

ADIA ASK

A national digital inclusion strategy to close the digital divide

WHY IT IS IMPORTANT

NEARLY 2M AUSTRALIANS NOT ONLINE

AUSTRALIA ARE GLOBAL LAGGARDS IN INCLUSIVE INTERNET

\$57BN INVESTMENT IN NBN IS BEING UNDERUTILISED

THE COST

Digital exclusion correlates closely with lower employment participation, education outcomes and social inclusion – a social and financial cost Australia cannot afford

THE STRATEGY SHOULD INCLUDE

1

APPOINTMENT OF LEAD AGENCY WITHIN GOVERNMENT

2

CO-DESIGNED WITH SECTOR & INDUSTRY

3

ADDRESS INTERNET AFFORDABILITY, DIGITAL ABILITY & INCLUSIVE ACCESS

4

STRATEGIC INVESTMENT ROADMAP TO BRING AUSTRALIA UP TO GLOBAL STANDARD

5

GIVE SPECIFIC ATTENTION TO UNDERSERVED GROUPS & GEOGRAPHIES

**AMBITION**

**Everyone can thrive in the digital world**

**CURRENT SITUATION**

Australia are global laggards for inclusive internet, ranking 25th behind Bulgaria, Hungary and Russia – with nearly 2 million people in Australian not online

**AFFORDABILITY**

3 in 10 low-income households cannot afford access and a further x in 10 endure unmanageable financial strain to remain connected \*\*

**DIGITAL ABILITY**

Nearly 5 million people in Australia are not engaged in important online activities, e.g. managing information, communicating, transactions etc\*\*\*

**INCLUSIVE ACCESS**

Majority of government & essential service websites don't follow accessibility principles

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**PRIORITY SEGMENTS**



\* As measured by the Inclusive Internet Index

\*\* ABS

\*\*\* Roy Morgan

	AFFORDABILITY	DIGITAL ABILITY	INCLUSIVE ACCESS
OBJECTIVE	Remove cost as a prohibitive barrier to internet access	Ensure all internet users satisfy a Basic Skills Framework	Allow everyone to use the internet including those living with a disability, from culturally or linguistically diverse backgrounds, or with other needs
2022 TARGETS	<p>90% of low-income households with an internet connection (from estimated 71%)*</p> <p>Less than 5% of households experiencing affordability stress for connectivity products (from x%)</p>	More than 90% of internet users engaging 3 or more of the core 5 online activities (from 71%)	<p>All federal, state, local government websites are compliant with accessibility standards.</p> <p>80% of essential services websites are compliant with accessibility standards.</p>
STRATEGY PROPOSALS (in development)	1. NATIONAL AWARENESS CAMPAIGN ON NEED FOR DIGITAL INCLUSION		
	2. CONSULTATION PROCESS WITH PRIORITY SEGMENT LEAD ORGANISATIONS		
	<p>3. Low income communications subsidy</p> <p>4. Develop a suite of measures aimed at achieving affordability for priority groups</p> <p>5. Mandate low income nbn wholesale product</p>	<p>6. Develop a nationally accepted digital competency framework</p> <p>7. Increased funding for libraries for front-line digital training</p> <p>8. Build on the success digital upskill programs such as Go Digi, Be Connected, Tech Savvy Seniors and Digital Springboard to address other targeted needs groups</p>	<p>9. Australian Government will lead by example by ensuring ndis, aged care and myGov sites are fully compliant for accessibility by 2020</p> <p>10. Ensure Digital Skills and inclusion eligible within NDIS and aged care settlement support packages</p> <p>11. COAG agreement on ALL government sites compliant by 2025</p>

\* fixed connection or alternative connection with >100Gb data allowance ABS data

\*\* Roy Morgan