DIGITAL NATION AUSTRALIA 2020

FACTS, STATS AND CLOSING THE DIGITAL DIVIDE

ESSENTIAL DIGITAL SKILLS FRAMEWORK
- digital inclusion strategy
- community + corporate partners
- government investment

OFFLINE NATION

2.5m AUSTRALIANS [1]

9%
NON USERS
NEVER USE THE INTERNET [2]

Since 2014 ability has **improved** by **8.6** [1]

ADII* SCORE 61.9 [1]
National Average

ADII* Australian Digital Inclusion Index

ADII scores by state/territory

- Northern Territory **64.3**
- Western Australia **61.3**
- South Australia **60.2**
- Queensland **60.9**
- New South Wales **61.8**
- ACT **67.6**
- Victoria **63.3**
- Tasmania [1] **58.1**

17%
LIMITED USERS
RARELY ENGAGE WITH THE INTERNET [2]
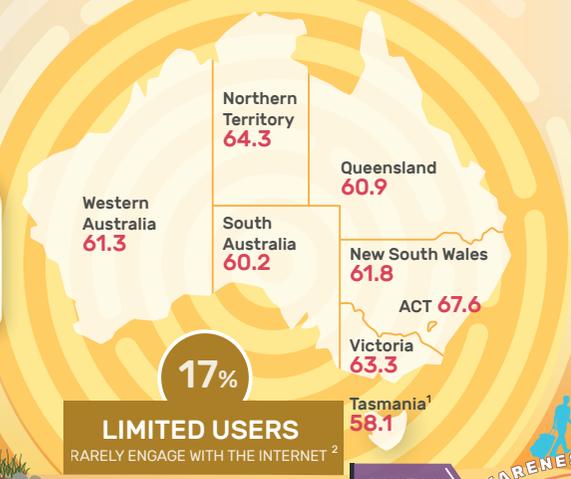
ONLINE NATION

74%
ENGAGED USERS
USE THE INTERNET DAILY [2]

MOST LIKELY TO BE INCLUDED

MOST LIKELY TO BE EXCLUDED

People most likely to be excluded

PEOPLE WITH A DISABILITY
My ADII score is **9.9** points lower than the national average [1]

<12YRS EDUCATION
> 1000 online education providers in Australia [5]

INDIGENOUS
My ADII score is **6.8** points lower than the national average [1]

NOT WORKING
90% will need **digital skills for work** by 2023 [6]

My ability score is **10.2** points lower than in capital cities [1]

MOBILE ONLY
4.3m internet connection by mobile-only [1]

My ADII score is **18.2** points lower than the national average [1]

RURAL

72%
I want **face-to-face help to learn** [3]

>50 YEARS

ABILITY

75%
I'm **worried about privacy** [4]

AFFORDABILITY

<$60K INCOME
Poorest 10% pay 3 x more of their income to be online [7]

QUALITY, AFFORDABLE INTERNET CONNECTION

FACE-TO-FACE DIGITAL MENTORS

ACCESS

AWARENESS OF BENEFITS

95%
We have an **internet connection** [8]

51%
We have a **social media presence** [8]

SMALL + MEDIUM BUSINESSES

ONLINE LEARNING RESOURCES

3000 LOCAL PLACES TO LEARN

People most likely to be included

BETTER OFF

EDUCATED

YOUNGER

89%
I **check the weather** online [10]

I'm **twice as likely to learn** online [12]

6.5m NBN CONNECTED
houses + businesses [11]

88%
I use **social media** [9]

25%
I use mobile to **monitor my health + wellbeing** [13]

90%
Australians have **My Health Record** [14]

About Digital Nation Australia 2020

Good Things Foundation has brought together the latest research and evidence on the Australian digital inclusion landscape in Digital Nation Australia 2020.

Digital Nation Australia 2020 paints the picture of who is digitally excluded in Australia, the access, affordability and ability factors that impact levels of digital inclusion, and the strategies available to close the digital divide. It also highlights some of the benefits that digital inclusion can bring.

The image is of an Australian landscape, divided down the middle by a river. On the left-hand side are the Offline Nation statistics. On the right hand side are the statistics for the Online Nation. Crossing the river are the factors that help people to bridge the digital divide. In the sky of the landscape are the approaches required to move to a digitally included country along with the ADII scores by state/territory on a map of Australia.

By better understanding the complex digital inclusion landscape in Australia, we can develop effective programs and initiatives that create a thriving digital nation and ensure no one is left behind.

![Good Things Foundation Australia logo]

Contact us

E • connect@goodthingsfoundation.org
P • 02 9051 9292
W • www.goodthingsfoundation.org.au

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, the UK and Kenya.

![Good Things Foundation Australia logo]

References

1. Thomas, J, Barraket, J, Wilson, CK, Rennie, E, Ewing, S, MacDonald, T, Measuring Australia's Digital Divide: The Australian Digital Inclusion Index 2019, RMIT University and Swinburne University of Technology, Melbourne, for Telstra

2. Borg, K & Smith, L, Monash University, Monash Sustainability Institute, BehaviourWorks Australia, Digital Inclusion. Report of Online Behaviours in Australia 2016 Prepared for Australia Post

3. Australian Government, Office of the eSafety Commissioner, Understanding Digital Behaviours of Older Australians. Summary of national survey and qualitative research, May 2018

4. National Seniors Australia, Senior Surfers: Diverse levels of digital literacy among older Australians, August 2019

5. IBIS World Industry Report X0008, Online Education in Australia, 2017 cited by Australian Government, Australian Trade and Investment Commission, Australia Education Technology, The Australian edtech industry [online] Available at: <https://www.austrade.gov.au/edtech/the-australian-edtech-industry> [Accessed 17 March 2020]

6. Australian Government, industry.gov.au, Australia's Tech Future, Delivering a strong, safe and inclusive digital economy, 2018

7. Bureau of Communications and Arts Research, Trends and drivers in the affordability of communications services for Australian Households, 2017

8. Australian Government, The Australian Small Business and Family Enterprise Ombudsman, Small Business Counts Small business in the Australian economy July 2019

9. Yellow Social Media Report. Part one, Consumers, 2018

10. Yellow Digital Report. The Online Experience of Consumers and Small to Medium Businesses (SMBs), 2018

11. NBN Co, Monthly Progress Report January 2020. [online] Available at: <https://www1.nbnco.com.au/content/dam/nbnco2/2020/documents/how-we-are-tracking/nbn-january-2020-monthly-progress-report-2.pdf> [Accessed 17 March 2020]

12. NBN Co, Connecting Learning for Life: an economic study of the way we work, live and connect, 2018

13. Deloitte Mobile Consumer Survey, The Australian Cut, 2019

14. Australian Government, Australian Digital Health Agency, My Health Record. Statistics and Insights Mar 2019 to Jan 2020. [online] Available at: <https://www.myhealthrecord.gov.au/statistics> [Accessed 17 March 2020]