THE DIGITAL DIVIDE

The Challenge

Digital technology is central to almost every activity and it is practically impossible to successfully engage in work or study, access essential services such as healthcare or connect with family and friends without digital access. COVID-19 increased the pace of digitisation and therefore increased the Digital Divide in the process.

Good360 supports over 3,000 charities and disadvantaged schools across Australia and has deep connections with community and council networks as well as peak bodies. The feedback we received highlighted whilst food relief was plentiful, and Good360 was supplying non-food material aid, the greatest gap was the digital divide and access to devices and data.

The Good Things Foundation confirms the need in the Digital Nation Australia 2021 report, identifying the most at risk groups for Digital Exclusion include

- First Nations people
- Rural and remote Australians
- Low income households/ those with mobile only data connection
- Women
- New CALD migrants and refugees
- People with disabilities
- People over 65
- People outside of the labour force
- People with low levels of education

When Good360 surveyed our members 100% needed access to digital devices.

Executive Summary

Vulnerable and financially disadvantaged people across Australia need immediate access to data and devices including iPads, computers, and mobile phones.

COVID-19 has increased the Digital Divide, the gap between people who benefit from the digital age, and people who don't. Everyday Australians need access to the internet for information, communication, medical needs and staying connected for positive mental health and Good360 is working on a solution to this unmet need.

Digital access and therefore education, information and access to healthcare and mental health support is the difference between surviving and thriving, and together we have an opportunity to make an incredible difference.

The Need

47% of members have requested mobiles, 58% SIMs (data) only

53% of members have requested computers

70% of members have requested tablets

Our Goal

To provide 20,000 devices to Australians most at need, at no cost.

The Solution

Good360 Digital Divide Project - matching devices including laptops, tablets and phones (with data) to vulnerable and financially disadvantaged Australians affected by the economic and social impacts and addressing the digital divide.

Our project will match, coordinate and procure, purchase and distribute data and devices (laptops, tablets and mobiles) to our member disadvantaged schools and charities across Australia.

There are two types of reasons these devices are available for donation:

1. New & Near New - Donations of devices and returns from customers via our business partners
2. Refurbished – from businesses who donate employee computers when upgrading

Good360 are matchmakers. Using Australia's largest online marketplace matching surplus with need, we are best placed to create a national solution to an emerging problem.

We will access these donations and work with a computer partner to ensure they are fit for purpose, test & tag and provide a warranty for refurbished devices.

Currently there is no program AT SCALE to match these devices. We can match and divert many from e-waste/landfill, extending the usable life of devices and matching them to people who cannot afford to purchase new and therefore continue to be further disadvantaged and excluded.

Good360's Business Development Team is seeking donor and supplier partnerships across corporate and business sectors, with both retailers and manufacturers, to address this overwhelming and increasing need. The need gap will only increase whilst the most vulnerable of Australians are digitally excluded.