

Digital Equity Framework Masterclass

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 and overview of the session- 5 min**
- b. **Overview of Digital Equity Framework and Process– 15 min**
- c. **ADII research – 15 min**
- d. **Questions and Answer - 20 min**
- e. **Digital Equity Framework development tools – 15 min**
- f. **Case Study: Casey's Digital Equity Lab – 5 min**
- g. **Discussion and next steps – 5 min**

Housekeeping

- We will be recording the session
- Please turn off your camera if you are not presenting
- If you have any questions, please put them in the chat or raise your hand when there is a question and answer segment

Hello!

- Pop in the chat:
- Your name
- Location
- Favourite app or digital technology

Today's Speakers



**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*



**Laura
Baker**

*Head of Smart City and
Innovation,

City of Casey*

What is Digital Equity and why the focus now?

Embedding fairness in the development and implementation of digital systems, where digital tools, opportunities for building skills and confidence, as well as information distribution is tailored according to community need, such that all can participate in our increasingly online society, democracy, and economy

COVID-19 and Digital Exclusion

COVID-19 proved to be the 'perfect storm' that highlighted and exacerbated digital exclusion, while also providing an opportunity to begin to address it...

- Renewed focus on 'the vulnerable' within community
- Rapid shift to online – who would be most impacted and how?
- Appetite to test and try things to better understand and respond quickly to the rapidly evolving situation – *'all hands on deck'*



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coles
Online
Priority
Service
[Find out more](#)

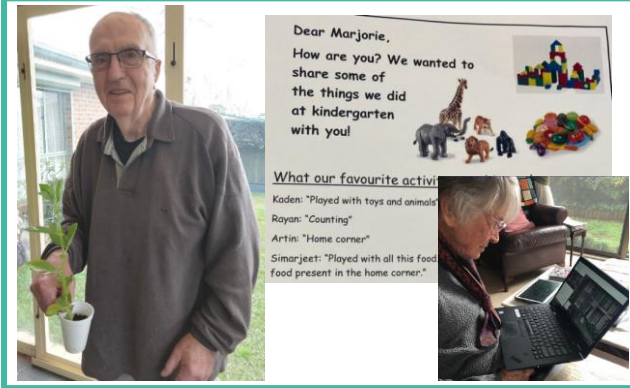


Digital Activation Program

Largely focussed on older people who were living alone and needed support getting online for services and social connection

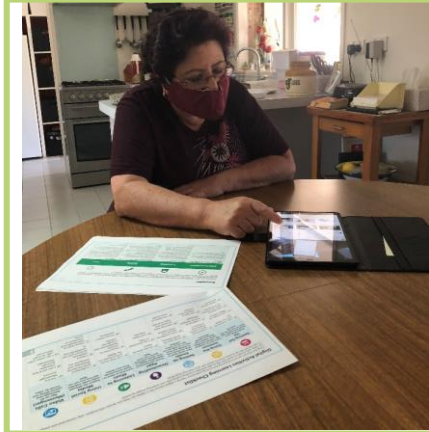


'Kinder Connect'



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'Online Shopping'



'Get Connected'



As a result of these collaborations and successes, the digital equity focus and approach was formalised within the Smart Casey Launchpad with a priority initiative to:

- > Develop a digital inclusion framework that embeds equitable access to digital channels



Equity & Inclusion

To create an accessible and inclusive digital experience for our entire community, including vulnerable people and diverse cultural groups

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 across Casey and those groups and places most digitally excluded

A consistent and pragmatic basis for guiding Council digital inclusion activities

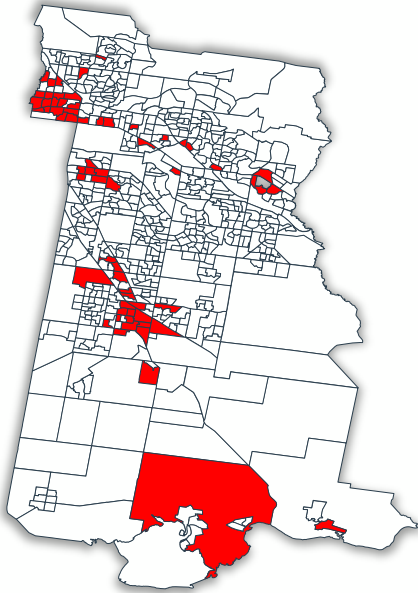
An ongoing platform for promoting partnerships to increase digital equity in Casey

A set of priorities for action

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

Development of the Digital Equity Framework

Background Research and Data



Community & Stakeholder Engagement



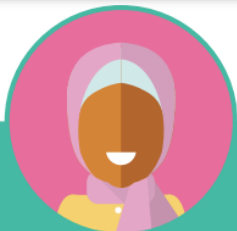
Casey Digital Equity Framework Reference Group



Place-based digital exclusion across Casey – ‘the data’

City of Casey suburbs (SA2s)	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%	41%	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	1,009	14%	16%	35%	3%	17%	9%
8. Narre Warren-North East	1,024	12%	11%	43%	2%	16%	9%
9. Narre Warren-South West	975	16%	13%	44%	3%	19%	11%
10. Cranbourne	940	18%	13%	51%	5%	20%	14%
11. Cranbourne East	1,038	10%	6%	36%	1%	18%	8%
12. Cranbourne North	1,002	11%	7%	41%	2%	17%	8%
13. Cranbourne South	1,060	11%	11%	49%	2%	12%	9%
14. Cranbourne West	997	10%	5%	41%	2%	18%	7%
15. Hampton Park	927	16%	10%	41%	3%	23%	12%
16. Lynbrook-Lyndhurst	1,039	6%	6%	30%	1%	17%	5%
17. Pearcedale-Tooradin	1,031	14%	14%	55%	2%	9%	10%
18. Narre Warren South (East)	1,058	8%	9%	41%	2%	13%	5%
19. Narre Warren South (West)	996	10%	8%	40%	2%	19%	6%
City of Casey	1,004	13%	10%	41%	2%	18%	10%

	Older People	Low Income ¹	People living with Disability	LGBTIQ+ community	Women
BENEFITS/POSITIVES	<ul style="list-style-type: none"> > Reduced loneliness for many > Increased use of telehealth > Reduced petrol costs travelling to meetings and appointments > Embracing online shopping for first time 	<ul style="list-style-type: none"> > Increased access for those who may not be able to travel due to geographical location (e.g. those with disability) > Improved collaboration between service providers of benefit to clients accessing multiple services > Flexibility to access 'mock' and real interviews with employers 	<ul style="list-style-type: none"> > Created new accessible social groups > Technology assisted those with sensory issues 	<ul style="list-style-type: none"> > More local and regional opportunities to collaborate on projects online > More regional, national, and global digital opportunities to connect with other LGBTIQ+ people and events > More tailored information and services available for LGBTIQ+ communities 	<ul style="list-style-type: none"> > Previously socially isolated CALD women benefited from being digitally connected by attending short courses and activities for the first time > Increased equity for some women around work life balance with the shift to working from home
CHALLENGES	<ul style="list-style-type: none"> > Lack of motivation to gain digital skills due to not seeing benefits or need > Physical /biological barriers > Digital literacy classes being at times and places that are not accessible > Neglecting of health due to inability to use telehealth leading to health conditions becoming chronic 	<ul style="list-style-type: none"> > Complexity of online service and application processes for government benefits and employment > Compliance with ongoing government service requirements are increasingly online > Homelessness 	<ul style="list-style-type: none"> > Lack of NDIS funding to provide online support to people with a disability > Lack of funding for devices, support staff and Internet costs > Carers not having knowledge or confidence to go online themselves so could not help their clients go online > Lack of awareness of where to go for help with device access or learning digital skills > Online meetings not catering for the particular technology needs of people with different disabilities attending the meeting 	<ul style="list-style-type: none"> > Abusive comments online, including on Casey Council social media > Online forms and surveys not having enough space to put things in your own terms rather than having to check a predetermined box. 	<ul style="list-style-type: none"> > CALD women excluded by husbands preventing them using devices or going to digital literacy classes particularly if mixed gender > Women not being able to participate in classes to learn digital skills because they are held in areas where there is poor public transport or because there is no occasional care > Conflict between work and home schooling due to time but also device shortages > Women living in family violence in 2020 were further isolated and trapped in abusive relationships as they lost access to their former face to face support services



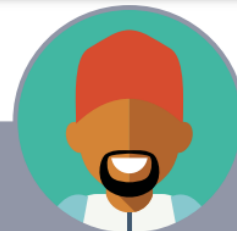
CALD Communities



Children and Young People



Small Business



Community Groups/Faith Groups

BENEFITS/POSITIVES

- > Enhanced linkages with communities overseas bringing information and reducing isolation
- > Secure chat communications that have capacity to reach large, but also specific cohorts
- > Improved connection between ethnic leaders in metropolitan and rural areas
- > Sessions could be held targeting CALD groups over a larger geographic area with strong attendances, as well as subsequent viewings of recordings
- > Previously socially isolated CALD women benefited from being digitally connected by attending classes for the first time

The only subgroup within this section who could identify a benefit/positive was LGBTQ+ young people who had positive experiences (covered in the LGBTQ+ section)

- > Real estate and professionals taking advantage of digital
- > Berwick small businesses went successfully online to survive during COVID-19 (but other suburbs being left behind due to lack of motivation)

- > Increased use of technology making groups more effective and accessible

CHALLENGES

- > Compared to migrants across the whole of Australia whose digital inclusion is often greater than the general population, many of those affected by digital exclusion in Casey were from people seeking asylum and refugee backgrounds
- > Language and literacy as barriers to accessing online services and activities. Many CALD illiterate in own language. Older CALD community members have been losing English skills due to less face to face contact which then affects understanding of online content
- > Many accessing Internet only via mobile phones leading to limited capacity to engage in range of complex online activities
- > Control by men not allowing women to use the computer or access Internet
- > Online services not only requiring one-time interactions but keeping up with further communication via online means
- > Addressing traditional attitude issues to build trust and rapport with government difficult online with CALD community members
- > CALD young people having to pivot to remote/online access for information rather than just 'turning up'

- > Digital inequity of school children from vulnerable families leading to broader family stress. Families lacked devices (none or insufficient number), lacked Internet connections and had parents without digital skills
- > People making incorrect assumptions younger people have digital skills and therefore embarrassed to reach out for help
- > The concerns about the degree to which tertiary education will continue online and how that will affect learning outcomes and personal development
- > Lack of knowledge amongst young children of online safety

- > Businesses not willing to go online to broaden customer base – wanting to stay face to face businesses using predominantly cash
- > Businesses less able to adapt to challenging conditions due to no ability to independently communicate with customers
- > CALD food businesses most affected and only paper communications reach them

- > Older members struggling to access online meetings and activities (including faith communities)
- > Declining group memberships, as members did not get back involved after COVID-19

Key Insights from the Digital Equity Framework

- The creation of online communities was a huge positive for many groups to connect and organise (e.g. CALD, LGBTIQ+, Disability groups)
- Assumptions about the digital skills of groups can be fraught with danger
- Beyond simply having digital access, motivation drives digital skills development even when the present and future benefits seem undeniable
- Traditional digital learning models require a rethink (e.g. 1-on-1 learning with 'non-experts' proved very effective with older learners)
- WiFi access points and digital learning opportunities that already exist are inadequately communicated to those who need them most
- Casey has significant place-based digital exclusion

Looking forward

- Continued focus on research and data in this rapidly evolving space
- Increased partnerships for a regional approach
- Co-designing solutions with our community (e.g. Digital Equity Living Labs)
- An advocacy agenda that highlights the specific issues found within Casey



Measuring Australia's Digital Divide

The Australian Digital Inclusion Index 2021



About the Index...



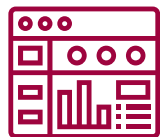
The Index provides a national, state and regional level view of digital inclusion in Australia based on an individual score 0-100



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

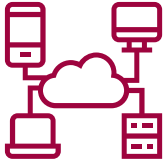


The three dimensions – **Access Affordability + Digital Ability** – form the core Index but the underlying components are updated and more future-focussed



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

The Index construction is based on three dimensions



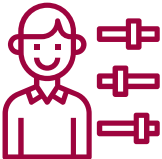
Access

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



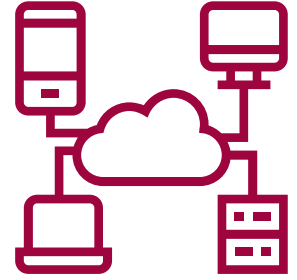
Digital Ability

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.



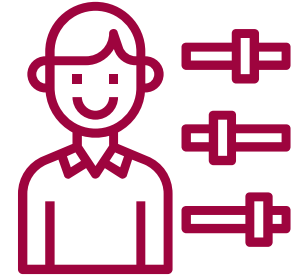
The internet bundle enables both quality and reliable connectivity through:

- 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

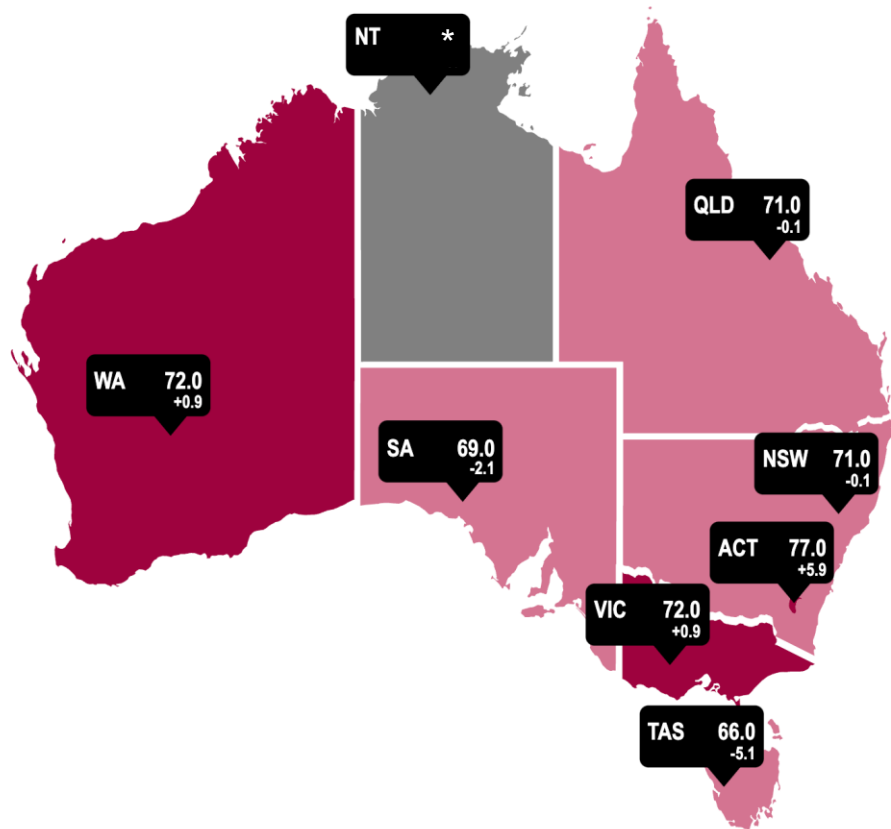
Capital cities = 72.9

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

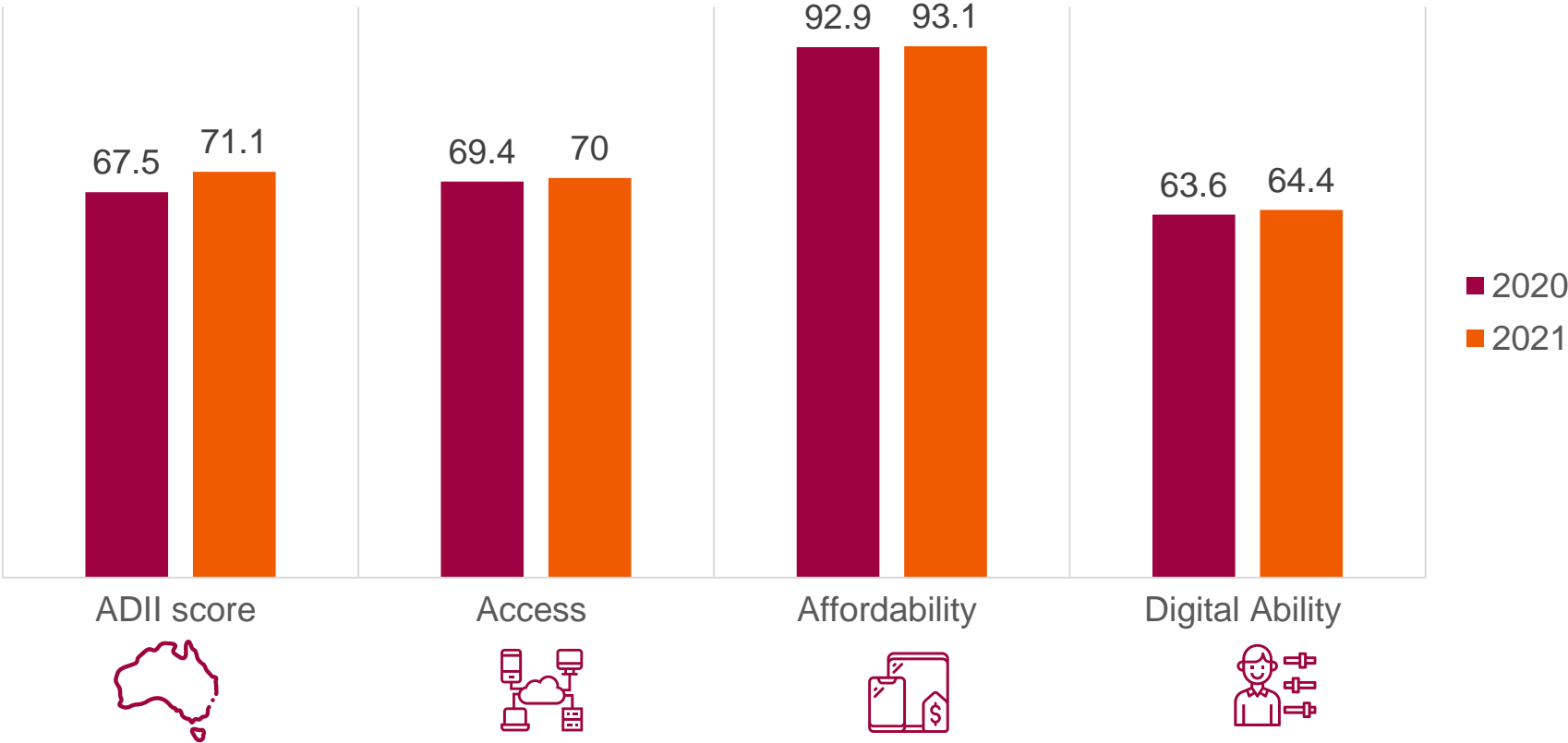


 Above national average

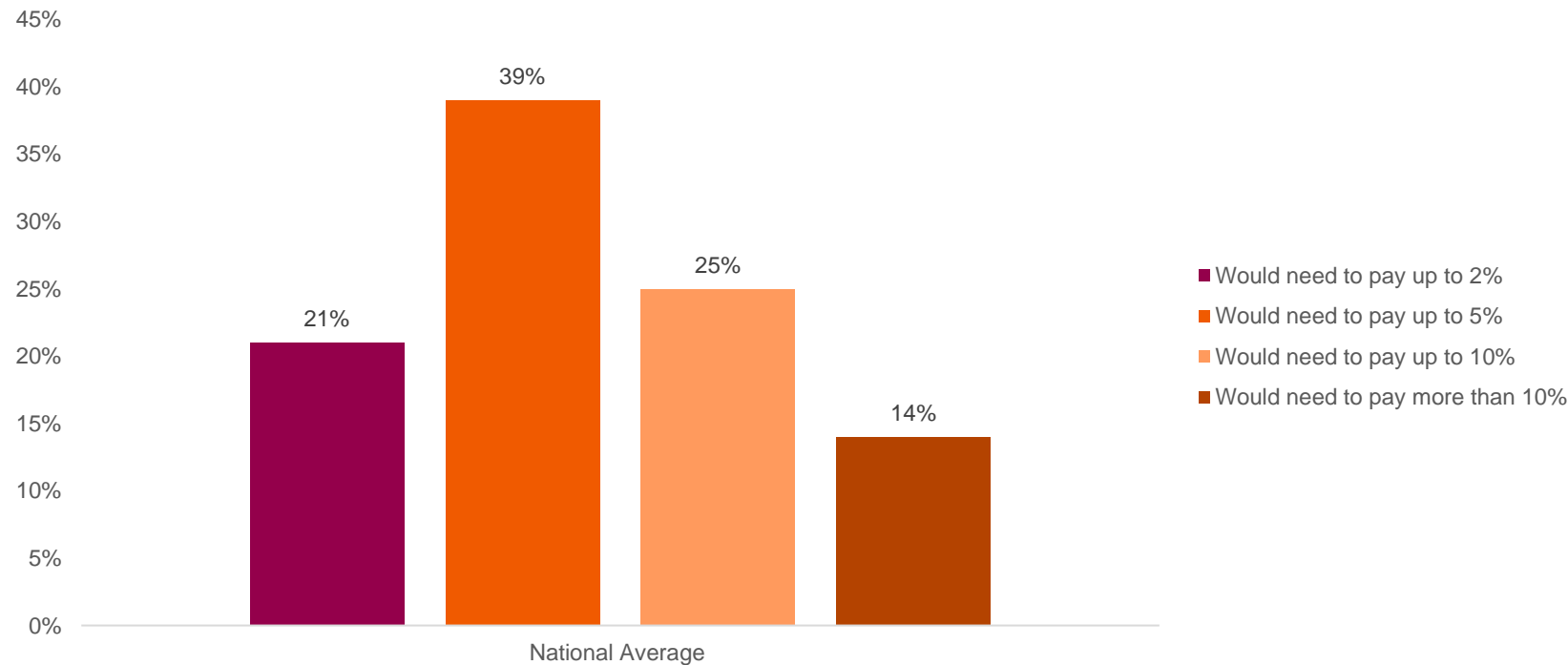
 Below national average

 *NT data not shown due to insufficient sample

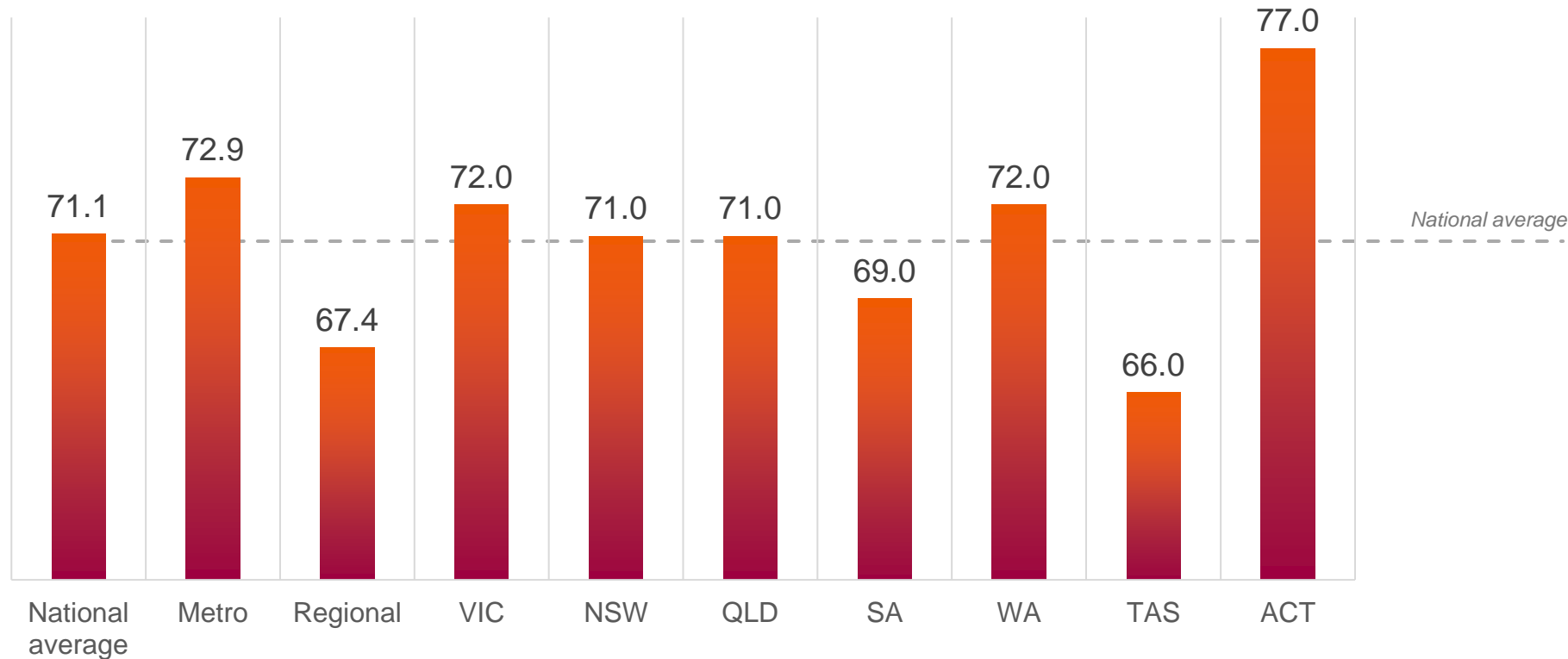
Australia: digital inclusion across three dimensions



Affordability

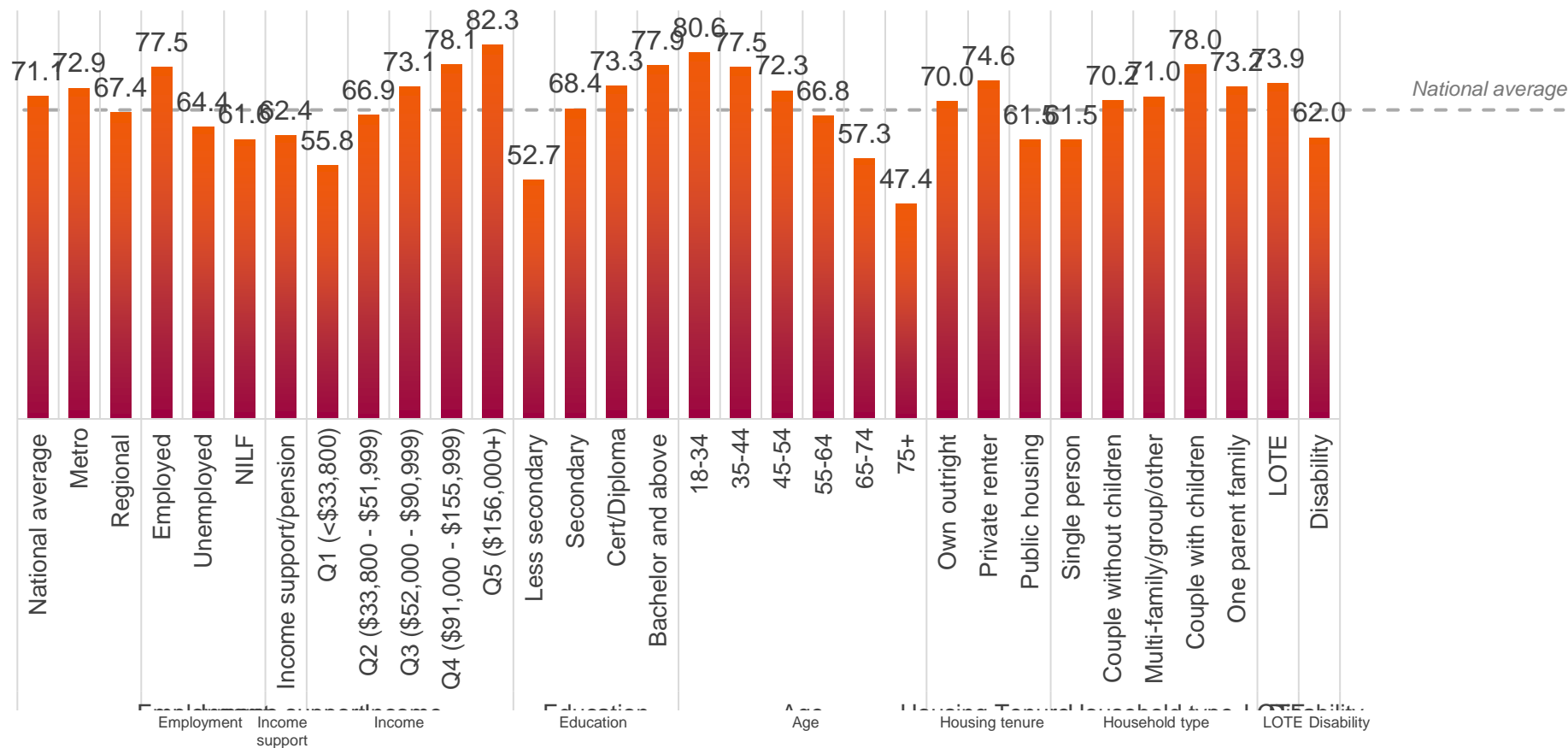


Australia: Digital inclusion by geography



*NT data not shown due to insufficient sample

Digital inclusion – social and economic distribution

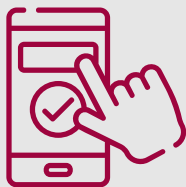


Key findings



11%

Highly excluded



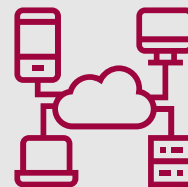
9.6%

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



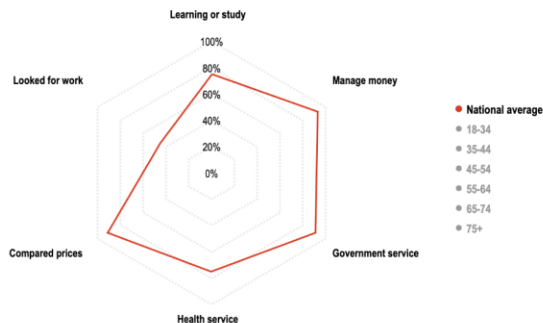
Insights

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.

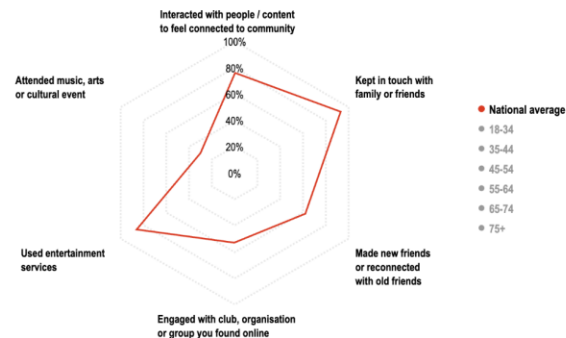
Nationally, in 2021, 93% of Australians use the internet to keep in touch with family or friends. This rises to 99% for 18–34-year-olds and falls to 87% at its lowest point for those over 75.

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

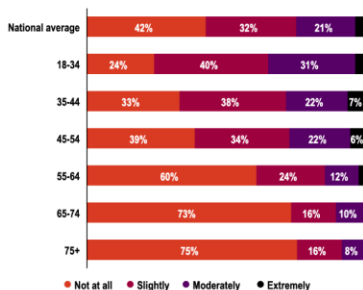
Online activities: economic and administrative



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

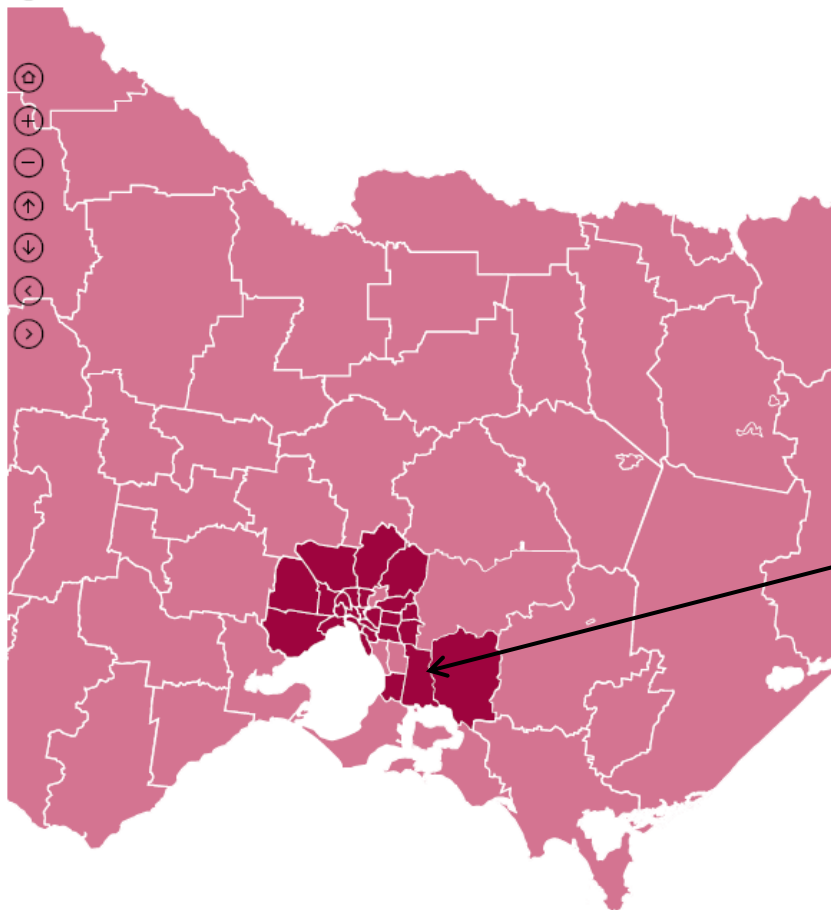


ADII score by location, VIC

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



ABC Centre of
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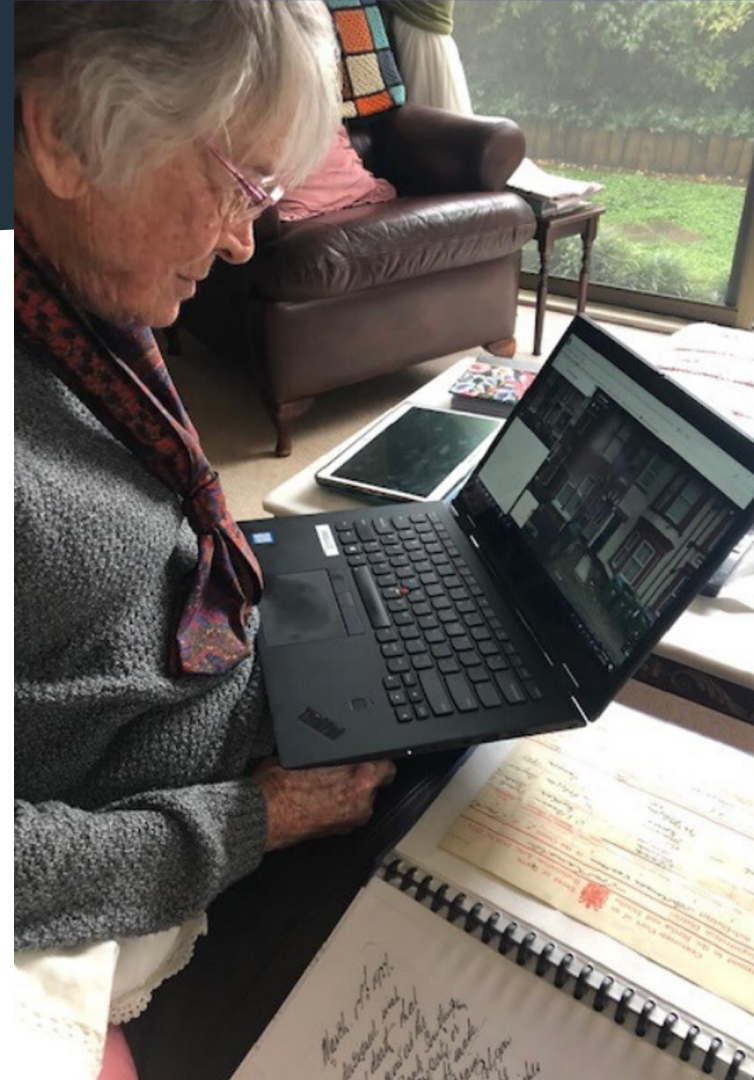
Question and Answer – 15 min

- If you would like to ask a question or share your ideas, please either raise your hand via Teams, type a question in the chat or email us at smartcity@casey.vic.gov.au
- When you talk, state your name, organisation and role.

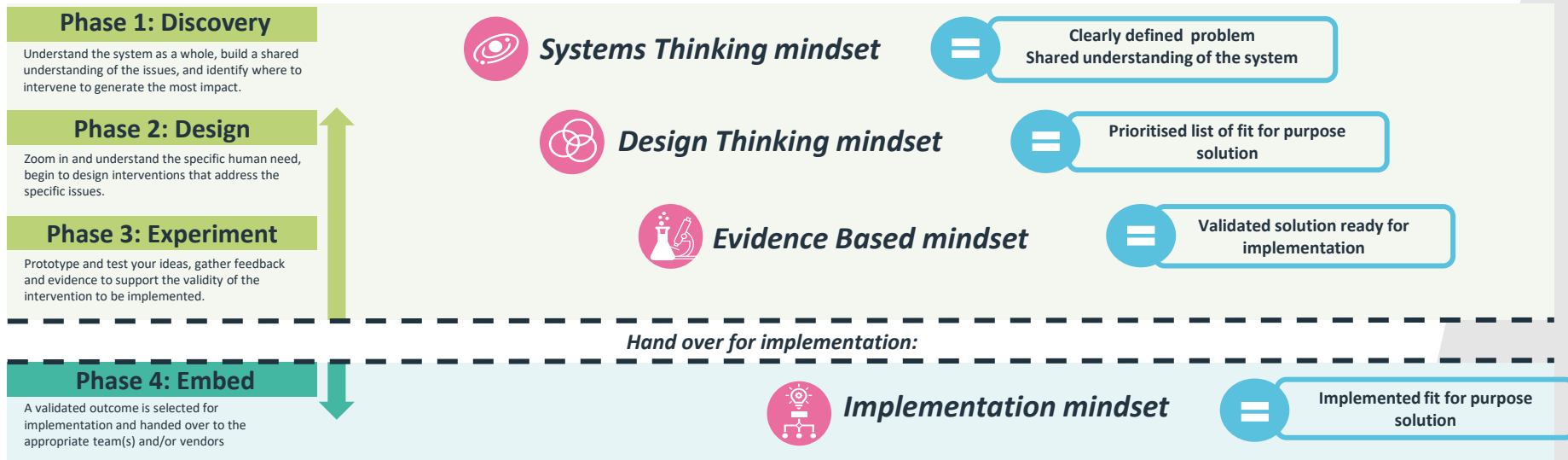
Complex challenges for us to solve

One size does not fit all:
Everyone's digital experiences are
different and require varying
interventions.

Digital landscape is evolving:
Expectations on digital
experiences is growing and
changing rapidly.



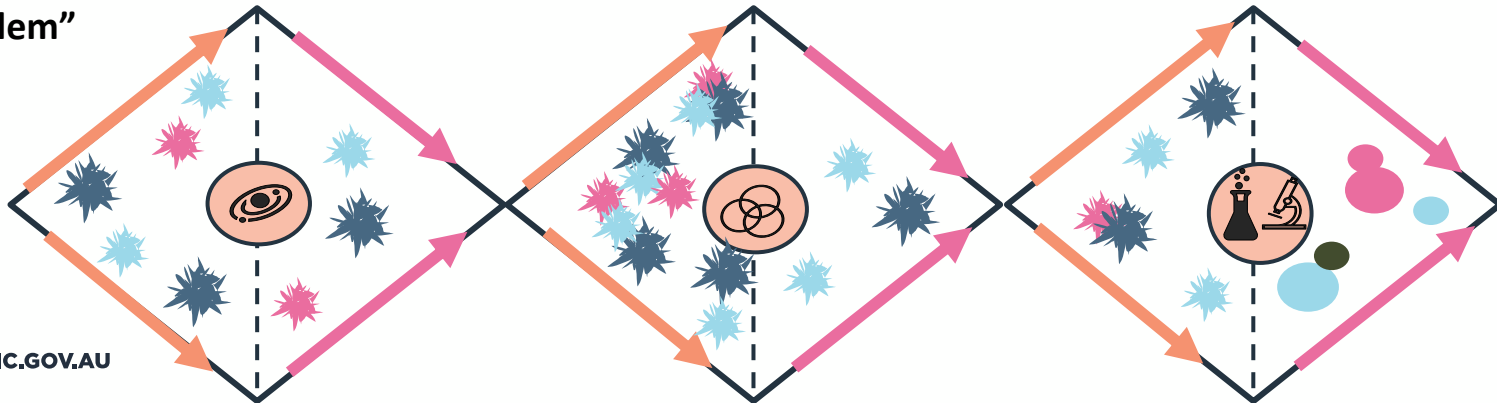
Casey's Innovation Process



Innovation tools to develop the framework

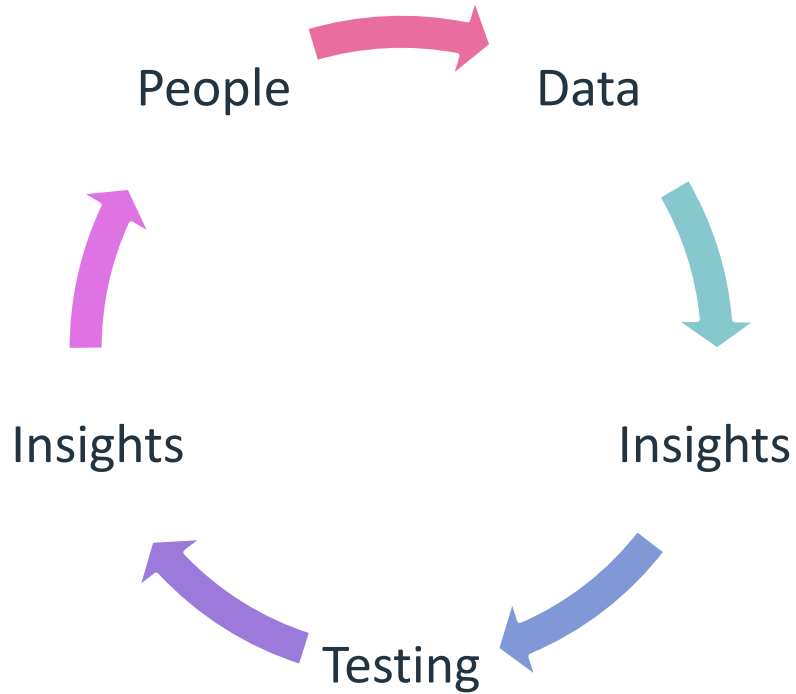
Discover	Design	Experiment
<ul style="list-style-type: none">• System map• Digital empowerment paper• Data and research analysis	<ul style="list-style-type: none">• Journey Maps and Personas• Ideation sessions• Co-design workshops• Focus groups	<ul style="list-style-type: none">• User testing• Observations• Community review

“the problem”



“the solution”

Innovation in Practice



...And then we spoke to people!

Discover: Systems Mapping and Digital Empowerment Paper



- Digital empowerment and equity are linked.
- Look at the system of policies, people, and platforms that impact community health and wellbeing as a result of increased digital equity.
- Mapped the key actors, their relationships and positive and/or negative relationships associated.
- Key finding was that increased digital equity didn't automatically mean empowerment.

EMERGING POLICY MATTERS

The Digital Empowerment Paper raises a range of policy discussions that will be of critical importance to address across all levels of Government. Key policy issues to address include those in Table 1.

Table 1: Policy issues for Casey

Digital democracy	How do we continue to strengthen our local democratic processes and institutions to make better use of digital technology and enhance public participation in governance?
Co-design	What are the best methods of working with the community to imagine, design, test and improve local digital services?
Digital literacy	How should we measure local digital skills and literacy and address identified gaps?
Access	What are the local barriers to accessing digital tech, and how do we overcome them?
Partnership	Can we work effectively with other governments and the technology sector to promote digital empowerment outcomes?
Security and misinformation	What role can government play to create safe online experiences and repair digital misinformation?
Health	How do we best safeguard the community from the potential negative health impacts?

4 CITY OF CASEY | DIGITAL EMPOWERMENT PROGRESS PAPERS



‘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.



Discover: Anchor Points

Definition

Create an overarching definition that is easy to communicate

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

Data

Ensure data is accessible and can communicate the challenges.

Collate ABS, ADII, Lived Experience Data

Demographics

Describe who are we solving for and what are their needs

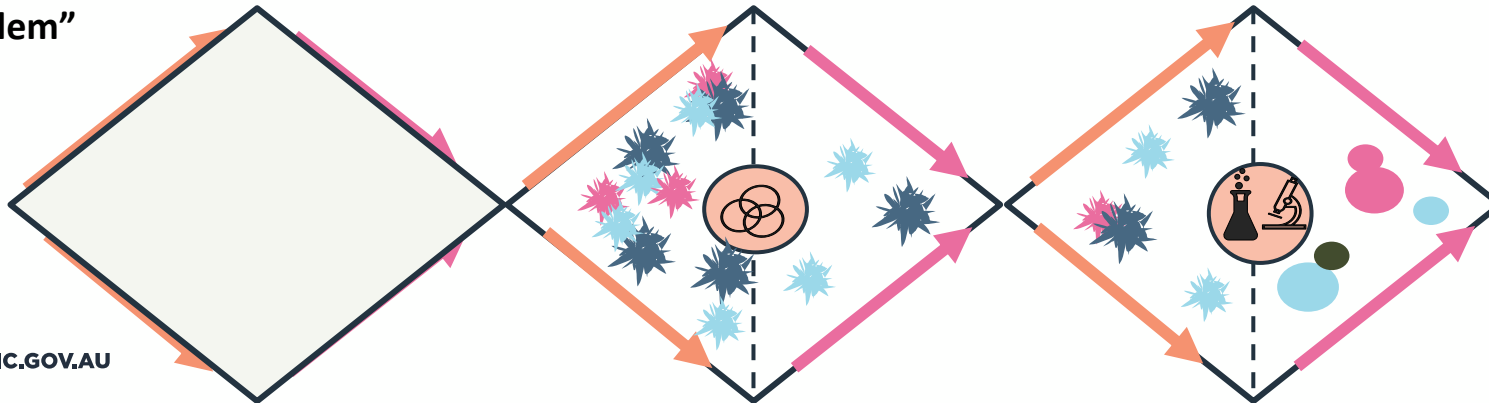
Understand the stories and experiences that impact digital exclusion

Innovation tools to develop the framework

Design	Experiment
<ul style="list-style-type: none">• Journey Maps and Personas• Ideation sessions• Co-design workshops• Focus groups	<ul style="list-style-type: none">• User testing• Observations• Community review

“the problem”

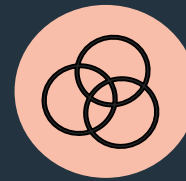
CASEY.VIC.GOV.AU



“the solution”



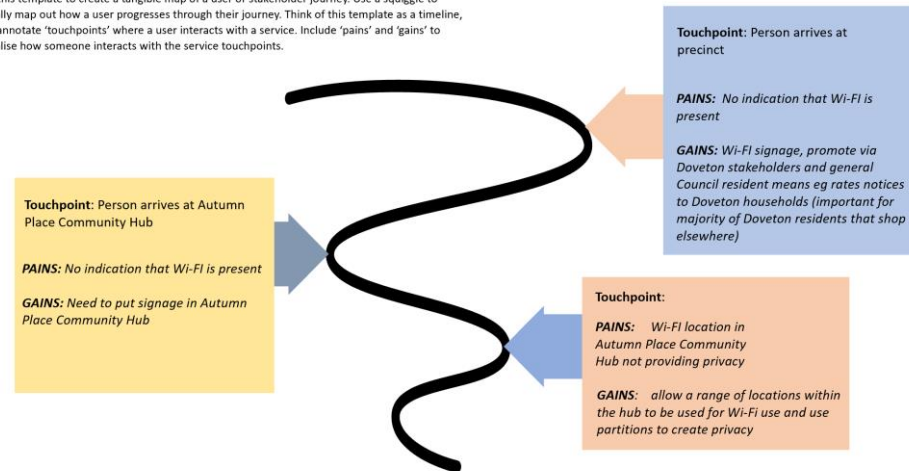
Design: Journey Maps



- Completed journey maps from focus groups and insights from local community members as well as with Community Service Organisations.
- Understanding the touchpoints of how key community members interact with digital channels and what the pains and gains were.

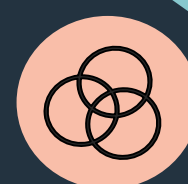
Journey map

Use this template to create a tangible map of a user or stakeholder journey. Use a squiggle to visually map out how a user progresses through their journey. Think of this template as a timeline, and annotate 'touchpoints' where a user interacts with a service. Include 'pains' and 'gains' to visualise how someone interacts with the service touchpoints.

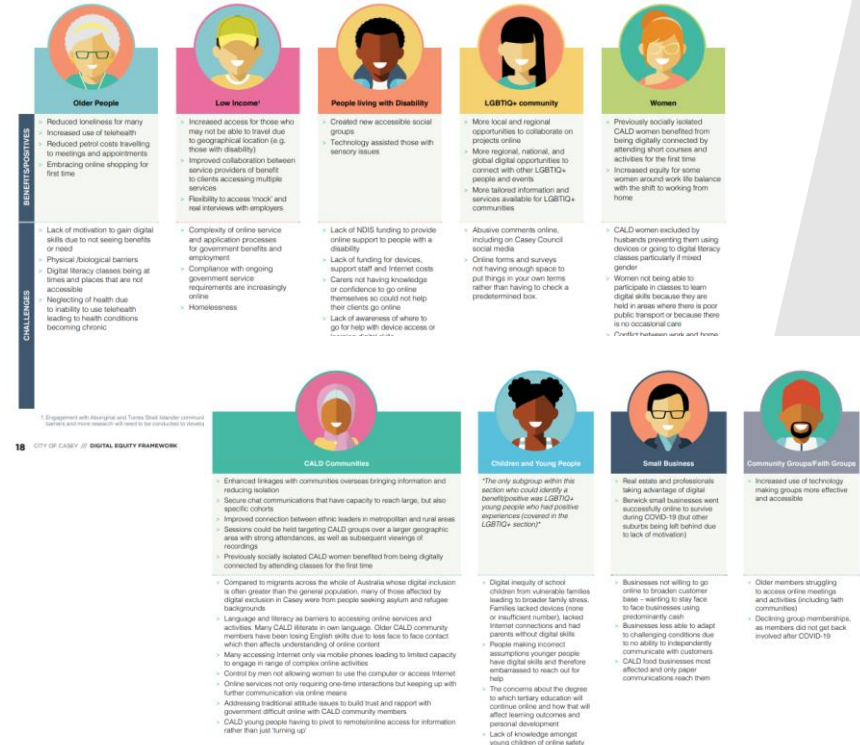


Design: Journey Maps

- These journey maps informed the personas.
- It helped us to see the similarities and differences of how people experience digital channels in Casey.
- Personas can be a challenge. Need to acknowledge that it is not necessarily representative and that everyone's experiences can vary.



SUMMARY OF ONLINE BENEFITS AND CHALLENGES FOR DIFFERENT GROUPS



Innovation tools to develop the framework

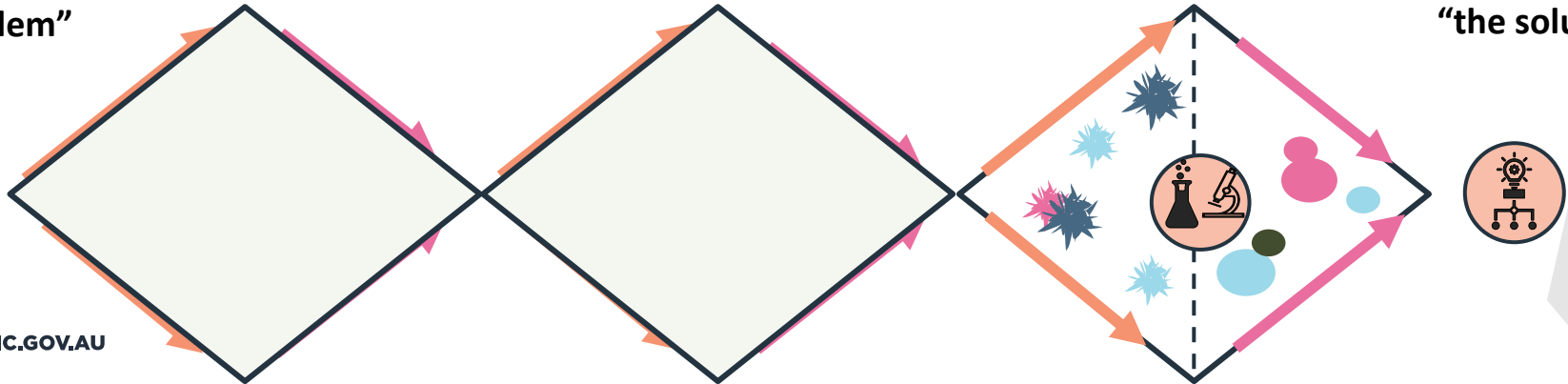
Experiment

- User testing
- Observations
- Community review

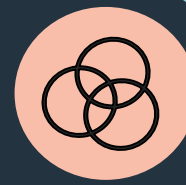
“the problem”

“the solution”

CASEY.VIC.GOV.AU



Experiment: User Testing



- Met with community members in the local environment.
- Observed them using the internet.
- Invited them to answer some questions.
- Findings were that privacy and a sense of security in physical spaces was important.



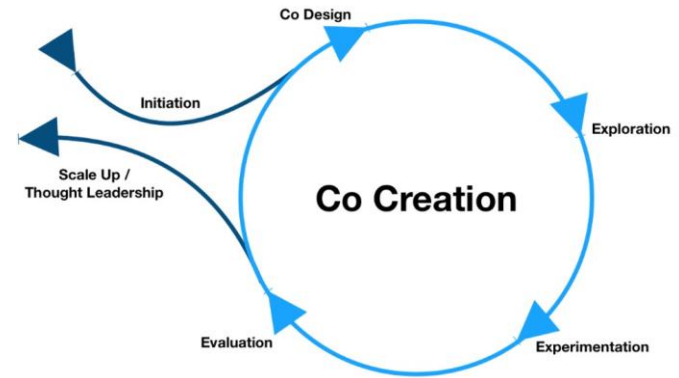
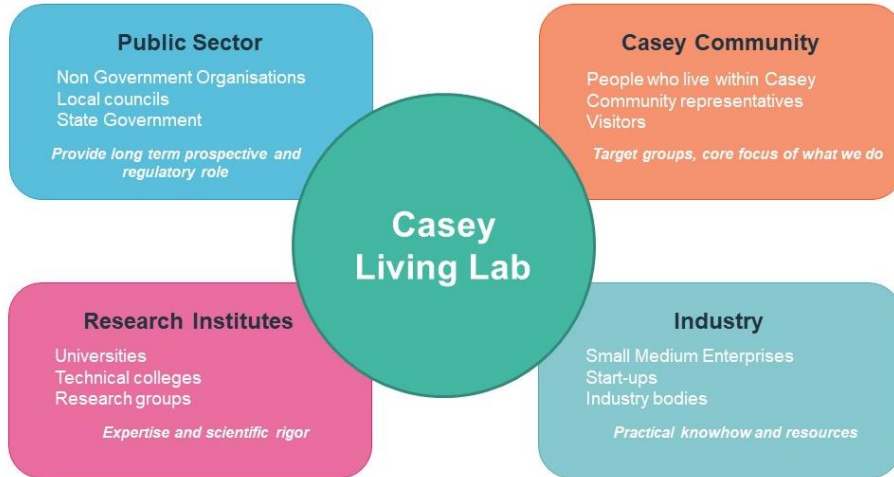
Why these tools and this approach?

- They helped us to put the community at the centre of a digital/technology issue.
- It ensured that the community's voice was not just at a point in time, but rather throughout the development.
- It provided structure and process to the innovation program which allowed employees to pick up design thinking and innovation tools quickly.
- We constantly reflected on the use of tools and how they could be used through the Innovation program.

Tips and Tricks

- Check out the ADII and use data to frame the problem to solve
- Take a test and learn approach. Put yourselves out there and use design thinking tools to facilitate the work.
- You don't need to have all the answers. When partners, community and employees come together, great things happen!
- You don't need to be a design thinking purist to be an innovator! Map the approach, find some tools and always check to make sure the community is at the centre of the process.

Embed: Digital Equity Living Lab



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