Digital Inclusion in Libraries: Experience from Australia, UK and Kenya

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@JessMBWilson
We're a social change charity aiming to help people improve their lives through digital, working in communities both nationally and internationally to deliver deep impact at scale.

Our vision is a world where everyone benefits from digital.

Our goal is to support at least 3 million socially excluded people to improve their lives through digital.
People who benefit from digital are:

Digitally Able. Active. Equal.

Happier.

Healthier.

Better off.
We deliver at scale

Since 2010 we have helped over 2.6 million people use digital to have better lives

Our goal is to help 3 million people by 2020
Globally, 3.8 billion people have never used the internet.

People don’t use the internet are generally people who are poorer, less educated, lack resilience in their lives, and live in communities with other people like them.
11.3 million lack essential digital skills

8% of the population are offline - of which:

- 45% have annual household income < £11.5k
- 78% left education at 16 or under
2.5 million Australians are currently not online.

This is as a result of:

Access – the availability of the internet and connected devices
Affordability – the financial means to get online
Ability – confidence to use the internet safely

https://digitalinclusionindex.org.au/
Scale of the problem in Kenya

48 million people in Kenya
80% of the population are under 35
78.73% adult literacy rate
Lack of technical infrastructure to support digital roll out
Understanding the motivations of non-users of the internet

Four main motivational groups:

1. It’s not for me
   - 3.88M of the adult population are non-users fitting this profile
   - 3 out of 5 non-users fit this profile

2. I lack support
   - 1.62M of the adult population are non-users fitting this profile
   - 1 in 4 non-users fit this profile

3. It’s too complicated
   - 1.41M of the adult population are non-users fitting this profile
   - 1 in 5 of non-users fit this profile

4. It’s too expensive
   - 943K of the adult population are non-users fitting this profile
   - 1 in 7 of non-users fit this profile
Our digital social inclusion model

Digital Inclusion: Able, Active, Equal

Engagement:
Building trust
Understanding the ‘whole person’

Support:
Flexible
Personalised
Open-ended

Better lives:
Happier
Healthier
Better off
We work with organisations and people in the heart of communities.

We capacity build organisations to embed digital to improve their social impact.
Our global reach: community networks

UK: 5,190 network partners
Australia: 2,107 network partners
Kenya: 61 library network partners
Digital Skills in UK Libraries

Funder: Local Government Authorities

Cost: Free to use

Scale: 4,145 libraries in the UK

People: 282,333,000 visits to public libraries in the UK each year

Essential Digital Skills: 2,770 libraries are part of the Online Centres Network delivering Essential Digital Skills using high quality online learning platform and face-to-face support

Impact: Confidence, skills, jobs, further learning, reduced isolation
Rotherham is our home, where we come together as a community, where we seek to draw on our proud history to build a future we can all share.
Our @DewsburyRoadHub @TechmumsHQ #techmumsClub had a visit from @BBCLeeds this morning. Our amazing Mums and librarians spoke about empowerment and confidence building through tech.

Watch out for a link to the feature next week.

#100DigitalLeeds
@rachalate @shoegal192
**Current context and delivery challenges**

**Resourcing:** Librarians resource delivery of digital skills dependent on resources available.

Some use of volunteers to support delivery

Funding comes mostly through the Local Authority

**Learning Platforms:** Learn My Way

**People:** Older population using libraries

**Delivery:** Weekly sessions, different themes, one-to-one support, access to computers

**Challenges:** Cuts and restructures affecting service delivery.

**Community libraries:** formerly funded libraries now run by volunteers

**Competing priorities:** Digital skills support is just one part of what librarians and libraries offer.

**Trusted Source of support:** Digital First government means a lot of referrals from other services to libraries for digital help
Digital Life, Kenya
**Digital Life, Kenya**

**Partner:** Kenyan National Library Service

**Scale:** 1000+ people in one year, at 61 libraries across Kenya

**People:** Kenyans with few or no digital skills

**Model:** Using online learning resources in local libraries to develop Essential Digital Skills

**Impact:** Better skills, broader digital view, preparing for work, jobs
Kenyan National Library Service

**Resourcing:** National government funds wifi access

Funding for delivery of library activities comes mostly from international charities

**Learning Platforms:** Learn My Way

**People:** 95% of library customers are under 25

**Cost:** People have to pay to use libraries

**Delivery:** No structured basic digital skills support - librarians doing online transactions for people
Current Context and Challenges

**Basic Literacy:** Education is a divider in Kenya and basic literacy is a barrier to engaging with libraries.

**Time:** People are busy earning money.

**Stable Internet:** is a problem for all local libraries despite government investment.

**Competing Priorities:** Supporting digital skills adds to librarians workload.

**Impact:** Better skills, broader digital view, preparing for work, jobs.
Older Australians are one of the most digitally excluded groups in the country

- The Australian Digital Inclusion Index reveals that digital inclusion reduces with age.

- The largest gaps between people 65+ group and younger people is in the Access and Digital Ability.
Other programs supporting older Australians

TECH SAVVY SENIORS
A partnership between the NSW Government and Telstra

BROADBAND FOR SENIORS
STAYING CONNECTED

Australian Seniors Computer Clubs Association

Be Connected
Every Australian online.

Good Things Foundation
The Be Connected program is an Australian Government initiative aimed at increasing the confidence, skills and online safety of older Australians in using digital technology.

Creating personalised support for 300,000 older Australians by 2020

Delivered in partnership with the Department of Social Services, Office of the eSafety Commissioner, and Good Things Foundation.
Be Connected Australia

Funder: Australian Federal Government

Scale: 100,000+ people supported in year one, recruited over 2100 network partners

People: Older Australians with low digital literacy

Model: Digital inclusion through a new national network of community partners, online resources, small grants

Impact: Less isolated, healthier, improved confidence

Resource: beconnected.esafety.gov.au
Learn a new skill from home, or at a nearby community centre.

Join thousands of Australians who are taking our free courses on everything from how to access the Internet, to using your device and keeping in touch with others online.

Start learning ➔
Over 2,100 Network Partners across the country

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<th>State</th>
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<td>Australian Capital Territory</td>
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<tr>
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<tr>
<td>Northern Territory</td>
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<td>24.07%</td>
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<tr>
<td>Western Australia</td>
<td>10.17%</td>
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The Network’s diversity is its strength
Be Connected Grants Program

**Activation grant**
- $2,000 grant to register 30 older Australians over 10 months

**Building Digital Skills grant**
- Organisations eligible to apply once 24 learners are registered
- Up to $15,000 available to register 300 learners over 12 months

**Capacity Building grant**
- Innovative community organisations with strong existing networks
- Recruit organisations into the Be Connected network
- Up to $50,000 available to register 500 learners over 12 months

**Get Online Week Event grant**
- Be Connected Network Partners are eligible to apply for a special Get Online Week grant of $1,500 to support their event
Capacity Builders supporting the Be Connected Network
Feedback from the Network

"Feedback from the community has been overwhelmingly positive. Our classes have enabled digital skills access to a generation who have so far managed their lives very successfully without technology and who would not travel to another venue to receive support."
- Janice, Digital Mentor at Derrinallum Library

Digital platform works well and is easy to work, the Be Connected guide for getting online proved to be a valuable tool in the learning process of the older people.

- Glen Innes & District Community Centre Inc
Campbelltown Library, SA
Get Online Week

Over 500 organisations participated in Get Online Week across Australia, promoting our theme of #try1thing to their communities

14-21 October 2019

www.getonlineweek.com/aus
Current context and delivery challenges

Resourcing: Librarians resource delivery of digital skills dependent on resources available. Some use of volunteers to support delivery - but dependent

Funding comes mostly through Local Councils

Learning Platforms: Multiple - Be Connected, Tech Savvy, Digital Springboard - no one framework to follow

People: Broad population, but significant number of older people

Competing priorities: Digital skills support is just one part of what librarians and libraries offer.

Trusted Source of support: Increased need for digital for all aspects of life sees increased referrals to libraries as a trusted source with internet access

Any others?
I worked in the fire service for over 40 years and computers and the internet were never part of my job. I didn’t grow up with any of the technology that’s around now and it just didn’t make sense to me! I was really interested but didn’t have a clue where to start.”
“The Kenyan community is coming to appreciate and understand computers... My granddaughter is interested in computers but doesn’t learn at school. Her parents have never used computers. It’s a question of earning a living versus time to spend learning. Learn My Way is good because it’s free.”

- Hezron, 65
So what makes digital inclusion work well in libraries?
What makes it work?

**Connection:** Having reliable and affordable internet connection

**People:** Passionate, interested and supportive librarians and volunteers

**Support:** from the broader library service and council

**Resourcing:** quality learning platforms, funding for equipment, staff, volunteers

*Digital Skills Support is built into and resourced as part of the role:* not just an add-on or something you make work.
THANK YOU

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