



# Digital Literacy for Older Australians: National Network Manager

## Feedback for applicants

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### Overview

Digital Literacy for Older Australians (DLOA) is an Australian Government initiative which aims to improve the digital skills, confidence and online safety of older Australians in using digital technology.

Research shows that older Australians have lower levels of digital engagement than other Australians and are finding it increasingly hard to keep up. Older people with low internet skills are restricted in their ability to conduct business or access important services online, and can be isolated from their community and family at a time in their lives when feeling connected is increasingly important.

DLOA targets people aged 50 years and over who have not engaged with digital technology or who have limited engagement, particularly those aged 65 years and over who do not consider digital technology as being relevant to their lives and are not attracted by technological tools. Their preferred method of learning is for face-to-face, one-on-one, informal approaches that focus the areas of interest in their lives.

DLOA builds on the existing Australian Government Broadband for Seniors program, which ceases on 30 June 2017, by adopting a wider family and community centred approach to supporting, coaching and teaching older Australians. It will continue to draw on existing community infrastructure and expertise, but will also focus on the people trusted most by older Australians – their families, friends and carers. It will support a learning environment that is informal and personal, complementing the wide range of existing online and classroom training available to people who are already digitally engaged and skilled.

DLOA comprises a number of elements that will be delivered by a range of different government and non-government entities. These elements include:

1. Support for community organisations to deliver one-on-one, face-to-face digital training and support to older Australians. This includes the engagement of a National Network Manager (NNM) to support these organisations through the establishment of a Network.
2. A National digital portal to provide a one-stop-shop for information, tools and training materials.



3. National digital and online safety training materials, tools and resources for use by families, friends, peers, carers and community organisations.
4. Communications and marketing activities to raise awareness of the DLOA and promote the portal and helpline.

This funding round relates to element 1 only – the engagement of a NNM. However, the NNM and participating community organisations will have access to the products and resources delivered under these other elements to assist them in fulfilling the NNM role.

## Selection Process

The Community Grants Hub administered an open selection round to select one provider to deliver the DLOA: NNM services.

The Community Grants Hub received 15 applications for funding, each of which was required to address the following five selection criteria:

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|-------------|---|
| Criterion 1 | Demonstrate your understanding of the need for the funded Activity to the specified target group.   |
| Criterion 2 | Describe how the implementation of your proposal will achieve the Activity objectives for all stakeholders, including value for money within the Grant funding.                                   |
| Criterion 3 | Demonstrate your experience in effectively developing, delivering, managing and monitoring Activities to achieve Activity objectives for all stakeholders.  |
| Criterion 4 | Demonstrate your organisation's capacity and your staff capabilities (experience and qualifications) to deliver the Activity objectives in the specified community and/or specified target group. |
| Criterion 5 | Demonstrate how your organisation will use innovative cross-sector partnership models including those that leverage other sources of community funding and/or promote longer term sustainability. |

## Selection Results

One organisation was selected to deliver DLOA: NNM services.

The selected organisation provided strong responses to the selection criteria and demonstrated its ability to meet the eligibility requirements outlined in the Funding Round Summary and Program Guidelines. Further detail about what constituted a strong response to each criterion is provided below.

### Criterion 1

#### **Demonstrate your understanding of the need for the funded Activity to the specified target group.**

The response **must** demonstrate an understanding of all of the following:

- knowledge and understanding of the digital learning needs of older Australians and the extent of the issues impacting on their digital participation;
- how the proposed activity will contribute to increased digital literacy and online safety of older Australians; and
- how the proposed activity will complement and /or link to other services already provided in the community to support older Australians, including digital training services.



Strength	Example
<b>Strong applications clearly demonstrated knowledge and understanding of the digital learning needs of older Australians and the extent of the issues impacting on their digital participation.</b>	The response clearly: <ul style="list-style-type: none"> <li>described the applicant’s understanding of the digital needs and barriers of older people, including:               <ul style="list-style-type: none"> <li>issues impacting older peoples digital participation;</li> <li>digital safety risks to older people;</li> <li>identified strategies to address those issues, and</li> <li>statistical evidence</li> </ul> </li> </ul>
<b>Strong applications clearly demonstrated how the proposed activity will contribute to increased digital literacy and online safety of older Australians.</b>	The response clearly: <ul style="list-style-type: none"> <li>outlined how older people will be supported; and</li> <li>detailed how the applicant’s proposed plan will contribute to increase participation of older people in digital learning.</li> </ul>
<b>Strong applications clearly demonstrated how the proposed activity will complement and/or link to other services already provided in the community to support older Australians, including digital training services.</b>	The response clearly described: <ul style="list-style-type: none"> <li>the applicant’s strong connections/linkages with community organisations or service providers providing training/support services to older people.</li> <li>how those connections/linkages will complement the applicant’s proposed plan outlined above.</li> </ul>

## Criterion 2

**Describe how the implementation of your proposal will achieve the Activity objectives for all stakeholders, including value for money within the Grant funding.**

The response **must** demonstrate an understanding of all of the following:

- how the organisation will implement the five services described under the Statement of Requirement and
- how allocated funding will be used to deliver the proposal and how it represents value for money.

Strength	Example
<b>Strong applications clearly demonstrated how the applicant will implement the five services described under the Statement of Requirement.</b>	The response clearly: <ul style="list-style-type: none"> <li>demonstrated that the applicant’s understanding of the five services outlined in the Statement of Requirement.</li> <li>demonstrated the applicant’s capacity and capability to implement the five required services outlined in the Statement of Requirement.</li> <li>detailed the applicant’s plan on how to implement the five services described under the Statement of Requirement, including</li> </ul>



Strength	Example
	how to retain the Broadband for Seniors network and its volunteers.
<b>Strong applications clearly demonstrated how allocated funding will be used to deliver the proposal and how it represents value for money.</b>	<p>The response clearly:</p> <ul style="list-style-type: none"> <li>• detailed how the funding will be used to deliver the five required services described under the Statement of Requirement and take the project to its full potential; and described how those allocations will represent value for money.</li> </ul>

### Criterion 3

#### **Demonstrate your experience in effectively developing, delivering, managing and monitoring Activities to achieve Activity objectives for all stakeholders.**

The response **must** demonstrate an understanding of all of the following:

- previous experience in developing, delivering and managing similar/relevant services: and
- experience in working collaboratively with other government and non-government agencies to ensure quality service delivery.

Strength	Example
	The response clearly described the applicant's experience in:
<b>Strong applications clearly demonstrated previous experience in developing, delivering and managing similar/relevant services</b>	<ul style="list-style-type: none"> <li>• delivering training/support services to older people;</li> <li>• producing tools and resources to support organisations to deliver training to older people;</li> <li>• responding to issues related to the employment and management of volunteers;</li> <li>• managing and supporting a large network of community organisations/members which deliver digital training and support to older people;</li> <li>• establishing and maintaining a national helpline; and</li> <li>• collecting information and data of member organisations.</li> </ul>
	The response clearly described the applicant's experience in:
<b>Strong applications clearly demonstrated experience in working collaboratively with other government and non-government agencies to ensure quality service delivery.</b>	<ul style="list-style-type: none"> <li>• working with other government agencies in delivering training/other support services; and</li> <li>• working with non-government agencies in delivering training/other support services.</li> </ul>



## Criterion 4

**Demonstrate your organisation’s capacity and your staff capabilities (experience and qualifications) to deliver the Activity objectives in the specified community and/or specified target group.**

The response **must** demonstrate all of the following:

- the organisation’s capacity to administer the grant, including appropriate management governance, financial and administration systems;
- the relevant experience and skills of the members of the organisation to assist in delivering the project; and
- that the organisation has established relationships with relevant organisations in the community sector.

Strength	Example
<b>Strong applications clearly demonstrated the organisation’s capacity to administer the grant , including appropriate management governance, financial and administration systems.</b>	The response: <ul style="list-style-type: none"> <li>• clearly described the applicant’s experience in administering grants, including:               <ul style="list-style-type: none"> <li>– developing, managing and monitoring grants</li> <li>– meeting reporting requirements and financial acquittal requirements.</li> </ul> </li> <li>• included information on the applicant’s:               <ul style="list-style-type: none"> <li>– governance structure; and.</li> <li>– financial and administration systems.</li> </ul> </li> </ul>
<b>Strong applications clearly demonstrated the relevant experience and skills of the members of your organisation to assist in delivering the project.</b>	The response clearly: <ul style="list-style-type: none"> <li>• described staff’s skills and experience in leading and delivering projects, including supporting/training older people;</li> <li>• described staff skills and experience in administering grants; and</li> <li>• linked staff skills and experience to this particular activity, DLOA Network Manager.</li> </ul>
<b>Strong applications clearly demonstrated that the organisation has established relationships with relevant organisations in the community sector.</b>	The response clearly: <ul style="list-style-type: none"> <li>• described the applicant’s working relationships with other relevant community organisations including organisations:               <ul style="list-style-type: none"> <li>– delivering digital training and support services to older people supporting older people,</li> <li>– supporting people with disability, people from culturally and linguistically diverse backgrounds and Indigenous Australians.</li> <li>– located across Australia (including rural and remotes areas)</li> </ul> </li> </ul>



## Criterion 5

**Demonstrate how your organisation will use innovative cross-sector partnership models including those that leverage other sources of community funding and/or promote longer term sustainability.**

The response **must** demonstrate an understanding of all of the following:

- how the organisation will work with other public, private and community organisations to leverage resources and support to assist Network members to meet the learning needs of older Australians.

Strength	Example
<b>Strong applications clearly demonstrated how applicant will work with other public, private and community organisations to leverage resources and support to assist Network members to meet the learning needs of older Australians.</b>	The response: <ul style="list-style-type: none"><li>• detailed the applicant’s plan to implement the cross-sector partnerships with public, private, and community organisations to support DLOA network members;</li><li>• clearly described and included examples of how the applicant will leverage their existing public, private and community links to utilise their knowledge and resources to support network members to meet the digital learning needs of older people; and</li><li>• outlined a proposal to promote longer term sustainability for the Network.</li></ul>