

Get online



Get connected



Get Online Week 2021 Report



a campaign by



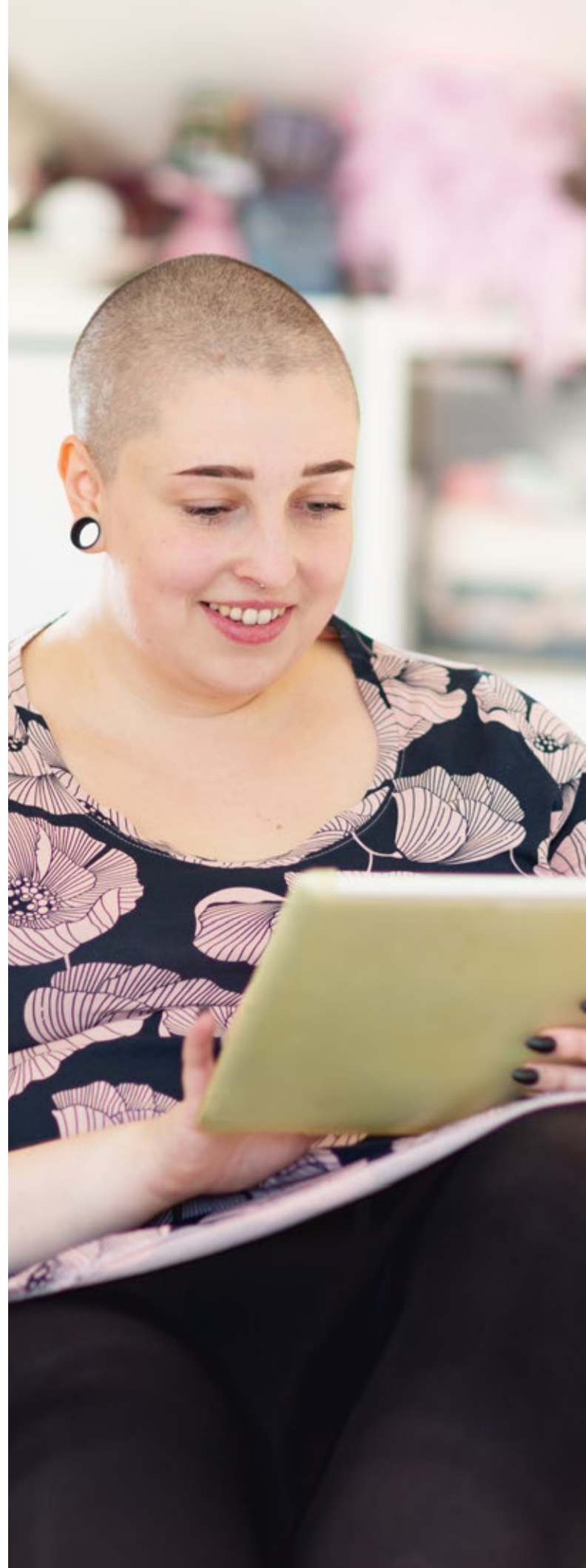
Good Things
Foundation Australia

About Get Online Week

Get Online Week is Good Things Foundation's digital inclusion campaign, aimed at closing the digital divide.

Get Online Week began in 2007 in the UK as an initiative to bring digital inclusion to national attention. Since then, Get Online Week has grown into an annual week-long campaign, 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.

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.



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

Get Online Week 2021

Get Online Week 2021 was held 18-24 October.

Good Things Foundation Australia mobilised hundreds of community organisations in our national network to host local digital skills events during Get Online Week. This year's campaign theme 'Get online. Get connected' reflected the importance of digital skills in enabling people to work, learn and keep in touch with loved ones during the pandemic.

As this year's campaign was affected by COVID-19 restrictions in several states, community organisations hosted events both online and in person.

We upskilled our event holders with special webinars, guides and resources including fun digital skills event ideas and best practice tips on hosting online events for people with low digital skills and confidence.

To support their participation, we also provided grant funding, downloadable marketing packs, learner tip sheets and social media templates to reach new people in their community.

In 2021, we worked with 450 community organisations across Australia alongside our corporate, government and community partners to spread the Get Online Week message far and wide.



1K+
community events held across Australia



\$458K
in grant funding distributed



15.4K
people attended a Get Online Week event



2.3K
total event hours

“ **Get Online Week was a great opportunity to reach members of our community at a time when they really needed community and support with technology.** ”

- Julieanne Farrell, Be Connected Digital Mentor and Coordinator at Community College Northern Inland - Narrabri

Creating an impact nationwide

Get Online Week makes an impact across Australia. Over 1,000 events reaching 15,400 Australians with digital skills support were held online or in person in every state and territory in 2021.

Get Online Week events were held by community organisations in our nationwide network. As part of our network, these organisations use our funding, resources and support to deliver digital skills programs in their local communities.

Creating community connections and digital skills

On the ground, our event holders see how Get Online Week contributes to improved wellbeing, social connections and digital skills for members of their community. All surveyed event holders said that Get Online Week is beneficial for their community. Event holders told us that Get Online Week:

- Helped connect community members to their organisation (91%)
- Improved their community's digital skills (91%)
- Helped their community to socially connect (86%)
- Contributed to their community's wellbeing (83%).

Creating awareness around the benefits of online

Attendees of Get Online Week community events left feeling enthusiastic about getting online. From our surveyed attendees, 97% said they learnt something new at Get Online Week, while 95% want to learn more about what they can do online as a result of going to an event.

Event holders found that Get Online Week:



100%

was beneficial to their community



91%

improved their community's digital skills



86%

helped their community to socially connect



83%

contributed to their community's wellbeing

Get Online Week attendees:



97%

learnt something new at a Get Online Week event



95%

want to learn more about what they can do online

Real stories from our network



Cocos Keeling Islands Community Resource Centre, WA

Event attendees at Cocos Keeling Islands Community Resource Centre's Home Island branch came together to flex their creativity and create fun origami paper crafts following a YouTube tutorial. The hands-on session was a particularly effective and important way to learn technology for Home Island residents, with

many having English as a second language or low literacy. On the West Island, community members were taught how to connect to 4G internet and safely download apps to their devices.

Maranoa Regional Council - Surat Library, QLD

For Surat Library, their Get Online Week event put a new, digital twist on a classic game. Combining the rules of bingo with the song-identifying phone app Shazam, attendees raced to name songs using their devices. Prior to their musical bingo event, attendees were shown how to access and use music streaming apps. Since then, attendees have been using their new skills to stream and listen to music online at home.



Aurous Ltd, QLD

Throughout Get Online Week, Aurous Ltd focused on teaching practical digital skills and highlighting the usefulness of getting online for social connection with their varied program of online events. Holding up to three events a day, members of their community could join in on interactive games like bingo or trivia, learn how to get the most out

of the internet everyday with ordering groceries, online safety, social media tips and discovering the world through virtual holidays.



Supporting our network

We supported community organisations in our network to hold and promote their Get Online Week events with \$458K in small grants, webinars, online referrals via our event map and tip sheets.

In the lead-up to Get Online Week, we held a series of informative webinars attended by over 100 event holders. Our team shared everything community organisations needed to know about promoting and running their events. This included a webinar on delivering events online, with over half of event holders hosting online or hybrid events. 86% of online event holders said they would hold an online event again.

We also held our annual Great Get Online Week Quiz to kick-off the week, bringing people from across the nation together virtually to test their general knowledge, improve their digital skills and celebrate the week ahead.

We supported Get Online Week event holders with a suite of downloadable resources to promote, run and collect feedback on their event. For Get Online Week 2021, we developed over 40 resources, including: online and in person event planning guides, tipsheets for learners, printable flyers and media release templates, social media images and Zoom backgrounds. Our resources were downloaded over 6.8K times during 2021,* showing the overwhelming enthusiasm of our network to get involved.

* From 1 January - 10 December 2021.



4.6 / 5

rating of our support for event holders



6.8K

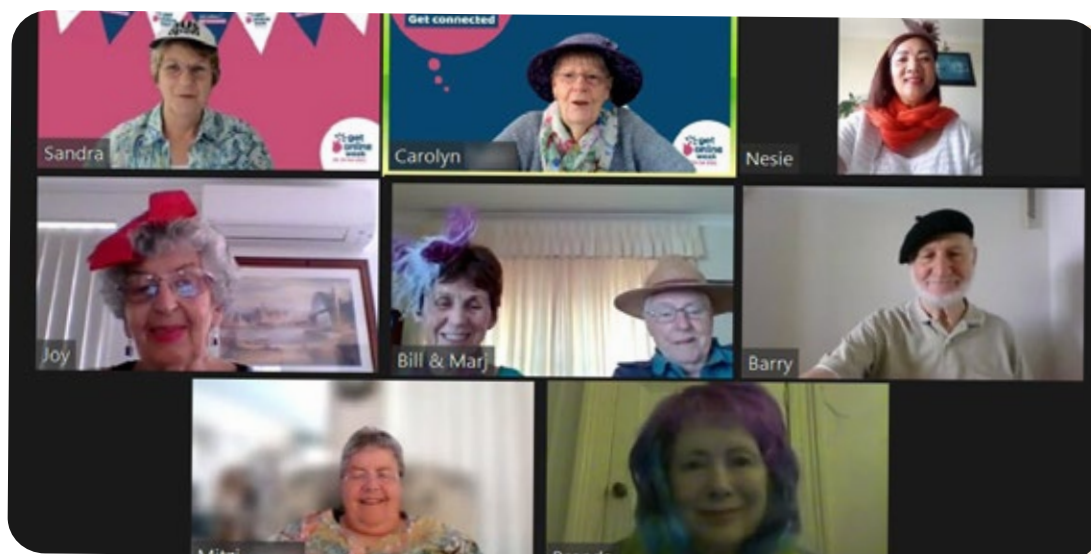
event holder resources downloaded



1.4K

visits to the Get Online Week event map

Highlighting the 'fun'ctional benefits of getting online



Left: Some of the attendees at ComputerPals for Seniors Newcastle who shared their fun dress-up hats - and stories - at a virtual Get Online Week event.

ComputerPals for Seniors Newcastle, NSW

This Get Online Week, ComputerPals for Seniors Newcastle made sure their events were as fun as they were informative.

“We did something each day that was a learning opportunity and lots of fun as well,” says Sandra Keen, a member of ComputerPals for Seniors Newcastle’s Be Connected managing team. “We find that doing a fun event is more likely to make people feel at ease and want to continue with learning.”

Attendees at ComputerPals for Seniors Newcastle’s Get Online Week events were able to socialise while learning more about what you can do online. Their wide variety of events included YouTube trivia, virtual armchair travel, how to decipher ‘text speak’ and much more.

While local regulations meant a last-minute change in format to online events held over Zoom, Sandra and her team turned the switch into an opportunity. Among the jam-packed schedule of activities, attendees were encouraged to explore and become confident with Zoom video calling through a quiz where answers were given using the reactions function.

ComputerPals for Seniors Newcastle also highlighted the everyday usefulness of getting online when out and about, covering how to use search engines, finding locations on maps using the ‘near me’ feature with fun scenarios and voice-to-text on mobile devices.

“At the end we had people say, ‘I really learned a lot. I didn’t realise [you could learn] just by playing around’, says Sandra. “Kids learn by having fun and I think we forget that as we get older.”

“They were learning without realising that they were learning.”

With a new awareness of the possibilities of getting online, attendees left Get Online Week feeling excited to explore more online.

Getting online, getting generations connected



Above: Gracelyn (left), student volunteer from Gilmore College, and Jason (middle), Aboriginal Islander Education Officer at Gilmore College, support Regina (right) to get online on her mobile phone.

Kwinana Public Library, WA

The City of Kwinana's Kwinana Public Library helped local Elders get online through common culture and across generations this Get Online Week.

For Kwinana Public Library in Western Australia, strengthening intergenerational connections in their community was key to getting local Indigenous Elders online.

Kwinana Public Library teamed up with local high school Gilmore College to hold two outreach digital skills sessions. Six students volunteered to travel out and be digital mentors to Elders from Medina Aboriginal Cultural Centre Elders Group and Medina Aboriginal Women's Group. Students supported 22 Elders to learn useful digital skills such as creating and using an email address, connecting to MyGov and accessing the SafeWA app. This was in addition to a presentation the library held with NBN.

Kwinana Public Library's Get Online Week events were coordinated by their Community Programs team, including Sebastian Malcolm, Cesarina Fitzgerald and Felicity Townsend.

Cesarina Fitzgerald, Community Programs Officer - Literacy and Learning Specialist at the City of Kwinana, says that the high school students' familiarity with technology was a perfect fit for the event.

"The students know technology and live and breathe technology every single day. So for them, it wasn't a struggle to find the words or the technique...So, they were able to provide that information to the older people and know that it's going to have a benefit to them."

"The Indigenous kids that came had huge respect for the older people that they helped and you could see that in the way that they related with them, and the older people really enjoyed spending time with them," says Cesarina.

"The intergenerational interaction between the students and all older people was really sweet to see."

Sebastian Malcolm, E-Resources Development Officer at the City of Kwinana, notes that it was important Indigenous community members were involved in delivering and facilitating the outreach sessions.

"By having someone who is part of that community speak up and explain how getting online benefits them, the message is coming from the community," Sebastian says.

Kwinana Public Library was supported by funding and resources from Good Things Foundation Australia to run their Get Online Week events. Funds were used on purchasing mobile phone charging banks for students and some Elders and catering, opening up further opportunities to build social connection and digital skills. Cesarina says providing morning tea encouraged everyone to relax and talk more with each other, while the Elders were "thrilled" with the convenience of the charging banks and learning how to use them.

The Get Online Week sessions were a huge success, with some Elders coming back to the library to learn more about getting online and a monthly Elders-focused digital skills sessions trial with Medina Aboriginal Cultural Centre in the works.

“ It opened up a whole new set of relationships from which we get to develop a really close knit community. It's really, really special. ”

- Cesarina Fitzgerald, Community Programs Officer - Literacy and Learning Specialist at City of Kwinana.



Read more inspiring stories on how getting online has made an impact across our national network on the [Get Online Week website](#).



Getting online, changing lives



Gina Simmonds, NSW

Getting online helped Gina reconnect with her sister after 54 years.

When Gina Simmonds started learning digital skills, little did she know how it would change her life.

After five decades of separation, Gina's sister reached out to her granddaughter through Ancestry.com after recognising her name.

"And with that, we were connected after 54 years," says Gina.

Not content with just texting over the phone, Gina was helped by Be Connected Network Partner Fibre Network Choices to learn how to video call using her iPad. With this support, Gina was able to see her sister's face for the first time in over five decades.

"It was a very emotional first meeting," recalls Gina. "She sat at her table with her iPad, and I sat at my table with mine, and it was just like sitting at the dining room table talking to her... We're together."

Gina now video calls her sister everyday and says that by learning basic digital skills your life will change.

Fe Gillies, VIC

Fe Gillies, known as Mama Fe, has gone from being a student to a mentor after discovering a passion for learning online skills when attending local digital skills support classes at Australian-Filipino Community Services in Melbourne.

In her role as a digital mentor, Mama Fe now supports over 150 seniors to learn digital skills and be confident online.

"I would like to inspire people to be online. They don't have to be scared," Mama Fe says.

“ I want them to learn for themselves, so they can also help others. ”



Working together with Official Supporters

For Get Online Week 2021, we partnered with 19 Official Supporters from across government, community, and corporate sectors. Our Official Supporters helped raise awareness of Get Online Week and how to get involved by spreading the word through their networks and via social media.

A number of Official Supporters collaborated with us to create reliable resources for learners, the not-for-profit sector and the broader public.

“ QAMH enjoyed being involved in this worthwhile campaign. With technology constantly changing and advancing it can only be beneficial for other organisations to get involved and help promote digital literacy for all Australians. ”

- Jennifer Black, CEO at Queensland Alliance for Mental Health (QAMH)



We partnered with PWC Australia to host an important and timely webinar about the future of work for not-for-profits, attracting over 120 attendees. Belinda Louis, Director Outsourced Finance at PWC also wrote a guest article on digitising finances for not-for-profits.

Julie Inman Grant, Australia's eSafety Commissioner, wrote a guest article on the importance of digital skills for online safety. Helen Connolly, South Australia's Commissioner for Children and Young People, wrote about the need for young people to be reliably connected online.

Tipsheets created in collaboration with Official Supporters the Australian Communications Consumer Action Network (ACCAN), Anti-poverty Week, This Way Up, and the Queensland Alliance for Mental Health (QAMH) were developed and made available free to download.

We thank all of our Official Supporters for their partnership this Get Online Week. We also extend our gratitude to the Be Connected program, a joint initiative between Good Things Foundation Australia, Office of the eSafety Commissioner and the Department of Social Services. Be Connected grants allow community organisations in our network to host events and support their community members to get online with confidence.



[Read guest content from our Official Supporters for Get Online Week 2021 on the Good Things Foundation Australia website.](#)



Spreading the word

Throughout the year, alongside event holders and Official Supporters, we raised awareness of Get Online Week and the importance of being able to confidently connect online through both traditional and social media.

Community organisations could use their funding, our media release templates and social media tiles to advertise Get Online Week events in their community.

The creativity and passion of Get Online Week event holders and supporters was clear, as they generated 80 media mentions through newspaper notices and articles, radio and TV segments, and online news.

Good Things Foundation highlighted the importance of digital inclusion and the need for Get Online Week with media interviews syndicated across 36 media outlets nationwide. In all, Get Online Week 2021 received 116 media mentions during the year.

We also spread the word on social media - during 2021, our social media posts related to Get Online Week earned 21.7K impressions on the Get Online Week Twitter account and 4.9K impressions on LinkedIn. On Facebook, our posts highlighting Get Online Week learner stories, resources and events reached 6.5K people.

Our social posts about Get Online Week earned:*



21.7K

impressions on the @GetOnlineWeekAU account



6.5K

reach on Facebook



4.9K

impressions on LinkedIn

In the news and media*



116

total media mentions about Get Online Week



80

media mentions generated by our network

*From 1 January - 10 December 2021.

About Good Things Foundation

Good Things Foundation is a social change charity, helping people to improve their lives through digital.

We work with partners in thousands of communities across Australia and the UK.

In Australia, we manage and upskill a digital inclusion network of 3,500 community organisations who support people to improve their digital literacy.

Contact

Good Things Foundation Australia

Phone: (02) 9051 9292

Email: connect@goodthingsfoundation.org

Website: www.goodthingsfoundation.org.au

www.aus.getonlineweek.com

 [@goodthingsaus](https://twitter.com/goodthingsaus)

[@getonlineweekau](https://twitter.com/getonlineweekau)

 [GoodThingsFoundationAU](https://www.facebook.com/GoodThingsFoundationAU)

 [Good Things Foundation Australia](https://www.linkedin.com/company/good-things-foundation-australia)

