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# Making Links 2005 'Community ICT Transformation: Next Steps' Andrew Russack & Emma Mayhew Sydney 14 November 2005



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# Overview of Presentation

- DCITA's recent research and the consultation process in relation to the use of ICT in the nonprofit sector.
- Current and proposed projects the Community Connectivity section is working on, including:
  - a National ICT Leadership Model,
  - an ICT E-Guide for Nonprofits, and
  - e-Newsletter.
- The recently announced government assistance program *Connect Australia*.



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- The percentage of home internet users using broadband technology grew from 5% in June 2001 to 57% in July 2005.
- 74% of total businesses in Australian had Internet access in 2003-04;
- The percentage of online Small and Medium Enterprises (SMEs) with a broadband connection increased from 45% in 2004 to 63% in 2005.



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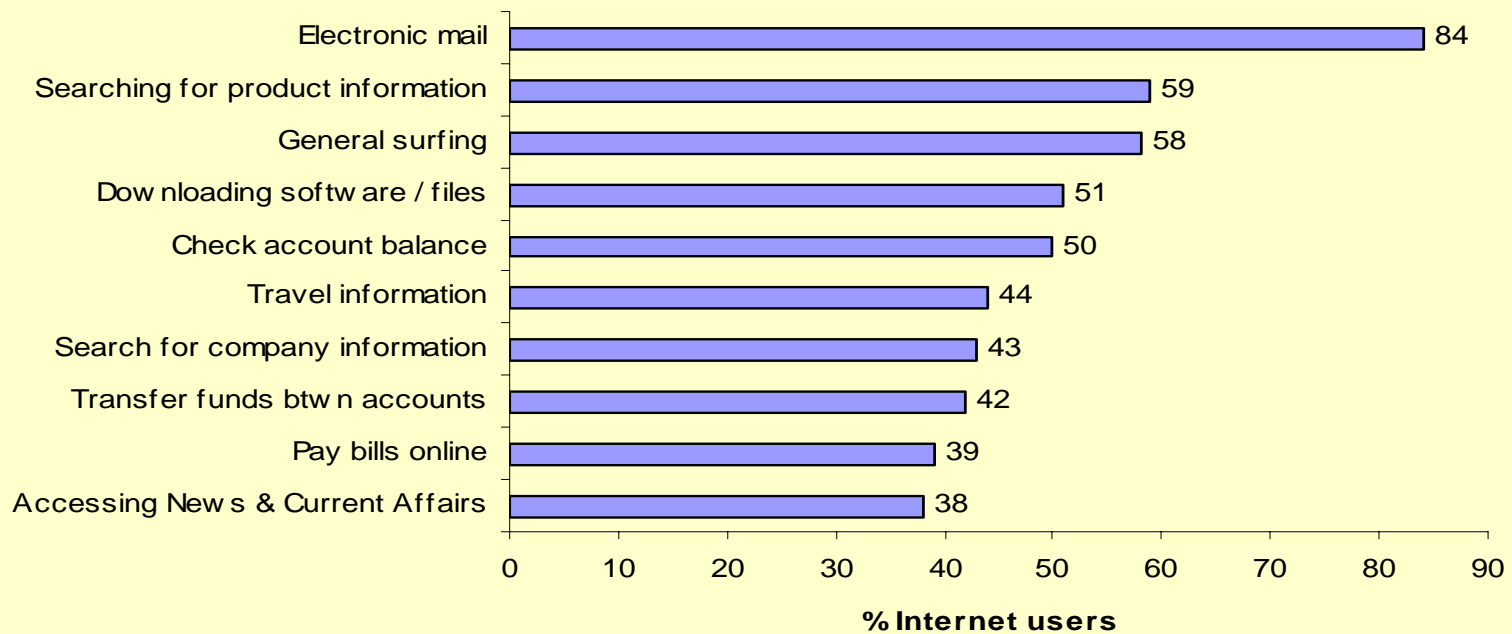
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# Internet Snapshot of Australia

### Top 10 online activities by individuals at any site April 2005

(Nielsen//NetRatings. Copyrighted. All rights reserved)





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# Achieving Value from ICT: Key Management Strategies

ICT and organisational performance:

- Informational
- Strategic
- Transactional
- Transformational

[http://www.dcita.gov.au/\\_data/assets/pdf\\_file/25466/Achieving\\_value.pdf](http://www.dcita.gov.au/_data/assets/pdf_file/25466/Achieving_value.pdf)



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- Being ICT aware
- Being open to organisational transformation
- Being persistent in realising ICT benefits

[http://www.dcita.gov.au/\\_data/assets/pdf\\_file/25466/Achieving\\_value.pdf](http://www.dcita.gov.au/_data/assets/pdf_file/25466/Achieving_value.pdf)



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# Discussion Papers and Case Studies

- **ICT Transforming the Nonprofit Sector**
- **The Role of ICT in Building Communities and Social Capital**
- **Case Studies: Community ICT Transformation**

Copies can be downloaded from our website:

[http://www.dcita.gov.au/ie/community\\_connectivity](http://www.dcita.gov.au/ie/community_connectivity)



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# Drivers to ICT Uptake

- Need to reach regional, rural and remote clients.
- Improving internal efficiency.
- Enhancing delivery of services and support.
- Engagement of staff with ICT literacy skills.
- Peer influence (from other similar organisations).
- Government reporting requirements.
- Budgetary demands, essentially delivering more with less.

Copies of the 'Next Steps' report are available from our website:

[http://www.dcita.gov.au/ie/community\\_connectivity](http://www.dcita.gov.au/ie/community_connectivity)



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# Barriers to ICT Adoption and Effective Use

- Access to ICT infrastructure, hardware and appropriate software.
- Skills (including basic ICT skill proficiency).
- Technical advice and support.
- Cost/Funding.



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# Access to ICT

Lack of access was described to include a lack of:

- access to broadband networks;
- innovative software solutions tailored to meet the needs of the sector;
- more basic ICT equipment (such as PCs and laptops)



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# Access to ICT - Recommendations

- Make further use of existing ICT resources and infrastructure in communities.
- Improve promotion, resources and support.



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# Skills - Recommendations

- Training needs to cater for not only the development of *basic* ICT skills, but also other important elements like strategic planning and change management.
- Development of skills through the development of *partnership* arrangements or strategic alliances - between and among governments, businesses and the nonprofit sector.
- *Clustering*, or co-location of similar organisations may *also* be beneficial, *particularly* for smaller nonprofit organizations - providing a coordinated environment within which to operate.



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# Technical Advice and Support - Recommendations

- Establish independent ICT technical advisory & support service.
- Individuals from business and government and early/leading adopters of ICT in the nonprofit sector could play mentoring and support roles to staff in smaller agencies.
- Provide access to training and expertise, help desk expertise which is affordable and responsive to the needs and levels of understanding of the sector.



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# Cost/Funding - Recommendations

- Better recognition of the full costs of ICT for nonprofits in government funding agreements, including infrastructure costs and cost of ICT staffing.
- Tax breaks for nonprofits on acquisition of ICT infrastructure.



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# Strategic Awareness - Recommendations

- Hosting of ICT information/awareness workshops aimed at Boards and Senior Executive staff members of nonprofit organisations.
- Enhanced case studies about 'good practice' in ICT uptake.
- Research whether (and how) ICT impacts differently on small, medium and large nonprofit organisations.
- Fostering debate across the sector so that ICT strategies are considered within a wider context of organisational and regulatory reforms for the sector.
- Ongoing education and awareness strategies for users and nonprofits on online threats and how to manage them.



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# Leadership and Collaboration - Recommendations

- Establishment of a coordinating or leadership body.
- Establish a web-based Community Sector site.
- Creation of regional community-owned ICT providers/aggregators.
- Improved links by nonprofits with business groups.
- Develop better linkages by Government with leading International organisations involved in nonprofit sector ICT capacity building.



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# Next Steps: Current and Future Projects

- National Nonprofit ICT Coalition
- eStrategy Guide for Nonprofit Organisation
- ICT Community e-Newsletter



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# National Nonprofit ICT Coalition

- Provide strategic oversight, coordination and leadership at a National and State/Territory levels on effective ICT use and ICT capacity building for the Australian nonprofit sector.
- Raise awareness and understanding of the strategic benefits of ICT for nonprofit organisations and the sector as a whole.



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# Internet Guide for Nonprofit Organisations

### Aim:

Improve the take-up of ICTs by the nonprofit sector in getting online and maximising their existing or planned computer related investments for improved efficiency.



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### Chapter Structure:

- Getting more from the internet
- Getting connected
- Making email work for you
- Making more creative use of the web
- Being safe and secure online
- Phone business: using the internet for better communications
- Your website: options, building, ongoing issues
- Using the internet for advocacy
- Training and support
- Internet information and resources.



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### Example:

#### Email shorthand

Email technologies have created online communities with their own jargon, abbreviations and acronyms. Here are some of the most common:

- BTW: By The Way
- FWIW: For what it's worth
- FYI: For Your Information
- IMHO: In My Humble/Honest Opinion
- HTH: Hope That Helps
- LOL: Laughing Out Loud
- RSN: Real Soon Now
- OTOH/OTO: On The One Hand/On The Other Hand
- NRN: No Response Needed



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# e-Newsletter

Objectives for the newsletter are to:

- disseminate relevant and time critical information;
- provide a summary of current activities of interest;
- raise awareness of issues specific to ICT;
- enable information sharing by seeking contributions;
- alerting individuals and organisations to recent and proposed information sources and forums; and
- encourage the use of ICT with a particular focus on:
  - enhancing operation efficiency and capability
  - delivering services and support, and
  - building communities, networks and connections



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# e-Newsletter (cont.)

Content will include:

- summaries of recently released government and non-government reports;
- alerts to consultation requests;
- promotion of forthcoming events and conferences;
- announcements and information on funding opportunities
- profiles of ICT aware organisations; and
- technical information or hints on using ICT.



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# E-Security - Publications

- Internet Security Essentials for Small Business.
- Trusting the Internet
- Protecting Your Information Online.
- Phishing, Don't Take the Bait.
- Taking Care of Spyware

<http://www.dcita.gov.au/ie/e-security>

[http://www.dcita.gov.au/\\_data/assets/pdf\\_file/30866/Taking\\_Care\\_of\\_Spyware.pdf](http://www.dcita.gov.au/_data/assets/pdf_file/30866/Taking_Care_of_Spyware.pdf)



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# Connect Australia

- Rollout affordable broadband to people living in regional, rural and remote areas;
- Extend mobile phone coverage;
- Build new regional communications communities; and
- Set up vital telecommunications services for remote Indigenous communities.



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# Connect Australia

- Broadband Connect
- Clever Networks
- Mobile Connect
- Backing Indigenous Ability

[http://www.dcita.gov.au/tel/connect\\_australia](http://www.dcita.gov.au/tel/connect_australia)



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# Thank you

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