

# The future of work for not-for-profits





**Jess Wilson**

**CEO, Good Things  
Foundation Australia**

**@JessMBWilson  
#GetOnlineWeek**

## **Use the Chat Panel to:**

- 1. Introduce your name and organisation**
- 2. Acknowledge Country**
- 3. Ask questions**

**Select "Everyone" so we  
can all see your comments.**

**Get online**



**Get connected**



 **get  
online  
week**

**18-24 Oct 2021**



**Everyone in Australia  
deserves to have  
access to affordable  
digital technology and  
the skills and  
confidence to use it.**

# DIGITAL NATION AUSTRALIA 2021

The pandemic has seen life, learning and work rapidly digitise in Australia. Digital inclusion is slowly improving in our nation, but some people are still being left behind.

Less than 40% of Australians are confident they can keep up with tech<sup>44</sup>

1% of people are completely offline, down from 10%<sup>12</sup>

87% of jobs require digital skills<sup>165</sup>

77% of adults used apps to connect with others in 2020<sup>162</sup>

61% lack confidence identifying misinformation online<sup>57</sup>

## MOST AT RISK OF DIGITAL EXCLUSION

**People with disabilities**  
are lower users of digital and social media<sup>166</sup>

**People with mobile-only connection**  
1/3 are low-income families with school-aged children<sup>24</sup>

**First Nations people**  
30% of people in remote First Nations communities have no household internet or phone<sup>11</sup>

**People living in rural and remote areas**  
Only 1/3 of Australian land area has mobile connectivity<sup>11</sup>

**Women**  
seek more support around online safety<sup>170</sup>

**People with low levels of education**  
44% have no media literacy support<sup>171</sup>

**People aged over 65 years**  
80% find it difficult to keep up with tech changes<sup>65</sup>

**New migrants and refugees**  
Low skills and access are a barrier to accessing services during the pandemic<sup>172</sup>

**Low income households**  
Half had difficulty paying for home internet<sup>68</sup>

**People not in the labour force**  
Confidence in digital skills decreases as length of retirement increases<sup>64</sup>

**AFFORDABILITY**

## THE DIGITAL DIVIDE

**ABILITY**

## MOST DIGITALLY INCLUDED

**People living in capital cities**

**High income households**  
(over \$150,000)<sup>71</sup>

The ADII score of Australia is **63 in 2020**, up from **61.9 in 2019**<sup>7</sup>

**People who are tertiary educated**

**Younger People**  
(14 - 49 years)<sup>71</sup>

1 in 4 Australians are digitally excluded

1 in 10 are highly excluded

[ADII, 2021](#)

49% not-for-profit staff are not confident using technology

[Infoxchange, Connecting Up & Techsoup New Zealand, 2020](#)

## IMPACT OF THE PANDEMIC



**1% of Australians are completely offline, down from 10%**



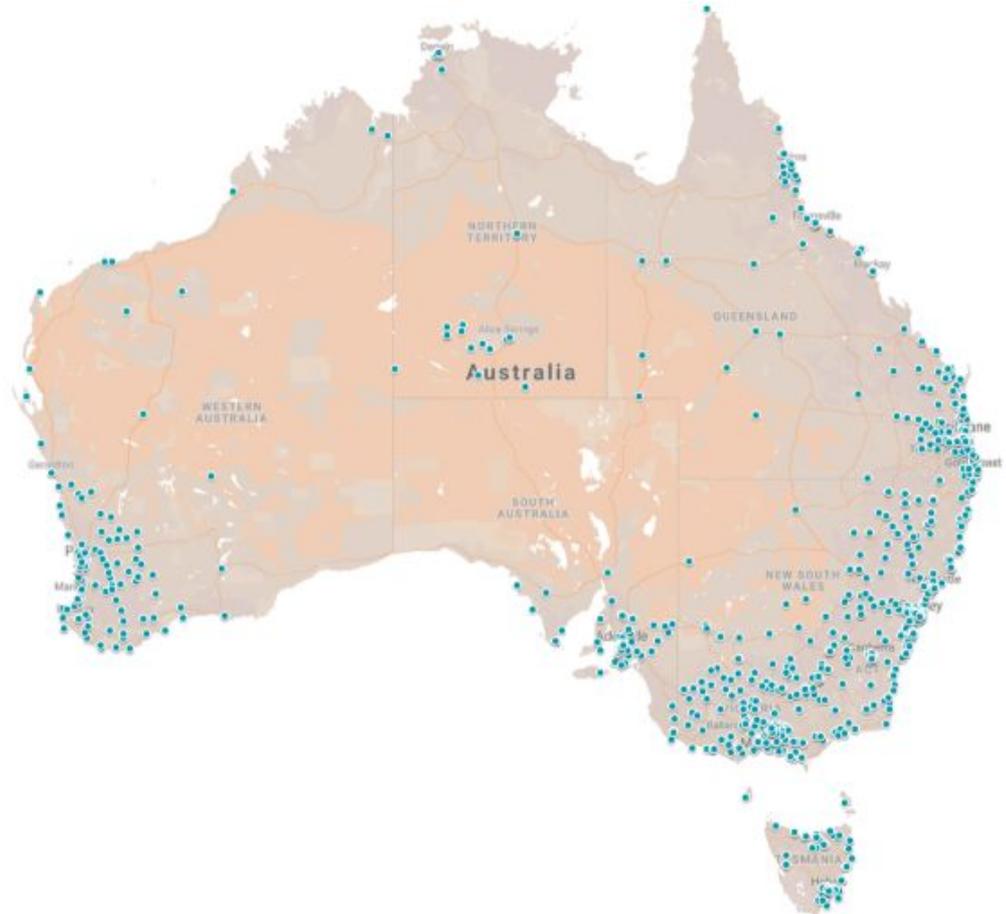
**10 years of growth in data consumption brought forward by COVID**



**40% of people concerned learning new digital skills during the pandemic was a big challenge**



Upskilling our network of community organisations has enabled us to reach 1 million people in four years.



This approach has increased:

- digital skills
- digital confidence
- online safety
- social connection

And, created a social return on investment of \$4 for every \$1 invested

[Swinburne University, 2020](#)



Indochinese Elderly Refugee Association, VIC

# Get Online Week: The Future of Work for NFPs

Thursday 21 October 2021



# 1

## Digital Upskilling

*Vishy Narayanan*

*Asia Pacific Chief Digital & Information Officer at PwC  
and Good Things Foundation Australia Board Member*



**Vishy Narayanan**

Chief Digital and  
Information Officer,  
PwC Asia Pacific

# Insights from our 2021 NFP CEO Survey

**+2%**

on 2020 result

**79%**

of NFP CEOs said digital upskilling of employees has become a higher priority in the context of COVID-19

**+4%**

on 2020 result

**82%**

of NFPs say they have provided employees with skills and training in the last 12 months

**+9%**

on 2020 result

**76%**

of NFPs said their digital upskilling program was effective in achieving greater organisational growth

**+10%**

on 2020 result

**75%**

of NFP CEOs said they're either starting to, or making moderate progress in, defining the skills needed to drive their future growth

**+16%**

on 2020 result

**77%**

say the greatest challenge they face in their upskilling efforts is a lack of resources to conduct the upskilling programs

# Top skills for the future



Top ranked skill for the future:  
**data analysis / analytics**

This could include anything from using Excel to analyse fundraising data through to visualising the impact of your organisation



Second ranked skill for the future:  
**training in new software and programs**

This could include anything from using a new email provider through to a whole new ERP system



Third ranked skill for the future:  
**teamwork / collaboration**

This could include anything from a group video call through to virtual collaboration on a whiteboard tool

# Simple ways to bring this to life



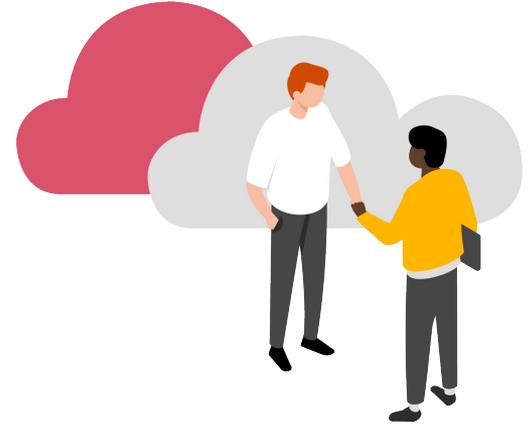
## Learn in community

Find opportunities to share what you're learning with colleagues, e.g. include an upskilling segment at a monthly team meeting



## Encourage curiosity and experimentation

Make sure you put any new skills into practice and celebrate experimentation in the team



## Dedicate time to learning

Setting aside time for the whole team (e.g. 1 hour a month) to spend learning can really help; it's better to start small than not to start

A charity that focuses on helping older people to respond to their social, emotional and spiritual needs

### Challenges

- **Disruption** caused by Covid
- Their **website** needed a refresh
- **Limited resources** within their team
- Lack of awareness and resources for **spiritual support** for the people they care for from care providers

### What they did

- Reviewed the **brand and website**
- Streamlined their **messaging** to be more targeted
- Launched the **Meet Akira app**
- Embraced **virtual events**

### Impact

- Improved the **user experience** of their website
- Delivered **quality resources** virtually
- Reached a wider audience in terms of **numbers** (2,200+ people have registered) and **geography**
- Received **positive feedback** from those they work with

### Lessons learnt

- Digital events can be **exhausting!**
- **Importance of prioritising** initiatives in light of time / capacity constraints

# Resources

## Data and analytics



## Training in new software / programs



## Teamwork / collaboration



### Observer

“I don’t know where to get started.”

- Complete the [‘Consume data with Power BI’ learning pathway](#)
- Complete the [‘getting Started with Google Sheets’ free coursera course](#)
- Listen to [‘A newbie’s guide to working with data’](#) on Tigerhall

- Improve your digital mindset by doing [the Digital Fitness Assessment](#)
- Take the [InfoXchange quiz](#) to understand your digital capability
- Browse the Good Things Learning resources on [Spreadsheet](#), [Documents](#), [Presentations](#), [Email](#) or [Calendar](#)

- Kick off your journey by creating a [‘Be Connected’ learning plan](#)
- Learn how to create video calls in [Google](#), [Microsoft / Skype](#), or [Facebook](#)
- Read [‘What makes a top performing team’](#) on Tigerhall

### Explorer

“I am curious of how others are using technology to improve the way they work.”

- Learn the basic of data by completing the [‘Introduction to Power BI’ module](#)
- Discover what data analysis is with the [‘Discover data analysis’](#) module

- Improve your digital mindset by doing [the Digital Fitness Assessment](#)
- Complete any of the [free Udemy IT & Software courses](#)

- Read [‘13 tips for running more engaging webinars’](#)
- Complete the [‘Trello 101’ learning pathway](#)

### Accelerator

“I am confident with my skills and always want to try to new things.”

- Apply for the [‘Alteryx for Good’ program](#)
- Complete the [‘Create and use analytics reports with Power BI’ learning pathway](#)

- Improve your digital mindset by doing [the Digital Fitness Assessment](#)
- Read [‘More than meets the AI’](#) on Tigerhall

- Complete the [‘Microsoft 365 productivity and teamwork capabilities’ learning pathway](#)
- Complete the [‘Agile Scrum Crash Course’](#)



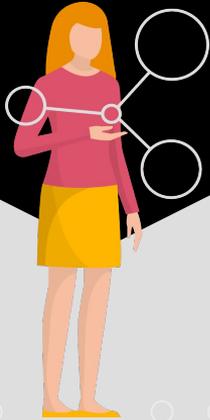
## **Lawrence Goldstone**

Lead Partner, Future of  
Work, PwC Australia

2030

## What will work look like?

Emerging generations will have an average of 17 jobs across 5 separate career



Flexible work will be the norm, with part-time roles set to increase year-on-year to 2030

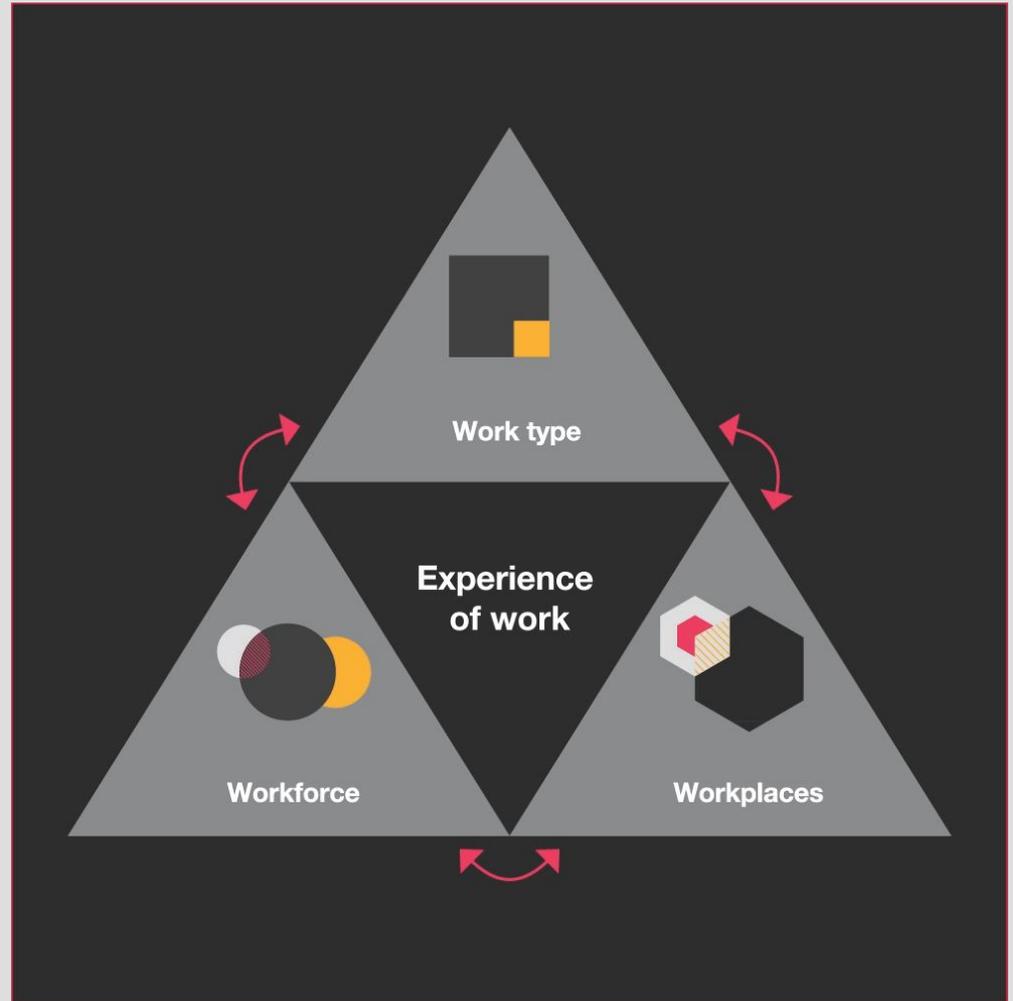
We'll have double the number of Aussies aged 65+ by 2054-55.



Over a third of retail, financial services and manufacturing will be automated.



# How we define the future of work



# Planning for the longer term and not just short-term change



## Horizon 1

**Rebuild:** Emerging from lockdown

While change will still be frequent and significant, there are short-term actions that can optimise workers' productivity and health as we move beyond crisis mode



## Horizon 2

**Redefine:** Adapting to the new normal

Experimentation will be needed as we redefine and redesign the future of work as borders, businesses and people settle into a new normal

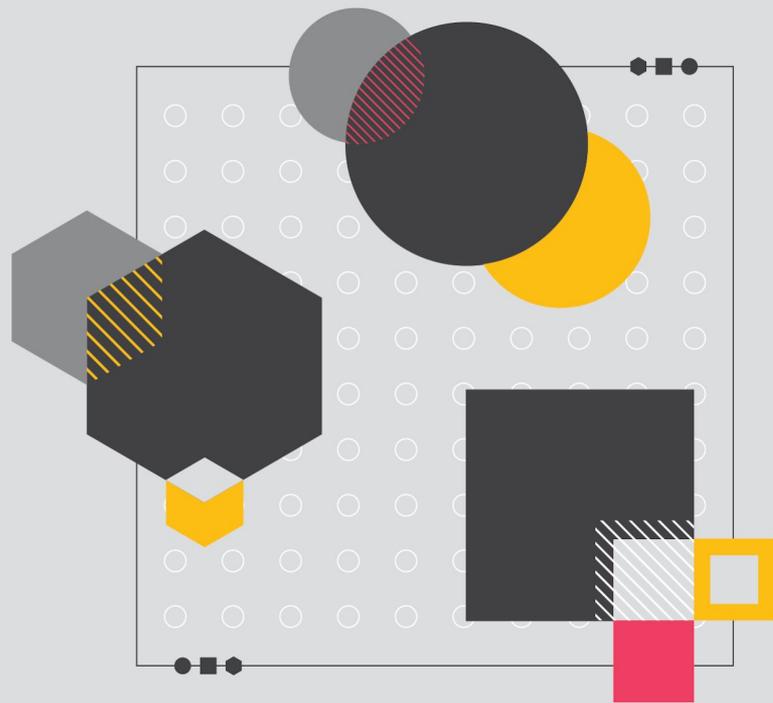


## Horizon 3

**Reimagine:** Empowering future growth

A strategic view of the long term is still needed to shape organisational growth. Organisations need to seize the opportunity to reimagine and redesign the future.

3 big bets to  
start exploring  
now





**85%**

**of NFPs report stronger  
organisational culture  
and employee  
engagement as a result of  
skilling**

**Skilling as a  
differentiator in  
the war for  
talent**



**38%**

**of workers expect  
to leave their roles  
in the next year.**

**(Source: PwC EVP research)**

**The Great  
Resignation  
is coming. Threat  
or opportunity  
for NFPs?**

The background features a grayscale brain scan on the right side, partially obscured by a dark gray overlay. On the left, there are several overlapping geometric shapes: a light gray hexagon, a dark gray hexagon with diagonal white lines, and a smaller dark gray hexagon. A small yellow square with a red border is positioned in the upper right area of the brain scan. The overall aesthetic is modern and professional, using a dark color palette with white and red accents.

**\$2.30**

**The average ROI  
for every \$1 spent  
on successful mental  
health programs.**

**The Decade of  
the Chief Mental  
Health Officer**

# Where to start



## Act now

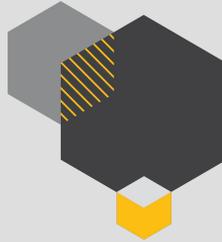
Make decisions about what is right for your organisation and act – whether it's investing in digital skills or sustainable op models. Certainty and clarity are key.

## No regrets and bets

The future isn't a final destination. Plan for a dynamic rather than a static future. You'll need to recognise multiple and evolving scenarios.

## Make a bigger leap

Don't be constrained by your starting point. You may need a more radical change than just a small step from where you are today.



# Reference materials



## Future of Work website

Including podcasts, articles, research and latest news  
> [Visit](#)

## New world new skills

> [Visit](#)

## Future of Work Maturity Radar

> [Launch maturity radar](#)



# Future events

## EVP launch event

What workers want:  
winning in the war for talent

Friday, 22 October. 10.00-11.30  
> [Register](#)

## Future of Work Conversation Series

In conversation with Paul Ronalds,  
CEO Save the Children Australia

Tuesday, 23 November. 1.00-2.00pm  
> [Register](#)

