

Digital Equity and Empowerment Discussion

City of Casey

November 2021

Statement of Acknowledgment

The City of Casey proudly acknowledges the Traditional Owners, Casey's Aboriginal communities and their rich culture and pays respect to their Elders past, present and future. We acknowledge Aboriginal people as Australia's First Peoples and as the Traditional Owners and Custodians of the land on which we work and live.

Overview of the session

- a. Welcome – 5 min
- b. Overview of Digital Equity – 5 min
- c. Overview of Digital Empowerment – 5 min
- d. Australian Digital Inclusion Index Presentation- 15 min
- e. Roundtable discussion- 30 min
- f. Digital Equity Lab Partner Briefing- 30 min

A few notes..!

- We will be recording the session
- Feel free to turn off your camera if you are not presenting
- If you have any questions, feel free to put them in the chat, raise your hand during a Q&A session or send an email to smartcity@casey.vic.gov.au

Hello!

- Pop in the chat:
- Your name
- Location
- One word you think of relating to digital equity and empowerment

Today's Speakers



**Brook
Dixon**

*Managing Director,
Delos Delta*



**Indigo
Holcombe-James**

*Postdoctoral Research
Fellow, ARC Centre of
Excellence for Automated
Decision Making + Society*

RMIT University



**Seb
Cunningham**

*Health and Wellbeing
Project Lead,
City of Casey*



**Mandy
O'Toole**

*Smart City Project Officer,
City of Casey*

What is Digital Equity?

Digital equity means to embed fairness in the development and implementation of digital systems.

It is to recognise that individuals, groups, and communities are situated differently in relation to access, affordability and the skills needed for these digital platforms and systems.

What is the Digital Equity Framework?

The purpose of the framework is to guide a coordinated, whole-of-organisation equity approach to address digital exclusion . It aims to provide:

A shared and comprehensive understanding of digital equity conditions across Casey and those groups and places most excluded

A consistent and pragmatic basis for guiding Council digital inclusion activities

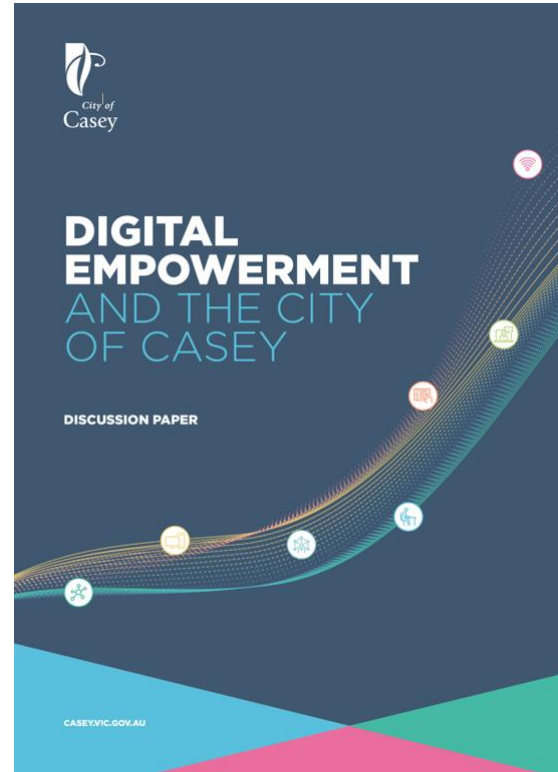
An ongoing platform for promoting partnerships to increase digital equity in Casey

A set of priorities for action

An initial group of internal and external partners to assist in the delivery of the framework

What is Digital Empowerment?

‘Digital empowerment’ means having agency, ability and command of the internet, smart devices and other technology which enables everyone to thrive in the digital world.’



DIGITAL EMPOWERMENT IN THE CITY OF CASEY

ACCESS

AFFORDABILITY

DIGITAL ABILITY

POLICY

EXISTING

- > Smart Casey Launchpad
- > Digital Equity Framework

FUTURE

- > Leadership & Advocacy

PROGRAMS

EXISTING

- > Digital Activation Program
- > Bunjil Place Free Wi-Fi & Smart Furniture

FUTURE

- > Free Wi-Fi Expansion
- > Digital Equity Pilots

PARTNERSHIPS

- > Educational Institutions
- > Private Sector
- > Community Organisations
- > Not-for-profit Organisations
- > Community Roundtables & Consultations

City of Casey

Casey Community & Businesses

External to Casey

CHALLENGES & RISKS

- > Digital Exclusion
- > Security & Privacy Breaches
- > Pace of Technology Change
- > Health & Wellbeing (Attention Economy)
- > Misinformation

OPPORTUNITIES

- > Digital Agency & Literacy
- > Digital Democracy
- > Inclusive Digital Design
- > Health & Wellbeing Promotion & Awareness
- > Advocacy & Collaboration

Achieves

OUTCOMES

ACTIONS

ACTORS

Informs

FACTORS

Delivers

Impacts



Measuring Australia's Digital Divide

The Australian Digital Inclusion Index 2021



About the Index...



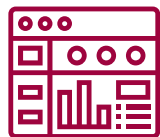
The Index provides a national, state and regional level view of digital inclusion in Australia based on an individual score 0-100



Revised approach to data collection through A purpose-built survey instrument: the **Australian Internet Usage Survey**



The three dimensions – **Access Affordability + Digital Ability** – form the core Index but the underlying components are updated and more future-focussed



The new Index reports on data collected in 2020 and 2021 with new **interactive data dashboard**

The Index construction is based on three dimensions



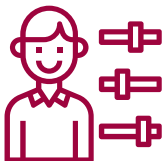
Access

How often, and through how many services and devices people are connecting to and using the Internet



Affordability

The percentage of household income required to gain a good quality service with reliable connectivity



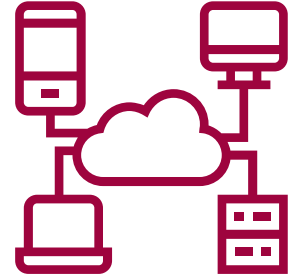
Digital Ability

What people can do online, and their confidence in doing it

Access

Four components:

- **Frequency and intensity of use**, ranging from no use at all to daily use
- **Connection type**, such as fixed broadband or mobile-only
- **Data allowance and speed**
- **Types of devices**, including desktops, laptops, smart phones, tablets, and an array of smart home devices



Affordability

Relation between household income and the cost of an 'internet bundle' for an ideally connected single-headed and family household.



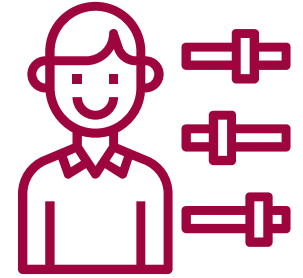
The internet bundle enables both quality and reliable connectivity through:

- A fast internet service, such as a cable (HFC) service, NBN 50 or above, or 5G wireless service
- Unlimited monthly data allowance through a fixed broadband service
- Mobile broadband or mobile phone data allowance above 61GB a month



Digital Ability

Draws on the international **Internet Skills Scale** (Van Deursen, Helsper, Eynon)



Six components:

- Basic operational
- Advanced operational
- Information navigation
- Social
- Creative
- Automation



The national picture 2021

Australia 2021 = 71.1

Australia 2020 = 67.5

Increase of 3.6 points

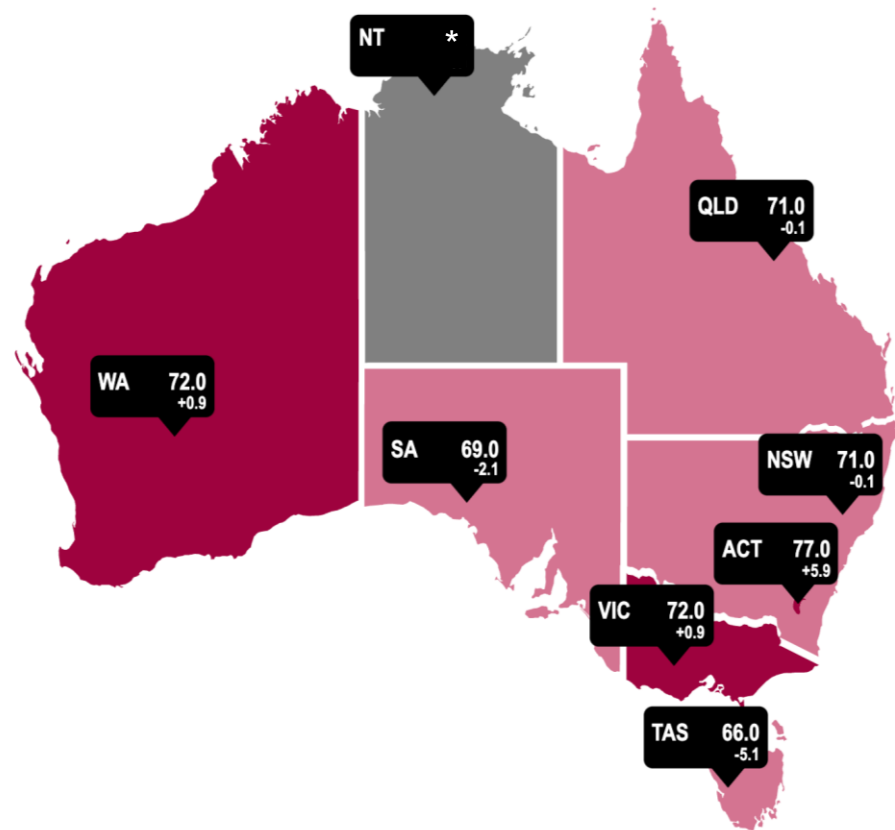
Capital cities = 72.9

1.8 points higher than the national average

Regions = 67.4

3.6 points lower than the national average

5.5 points lower than metropolitan Australia

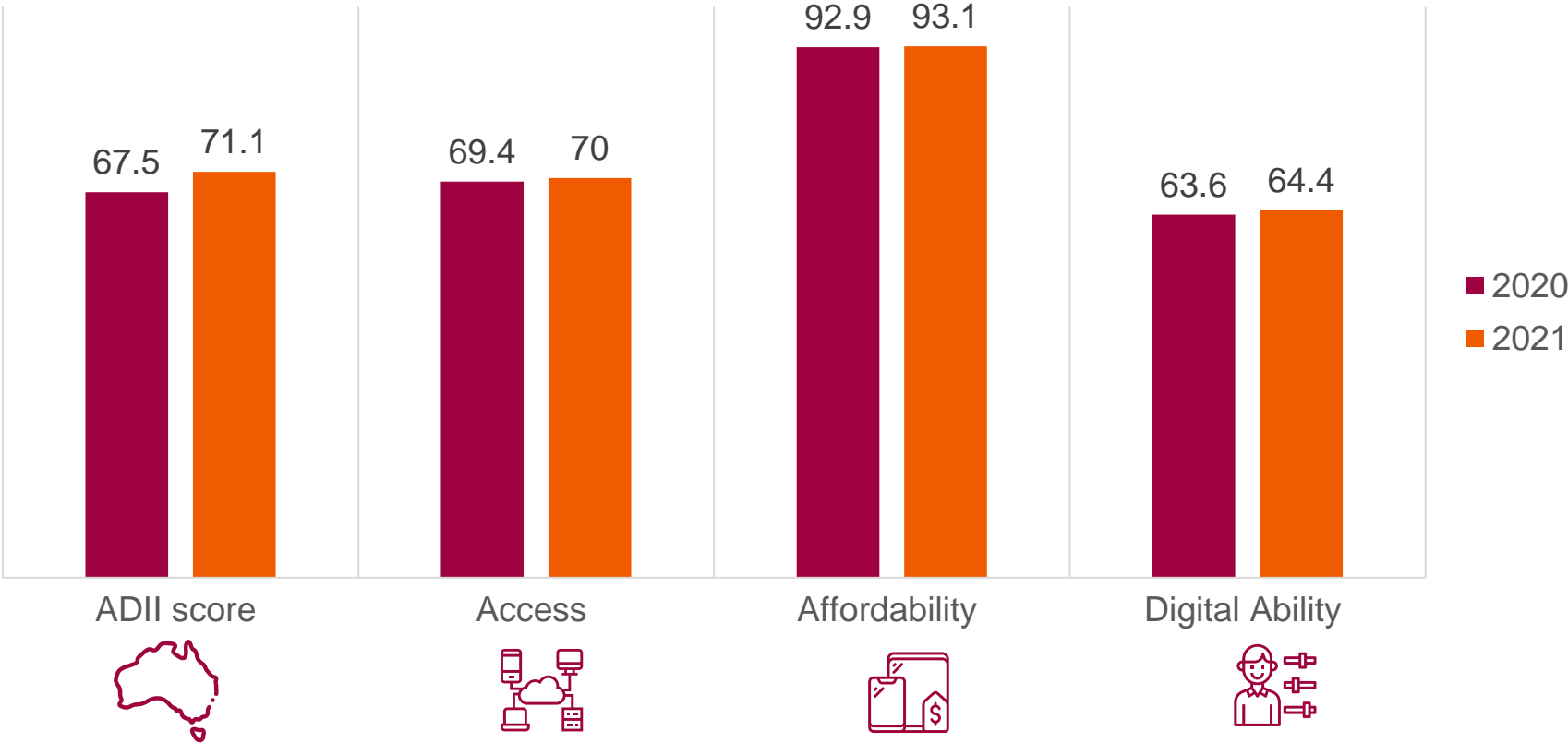


Above national average

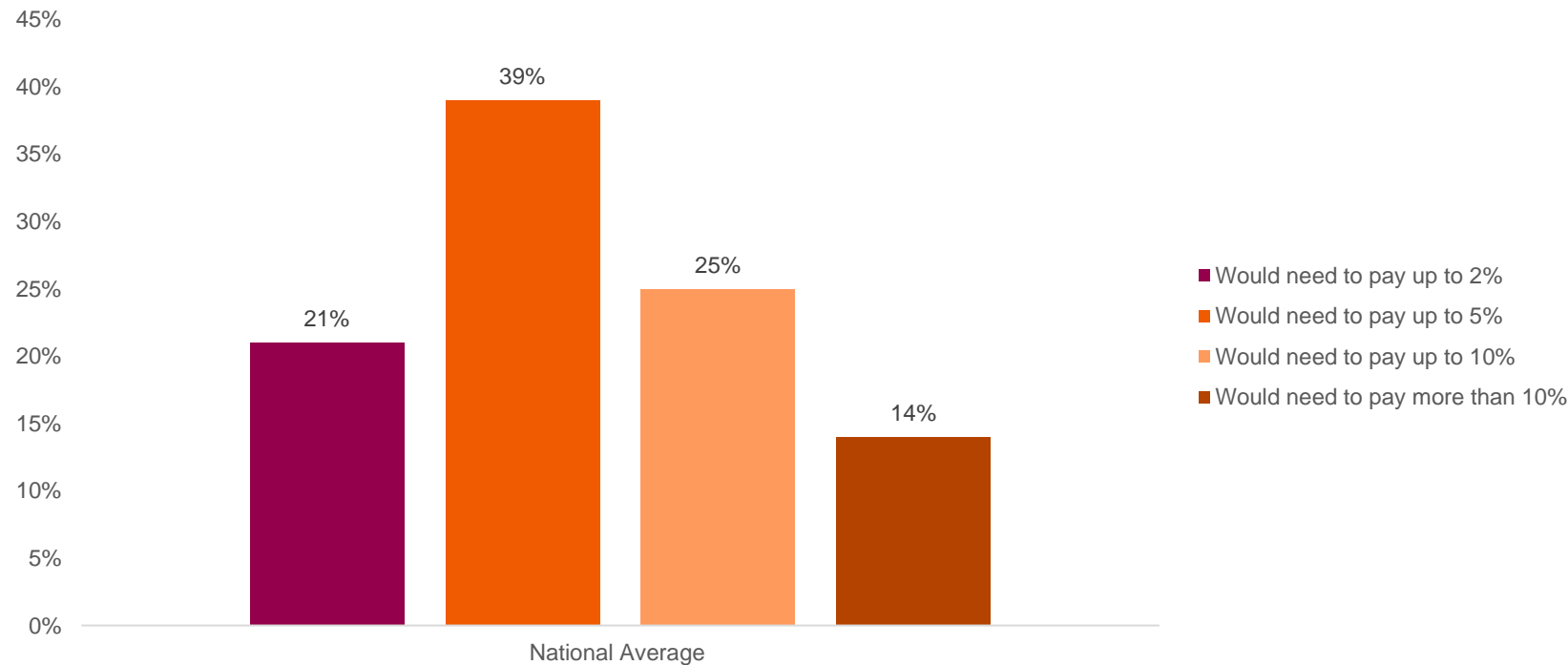
Below national average

*NT data not shown due to insufficient sample

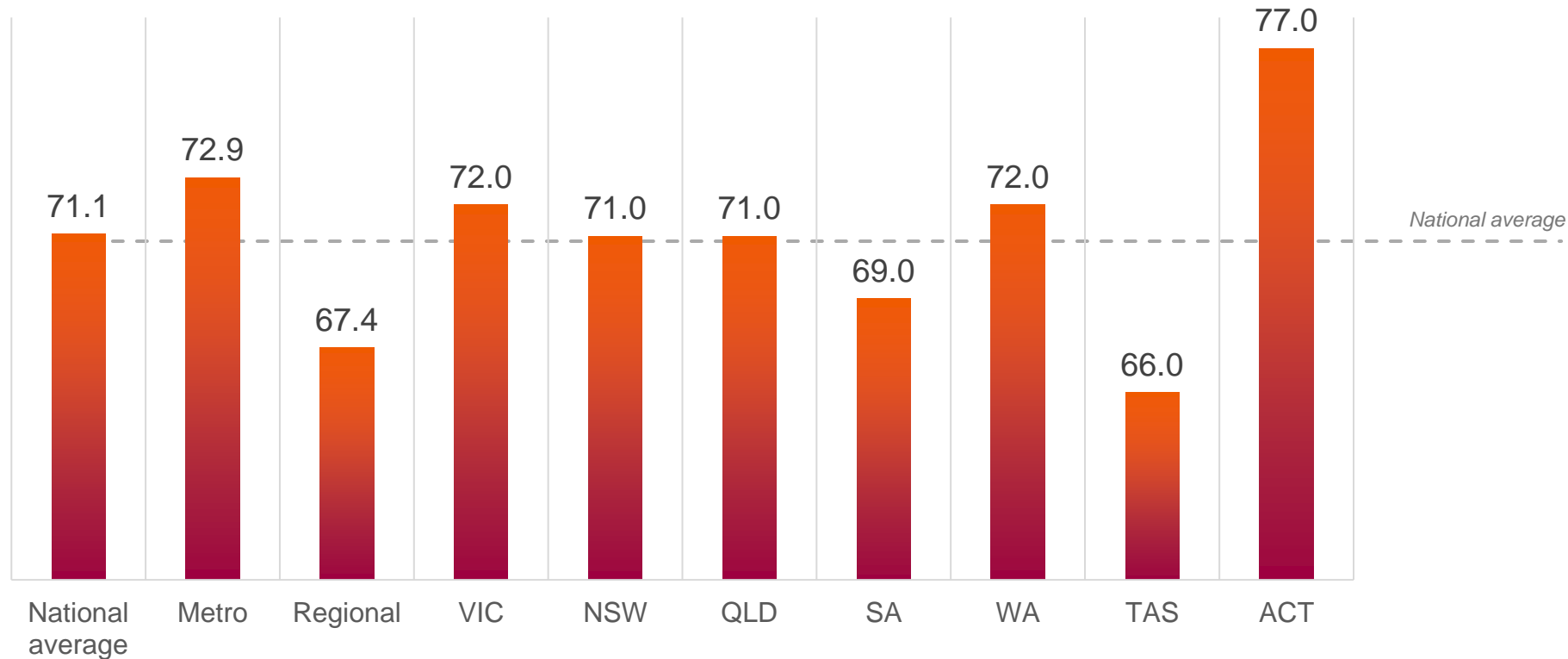
Australia: digital inclusion across three dimensions



Affordability

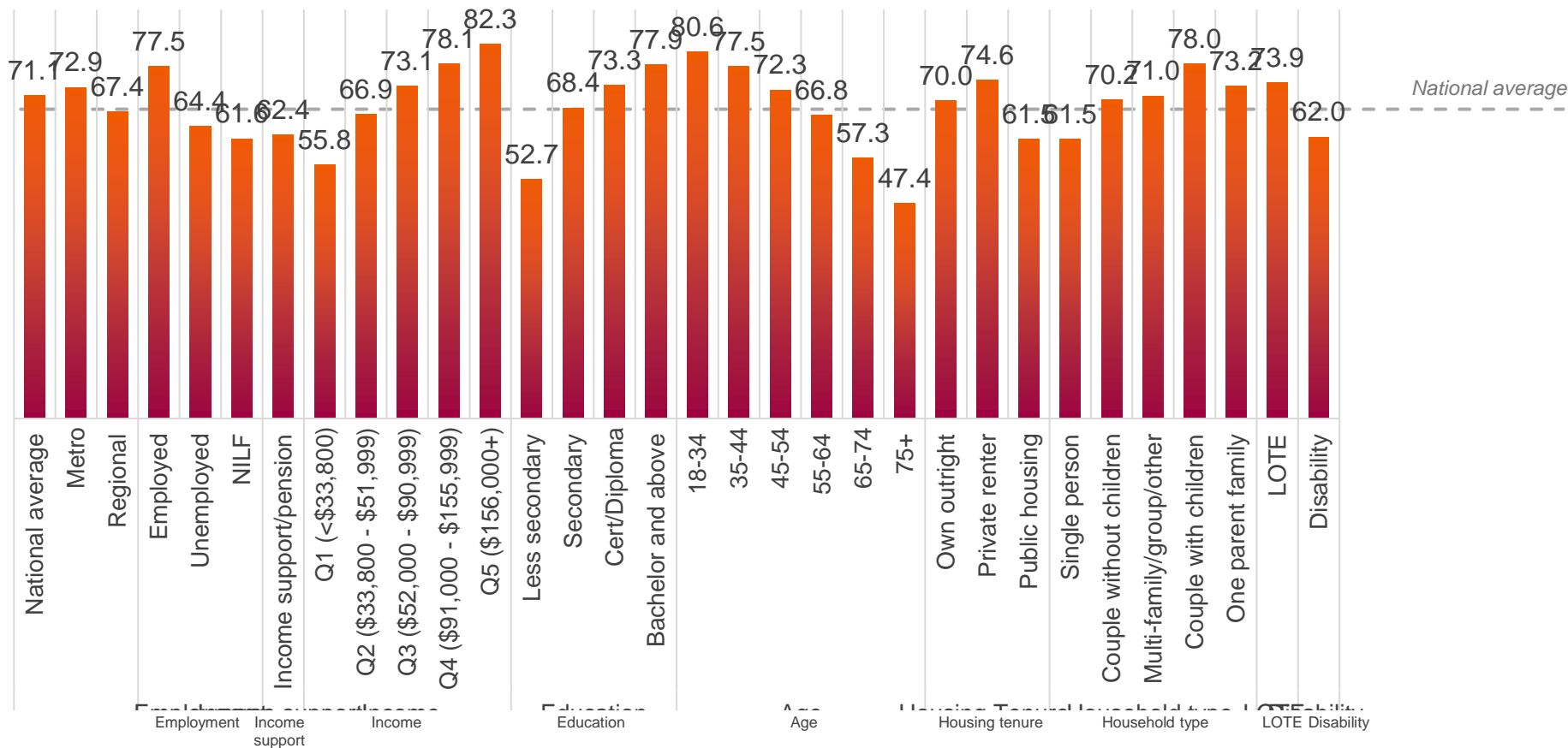


Australia: Digital inclusion by geography



*NT data not shown due to insufficient sample

Digital inclusion – social and economic distribution



Key findings



11%

Highly excluded



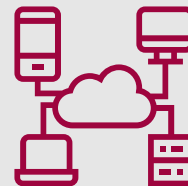
9.6%

Mobile-only users



14%

Affordability



70

Access score

The critical gaps



15.9

Employment gap



26.5

Income gap



33.2

Age gap



25.2

Education gap

How Australians are using the Internet



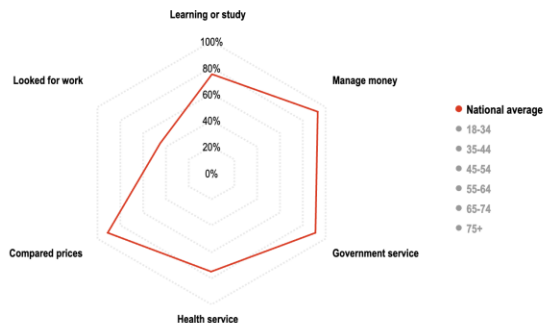
Insights

The activities Australians engage with online are strongly influenced by age. In 2021, where 82% of 18–34-year-olds have accessed a health service online, this drops to 52% of those over 75.

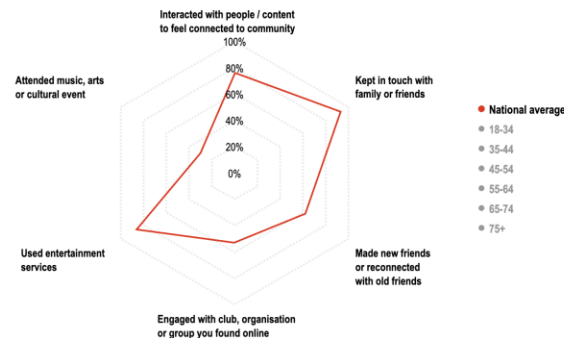
Nationally, in 2021, 93% of Australians use the internet to keep in touch with family or friends. This rises to 99% for 18–34-year-olds and falls to 87% at its lowest point for those over 75.

In 2021, 42% of Australians are not at all concerned that internet overuse negatively impacts their wellbeing.

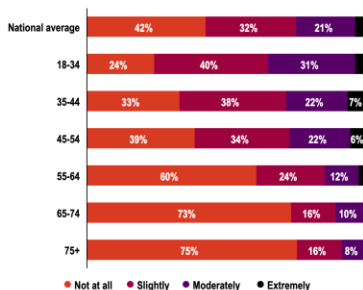
Online activities: economic and administrative



Online activities: social and cultural



Are Australians concerned that internet overuse negatively impacts their wellbeing?



Where Australians connect outside the home

Place	Nat	18-34	35-44	45-54	55-64	65-74	75+
Place of work or education	61%	81%	72%	70%	52%	17%	7%
Houses of friends or family	56%	79%	59%	49%	41%	34%	23%
Shopping centre, retail or service business	29%	40%	31%	27%	22%	17%	11%
Public space with free Wi-Fi	22%	32%	21%	19%	17%	14%	8%
Public library	11%	20%	11%	7%	7%	6%	5%
Public transport	5%	8%	4%	4%	6%	3%	2%
Government office	4%	6%	4%	3%	3%	2%	1%
Other place	9%	11%	10%	9%	9%	7%	8%
None of the above	17%	4%	8%	14%	23%	42%	58%

COVID-19 impact

Increased the range of activities you do o

Data for this question was only collected in 2020.

Filters applied: none

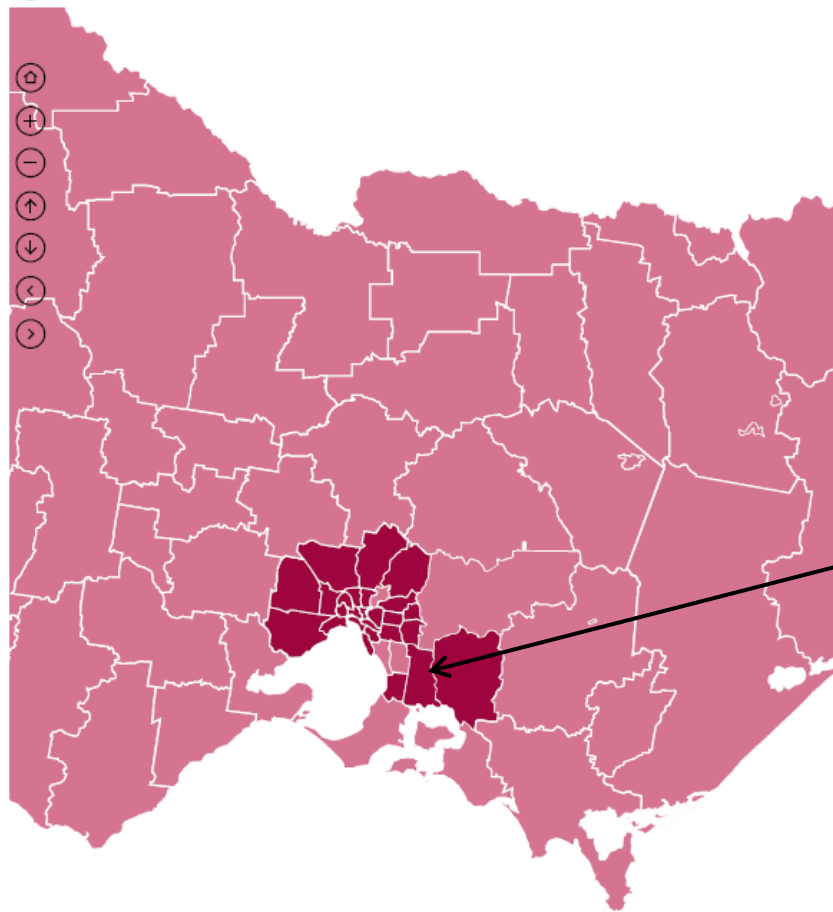


ADII score by location, VIC

National
average

71.1

↑ National level



Casey: 72.0
+0.9

■ Above national
average

■ Below national
average



Measuring Australia's Digital Divide

The Australian Digital Inclusion Index 2021



Discussion- 30 min

- Brook Dixon, Managing Director of Delos Delta to facilitate.
- We encourage participation from everyone in this discussion.
- If you would like to ask a question or share your ideas, please either raise your hand via Teams or type a question in the chat.
- **When you start talking state your name, organisation and role.**

Digital Equity
Factors and
Challenges

Solving
Challenges
Together

Digitally
Empowered
Communities

Big
Opportunities

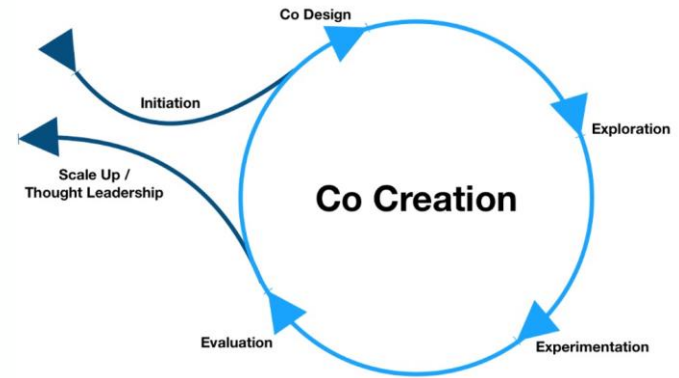
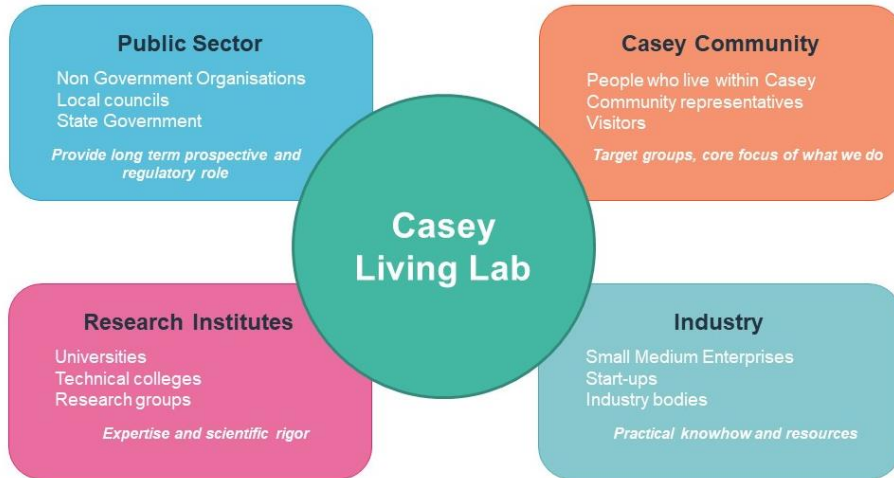
Introducing Casey's First Living Lab: Digital Equity in Doveton

We are looking for cross-sector partners to help us solve digital equity challenges with innovative solutions that we may not have thought of or seen before

Apply by 14th Jan 2022



What is a Living Lab?



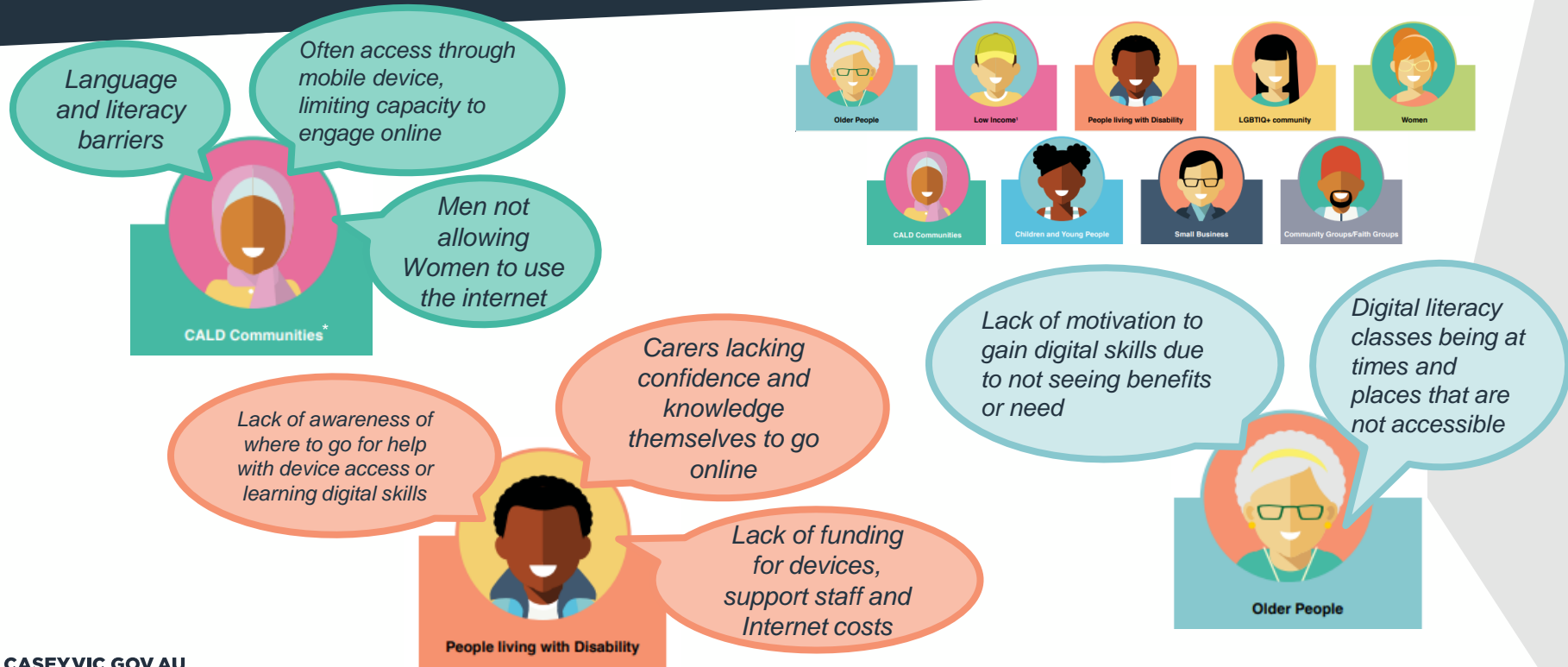
Why Doveton?

		Socio-economic disadvantage*	Low household income (<\$650 per week)*	65+ population (ABS, 2019)	Low education (did not finish high school)*	Profound disability (2020)^	Not in labour force (March 2021)‡	No internet access from home*
1	Berwick-North	1,059	16%	19%	41%	2%	12%	11%
2	Berwick-South	1,060	9%	8%	36%	1%	14%	5%
3	Doveton	826	26%	15%	48%	6%	33%	22%
4	Hallam	946	17%	14%	44%	4%	25%	12%
5	Narre Warren North	1,084	8%	14%	40%	1%	14%	6%
6	Endeavour Hills-North	1,002	14%	14%	37%	3%	19%	10%
7	Endeavour Hills-South	1,002	14%	14%	37%	3%	19%	9%
8	Frankston	1,002	14%	14%	37%	3%	19%	9%
9	Frankston South	1,002	14%	14%	37%	3%	19%	11%
10	Cranbourne	940	18%	13%	51%	5%	20%	14%
11	Cranbourne East	940	18%	13%	51%	5%	20%	14%
12	Cranbourne North	940	18%	13%	51%	5%	20%	14%
13	Cranbourne South	940	18%	13%	51%	5%	20%	14%

Casey is within the region ranked with the lowest ADII score of 61.6 (Australian Digital Inclusion Index)

Doveton had the highest number of non-internet users in households according to 2016 census data (22%)

What is the community need?



Digital Equity Living Lab – Challenge Statements

Access

- How might we enable all people in Doveton, particularly those who are digitally excluded, to access the internet so that they are empowered to get on-line regularly for a range of activities?

Affordability

- How might we invest in and/or advocate for alternative means of accessing affordable internet and devices, in order to ensure the best value for digitally excluded communities?

Digital Abilities

- How might we empower and motivate digitally excluded people to build digital skills, increase confidence to get on-line, and to safely use the internet in an ongoing way that improves their lives?



Why join our Living Lab?

Testbed
environment

Direct
community
feedback

Brand exposure
& case-study to
point to

Potential for
scale-up

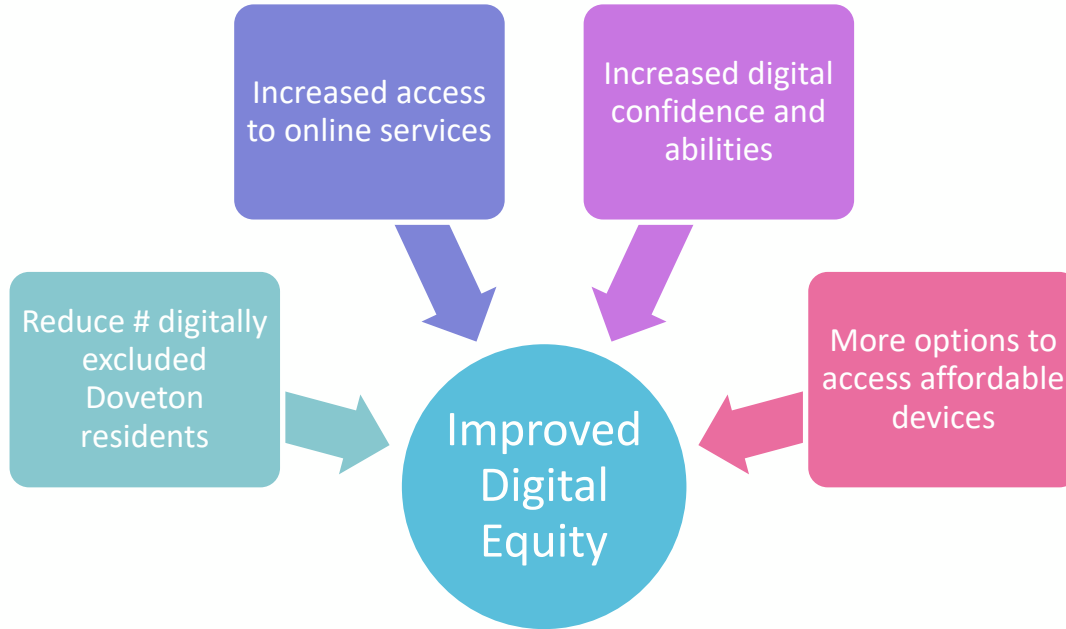
Network and
secure new
partnerships

Open Data
access and
integration

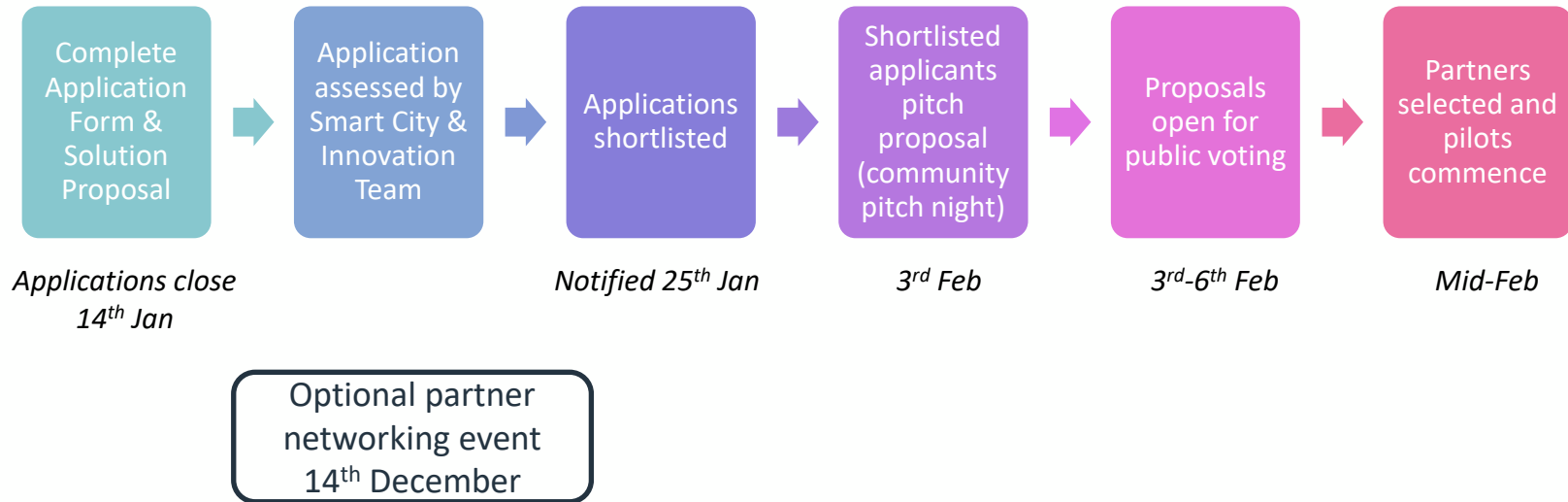
What are we looking for?



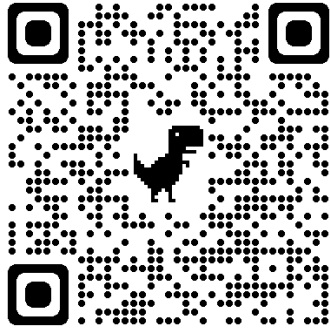
What could success look like?



Selection process & key dates



Where to go for these details and to apply?

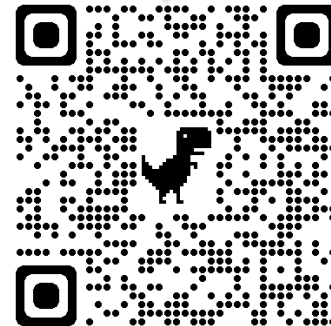


Check out the Living Lab portal for full details including application form:

<https://conversations.casey.vic.gov.au/smartcasey/digital-equity-living-lab>

Make sure you follow the page to get all the updates

Join the Smart Casey hub to stay up to date:
<https://conversations.casey.vic.gov.au/smartcasey/>



The Smart Casey Innovation Festival 23-26 November

<https://conversations.casey.vic.gov.au/smartcasey/smart-casey-innovation-festival-2021>



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Other topics include:

Living Labs

Circular
Economy

Internet of
Things

Open Data

Community
Innovation