

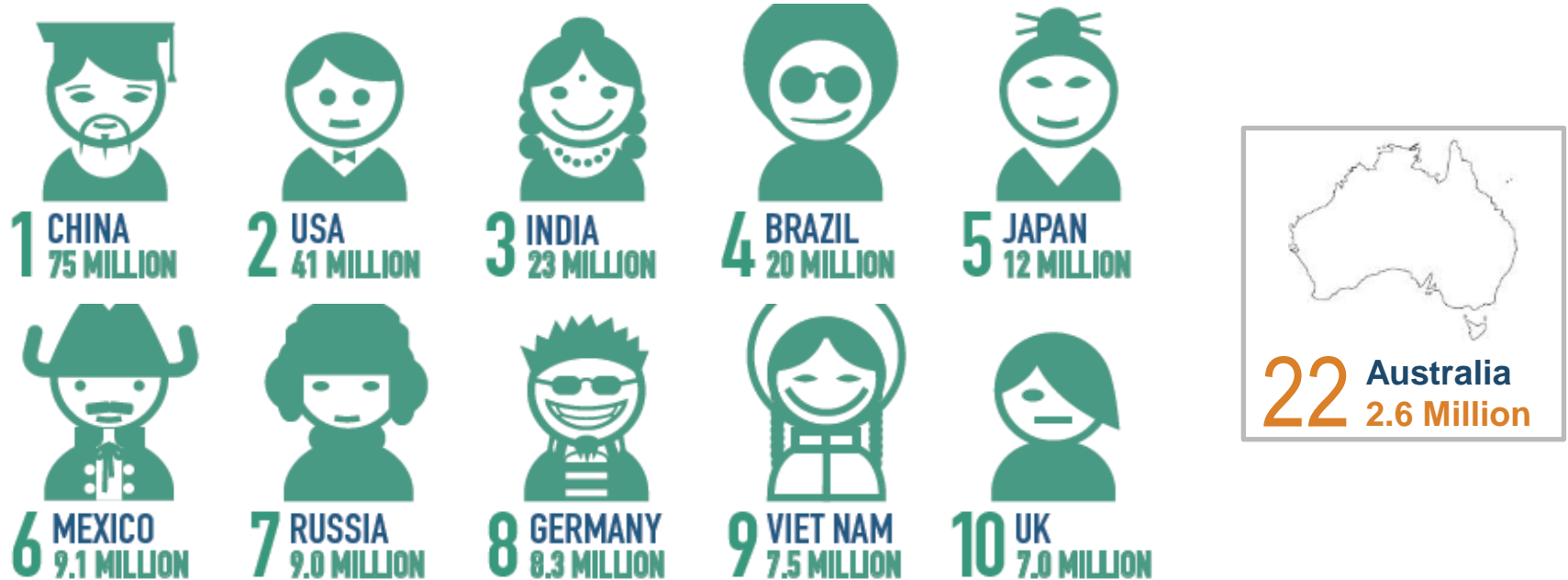


**Increasing the capacity  
of our communities to  
engage with technology**

## **Broadband for the bush forum Social innovation in the digital economy**

David Spriggs  
CEO, Infoxchange

# The rise of digital natives



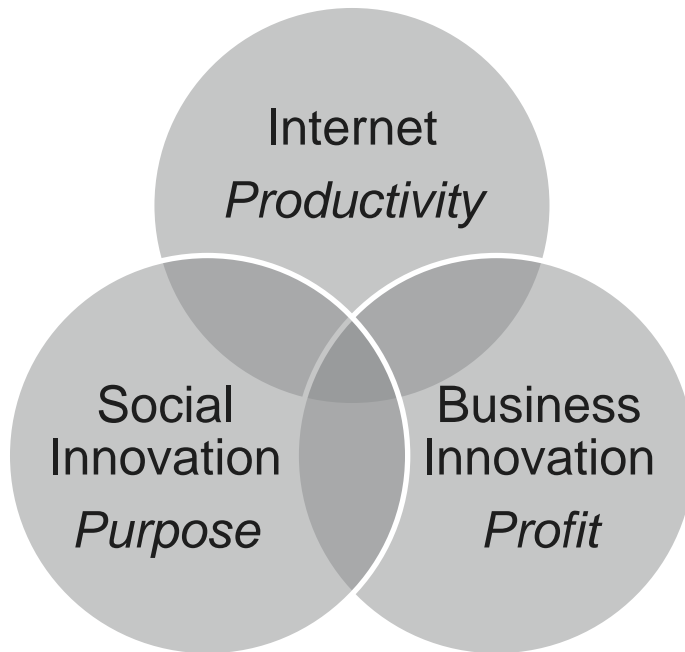
**73%** of Australians aged 15-65 own a smartphone

**75%** use it to access the Internet every day

**93%** predicted smartphone penetration by 2018

# Social innovation

The digital economy is shifting the context in which not-for-profits operate – opportunity or threat?



- » Fundraising and advocacy in the digital economy
- » Improving service delivery efficiency & effectiveness
- » Anonymity or reduced stigma for clients accessing services
- » Telework & workforce inclusion

***Raising digital proficiency in the sector is critical***