# Liz Welsh & Associates Pty Ltd
**ACN 088 899 423**

Regional Development Australia

# Final Report

*Project* **Gippsland Digital Engagement**



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*Timeline* October 2013

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*Prepared for* Broadband Connectivity Strategy Group

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# Contents

# Executive Summary

Liz Welsh & Associates Pty Ltd on behalf of the Broadband Connectivity Strategy Group delivered over 100 events to 1,364 participants during twelve months to 30 September 2013. These events attracted an average of 13 participants and engaged local businesses and community members to understand and take advantage of current and forthcoming digital communication over broadband technology. Key facts arising from the project and participant surveys reveal:

- 36% of the Gippsland workforce surveyed are teleworking, however, the term teleworking was known to only 3% of those surveyed
- Majority of participants are yet to experience fibreoptic internet speeds are thus satisfied with current internet connection speed
- Remote residents and businesses were less satisfied with internet access
- 67% connect via ADSL, 19% cellular, 8% satellite
- Cellular and satellite internet access is disadvantageous in respect of costs per Gb
- There is a threefold digital gap in Gippsland from a of lack of infrastructure and ICT skills and knowledge, or a combination of both
- The NBN project will address most of the infrastructure issues
- Gippslanders could benefit from upskilling in the areas of:
  - harnessing the informational power of Google
  - producing and uploading content for YouTube
  - searching, installing and utilising free software
  - mastering touch screens and their ecommerce significance
  - engaging with major social media platforms
  - setting up and optimising selling produce and services online
  - performing basic email functions on multiple devices

The recommendations summary provides eight actions to consider.
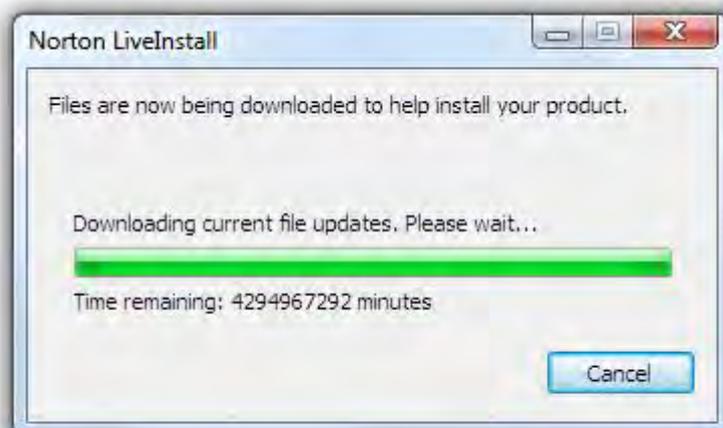
# 1   Report Overview

This report summarises the local project contractors ('LPCs'), workshops, findings, statistics and recommendations for the Broadband Connectivity Strategy Group ('BCSG'), undertaken in delivering the Gippsland Digital Engagement Project ('GDEP').  During the delivery of over one hundred events, the LPCs have liaised with stakeholders throughout Gippsland and gathered local information about broadband engagement. Our findings and recommendations are detailed in this report to assist further development of broadband engagement in Gippsland.

# 2   Workshops

The LPCs delivered 108 events over five council areas from Phillip Island to Mallacoota in twelve months.  Around twenty different presentations were delivered as the LPCs tailored programs according to each stakeholder's request.  The number of participants at these workshops ranged from sixty to two.  The overall number of participants assisted was 1,364, making an average attendance of 13 participants.  The LPCs preferred workshops with about 12 participants, as the team of the three LPCs were required to assist individually. This one-on-one individual assistance provided is important for encouraging broadband engagement, in the simple sense of being able to demonstrate on a participant's own device how to find solutions by engaging online to search for information and software.  Those in the skills digital gap receive much less benefit from a presentation compared to a demonstration on their own device. As there is a great variety of hardware and software along with a million different queries that can be raised about using devices, the LPCs addressed a huge range of questions.

For further details regarding workshops, the monthly reports can be viewed at:

https://www.dropbox.com/sh/raf6lgadbkw5h7e/WWK6V0jGqr

Snippets from the project's informational dinners can be viewed on YouTube by searching for Gippsland eBusiness Dinner.



Shane Kidd - Different Types of Mobile Apps

The LPCs talked about the NBN broadband options in their workshops and collected the following feedback:
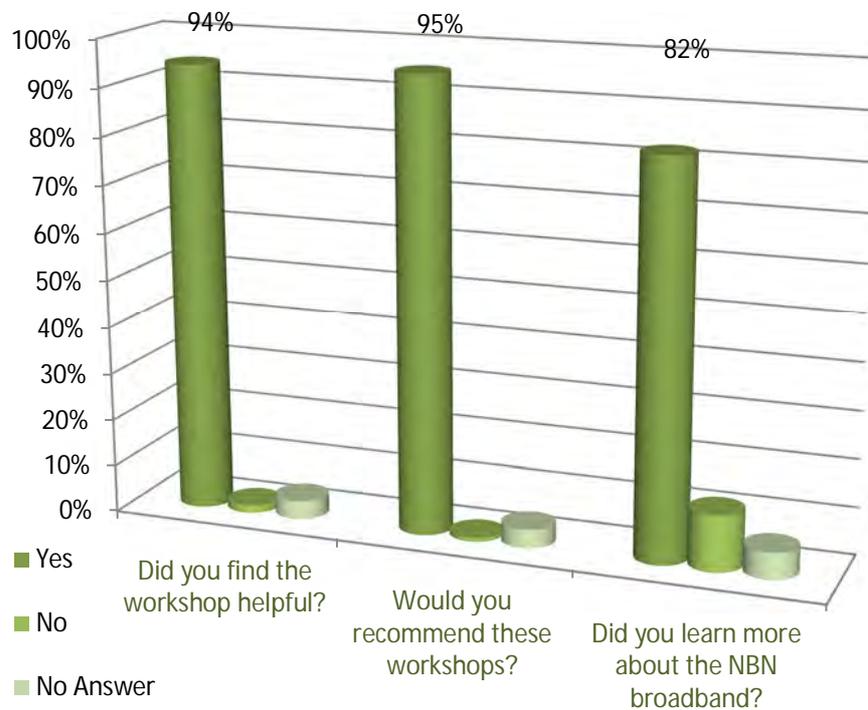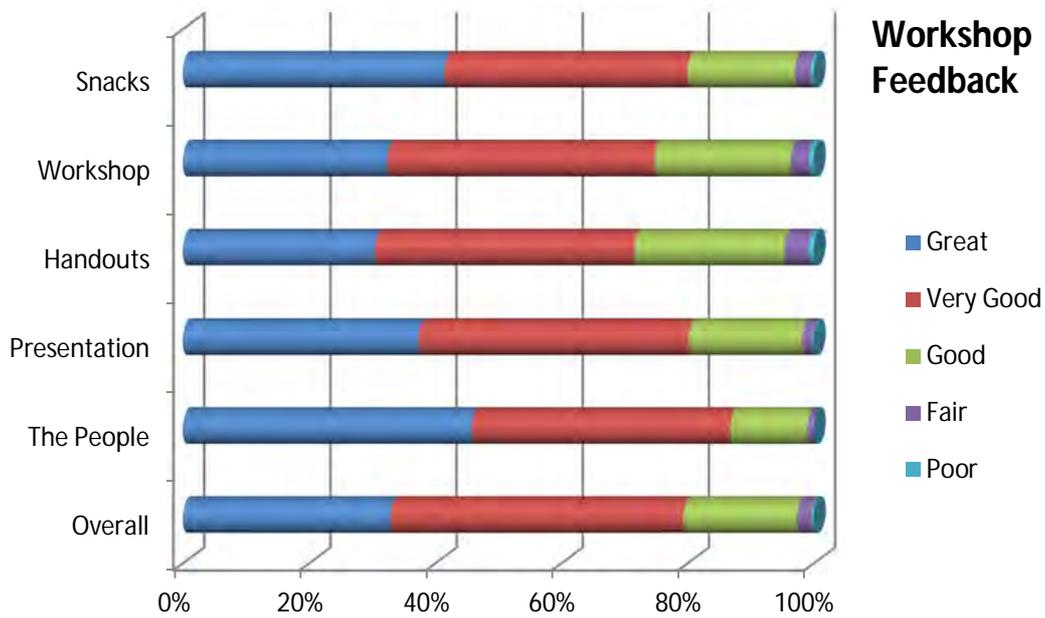




Extensive feedback comments and workshop topic suggestions can be viewed on dropbox https://www.dropbox.com/sh/ttk8rrpnicau8ug/SLDrhIshFP.

# 3   Key Project Findings

## 3.1   Teleworking in Gippsland

The LPCs liaised with businesses to discuss and survey Gippslanders about the level and types of telework undertaken.  At the conclusion of town touring 228 businesses, with a total of 2,106 employees had been surveyed, finding 771 of these employees undertake various types of teleworking.  These results show 36% of the Gippsland workforce teleworking, and this is consistent with other Australian surveys[1].  Whilst all this teleworking was going on, only 6 of the 228 businesses surveyed had heard of the term telework and knew what it was.
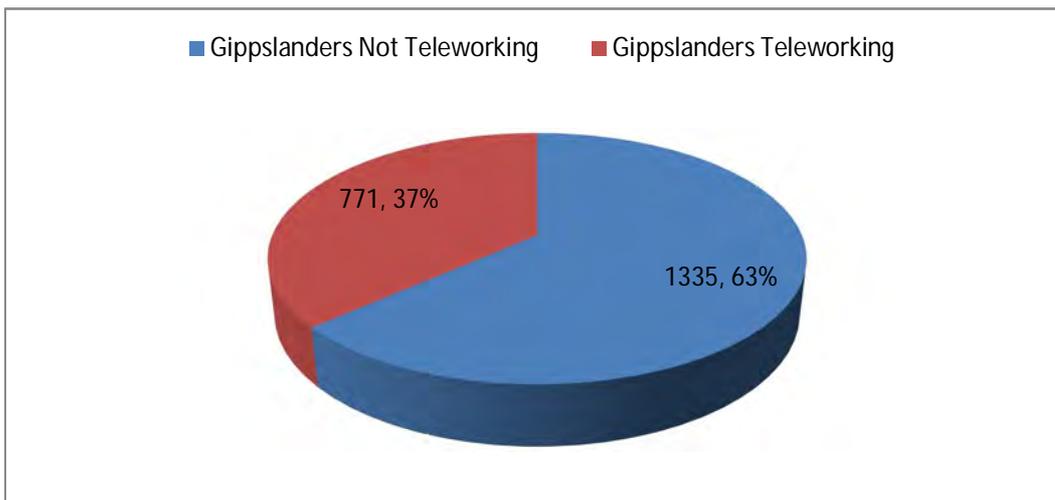


This suggests a gap in terminology between ICT personnel and the general workforce.

Pictured below is a business person from Foster, teleworking inside an oxygen therapy tank on her smartphone, demonstrating the mobility of technology and dedicated work ethic the LPCs found in Gippsland.



[1] *Australian Bureau of Statistics  http://office.microsoft.com/en-au/word-help/insert-or-create-footnotes-and-endnotes-HA101854833.aspx#_Toc293388391*

## 3.2   Internet Availability and Speed Satisfaction

During the year of the GDEP, the LPCs liaised with a wide variety of stakeholders, including businesses and community members and leaders. Overall the majority of Gippslanders are satisfied with the speed at which they can access and transfer data online.  This being said, the LPCs also noted users who have migrated from dial up to ADSL rarely move back to dial up, despite the additional cost of ADSL.  It is anticipated the move from ADSL to fibreoptic will be similarly a one way transition.  Indeed the LPCs are aware of the NBN plan to physically remove copper wiring from telecommunications networks some months after the installation of fibreoptic cable.   It is acknowledged by the LPCs, Gippslanders on nonfibreoptic connections to the internet are unaware of the time savings and superior experience to be gained from the speed of fibreoptic, as the majority are yet to experience this level of connection.  Thus their satisfaction level is limited by not having a substantial fibreoptic experience to include in their comparison and assessment.

## 3.3   Broadband Use in Gippsland

The LPCs collated data from 578 participants to assess Gippslander's type of broadband connectivity.  The results revealed:

*   67% connect with ADSL.
*   19% with cellular,
*   8% with satellite,
*   6% did not know or did not connect
*   and less than 1% on fibreoptic.

Both in the business and community sectors, the LPCs noted many participants required assistance in determining how they connected to the internet, as they were unsure which infrastructure was in use.  Of particular confusion for participants was the existence of wifi in their business or home, leading them to believe the type of broadband in use was wireless wifi.
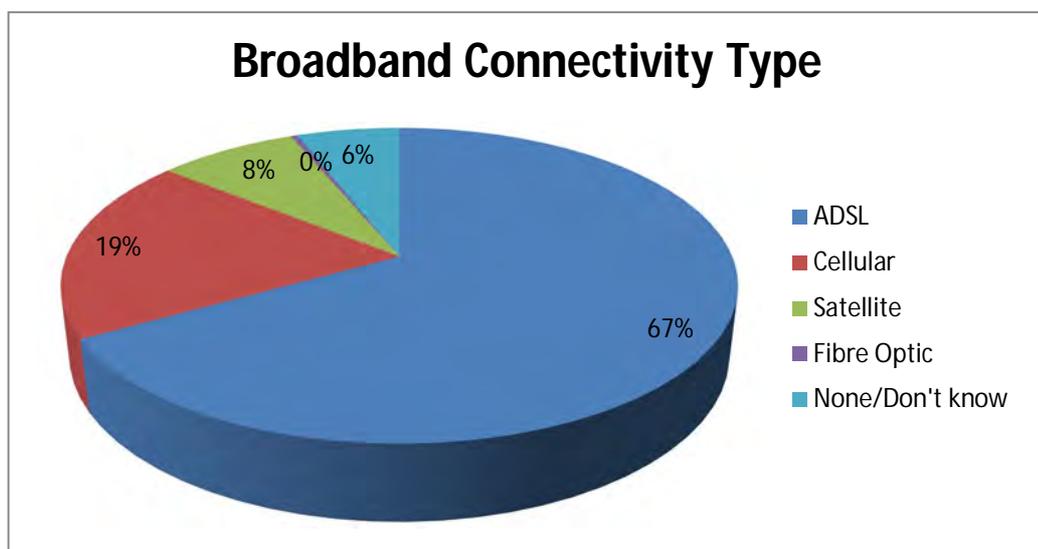
The LPCs provided information to participants about how the NBN project will provide benefit by way of faster and more reliable connection to the internet. Large towns connecting to the internet via ADSL are likely to receive fibreoptic. Smaller towns and the outskirts of larger towns are likely to receive fixed wireless.  Gippslanders connecting more remotely via satellite, in 2015, will receive significantly faster data transfer from the installation of two new satellites above Australia.  Below is a chart highlighting the three main NBN offerings for Gippsland, being fibre, fixed wireless or satellite connection to the internet and their speed compared to other technologies:
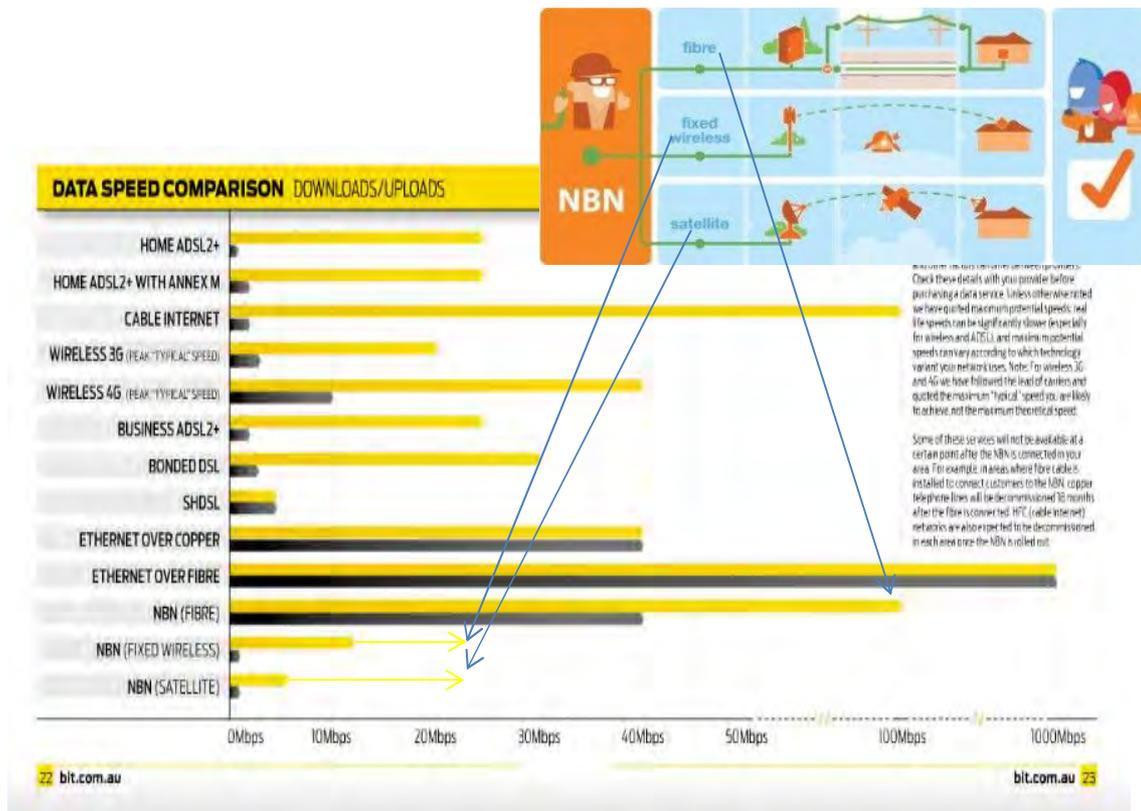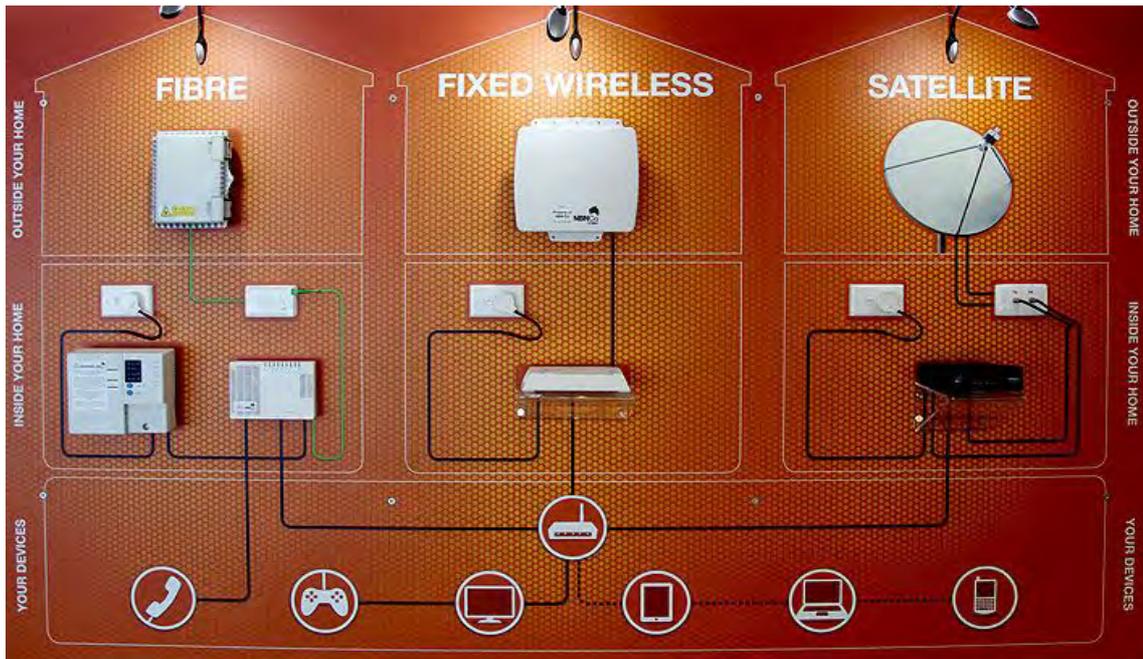
There exists voluminous complicated information about connecting to the internet and the NBN.  The LPCs have extracted the main points and tailored the information for its local delivery.  The options are summarised as follows:

- NBN Fibreoptic connection with speeds up to 100Mbps
- NBN Fixed Wireless connection with speeds up to 25Mbps
(similar speed to ADSL2+)
- NBN Satellite connection with speeds up to 25Mbps after new satellites in 2015.

It is also noted the Telstra network is providing excellent cellular connection to the internet for Gippslanders following the ongoing installation of:

- Telstra 4G towers with speeds up to 40Mbps.

## 3.4   Broadband Costs in Gippsland

The LPCs learned of the cost disadvantage for Gippslanders who have satellite or cellular internet access to the internet, by listening to the community and researching local prices.

| Connection Type | Cost per Gigabyte |
|---|---|
| Telstra 4G – up to 40Mbps | From 1Gb at $25/mth to 8Gb at $50/mth |
| Fibreoptic – up to 100Mbps | From 30Gb at $75/mth to 600Gb at $115/mnth |
| ADSL – up to 24Mbps | From 50Gb at $50/mth to 400Gb at $80/mth |
| Fixed wireless – up to 25Mbps | From 30Gb at $55/mth to 600Gb at $55/mth |
| Satellite – up to 6Mbps        (25Mbps in 2015) | From 4Gb at $35/mth to 60Gb at $60/mth |

These figures highlight the difficulties faced by many regional businesses and individuals in accessing fast and reliable internet service at an affordable price per gigabyte.  Consumers are purchasing digital devices and communication plans from retailers whose primary objective appears to be to make a sizeable sale, rather than apply a skills based approach to ensuring the device and data plan is practical and economical.

## 3.5    Types of Hardware and Software Used
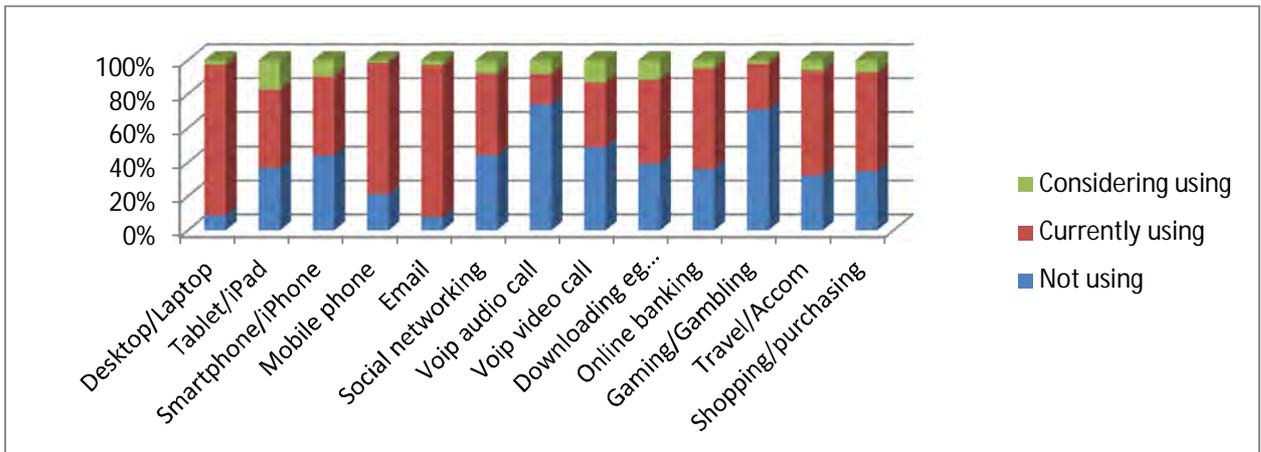


The data collection of types of hardware and software being used correlates with the interest in these items in workshops.  Participants are most interested in tablets, smartphones and voip.  This interest, combined with current uptake of mobile touch screen devices supports retail and web surfing statistics for use of these items.  The most used items are desktop/laptop and email, reflecting the mature age of workshops participants.

## 3.6    Insufficient Infrastructure

The areas where Gippslanders were unsatisfied with broadband facilities tended to be, for the most part, in the smaller towns and more remote locations. The LPCs acknowledge the infrastructure cost issues for providing faster digital communication in smaller towns and remote locations, whilst at the same time recognising the digital gap this creates for many Gippslanders.  The LPCs found the following situations:

❖ The town tour of Stratford revealed a significant number of small businesses connected to the internet via their mobile phone rather than a landline.  This shift from landline to cellular connectivity is due to the cost savings for light internet users who have a smartphone with online capability and a plan of a few gigabytes per month.  These businesses were gaining savings from cellular connectivity to the internet, thus avoiding an additional connection cost to the internet via the landline.

❖ In Bairnsdale the public were enjoying the Telstra 4G speed, with a some people wary, as more people use the 4G the slower it will become because of congestion.  In Bairnsdale, many people living out of town reported dismal internet access, via slow dial up or satellite options.  These out-of-towners around Bairnsdale were looking forward to faster internet.

❖ Businesses in Mirboo North shared their disappointment in the belief the NBN fibreoptic cable would not be passing through their town, even though fibre optic cable is planned by the NBN for the exchange in this area.

❖ The local computerstore in Leongatha, South Gippsland also shared with the LPCs the disappointment of community north of Leongatha, in having to connect to the internet via satellite.  The residents and businesses in this area and many other areas in Gippsland are dissatisfied with slow and expensive satellite connection to the internet.  The computer store was seeking more detailed and up to date information from the NBN to provide to the local community.

❖ A silversmith in South Gippsland shared their frustration in the inability to post messages with images onto facebook in peak period of data traffic. This business connected to the internet via satellite and was unable to upload images in peak times because the data would always drop out due to online congestion in their area.  The timing of the facebook postings is imperative for the business, as placing information in news feeds during peak times for viewing social media maximises marketing potential.  Whilst the LPCs provided a solution to this in advising facebook messages can be preuploaded to the facebook cloud for later release at a specific time in peak periods, this does not resolve the business's problem in replying with images during peak times.  The LPCs were able to share the good news of faster satellite communication scheduled for 2015 when the government planned to install two new satellite's for Australia as part of the NBN project.

❖ Cellular network blackspots were also a source of difficulty for many areas in Gippsland, especially in hilly areas and inbetween towns, more so than in towns.  Lakes Entrance in particular has issues during summer peak months, with cellular overloads impacting on more than mobile phone users, as EFTPOS facilities relying on the cellular network become unusable. Reports in local newspapers have highlighted this issue, with the suggested solution being major upgrades of exchange infrastructure.

❖ The LPCs delivered over a hundred events at different venues and found some with wifi access and some without.  The speed of the wifi varied greatly from adequate with a group of ten on the wifi, to unusable due to speed, bandwidth and reception.  For example, the free wifi access provided by most local libraries and some neighbourhood houses would benefit from a speed increase.  With 25% of internet traffic currently being video and with this predicted by CISCO to become 90% by 2020, the availability of high speed connections becomes even more important for organisations and the public.

❖ The higher the online connection speed the more success Gippslanders will have in using VOIP technologies to reduce their communication costs. Those in the digital gap will experience slow internet access, along with less ability for successful use of VOIP for the businesses and homes.

❖ Cloud services are very underutilised in rural and remote areas, where a cellular connection is the only option. Due to bandwidth limitations and

expense, it is not a viable option for rural users to take advantage of cloud storage – even if the storage if free the data transfer cost online is unfeasible. As this technology becomes more popular in large towns and cities, rural areas become increasingly disadvantaged.

❖ Finally a very small percentage of businesses were unwilling and/or unable to use a computer in their business and thus did not engage online.

## 3.7   Insufficient ICT skills and knowledge

The LPCs found the forty plus age groups require more upskilling with ICT as compared to individuals in the below forty age groups.  Whilst some of the digital gap will be resolved by the passage of time, the influx of new technologies such as touch screens and their operating systems create further upskilling challenges.

### Googling Basics



The vast majority of participants could benefit from developing stronger online self-help skills.  The general nature of participants is to have their information technology queries answered immediately without research and with instant verbal solutions.  This instant expectation of IT consultants reveals participants' lack of understanding of the vastness of software applications and hardware variations in existence.  Such an instant expectation overlooks the goldmine of information sources available to assist by searching on Google and YouTube.   Usually a few minutes of online research resolves most simple software 'how to' questions, and information for more complex issues can be located and applied. The LPCs believe much of our digital gap can be reduced by training and empowering



people to undertake online research of their own information technology queries.  This is especially the case for lower level queries of how to use software.  Such training would have to be offered in an attractive package, perhaps along the lines of DIY with Google and YouTube.

### Free Software



A consistent point of popular interest from participants during the GDEP was highlighting the availability of free software available for download online.   This demonstrates participants lack of Googling for IT solutions in being able to search, download, install and try free software for a task.   The LPCs demonstrated websites such as CNET download, tucows and Google's own search engine, where one can type in key words to find free software.  Participants were interested

in using free software for all sorts of tasks. For example, graphics creation and manipulation, websites and related website tools, opening office documents on smartphones and tablets. Some of the skills required in researching and downloading free software is the ability to avoid and uninstall spyware, addware and annoying toolbars.

## Video

With YouTube the second most frequented website by Australians, it is important for Gippsland to have lots of content on this online channel. CISCO reports 57% of all internet traffic online was video in 2012, and this is predicted to be 90% by 2017[2]. Online shopping statistics reveal visitors who view product videos are 85% more likely to buy[3]. Websites with video are 53% more likely to appear on Google's first page[4]. It was encouraging to find demand in Gippsland for learning how to produce short videos for sharing online. A wide variety of businesses and organisations attended the LPCs ePostcard workshops. Rachael Lucas presented at these workshops and stressed the major point of keeping video length short and research strongly supports this[5]. The LPCs saw some stunning video footage from Gippsland that would make excellent footage for YouTube videos. Tourism businesses in Gippsland may benefit from a greater online presence and showcasing easy ways to enjoy Gippsland. For example, promotional videos of themed packages available, combining one easy purchase providing sightseeing, family fun, accommodation and eating out all from one click/touch. The YouTube, 'Gippsland for a boys' weekend' was a video consumers could find quickly to gain an overview:



Gippsland for a boys' weekend - a great Victorian escape

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[2] Cisco Visual Networking Index: Forecast Methodology, 2012-2017

*http://www.cisco.com/en/US/solutions/collateral/ns341/ns525/ns537/ns705/ns827/white_paper_c11-481360_ns827_Networking_Solutions_White_Paper.html*

[3] *Invodo http://www.invodo.com/resources/statistics/*

[4] *The Gold Mine http://www.marissaberger.com/blog/2013/06/25/online-videos-could-mean-more-sales-for-your-business/*

[5] *Wistia http://wistia.com/blog/does-length-matter-it-does-for-video*

## Smartphones and Tablets

In delivering the GDEP the LPCs have assisted many mature and senior residents how to use their small touch screen devices. The uptake of smartphones and tablets in Australia and globally is a technological change imposing costs and complexity upon businesses to adapt their information. Traditional websites now require updating to enable a user friendly experience on a smaller screen, which encompasses versions for the android, apple and windows small screen device operating systems. Demonstrations were performed showcasing the ease of navigating a 'mobile ready' website compared to an older nonresponsive site. The most popular topic for community workshops for the LPCs was for learning to operate computer tablets.

Shane Kidd a Gippsland website and mobile app developer shared the costs and process of creating mobile apps for organisations with the hundreds of organisations at our eBusiness Dinners. This revealed most organisations were unaware a mobile app needs to be created for each platform, for example: android, apple and windows. Organisations were surprised to learn of the high percentage of customers and potential customers accessing online information on small screens, especially via the use of apps as opposed to the traditional web browser. The LPCs assisted in clarifying the benefits of a mobile app and demystified the process of operating and maintaining an app. There is scope to educate business associations as to the benefits of having their town or region represented in a mobile app platform. An important step forward for many businesses now, is to ensure their web presence is accessible from a small screen device
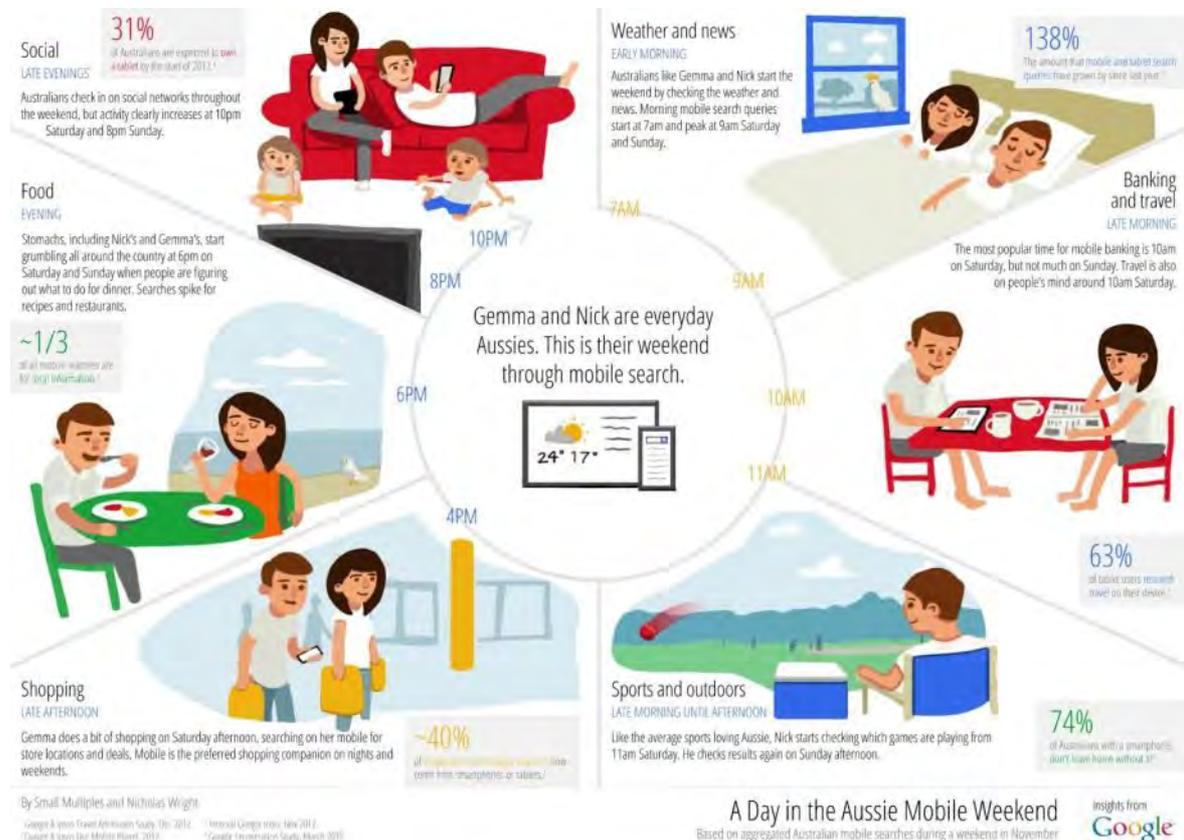
Important statistics to keep in mind with smartphones and tablets are:
38% of our daily media interactions are on smartphones[6]



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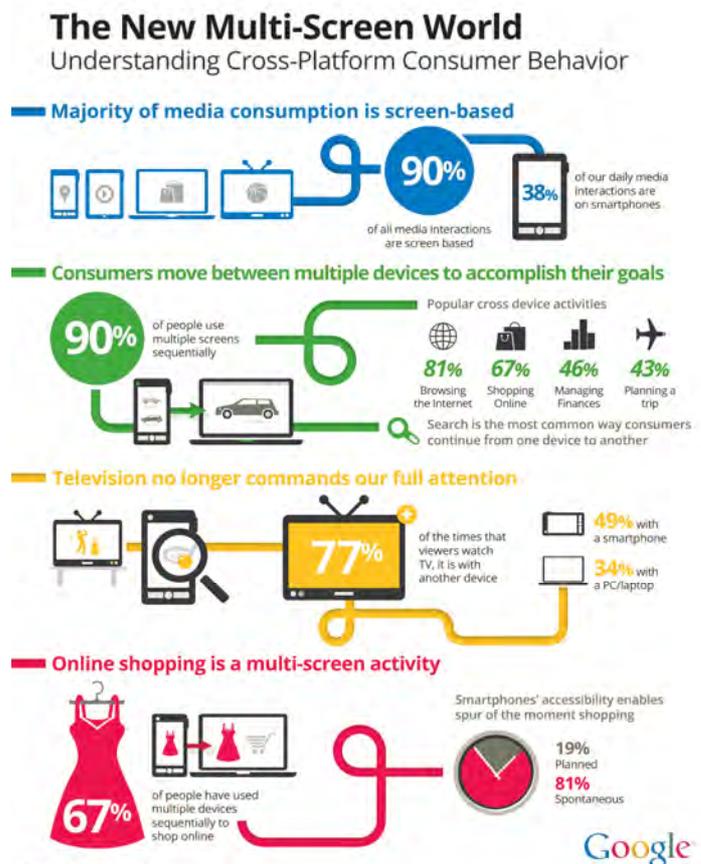
[6]     Google    -    https://docs.google.com/viewer?url=http://ssl.gstatic.com/think/docs/multi-screen-world-infographic_infographics.pdf&embedded=true

The next infographic shows the results of Google research into a typical Aussie weekend on the mobile[7]. The high percentages of searches from a touch screen mobile device is increasing from early morning to late at night. An important note for businesses is 40% of all shopping related searches are generated from smartphones or tablets:



A Day in the Aussie Mobile Weekend
Based on aggregated Australian mobile searches during a weekend in November

## Social Media

The LPCs assisted businesses with the major social media platforms by explaining and demonstrating basic features. Generally the younger the personnel in a business the more likely it was to have a Facebook page in Gippsland. Facebook was quite well used and some workshop participants were unaware Facebook could be used to target locals. The main message the LPCs and Rachael Lucas shared was to take advantage of the free advertising, brand building and site linking available in social media. It was explained to keep social media blogging to short posts with images/video. The main finding here is too many organisations in Gippsland are unaware their online presence can be a significant asset in their business and are reluctant to learn how to blog and/or devote the time for this soft selling activity. This reluctance to engage in online conversation is stalling the growth of some businesses and an up-to-date image of Gippsland online. In particular the accommodation and food industries, where platforms such as Trip Advisor and Urban Spoon

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[7] *Google - http://google-au.blogspot.com.au/2013/02/insights-into-mobile-aussie-weekend.html*

dominate as tools of the trade for the internet savvy consumer, it is wiser for Gippsland businesses to join their online presence.

## Selling Online

The LPCs provided links to business participants about where to start in setting up free and low cost ways websites and add a shopping cart. The most common problems shared by Gippslanders concerned access to their websites and cost of maintaining it. Some businesses had websites and were unable to contact their web designer or access their site. Other businesses had no access to their website to be able to make small text or picture and product changes and used costly external designers for minor updates to a site. Advice provided to organisations was to have a website they could access and make modifications to. Firstly this would save costs and secondly provide a basic understanding of how their website works.



At the LPCs business dinners, Jane Seaholme from Gippsland, a successful recycler on eBay, shared her strategies for selling products online with hundreds of local businesses. Local organisations were motivated by Jane's journey into eBay trading and wanted to know how to transact online and sell 'in their pyjamas'. The LPCs found substantial local retailers were without a website and desired to be online, however, required advice on how to get started in an affordable manner. Organisations were looking for ways to make the time put into and manage online selling provide lucrative returns.

## Email

A common theme of questions across the workshops is for basic training in setting up of email accounts for use on multiple computing devices, particularly on touch screen devices. Gippslanders are seeking training on being able to perform basic email functions. As there are voluminous providers of email services, such training is most effective with one-on-one ratio as each device, ISP settings, and software usage varies for each workshop participant. Main topics of repeated requests in email are:

o How to setup email in the account settings area
o Sending emails
o Attaching pictures and files
o Deleting emails
o Synchronising emails across multiple devices

## 3.8    eCommerce Googleability

In liaising with businesses and googling various regions in Gippsland, it became apparent towns with generic names were at a disadvantage to towns with more unique names.   For example searching for businesses in Mallacoota, Leongatha and Wonthaggi is much easier than searching for businesses in say, Sale and Foster.  Of course there is the option to search by postcode, however this requires higher level thinking and application than would be applied by an average online searcher.  The internet being a mass of servers with information produced randomly was highlighted in searching for succinct information in Gippsland.   The LPCs found the existence of locally created directories and websites was adhoc and often containing outdated information or only a phone number and no email, voip or social media options for commencing communication.  Part of the ad hoc nature of the internet also results in many privately run services competing directly with government/shire sponsored sites

## 3.9    Threefold Digital Gap

Three types of digital gap exist in Gippsland:

o        Infrastructure – slow or no internet access
o        Knowledge – insufficient ICT skills
o        Both – insufficient infrastructure and knowledge
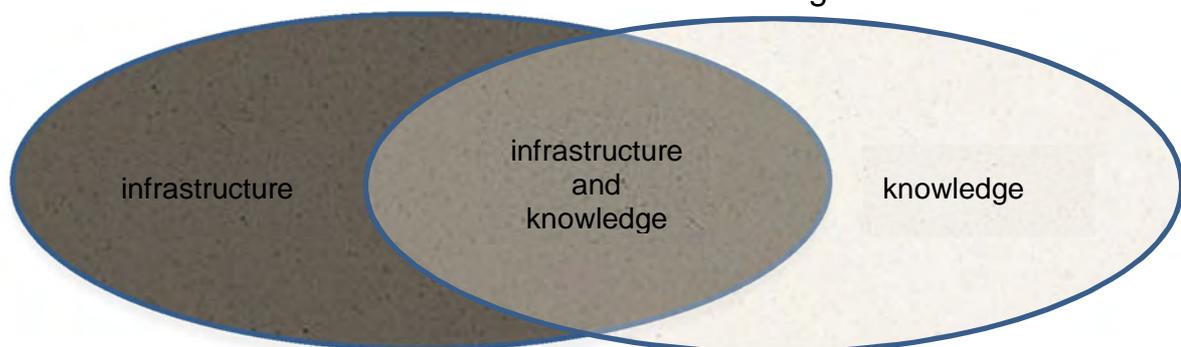


# 4    Recommendations in Detail

The LPCs provide recommendations in detail based on their experience and feedback from Gippslanders over the last twelve months.

## 4.1   Whole Approach to Reducing the Gap

To focus on reducing Gippsland's digital gap by recognising the gap arises from a combination of insufficient knowledge, infrastructure or both.   Placing emphasis on assessing situations with the aim of addressing the three possible combinations in the digital gap, with analysis based on a whole approach. Firstly, identifying the capability and cost of available broadband infrastructure. For example, internal infrastructure could be upgraded to increase speed and

reliability of a broadband connection. Secondly, assessing any ICT knowledge required to perform desired tasks. For example, assessing any ICT or software training required.

## 4.2 Research Providing High Speed Hubs

Further research into support for businesses and individuals in the digital gap by considering providing more low cost or free options for connecting at higher speed to the internet at town hubs. For example, libraries, neighbourhood houses and private business hubs.

## 4.3 Teleworking or mobile working

It is suggested as this term is rarely understood by the general public, other terms such as working from home or working remotely from a computer or digital device may be easier for people to understand. Perhaps even a new term of mobile working.



## 4.4 Training on Demand and Short Courses

Due to the broad nature of queries from possible participants because of the voluminous types of software and hardware available, training to increase ICT knowledge can be delivered in many ways. Face-to-face sessions are recommended for those in the digital gap. More sophisticated users can benefit from the ability to be assisted via email, voip (eg Skype) or over the telephone.

❖ Training on demand is applicable for queries taking a short amount of time, say 5 minutes to 5 hours to resolve. This is suitable for questions requiring one training session to resolve. For example, a query on how to achieve a simple task concerning one component of a software application such as using dropbox to backup or share data to the cloud. These tasks are very specific in their nature, and can be delivered and instantly utilised by those receiving the instruction.

❖ Fixed training programs are relevant and valid for organisations and individuals seeking to learn an entire process, involving installing and using certain software. It is recommended for businesses the training be in the evenings or on weekends for about a two hour duration, running for about 6-8 weeks, focussed on one particular skill and its processes. For example, designing a small business website with Joomla or connecting their Facebook feed or Tripadvisor widget to their website. Weekly programs are suggested because most of the life culture in Gippsland is based on weekly routines.

## 4.5 Produce Video and Upload



Actively facilitate and promote video production for products, services, attractions and things to do and events in Gippsland. If videos include appropriate key words in the name and description of a video, this will increase its effectiveness. The ideal length for video is about thirty seconds and maximum length usually ninety seconds, due to the attention span of most viewers. It is usually more effective to have a series of short videos than one long video. Continue to provide training and technical tips to Gippslanders on the production, editing and uploading of videos. Expand the awareness of using smartphones in combination with the youtube mobile app, to facilitate instant video creation and upload with minimal knowledge required.

## 4.6 Small Screen Capability



Provide information sessions for Gippsland organisations to learn more about the small screen revolution with smartphones and tablets and the implications for ecommerce. Design and tailor workshops in which participants can learn the skills to create responsive websites so the information is in a user friendly format for pc, smartphone or tablet websurfing. As smartphones become more prolific, the scenario of a shopper comparing products whilst browsing the bricks and mortar store, will increasingly influence buying behaviour in the coming years.

## 4.7   Social Media

The LPCs suggest social media be further promoted to organisations in Gippsland to improve the uptake and continued use of the social media products.   The more Gippslanders are active on social media the better the overall online presence will be for the Gippsland Local Government Network region.   Specific programs could provide information on how to capture and share online reviews about local products, services, places and experiences in Gippsland.   It is recommended the region create more video content for websites and social media to increase online views and success.   In particular multiple short video clips on homepages can extend and enhance potential customer engagement online.   Overall less words and more video and audio content are recommended for organisations online.
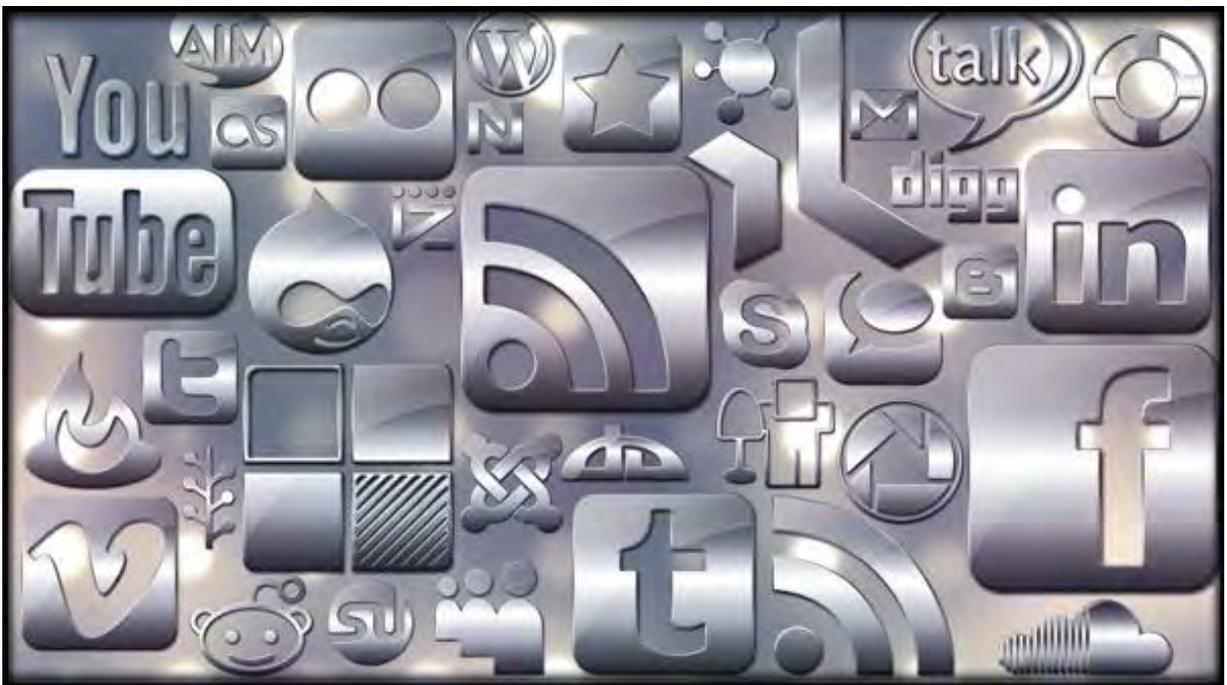


# 5   Gippsland Digital Champion

Other regions have listed their digital champions and a similar process can be adopted in Gippsland to identify and promote key players.   Digital champions might include organisations who have embraced online technology as well as programmers and creators of online tools.   A local digital champion might be organisations who have created or adopted online solutions.   For example, Shane Kidd and his son James Kidd developed the Lakes Entrance mobile app or miiy in Traralgon developing digital tools such as real estate matchmaking services.   For example, the success of the Payless Promotions online store. Once a list of digital champions is produced, their skills could be utilised further in acting as digital business mentors in Gippsland.

## 6  Eight Recommendations Summary

✓ Reduce Gippsland's digital gap by providing a whole approach to address the lack of infrastructure, insufficient ICT skills, or combination of both as required

✓ Consider high speed hub development to provide broadband access at low or no cost in town centres

✓ Rename teleworking to mobile working and continue to promote and survey uptake on fixed and mobile devices

✓ Provide local face-to-face training on demand and short courses to develop ICT knowledge as required

✓ Facilitate short video production and promotion in Gippsland to raise region's digital presence and enhance ecommerce

✓ Inform and assist businesses in being part of the small screen revolution communication cycle by making websites responsive and developing mobile apps

✓ Increase participation in social media to increase Gippsland's online presence and links to local video and websites

✓ Conduct a digital Gippsland audit to identify champions

## 7  Conclusion

The LPCs have three golden rules to pass onto Gippslanders to assist them in becoming engaged online and taking advantage of the most broadband communication has to offer:

# 1.  Google everything.

# 2.  Get into video.

# 3.  Be online.