



THE CONFERENCE ISSUE:

## Connecting Today's Consumer

**The Downloading and Content Debate:** Online piracy or culture sharing?

Why **mobile network expansion** is a priority



**ACCAN: our story**

ACCAN is the peak organisation representing all consumers on communications issues including telecommunications, broadband and emerging new services. Our mission is to ensure the availability, accessibility and affordability of communications services for all Australians.

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## Our CEO: Teresa Corbin

The debate regarding illegal piracy and downloading of content continues to rage around Australia. While content owners, like movie and television studios argue that content is illegally downloaded because it is free, civil liberties groups state that people pirate content because of the industry's failure to make that content readily available. Our feature article on **Page 6** covers the debate and explores graduated notice schemes, which have been implemented to combat online piracy in the UK and New Zealand.

The grants article on **Page 13** covers the growing issue of technology-facilitated stalking and abuse. Modern technology can do many wonderful things, but it can also give rise to issues such as this that can affect people's lives. Spyware and tracking software are being used by individuals to stalk and abuse others. The article explores this growing issue and details how a new ACCAN Grants Scheme project will compile resources so that victims of this abuse can check and update their privacy settings, get access to legal resources

and remove hidden software from their devices.

Our news section will give you an overview of industry news and some activities we've been involved in over the last few months including the Apps for All Challenge and research focussing on how consumers throw away half of their monthly call, text and data allowances as well as mobile phone usage amongst the homeless. The Spotlight section features an infographic which covers relevant and up to date statistics from the industry.

The member article examines our exciting Digital Business Kits which aim to help small businesses in the Arts, Recreation and Education Services sectors become digital ready. The kits will be launched at our annual ACCAN Conference. Finally, the tips section features an interesting article covering internet tracking and privacy.

As always if you have any comments, suggestions or feedback, please email ceo@accan.org.au or call me on 02 9288 4000 / TTY 02 9281 5322.

Warm regards,  
**Teresa Corbin**  
ACCAN CEO

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### Apps for all Australians

In April, ACCAN and the Australian Human Rights Commission launched the inaugural Apps for All Challenge 2014. The competition was designed to find Australia's most accessible apps with honours being awarded in four categories:

1. Most accessible mainstream app
  2. Most innovative app designed for people with disability or older Australians
  3. Most accessible children's app
  4. Most accessible gaming app
- The challenge is Australia's first and

only competition for accessible mobile apps. Its aim is to raise awareness of the issues faced by people with disability and older Australians with inaccessible apps and to recognise the apps that excel at including everyone.

Data from the ACMA shows that in June 2012, 4.45 million Australian adult consumers downloaded apps on their smartphones, increasing 85 per cent from the previous year. While estimations show that worldwide, 47,000 apps are downloaded every minute.

Despite these numbers, millions of Australians may be missing out on the digital revolution if apps aren't made accessible.

Nominations for the awards closed in July and the winners will be announced at the ACCAN National Conference in September, 2014.

### Feel free to call 1800 numbers

For the first time ever, calls from mobiles to 1800 numbers will be free of charge for Australian consumers. In July, ACCAN welcomed this announcement from telcos as a great win for consumers.

ACCAN has been calling on the industry to provide a solution to this problem since 2010 and has asked the industry to honour its commitment to a January 2015 deadline for the issue.

While there has been a great victory for consumers in regard to 1800 numbers, ACCAN remains concerned about the affordability of calls to the 13/1300 number range which was designed to provide easy to remember



numbers for fixed line calls to government and business. "There is ongoing confusion about the cost of calls to 13/1300 numbers

which can chew through pre-paid mobile plans favoured by lower income consumers," said ACCAN CEO, Teresa Corbin. "While there has been a significant increase in 13-friendly monthly mobile plans, the cost of 13/1300 calls can vary widely, from 3 cents/minute to \$1.39/minute."

ACCAN will continue to monitor the cost of 13/1300 numbers to ensure the industry stays true to its promises. Consumers are urged to look for alternate means of making mobile calls to business and government by using local numbers, websites and apps instead.

### Proposed Changes to the Customer Service Guarantee

In its submission to the Department of Communications deregulation bill, ACCAN urged caution regarding proposed changes to the Customer Service Guarantee (CSG) Standard which is applicable to landline phones throughout Australia.

The Standard requires providers to connect a service, repair a fault and attend appointments within a maximum timeframe. However, the department's proposal would potentially see individual consumers go it alone in negotiating connection, repair timeframes and compensation with their telcos.

Landline phones are still of vital importance for lots of consumers, including the elderly, those in remote and regional areas and people with disability. They're also important for small businesses that can lose customers when their communications services are not working properly.

With statistics from the Telecommunications Industry Ombudsman showing an increase in complaints about fault repairs, timely connections for new services and keeping appointments, ACCAN highlighted that landline phones remain important to some Australian consumers.



### Mobiles provide connections for the homeless

New research from the University of Sydney shows that people experiencing homelessness in Sydney and Melbourne have a higher rate of mobile phone ownership than Australians generally.

While 92 per cent of Australians own a mobile phone, the study found that a higher proportion – 95 per cent – of the adults, youth and families surveyed, own a mobile. More than three quarters of the participants had a smartphone, compared to two thirds of the general population.

The research, which involved 95 clients of specialist homelessness services across inner and outer metropolitan Sydney and Melbourne, found that mobile phones are essential



for survival and safety, job prospects and for moving out of homelessness.

When asked about their reasons for using a mobile phone, around half of those surveyed said contacting emergency services, support services and seeking medical assistance rank as important uses. Staying in touch with friends, making new friends and

contacting family also ranked highly.

Affordability continues to be a big concern for homeless and low-income consumers with ACCAN encouraging telcos to ensure they go through all the checks and balances to confirm their customers are on the right plan so that vulnerable consumers don't end up in debt.

### Don't Throw Away Your Mobile Allowance

Earlier in the year ACCAN teamed with CHOICE and the Consumer Action Law Centre (Consumer Action) to release research showing that more than 50 per cent of mobile phone customers with an included allowance are not using their full monthly call, text or data.

This amounts to millions of Australians paying for calls, text and data that never gets used, giving a huge free kick to telcos.

As consumers, we don't buy \$50 worth of groceries and throw half of them away every week, so why do we throw away large chunks of our mobile spend? According to the research, 15 per cent of consumers were not even aware if they had used their monthly allowance or not.

In addition to the unused allowances, the research found that one in five

people with an included spend on their mobile found unexpected charges on their last mobile phone bill, such as late payment fees, premium service fees or excess usage fees.

Sarah Wilson, Consumer Action Senior Campaigner commented, "When people have chosen a plan that reflects the amount they're prepared to spend on their mobile each month, unexpected additional charges can be a rude shock. Consumers need to challenge these extra charges."

To combat the big free kick being given to telcos, ACCAN, Choice and the Consumer Action Law Centre have released a tip sheet which helps consumers correctly check their phone bill, informs them of how to make a complaint to their telco and how to shop around for the right plan.

The tip sheet is available on ACCAN's website.

# The Downloading and Content Debate

Downloading of illegal content has become a hot issue in Australia with many sources weighing in on the debate. With Australia appearing to lead the world in downloading of illegal content from file-sharing websites, the Australian Attorney-General's Department is looking to begin a new round of consultations on the issue. ACCAN's Jonathan Gadir examines the downloading and content debate from both sides.

Is it illegal downloading, online piracy, copyright infringement, intellectual property theft? Or is it file sharing, culture sharing, information freedom, copyright civil disobedience, consumer autonomy?

Any discussion of this topic immediately touches on people's fundamental values as well as their political and philosophical principles. The public debate is inevitably ideological, zealous and often polarised.

It is clearly a topic that needs to be debated especially in Australia where we lead the world in the pirating of popular US television shows. Statistics published by file-sharing website, TorrentFreak, in September last year showed that Australian's led the way in downloading the season finale of US television show *Breaking Bad* in the twelve hours after illegal copies appeared online. Of the 500,000 illegal downloads of the show, 18 per cent occurred in Australia.

Further research by the file-sharing website showed that last year's season three premiere of the HBO show *Game of Thrones* was downloaded a million times, with almost 10 per cent of these coming from Australia.

## The heart of the debate

On the one hand, the movie studios and TV companies argue that people illegally download content because it is free – and that “no industry can compete with free”. They have also argued that

downloading is not in fact mainstream behaviour but rather the behaviour of a small group.

On the other hand, civil liberties groups, some consumer groups and internet service providers (ISPs) have argued that people download because of the content industry's failure. They claim people download content because they are not able to conveniently buy the content that is so vigorously marketed to them, at a reasonable price and in a format of their choosing.

In submissions to the Commonwealth Parliament's IT pricing inquiry, ACCAN and other consumer groups drew attention to how Australian prices for digital downloads are far higher than the identical downloads in the US. The perceived unfairness of this “Australia tax” could also play a part in how justified people feel in illegally downloading content.

Behind these arguments also lie fundamental differences on the role that copyright law should play in our society and on the best way to reduce illegal downloading.

On one side, the content industries say the exclusivity provided by copyright law incentivises creativity and makes the movies and TV shows we love financially viable. The other side focuses on the market failure of the content industries in the online world. The argument is that instead of turning their own consumers into criminals, the copyright owners

should adjust their business model to put convenient, affordable online distribution at the forefront.

Why, it might be asked, do Australians have to find sneaky ways to pretend to be in America to pay for a Netflix subscription which is officially geo-blocked for Australians? The answer is that Foxtel has an exclusivity deal to lock up much of the desirable content.

The industry insists that such arrangements are vital for them to be financially viable – but a significant part of the consuming public is reluctant to accept it. Then of course there are masses of content that is not available legally in any format to Australians. This includes niche content from overseas that is never subtitled or licensed for distribution here.

## Warning Notices

One measure that has attracted criticism because it involves the resources and power of government in enforcing copyright are warning or “educational” notices. Usually under such schemes, copyright owners can notify ISPs of copyright infringements. The ISP must then arrange for a warning notice to be sent to the account holder in question.

Under the previous government, the Attorney-General's Department brokered talks between the content industry and the ISP sector to try and draft an agreement on a notice scheme. The talks eventually broke down because



“ The content industries are beginning to offer their products online, but a great deal more innovation is needed in order to cater for unmet demand ”

there was no agreement on who would pay for any such scheme.

Next year, after four years of haggling between the various industry interest groups, the UK will launch a warning notice scheme with up to four warnings annually to be sent to account holders suspected of copyright infringement. There are no penalties attached to the scheme. New Zealand, however, already has a “graduated response” scheme involving financial penalties.

The Attorney-General's Department is conducting a consultation on these issues at the time of writing this article and ACCAN is preparing a response.

Our position is simple – if there is going to be a notice scheme it has to respect basic consumer rights. It can't

compromise people's privacy, it has to give people a right of reply, and no threats or incentives for disconnecting people from a communications service can be made. Access to the internet is now a practical necessity in everyday life. Disconnection from a utility service like the internet is not an acceptable or proportionate response to copyright infringement.

## Mending the market

The content industries are beginning to offer their products online, but a great deal more innovation is needed in order to cater for unmet demand. Films and television in particular could be offered online in such an easy, convenient and value-added way that the mainstream

public would no longer have any reason to visit illegal sites.

Before threatening consumers or “educating” them about why they should not have the content they desire in the way they want, the industry needs to take responsibility for meeting market demand.


In the end, the threat of penalties can only go so far in attaining public compliance with any law. This is particularly so with downloading because it happens in private and only takes the click of a mouse. Ultimately respect for copyright rules arises from the values and attitudes of the public. Meeting market demand together with fair rules will create that respect.




# Communications Consumer Catch Up:

an ACCAN overview of what's trending and what's changing for Australians

## WHAT'S CHANGING?

### HOW WE ACCESS

IN AUSTRALIA  **15%** OF INTERNET USE HAPPENS AT HOME


 **MOBILE USAGE** ↑ **17%**  
 **ADULTS WITH SMARTPHONES** ↑ **29%**  
 **VOIP** ↑ **73%**

**67%** OF **000** CALLS FROM MOBILES (FROM 2012-2013)

**20.3** MILLION MOBILE USERS DOWNLOADED **27,000TB DATA\*** = 0.5GB/SUBSCRIBER/MONTH (FROM 1 OCTOBER - 31 DECEMBER 2013)

### WHY WE ACCESS

**\$237** BILLION FROM 2011-2012 = VALUE OF INTERNET COMMERCE ↑ **25%** (ACMA COMMUNICATIONS REPORT 2012-13)

 **DATA DOWNLOADED PER SUBSCRIBER** ↑ **114%** (ACMA COMMUNICATIONS REPORT 2012-13)

**TOP CONTENT:**     (AUSTRALIA AND NEW ZEALAND: INTERNET STATISTICS COMPENDIUM 2013)


**NETFLIX**  
 EVEN THOUGH NETFLIX IS ONLY AVAILABLE WHEN BYPASSING GEOBLOCKING, IT MAKES UP 27% SHARE OF AUSTRALIAN MEDIA SUBSCRIPTIONS/RENTAL SERVICES. UP FROM 9.88% IN 2013. (POCKETBOOK RESEARCH 2014)



## ARE WE READY?

### CAN WE GET ACCESS?

**NSW FARMERS 2014 SURVEY FINDINGS:**  
 87% REPORTED INTERMITTENT DATA OR NONE AT ALL  
 67% REPORTED SERVICE OUTAGES  
 47% EXPERIENCED LACK OF ADVICE ON PRODUCTS SUITABLE FOR REGIONAL AREAS  
 OVER 40% HAD EXPERIENCED EQUIPMENT FAILURE & POOR CUSTOMER SERVICE

**MICRO BUSINESSES** (0-5 EMPLOYEES) - 34% HAVE A WEB PRESENCE COMPARED TO LARGE BUSINESSES (200 EMPLOYEES) - 97% HAVE A WEB PRESENCE (ABS, 2013)

**35%** OF SMALL BUSINESSES USE SOCIAL MEDIA, 93% OF THOSE USE  (SENSIS E-BUSINESS REPORT 2013)

A SURVEY OF 325 LOW INCOME FINANCIAL SUPPORT CLIENTS REVEALED THAT 49% DID NOT HAVE HOME INTERNET AND 56% LACKED MOBILE INTERNET   (ACCAN ANGLICARE 2013)

### ARE WE AT RISK?


**SPAM COMPLAINTS TO ACMA** ↑ **82%** IN 2013

**23%** SEE ID FRAUD AND THEFT AS BIGGEST PRIVACY RISK  
**69%** CONCERNED THEY MAY BECOME A VICTIM IN THE NEXT YEAR (OAIC 2013)

**1 IN 6** AUSTRALIANS REGRET SOMETHING THEY'VE POSTED ON SOCIAL MEDIA (1 IN 3 YOUNG PEOPLE) (OAIC 2013)

**PHISHING AND IDENTITY THEFT** UP 73% SINCE 2012 & IS THE 2ND MOST RECORDED SCAM COSTING AUSTRALIANS \$2.4 MILLION EACH YEAR (ACCC TARGETING SCAMS SNAPSHOT 2013)

### ARE WE ON THE RIGHT PLANS?

 **AVERAGE MONTHLY MOBILE DATA USE = 2GB\***  
**AVERAGE MONTHLY SUBSCRIPTION = 1GB\*\*** (\*CSIRO, \*\*ACMA)

**20%** OF COMPLAINTS TO TIO ARE FOR EXCESS DATA CHARGES

# Q&A with the Minister for Communications

For our latest interview section, ACCAN sat down with Minister for Communications, the Hon. Malcolm Turnbull, to get an update on metadata proposals, the national satellite support scheme, the NBN and the Universal Service Obligation.

## What is the impact of the metadata proposals, and what will be the cost passed on to consumers?

The Australian Government recognises that any data retention proposal will need to balance the needs of law enforcement, national security and privacy, while minimising the impact and costs on industry and consumers. The Government is working with industry on the details of the proposal, including developing a targeted and proportionate list of data that should be kept, and about how data retention will be funded. It would be premature to comment on the implications of the proposal prior to completion of this work.

## What are the latest updates on the national satellite support scheme?

The National Satellite support Scheme became operational from August 2014. As of 15 August, there have been 434 successful registrations for the NSS, with around 60 orders installed or awaiting installation.

## How will NBN plans deliver value for money for consumers?

The Coalition has sought to deliver the NBN sooner, cheaper for taxpayers and more affordably for consumers. The Strategic Review found that by adopting a more efficient approach the rollout,

the NBN Co could save \$32 in peak funding costs and this would prevent monthly Internet bills by rising by up to \$43 a month.

## Should the Universal Service Obligation be rethought as consumers move more and more toward mobile communications, and the government aims to deliver more services to the community online?

The Universal Service Obligation (USO) ensures that all people in Australia have reasonable access to a standard telephone service (STS) on request, and that payphones are reasonably accessible to all people in Australia on an equitable basis, wherever they live or work. Telstra, as the primary universal service provider, must meet the requirements of the USO which are set out in legislation, regulation and under contract.

Whilst the STS is generally thought of as being a fixed-line service, it is in fact a technology neutral obligation. Telstra may use a variety of different technologies to deliver a STS in fulfilment of the USO, including but not limited to fibre, copper, wireless and satellite solutions.



Above: Minister for Communications, Malcolm Turnbull, splicing fibre

“The Australian Government recognises that any data retention proposal will need to balance the needs of law enforcement, national security and privacy”

”

The USO does not extend to additional services such as mobile and broadband. The Government considers that there is already a competitive market for such services, and the majority of consumers can obtain access from a variety of providers. Policy initiatives such as the National Broadband Network and Mobile Black spots Programme are aimed at further improving access to and availability of telecommunications services across the country.

# Can I get some **privacy please?**



Over the last few years consumers have become increasingly aware of how technology companies can monitor web browsing activities, particularly as tailored ads start to pop up more and more in personal email and social media accounts.

Edward Snowden's revelations that the US National Security Agency (NSA) is also complicit in collecting citizens' personal information and online behaviour, further pushed debates about online privacy into the spotlight.

It is in this context that consumers are becoming increasingly concerned about how their personal information and data is being monitored, analysed and commoditised.

Recently, a US bill which restricts the collection powers of the NSA passed through the House of Representatives. Meanwhile, the European Union's court of justice ruled that EU citizens have the "right to be forgotten". In other words,

Google must delete any "inadequate, irrelevant or no longer relevant" data from its search results when someone requests it.

In Australia, the issue of 'metadata' has been fiercely debated as the federal government has recently proposed a data retention scheme. If this proposal goes ahead it would mean that telecommunications companies would retain customer metadata for law enforcement or other purposes.

Metadata includes the duration, location and receiver of phone calls and similar information tied to email communication.

## What is internet tracking and how does it work?

Most websites track the browsing activities of users, mainly through the use of cookies - little bits of information that websites keep on your computer. Cookies make the interaction between users and websites faster and easier. They allow a

visitor to fill up a shopping cart and help a website remember the user's preferences or registration details for a future visit.

Third party cookies are cookies that have been saved on to your device by a website that is different from the one you are actually visiting. These are used by advertising networks to customise a visitor's experience by informing the ad network of other sites you've visited and building a picture of your interests.

The business model for this type of targeted advertising is for the website to sell space to advertisers—giving them access to users based on their demographics and interests.

Many websites and apps, such as Gmail and search engines, are able to remain free to use because their revenue comes from advertising. They sell our personal data so we can enjoy the site for free.

This is the trade-off for consumers and where cookies have become controversial. Many people don't like the idea of their personal information becoming a commodity, to be bought and sold without their explicit approval.

## Do Not Track technology

One of the most well-known initiatives to come out of growing concerns about internet privacy is the *Do Not Track* technology. This allows users to opt out of tracking by websites they do not visit, such as analytics companies and advertising networks.

You can include a *Do Not Track* request with your browsing traffic, but it is a voluntary arrangement so some websites may choose not to respond to the request. Therefore your browsing data and search history can still be collected.

Websites that respect the *Do Not Track* request include Twitter and Pinterest. Currently, Google, Yahoo and Facebook do not honour the request.

# Mobile network expansion is a priority

Poor mobile coverage has been a longstanding problem and frustration for consumers and small businesses in non-urban Australia. It is an ongoing burning issue for ACCAN member organisations, such as the NSW Farmers Association, the Isolated Children's Parents' Association, the Country Women's Association and the Broadband for the Bush Alliance.

Improved mobile coverage is one of our major priorities for 2014/15, under our program of work for more availability of telecommunications services

## A snapshot of the problem

As consumers increasingly adapt to the many benefits of mobile connectivity, the gap between well serviced coverage areas and the large areas of the country with patchy or no coverage becomes harder to live with.

In a recent NSW Farmers survey<sup>1</sup>, 97.5 per cent of respondents considered mobile coverage to be an essential service, but 56 per cent only 'sometimes' had coverage, while 30 per cent had no coverage at all.

This is a major frustration for business efficiencies – and the situation is even worse for mobile data coverage. Eighty-seven per cent of farmers reported being unable to use mobile devices for internet access due to unreliable or no coverage. Nationwide, the Federal Government's call for communities to flag priority mobile black spots has identified over 4000 locations in need of improvement.

## Improvements

There have been several recent programs on a State level – the West Australian and Northern Territory Governments have partnered with Telstra to deliver some significant improvements along major highways and for individual communities.

In WA, this is slated to improve coverage by 22 per cent, while the Territory initiative has brought coverage to 13 remote communities. Federally, under the Mobile Black Spots Programme, the Commonwealth will

contribute \$100 million over the next three years to match telco network provider spending. This is likely to result in 250-300 new mobile base stations.

## What next?

Despite these welcome initiatives, we know demand for improved coverage far exceeds supply – there is no greater evidence than the 4000 locations reported to the Department of Communications in the last nine months.

The 250-300 new base stations will make a difference, but will only deal with the tip of the iceberg. Government, industry and communities need to continue to work together on co-ordinated long term strategies for improving coverage across the country, to bridge the city/country divide.

Our mobile coverage Community Kits, giving tips on how to get your community connected, will be a good starting point for communities who are keen to get the ball rolling.

<sup>1</sup> [http://www.nswfarmers.org.au/\\_data/assets/pdf\\_file/0006/37761/Survey-Report-Final.pdf](http://www.nswfarmers.org.au/_data/assets/pdf_file/0006/37761/Survey-Report-Final.pdf)



# Technology-facilitated stalking and abuse

After experiencing a traumatic marriage breakdown, Michelle\* fled with her children to a safe location expecting to be free of the violence they had experienced. Over the ensuing months she found herself encountering her ex-husband in all sorts of locations unexpectedly, and started to face the abuse all over again. He then moved to sending abusive text messages, so Michelle changed her number, only to start receiving them again soon after.

Unable to understand why this was happening, Michelle sought the help of an IT savvy friend, only to discover her children had tracking software on their phones and that her computer also had spyware which her ex-husband had been using to keep track of her.

Along with the many positives of modern technology, this more serious aspect suggests that *digital abuse* has become the new frontier for domestic violence.

Serious incidents of cyberstalking have occurred where people are being controlled, threatened or harassed through on-line and mobile technologies.

Sadly, there have been numerous cases where tracking software has been installed on mobile phones and computers, stolen passwords to social media accounts used to post derogatory and offensive messages



... victims of this sort of abuse will be able to check for and update privacy settings, remove hidden software, and take advantage of legal resources.

in the name of the user, and, even more troubling, the phenomenon of 'revenge porn,' where sexual images or chat sessions captured during a relationship are dispersed throughout the internet after a break up. Victims starting fresh lives find themselves trapped all over again, or worse lose their jobs and friendships due to material they didn't put on the internet.

A new ACCAN Grants Scheme project will compile resources so that victims of this sort of abuse will be able to check for and update privacy settings, remove hidden software, and

take advantage of legal resources. Legal and other support workers will also have access to current materials applicable for all states of Australia so that they can better assist victims of this sort of abuse.

The NSW Women's Legal Service has deep experience in supporting women and children facing domestic violence. Increasingly, they are seeing these new forms of abuse and unfortunately there are few resources available to advise case workers. The materials produced in this project will be of use to a wide range of people across all states of Australia.

\* Not her real name. Cases have been combined for illustrative purposes.

# Are you **Digital Ready?**



Last year, ACCAN received the exciting news we had been awarded \$500,000 through a competitive grants scheme to create Digital Business Kits for the Arts, Recreation and Education Services sector over four years. This means a substantial increase in the services and outreach we can do for our small business and not-for-profit membership and broader community.

It turns out that as of last year only 30 per cent of Australian small businesses were reported to be using social media, with even fewer of them delivering services directly online.

When it comes to sporting and other recreation clubs there are still many out there distributing, collecting and tracking paper forms when they could be registering participants online, and organising their many activities through computerised lists, email, web sites and social media.

This means that instead of playing sport, coaching players or creating music, organisers are doing paperwork. It also means that as more and more government services move to online systems, and more people start to prefer the online approach, many businesses and groups risk being left out completely.

While it seems like a dry cliché, the fact is that digital methods have introduced more efficiency into our ways of working.

Take for example Tim Oberg's Parkrun – part of a worldwide recreational running group. All arrangements for the run are made online from user registration to issuing of tags that measure run times.

Or Helen Perris, a budding musician, who promotes her music online and has built a huge following online using systems like Soundcloud to distribute her music. She's even making a living! ACCAN's Digital

“  
Social Media isn't a fad, it's a fundamental shift in the way we communicate  
”

– Erik Qualman  
2009 [author of  
Socialnomics]

Business Kit will provide a comprehensive set of tools for small businesses and not-for-profit organisations wanting to improve their use of online systems. From the simplest of things through to setting up payments and online registration systems, the ACCAN digital business kit will get people *digital ready!*

**DIGITAL  
READY**

The ACCAN Digital Ready site is found at <http://digitalready.org.au> and is being launched at ACCAN's national conference.

## SNAPSHOT

### What is the Digital Business Kits Project?

A federal government-funded project to help organisations build skills and knowledge to engage in the digital economy and take advantage of information and communications technology.

### What do you get?

We provide organisations with easy-to-use online training modules.

### What are the costs?

The training is FREE for participants.

### What does it cover?

The modules cover topics from getting connected to broadband, online strategy, social media, using the Cloud and more.

### Some statistics about social media:

- > If Facebook was a country it would be the third largest in the world.
- > Google+ now exceeds Indonesia's population with LinkedIn and Twitter not far behind it.
- > The fastest growing demographic on Facebook is females aged 55-65.
- > Only 35% of small businesses use social media (Sensis E-Business Report 2013)





ISSUE **13**  
SPRING 2014

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Australia's peak body for communications consumers