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Digital upskilling for not-for-profits



Why is it important?



2.5m people are not online in Australia



4m people are estimated to have low digital skills and interest



98% of our 2019 event holders thought Get Online Week was beneficial to their community

What are we doing?



700 community organisations are hosting digital skills events for Get Online Week



3,000+ community organisations in our digital inclusion network across the country



65% said their staff increased their digital skills

What's changed this year?



COVID-19 has changed how we work



55% of digital skills programs had an online element



3 out of 4 organisations offered more support to their community during lockdowns

York CRC's story

“Once we announced that we had received the devices, our phones were ringing off the hook for people to start borrowing them. It’s such a humbling experience to be able to visit a senior and drop them a device, knowing it will be the key to them sharing moments with loved ones that they were unable to do so for almost two months.”



Today's presenters



Jess Wilson
National Director,
Good Things Foundation
Australia



Vishy Narayanan
Chief Digital and
Information Officer,
PwC Australia



Luke Warwick
Digital Transformation
Program Lead, PwC
Australia



Laurence Duguay
Change Lead, PwC
Australia

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New

World

New

Skills

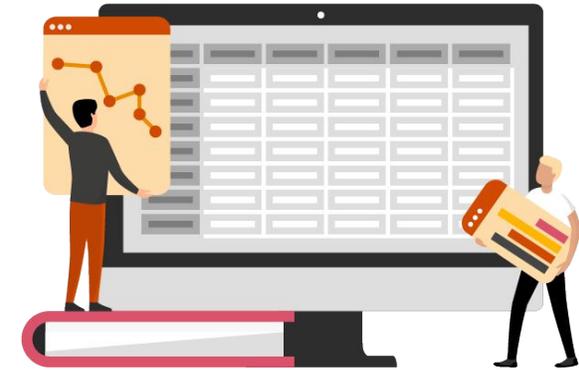
Our objectives for today



Provide insights on **fast-tracking digital transformation** and upskilling in the current COVID-19 context



Discuss how you can **build work-ready skills** within your organisations and provide you **resources** to get started



Showcase successes from NFPs who have used skills and tools to transform the way they work

“

Digital transformation brings us to rethink how an organisation can leverage technology, people and processes to adapt to new opportunities and challenges

Fast-tracking your digital transformation



A clear direction

Understand what is it you're trying to transform and be clear on what needs to change.



A roadmap

Define what the value is you're trying to unlock, prioritise it at the start and have checks and balances along the way.



A focus on your people

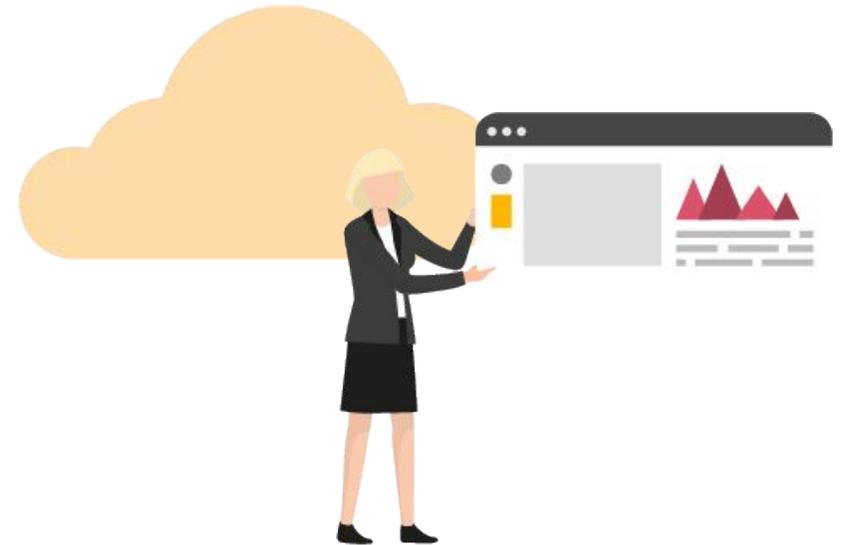
Embrace a digital-first mentality, having a tone from the top and leverage people who can support others in embedding the change and new skills.

Digital transformation and COVID-19

COVID-19 has accelerated the need and pressure on the NFP sector to **adapt** and deliver services in a more **innovative** and **connected** manner.

Digital transformation can:

- Increase connectivity with communities and partners
- Help teams work with flexibility and agility
- Help with planning so teams spend time on service delivery
- Provide more accessibility to services and resources
- Enable organisations to meet their purpose and goals more efficiently



Insights from our 2020 NFP CEO Survey

77%

of NFP CEOs state that the need for **digital upskilling of employees** has become a higher priority in the context of COVID-19.

65%

of NFP CEOs surveyed said they are either starting to, or making moderate progress, in defining the **skills needed to drive their future growth**.

78%

of NFPs say they have provided employees with **skills and training** in the last 12 months.

61%

say the greatest challenge NFP organisations face in their upskilling efforts is a **lack of resources to conduct the upskilling programs** needed.

1 in 3

large NFPs that have undertaken an upskilling program are seeing **greater organisational growth** as a result of the program.

Nearly half

of NFPs are making **no progress or not considering collaborating with Academia/Government** on the skills needed for the future.

Organisational outcomes from upskilling programs

Providing teams and volunteers with ready-to-work skills so all can spend **more time on value-added** activities and interventions.



Stronger organisational culture and **employee/volunteer engagement**



Greater innovation and accelerated digital transformation



Greater **organisational growth**

2

Work

Ready

Skills



Everything starts with these two questions:

- Who are you trying to upskill?
- What critical digital skills do they need?

Who are you upskilling?

Understanding needs will help you **maximise the impact** of your upskilling efforts.



Observer

- I am not sure how technology could improve my day-to-day everything seems to work fine now.
- I am sometimes scared that my role will be replaced by technology.
- I just don't know where to start!



Explorer

- I am curious of how others are using technology to improve the way they work.
- I enjoy trying new things.
- I tend to try and help others in using technology to do things differently.



Accelerator

- I am confident with my skills and always want to try to new things.
- I use technology to help solve some of our organisational problems.
- I lead myself and others when it comes to doing things differently.

Targeting the right digital skills

Finding a balance between **core foundational skills** and more **advanced** digital skills

Foundational digital skills

Having the knowledge on how to use information and communications technology

Cyber

Understanding and managing cyber risks to keep your “crown jewels” protected at all times.

Digital mindset

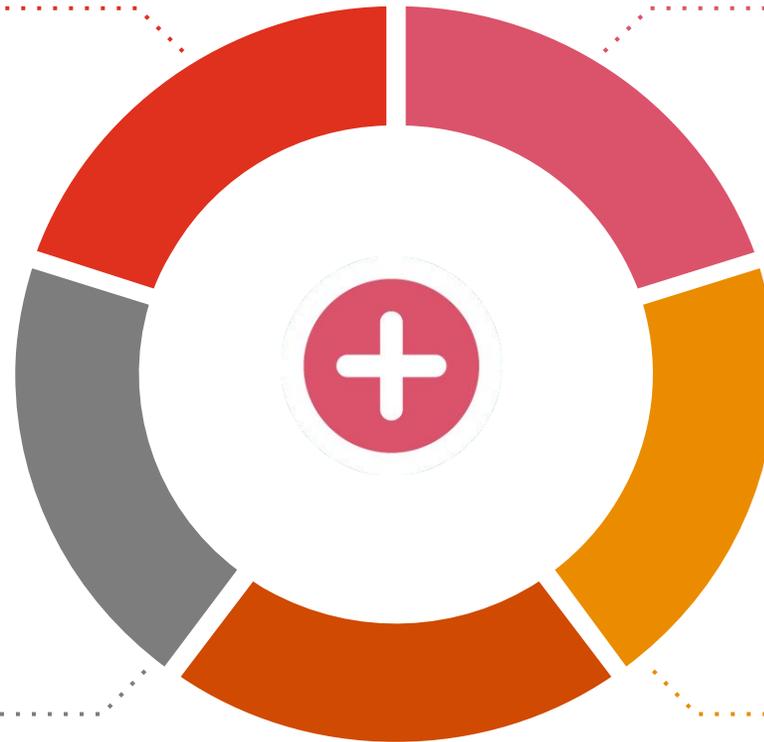
Having greater awareness of what’s possible and finding ways and/or resources to do things differently.

Data

Using data tools to solve problems more efficiently and provide greater insights to communities and partners.

Collaboration

Bridging the gaps created by remote working and setting the foundations required for people to work efficiently and dynamically together.



Tips to get started

1. Understand your needs and how to enable your strategic direction and operations
2. Focus on value and prioritise it
3. Know the resources available to you

pwc
Get started with your digital upskilling journey!

	Recreational You're happy to spend around 20 minutes a week	Athletic You're keen to as much as an hour or 2 a week	Olympian You're focussed on dedicating 2 or more hours a week
 Observer "I don't know where to get started."	<ul style="list-style-type: none">• Kick off your journey by creating a 'Be Connected' learning plan• Learn how to create video calls in Google, Microsoft / Skype, or Facebook Messenger	<ul style="list-style-type: none">• Listen to the digital pulse podcast series• Complete the 'Trello 101' learning pathway	<ul style="list-style-type: none">• Complete the 'Consume data with Power BI' learning pathway• Watch CGP Grey's 'Humans Need Not Apply' video essay
 Explorer "I am curious of how others are using technology to improve the way they work."	<ul style="list-style-type: none">• Improve your digital mindset by completing the Digital Fitness Assessment• Discover what data analysis is with the 'Discover data analysis' module• Read up on 'how does Analytic Process Automation (APA) work?'	<ul style="list-style-type: none">• Learn the basic of data by completing the 'Introduction to Power BI' module• Complete the 'Microsoft 365 productivity and teamwork capabilities' learning pathway• Listen to this podcast on 'How retailers can engage with tomorrow's customer'	<ul style="list-style-type: none">• Complete the 'getting Started with Google Sheets' free coursera course• Complete any of the free Udemy IT & Software courses
 Accelerator "I am confident with my skills and always want to try to new things."	<ul style="list-style-type: none">• Improve your digital mindset by completing the Digital Fitness Assessment• Check out this infographic on 'Six emerging tech trends changing our world'• Discover tools and resources for businesses to solve for challenges posed by COVID-19	<ul style="list-style-type: none">• Apply for the 'Alteryx for Good' program• Work your way through the 'cyber security' digital pulse articles• Watch Tom Scott's 'The Basics' series• Complete the 'Agile Scrum Crash Course'	<ul style="list-style-type: none">• Complete the 'Create and use analytics reports with Power BI' learning pathway

Links to useful resources will be shared after today's session

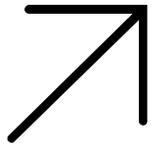
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Telling

Stories

Making it easier to save our Koalas

Opportunity



Manage donation process more efficiently both for Wires and for donators.

Impact



Manual tasks were automated using a data manipulation tool to ease the way we manage the influx in donation. More time spent on value-added initiatives!



Singing from one voice (virtually!)

Opportunity



Enabling a mostly elderly community to remain connected and maintain their activities remotely.

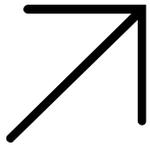
Impact



They are gratified from learning new digital skills and have confidence in overcoming technological challenges.



Supporting street vendors to adapt to new realities



Opportunity

Build a payment solution that is quick, easy and secure that is aligned with the challenges street vendors are facing.



Impact

The solution makes it easier for street vendors to run their business and for people to buy the magazine.



Closing thoughts

1. What are the most **critical needs** of your people and your organisation? Does the upskilling program address the needs of the volunteer workforce?
2. What will deliver **maximum impact** and **value** for your organisation against your budget constraints?
3. What opportunities are there to explore unlikely **partnerships** to accelerate digital upskilling for your organisation?

Share your story



Share your story on the impact of digital upskilling on social media using the hashtag [#GetOnlineWeek](#)

Information & resources



Good Things Foundation Australia resources

- [Reinventing Digital Literacy Support in a Crisis](#)
- [Digital Nation Australia 2020](#) infographic

Our digital upskilling resources for community organisations:

- www.getonlineweek.com
- www.beconnectednetwork.org.au

More information & resources



PwC Australia resources:

- [Digital Fitness app \(free\) - use code GOWPWC](#)
- [Not-for-profit CEO Survey](#)
- [PwC's Social Impact website](#)
- [PwC's New World. New Skills. Digital upskilling for the Future website](#)
- [PwC Project Spirit resources](#)

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Questions?

