and Society, RMIT University, Swinburne University of Technology, and Telstra.

²Good Things Foundation Australia (2023), *Australian Attitudes to Getting Online*

Our Impact Map

Since our establishment in 2017, Good Things Australia has distributed over \$30 million in grants to community organisations, reached over 2 million people with digital skills information and support, trained 15,000 digital mentors, and reached millions of people to raise awareness of the importance of digital inclusion.



How We Make An Impact



Our Model

Good Things uses a person-centred, community-led approach to provide digital support to those most in need. We train and support local volunteers and community workers to become digital mentors, offering specialised funding, learning materials, and capacity building opportunities. We equip over 4,000 community organisations in the Good Things Network to deliver impactful and cost-effective digital inclusion programs throughout Australia. Together with our partners, we advocate for digital inclusion and the importance of closing the digital divide.



Participants in Good Things programs increase their digital literacy skills, confidence and online safety, enhancing their social and economic participation and overall wellbeing.

Good Things Model



Strategy 2024–27

Our Impact Areas

Over the next three years, we will enable people in Australia to thrive in the digital world through our leadership, advocacy, partnerships and innovative programs. We will lead a national movement to ensure everyone is included. We will share the experiences of digitally excluded people across all levels of government and industry to show the social and economic benefits of closing the digital divide. As a result, by 2027, 1 million people in Australia will be better off because they have the access, skills and confidence they need to engage in the digital world.

We will close the digital divide so no one is left behind by:



Growing our impact

Ensuring more people and communities across Australia are digitally included



Leading and influencing

Ensuring experiences of digitally excluded people are amplified, listened to and actions taken to create a more digitally inclusive Australia



Partnering for purpose

Creating purposeful and collaborative funding partnerships that provide holistic, sustainable and impactful digital inclusion programs

Our work will be supported by:



Engaged people, fit-for-purpose technology, a focus on sustainability and good governance



Growing our impact

Goal

More people and communities across Australia are digitally included

Objectives

- Support digitally excluded people to learn essential digital skills through cutting edge and effective learning materials and experiences
- Create, expand and deliver digital inclusion programs that support older people, people with disabilities, refugee and migrant women, First Nations people and low income families
- Engage and support community workers and volunteers as Digital Mentors to confidently deliver digital literacy programs
- Deliver innovative grant programs that enable community-led digital inclusion initiatives
- Measure outcomes and improve program design and delivery through collection of data and stories

Outcomes

- 500,000 people supported to build their digital skills and confidence
- 15,000 new Digital Mentors trained
- People who are learning through our programs will have increased digital skills, confidence and ability to stay safe online as well as being more socially connected
- Digital Mentors will have increased skills, knowledge and confidence to deliver digital literacy programs
- Community organisations will deliver effective digital literacy programs and be connected to others delivering programs in their local communities



Leading and influencing

Goal

Experiences of digitally excluded people are amplified, listened to and actions taken to create a more digitally inclusive Australia

Objectives

- Centre the voices of community organisations and digitally excluded people to advocate for increased focus on, and funding for, digital inclusion initiatives
- Understand and share the impact of AI and emerging technologies on digitally excluded people through research, advocacy, program creation and delivery
- Influence policymakers, communities, funders and media to take action on digital exclusion through sharing knowledge, research and stories

Outcomes

- 1 million people are aware of and participate in digital inclusion programs through our media channels and campaigns
- Impact and research reports published
- Case studies and stories shared



Partnering for purpose

Goal

Create and maintain purposeful, collaborative and funding partnerships that provide holistic, sustainable and impactful digital inclusion programs

Objectives

- Engage, support and mobilise our national network of 4,000+ community organisations to deliver programs, undertake research and advocate for change
- Build strong relationships with other delivery and advocacy organisations to deliver impactful programs and campaigns
- Engage in and lead systems change initiatives that improve digital inclusion
- Develop and maintain strong funding partnerships across government, corporate, community and philanthropic organisations who share our vision to close the digital divide

Outcomes

- Our network reaches 4,000 community organisations to deliver digital inclusion programs and campaigns
- Community organisations in our network have increased confidence and capability to deliver digital literacy programs
- Satisfaction rate of community organisations in our Network remains above 90%
- Systems change initiatives like the National Device Bank established
- Increased funding for digital inclusion programs, campaigns and advocacy activity



Enabled by people, technology, sustainability and governance

Goal

We have engaged people, fit for purpose technology and strong governance, policies and processes to support organisational growth and impact

Objectives

- Increase staff engagement and retention
- Build a functioning and cost-effective technology stack that is secure, fit for purpose and will support us into the future
- Maintain strong operational and governance policies and processes to manage risks, delivery, effectiveness and growth
- Be aware of the impact of our work on the environment and seek to reduce our carbon footprint, energy consumption and waste generation

Outcomes

- Team engagement scores remain above industry average
- Board effectiveness assessment indicates organisation is governed effectively against Australian Institute of Company Directors Not-For Profit Governance Principles
- Clean audit is achieved each year
- Baseline assessment of environmental footprint completed

About Good Things Australia

At Good Things we are future-focused digital inclusion leaders, advocating, partnering, educating and innovating to ensure no one is left behind in the digital world. Our diverse network of community organisations and the people they support are fundamental to our work. Their voices, knowledge, insights and experience are at the centre of our program design, learning, delivery and advocacy.

We develop and deliver a range of innovative digital inclusion programs to support those most in need, including people over 50 years of age, people with intellectual disability, migrant and refugee women, people with chronic health conditions, carers and low income families.

We partner and collaborate with other social impact organisations, industry and government to provide holistic, sustainable and impactful digital inclusion programs and to advocate to close the digital divide.

Good Things Australia is part of the Good Things Foundation Group, delivering digital inclusion programs in the UK for over 10 years and in Australia since 2017. As leading digital inclusion charities, we work collaboratively to close the global digital divide and to realise our shared vision of a world where everyone benefits from digital.



Our team acknowledges that we meet and work on the land of the Gadigal people of the Eora Nation. We wish to pay respect to their Elders — past and present.

Image credit: Urtakerte/Heart indigemoji
Artist: Dreamtime Ladie by Kathleen Kemarre Wallace with Graham Wilfred

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Connect with us on social media



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