

Standard Seven - Expand Digital Literacy

Never has the digital skills gap in our community and organisation been more apparent than over the pandemic. We know the world has changed and our reliance on digital services and ways of working have escalated significantly.

According to the [Ready, Set, Upskill - Effective Training for the Jobs of Tomorrow](#) report (2021), from RMIT Online and Deloitte Access Economics, "over 87 per cent of jobs in Australia already require digital literacy skills. And yet one quarter of employees say their skills aren't up to scratch."

Digital literacy is the ability to identify and use technology confidently, creatively, and critically to effectively meet the demands and challenges of living, learning, and working in a digital society. (Coldwell-Neilson)

To increase our digital literacy as an organisation we need to commit to skills and knowledge development for existing and future staff. This means assessing, leveraging and adding to our existing internal knowledge base, and then passing that onto our customers through digital services built on best practice, support and education programs. Each project has its part to play in contributing to this aim.

Expanding our digital literacy as an organisation has an expedient ripple effect that reaches out from each of us as individuals to our colleagues, customers, families, and community groups. We become teachers, leaders, and capacity builders, and we all get the best value from digital investments.

How do we meet the standard?

Commit to leading by example – by ensuring projects adhere to our digital standards we are setting a higher, more inclusive bar.

- Part of digital literacy is understanding how digital tools and solutions help get tasks done. This is an important message to add to your communications plan – communicate the value and the purpose - the efficiencies, benefits and conveniences a customer can expect to gain from using the new solution over the old. This also helps build trust and heightens the chance of adoption.
- Assess the digital literacy of your customers during your [user research](#). This is vital information that will inform many of the solution and subsequent support and training requirements.
- Commit to skills development amongst business and technology staff to get the best value from digital investments.
 - From a project perspective this means having a sound [communications plan](#) that includes strategies to address change management within your project, training and documentation to support users and opportunities for [collaboration and feedback](#).
 - From an organisation wide perspective this means ensuring the right people with the right skills are part of the project team. Along with prioritising continuing to build our internal capability.
- Ensure solutions have a base level design with full functionality so that [every person can use the solution](#) in its most basic form, while offering more advanced elements

for end users with higher skills to grow our capabilities and those of our customers via attainable skill stretches.

- Make sure you have feedback loops in place across the project but also for a long period afterwards – these often become your richest source on intel on how well the customer needs have been met and the digital literacy gaps that may still exist.