

 **get
online
week**
15–21 Oct 2018

#try1thing

Get Online Week 2018 Post-Campaign Report October 2018



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 **Good Things
Foundation**

Get Online Week 2018

A message from Jess Wilson, National Director, Good Things Foundation

In October 2018, Good Things Foundation held our first Get Online Week campaign in Australia.

Working with hundreds of community organisations across Australia, we used the Week to spread the message that gaining digital skills can improve people's lives. Through BBQ's, digital scavenger hunts, morning & afternoon teas and open days, we let our communities know that trying just one thing new can help them to get online.



The activity, the celebration and the absolute commitment to helping people on their digital journey that came across in the events was just so fantastic to see.

I would like to take this opportunity to thank all of the digital mentors in organisations across Australia who organised events and mobilised their community to get involved in this campaign. I would also like to acknowledge our partners at the Department of Social Services and Office of the eSafety Commissioner, NBN, Telstra and the Australian Digital Inclusion Alliance for supporting us to spread the Get Online Week message.

We were thrilled with the success of our first Australian Get Online Week, part of an international digital inclusion campaign that we proudly collaborated on with our UK Good Things colleagues, and look forward to working with even more organisations on this campaign in 2019.

Kingston Library in Kingston, Tasmania

One learner is walking around the Chernobyl site and his partner is facing her fear of sharks while using virtual reality.

Kingston Library event attendees had a lot of fun during their Get Online Week events, including sessions with VR, online magazines, Windows Movie Maker, Dropbox, and learning how to connect devices to wifi and Bluetooth.



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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, with thousands of events taking place each year, bringing digital skills and know-how to everyone. This year's Get Online Week took place for the first time in Australia from the 15-21 October 2018.

Over 750 events were held across Australia, helping people with limited digital skills make the most of the internet. We worked together with commercial partners, stakeholders in government and community organisations to reach out and encourage people to get involved and #try1thing new online. While we are still hearing back from event holders to understand the full reach and impact the first Australian campaign had, already we know that thousands of learners attended local community events.

Get Online Week 2018 at a glance



768 events held across the country



570 community organisations involved



467 event grants awarded



4,515 resources downloaded from Australian site



23.8K impressions on Twitter



Narooma Library in Eurobodalla Shire, NSW

Trish and a community member are trying out filters on Snapchat.

Eurobadalla Libraries held three "Dip your toe into digital water" events. These free sessions helped learners discover how being online can add new skills and experiences to their lives. Events were held in Narooma, Batemans Bay & Moruya.












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Events in every State and Territory

We asked our participants to log their events on our event map. Of those participants that logged their events, we had:

-  154 Morning/Afternoon teas
-  18 Roadshows or pop-up events
-  33 Other
-  14 BBQs
-  33 Open days
-  10 Digital scavenger hunts
-  28 Be Connected lessons
-  7 Digital petting zoos
-  25 Social media skills



“ For me, as an organiser, to see that sparkle of the smile in their eye and their face that they actually could do something that possibly they thought they were too old or too dumb or too slow to use. That's the buzz or satisfaction I got out of it - the satisfaction on people's faces.

- Kerry Grace from Darwin Men's Shed



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Be Connected Event Grants

Network Partners were invited to apply for special Get Online Week event grants of \$1,500 to host an event, promote their organisation and reach new people in their community.

We received over 500 applications, and 467 Get Online Week Event grants were awarded.

Network Partners spent their event grant money on advertising and marketing, catering, staffing costs, venue hire and equipment and technology.

“ The grant enabled us to buy a new iPad and Apple Pen and show members of the community how to use them. We will be able to use them for future lessons, too. We were able to promote the library as the place to go to get digital technology assistance for our community.

- Library in regional South Australia

”



Be Connected
Every Australian online.

Parkland Villas in Ellenbrook, WA

Barbara learned to Google for the first time at an event in her retirement village.

Parkland Villas held a BBQ & Digital Skills session to let residents know about the support they can receive onsite through the Be Connected program. They had a huge turnout with lots of people posing with the #try1thing selfie sign.



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Social media coverage

This year, the Australian campaign had its own Twitter account (@getonlineweekau) and participants were encouraged to use the hashtag #try1thing.

Campaign lead up (1 Aug - 14 Oct)

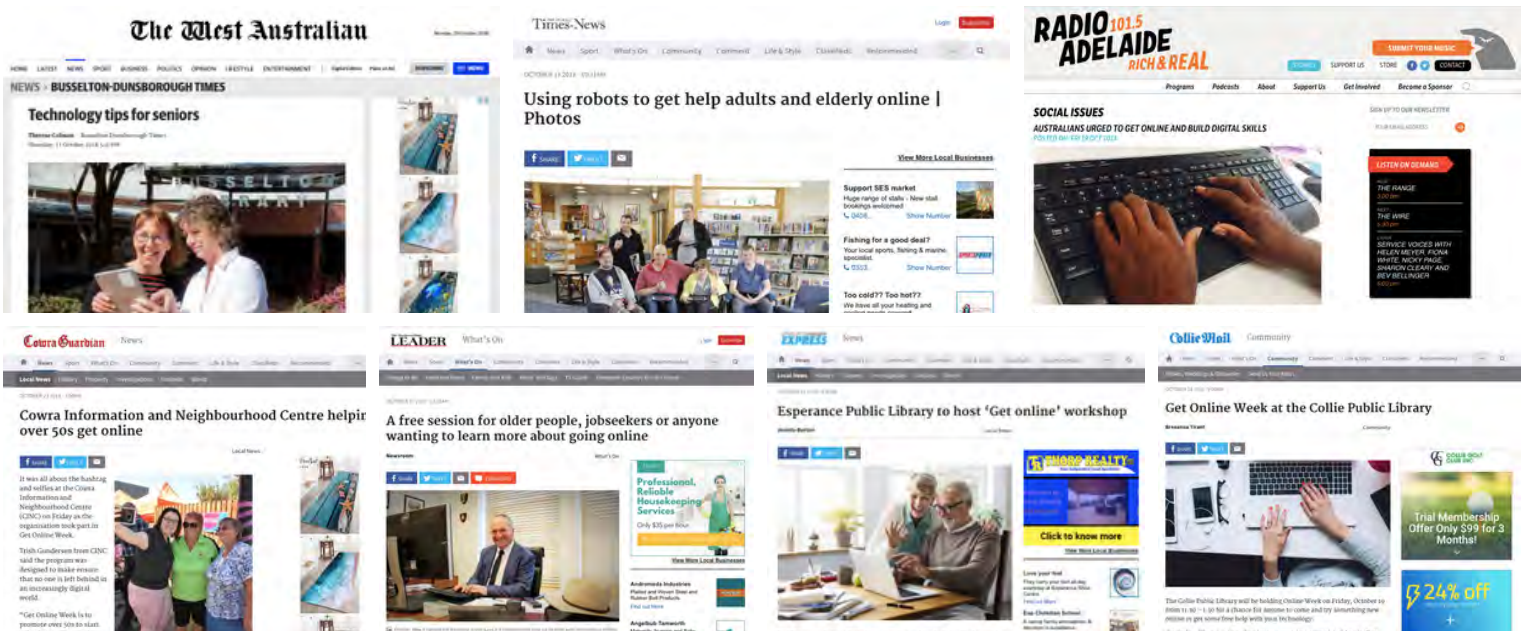
- 15.4K impressions
- 58 link clicks
- 51 retweets,
- 84 likes
- 2 replies

During Get Online Week (15 - 21 Oct)

- 8.4K impressions
- 32 link clicks
- 33 retweets
- 77 likes
- 1 reply

Traditional media coverage

Get Online Week received **27** pieces of media coverage, including print newspapers, online newspapers, radio and community event postings.



Campbelltown Library in Campbelltown, SA

Well done to Margaret who was the first to call "BINGO" on her Digital Skills Bingo sheet.

Campbelltown Library challenged their learners to try one thing new with a digital skills bingo session for their Get Online Week event.



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Get Online Week Website & Resources

www.getonlineweek.com/aus launched on 23 July 2018

6,999 visits to the Australian landing page

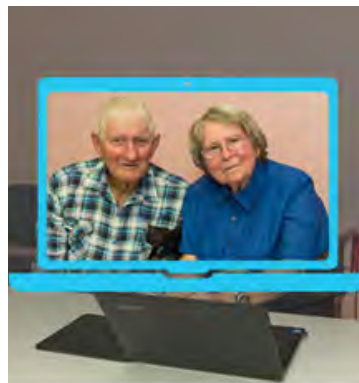
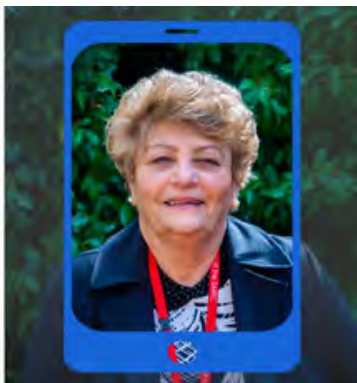
4,515 resources downloaded from the Get Online Week Australia site

1,352 views of the Australian Event map

328 people played the Australian Digital Dash game

283 visits to the Australian Stories page (Azalea, Val & Lindsay, Kim)

547 visits to the Australian Supporters page



The Be Connected Learning Portal

During Get Online Week:

1,155 learners registered on the Learning Portal

73,594 views to the Learning Portal

The top 3 courses completed during Get Online Week were:

1. Absolute Basics: So, what is a computer?
2. Absolute Basics: What is a keyboard?
3. Getting Started Online: About the internet

NSW SLASA (NSW Spanish and Latin American Association for Social Assistance)

Jess Wilson joins the team at their pop-up event

NSW SLASA had a pop-up stall at the local shopping centre as well as a community event at their centre. There was singing, dancing, and a lot of people getting involved with Be Connected for the first time by hearing about it in Spanish.



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Get Online Week Supporters

Good Things Foundation was very happy to be working with the Department of Social Services and the Office of the eSafety Commissioner (our Be Connected partners), NBN Co, Telstra and the Australian Digital Inclusion Alliance (ADIA) as supporters in the first year of our Australian campaign.

In particular, we would like to recognise NBN Co who supported us to create campaign resources and materials which helped promote Get Online Week events, and for working with us to share the Get Online Week message with the world through the media.

We would also like to say a big thank you to our colleagues at the Department of Social Services and the Office of the eSafety Commissioner for supporting Get Online Week and for helping us make the Be Connected program a reality. The delivery of Be Connected is a true partnership between us, and it is fantastic that the Australian Government is funding such an important digital inclusion program.

As important stakeholders in the digital inclusion community, we were pleased to be working with both ADIA and Telstra to share the Get Online Week message.

Thanks also to the Good Things Foundation UK team for their support and advice - they've been running digital inclusion programs and the Get Online campaign themselves for twelve years now, so it's been great to work together across the seas.

The support of organisations such as these demonstrates the important role that all of us can play in helping more people to get online and build their digital skills.



Woorabinda Youth Group in Woorabinda, QLD

Aunty Norma uses an iPad to create an event poster

Woorabinda Youth Group were busy holding events all week that included digitising artwork, demonstrations with myGov, Centrelink and other online government services, writing resumes, learning about email and google docs, and even coding and animation games.



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A world where everyone benefits from digital.

Good Things Foundation is a social change charity, helping people to improve their lives through digital. We tackle the most pressing social issues of our time, working with partners in thousands of communities across Australia, the UK and Kenya.

www.goodthingsfoundation.org.au



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