Tech Savvy Seniors

2022/23 Program - Summary Report

Digital inclusion means being able to access, afford or have the digital capability to connect and use online technologies effectively. Participation in the online world facilitates access to social networks, information and services that improve personal wellbeing and give people greater control over their lives. Reducing the gaps between digitally included and excluded communities ensures the social, cultural and economic benefits of the digital economy are shared more equitably.

Telstra's purpose is to build a connected future so that everyone can thrive. From a digital inclusion perspective, this involves ensuring all Australians - particularly those most at risk of digital exclusion – have access to digital infrastructure, services and products; and the confidence and ability to maximise their use and value. The Tech Savvy Seniors program assists seniors to develop the skills and confidence to use technology for socialising, accessing online services or conducting personal business. This contributes to improved personal wellbeing, enhanced social participation and improved access to important information and services that support active ageing. It is delivered through a partnership between Telstra and the NSW Government, and is a key initiative of the NSW Government's Ageing Strategy.

Using Culture Counts, Telstra implemented a digital evaluation approach to understand whether participation in the Tech Savvy Seniors program is achieving desired digital and social inclusion outcomes within ageing communities. The approach enables consistent, online measurement of the experiences and outcomes of the courses for participants nationally; facilitating ongoing dialogue with older Australians and digital access to a big data set of results.

The online survey methodology helps to reinforce course learnings, while capturing immediate course outcomes such as confidence and knowledge in using digital technologies; short-term outcomes including increased use of digital technologies; and longer-term outcomes including wellbeing, social participation and active ageing. Trainers also record important program statistics, generating a large database of evidence on the impact and value of the program.

Tech Savvy Seniors at Strathfield - Korean

TECH SAVVY SENIORS PROGRAM LOGIC

IMMEDIATE OUTCOMES	SHORT-TERM OUTCOMES	LONG-TERM OUTCOMES
Increased confidence to use digital technologies	Increased use of digital technologies to mediate relationships with close social networks	**Wellbeing** Strengthened or maintained family relationships; Access to emotional support; Positive self-esteem; Maintained physical and mental health; Pursuit of an engagement in personal interests.
	Increased use of digital technologies to support involvement in community life	**Social Participation** Engaged in physical and creative activities through community groups; Contribution to community through volunteering in community organisations; Maintained and/or broadened social networks; Reduced risk of social isolation.
Increased knowledge of how to use digital technologies	Increased use of digital technologies to access information online	**Active Ageing** Ability to access information online for decision-making; Ability to contribute to local decision-making; Ability to engage in online economy; Engagement in life-long learning, with support from organisations such as local libraries
	Increased use of digital technologies to utilise government and business online services	

THE 2022/2023 NSW PROGRAM

15,287
Seniors trained

2,072
CALD Seniors trained

13
Languages provided

100+
Community College locations

11
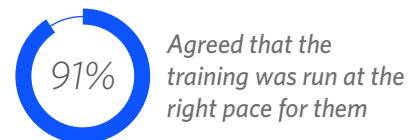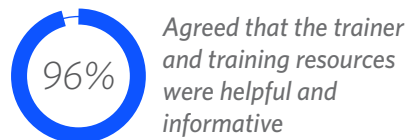Course types across 20 competencies

85+
Library branches

EVALUATION

3,357
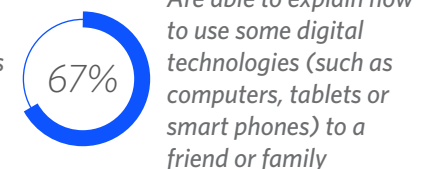Participant survey responses

(Participant responses are optional)

1,103
Trainer survey responses
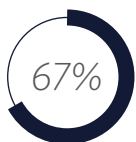
COURSE PERFORMANCE

96% *Agreed that the trainer and training resources were helpful and informative*

91% *Agreed that the training was run at the right pace for them*

CONFIDENCE WITH TECHNOLOGY

Directly after the course:

75% *Feel confident using some digital technologies (such as computers, tablets or smart phones)*

67% *Are able to explain how to use some digital technologies (such as computers, tablets or smart phones) to a friend or family*
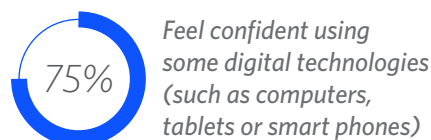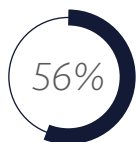
INTENDED TECHNOLOGY USE

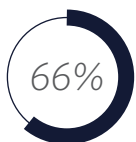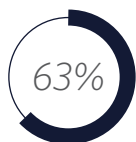*Directly after the course:*

67% Intend to access information online (such as news, personal interest, travel, health, local business)

56% Intend to use the internet to access services (such as banking, shopping or government services)

66% Intend to use the internet to look for information about events or activites in my community
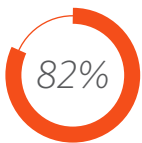
63% Intend to use digital technologies (such as email or social media) to communicate with family or friends
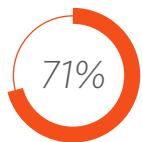
LONG-TERM OUTCOMES

6 weeks after the course:

Wellbeing Outcomes

82% Are more knowledgeable about topics of interest to them

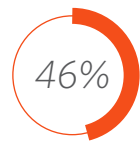**71%** Feel more connected to friends and family

58% Have greater peace of mind about health or other personal issues
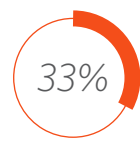
Social Outcomes

70% Are more engaged with what's going on in the world (current events and issues)

46% Are more involved in community activities and events

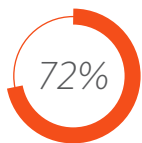**33%** Have formed social networks with people outside their community

Active Ageing

89% Have gained new skills to use in everyday life

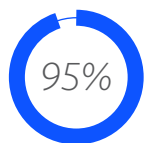**72%** Have access to a greater choice of goods and services

63% Have greater confidence in making informed decisions

26

Net Promoter Score

95% Likely to participate in another Tech Savvy Seniors Training Course

CULTURALLY AND LINGUISTICALLY DIVERSE (CALD)

2,072
CALD Seniors trained

34
Locations

84% Felt confident using some digital technologies (such as computers, tablets or smart phones)

Of the 2,072 seniors trained in languages other than English, almost 600 completed a survey about their experience. The results show strong positive outcomes for this group, with 84% agreeing that they feel confident with some digital technologies following the course, and 73% agreeing that they could explain how to use some digital technologies to a friend or family following the course. Course performance scores were on par with english-speaking participants, indicating that the trainer and training resources adapted well to delivering the course in an alternative language. Intended technology use following the course was slightly below the english-speaking participants, however a significant proportion of CALD respondents intended to use their new skills to engage with the community and required services. The net promoter score was a high 26, on par with the english-speaking participant results, indicating that all participants in all languages would be highly likely to recommend the Tech Savvy Seniors courses to others. Comments from the group consistently praised the patience, kindness and skill of the multilingual trainers in ensuring that participants felt comfortable and confident in learning.

"After attending the Tech Savvy Seniors program in my mother tongue Tamil, I got the confidence of using smartphone. Being a senior, I felt embarrassed to learn the proper usage of my phone. My family members don't have the patience to teach me. Fortunately, I started

learning so many activities such as downloading songs, apps, forwarding sweet memories photos to others and so on. Whenever I feel lonely during day or nighttime, I started listening to Tamil songs (App downloaded during the smartphone introduction class). This has a big change in my lifestyle. I don't feel loneliness anymore, because I can listen to Tamil songs from various parts of the world, through a single touch on my smartphone. After started using the NSW Trip planner, I now feel very confident and comfortable to travel by bus or train. Always feel there is someone with me. The best I have learnt is online shopping and online banking. Because of such online transactions I saved my time going to the bank and standing in the queue and able to find the offers available in various shopping centres. At the same time, I learnt how to gift a person through online purchase. This is an opportunity that takes my life to a new dimension. (Tamil Tech Savvy Program Strathfield library)"

Tech Savvy Seniors at Rockdale

The Tech Savvy Seniors NSW Program trained more than 15,200 seniors in the 2022/23 financial year, with 11 course types provided around 200 locations. More than 20% of participants provided feedback about their experience, representing a strongly significant sample for accurate insights into overall participant behaviour and outcomes.

Survey responses as a percentage of enrolments continued to increase in 2022-23. The scores for course performance remained very high, and significant increases from 2020-21 in confidence (+5%) and knowledge (+10%) with technology were retained. Scores for all long-term outcomes also grew strongly in 2022-23, and the net promoter score increased from 17 to 26, indicating growing levels of loyalty amongst participants.

Across the Tech Savvy Seniors NSW 2022-23 program, over 90% of seniors agreed that the courses were helpful, informative and run at the right pace for them. 75% felt confident with using

digital devices following the course, and more than two thirds felt they could teach others what they had learnt. The majority of seniors said they would now use digital technologies more frequently for accessing information and services online, looking for information about community activities and communicating with friends and family.

A big increase in active ageing, social participation and wellbeing outcomes were recorded in 2022-23, with course participants much more likely to have greater peace of mind about health, have gained greater skills to use in everyday life and have access to a greater choice of goods and services six weeks after their Tech Savvy Seniors course. In particular, social outcomes experienced increases of up to 17%, reflecting post-Covid engagement with the outside world and greater involvement in community activities and events. The results show that large numbers of seniors in New South Wales are gaining a broad mix of positive outcomes from their program participation, contributing to greater digital inclusion overall.

"A wonderful way for age challenged people to improve their skills and communicate better with technically like minded people."

"Doing this course gives me more confidence to use my laptop to find information to carry out a range of tasks that otherwise would be considerably more difficult, or impossible as a lot of tasks are only available online."

"The training resources and trainer were pitched at a level of understanding and the trainer was very helpful in explaining the "whys" and therefore concepts were explained and as a limited computer knowledge person they enhanced my knowledge and participation in the use of a laptop."

"Very grateful for the very valuable service as there is not much computer help or courses for senior in the community. Especially the ones which are free of charges. It is very helpful as everything is becoming more digital and paperless."

"It has been a pleasure, and our teacher's humour, kindness, patience and computer knowledge was and is extradordinary. I have been encouraged with my new found computer skills to re enroll and continue my journey of updating my tech skills."

Read more about the lifechanging experience of Tech Savvy Seniors here.