



Discussion Paper

Digital Inclusion Whanganui

Action Plan

*“Alistair Fraser is spearheading a new initiative, **Digital Inclusion Whanganui**, to address inequities in digital access and literacy.”*

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Introduction & Background

Alistair Fraser is spearheading a new initiative, **Digital Inclusion Whanganui (DIW)**, to address inequities in digital access and literacy.

Inspired by successful models in similar communities, DIW aims to empower individuals and families in Whanganui through locally tailored, inclusive digital initiatives.

By working as an independent social entrepreneur, Alistair seeks to establish DIW as a platform for collaboration, consultation, and action.

Executive Summary

This action plan outlines the establishment of **Digital Inclusion Whanganui (DIW)**, a community-driven initiative designed to address digital inequity in Whanganui. Led by Alistair Fraser of Crystal Adventures Ltd, DIW aims to empower individuals and families through inclusive, locally tailored digital initiatives. The programme focuses on access, skills, safety, and motivation to foster a digitally inclusive society where everyone has equitable opportunities to engage with technology.

Key Objectives and Vision:

- Conduct a comprehensive digital inclusion needs analysis by Techweek 2025.
- Engage stakeholders across various sectors to build partnerships and strengthen collaboration.
- Launch impactful pilot initiatives targeting key community needs by March 2026.
- Secure sustainable funding to support ongoing and future projects.

Programme Scope and Target Audience: DIW primarily serves low-income individuals, seniors, families, and marginalised groups, with a secondary focus on broader community upskilling. The approach includes:

- Establishing a Facebook page for outreach and consultation.
- Conducting surveys and focus groups to assess digital inclusion barriers.
- Hosting events to raise awareness and engage stakeholders.

Strategic Milestones:

1. **March 2025:** Launch the DIW platform and initiate stakeholder engagement.
2. **May 2025:** Present a robust needs analysis at Techweek, fostering community collaboration.

3. **December 2025:** Develop a detailed action plan and explore formal governance structures.
4. **March 2026:** Launch the first pilot project, addressing the most pressing community needs.

Governance and Funding: DIW will begin as an independent initiative, exploring options such as forming a charitable trust. The funding strategy prioritises grants, philanthropic support, and partnerships to ensure sustainability.

Evaluation and Outcomes: The plan includes immediate outputs such as community engagement and a needs analysis report, short-term outcomes like increased awareness and collaboration, and long-term goals to reduce digital inequity through sustainable, community-led initiatives.

Next Steps:

- Launch and promote DIW's platform.
- Engage stakeholders and gather community input.
- Complete a needs analysis and present findings at Techweek.
- Develop a roadmap for long-term digital inclusion initiatives.

This document sets the foundation for a transformative effort to make Whanganui a leader in digital inclusion, addressing local challenges with innovative, community-centric solutions.

Programme Scope

Target Audience:

- **Primary focus:** Low-income individuals, seniors, families, and those with limited access to digital resources.
- **Secondary focus:** Broader community groups in Whanganui requiring digital upskilling.

Core Components:

- **Consultation Platform:** Establishing a Facebook page to gather community input and promote awareness.
- **Needs Assessment:** Identifying local digital challenges and opportunities through research and community surveys.
- **Pilot Initiatives:** Running small-scale projects such as device access, digital literacy training, and affordable connectivity programs.

Timeframe:

- **Immediate:** Facebook page launch and consultation.
- **By May 2025:** Complete the digital inclusion needs analysis.
- **Post-Techweek 2025:** Develop a roadmap based on findings and community feedback.

Vision & Objectives

Vision:

To create a digitally inclusive Whanganui where everyone has equitable access to technology, connectivity, and skills.

Objectives:

1. Build a robust digital inclusion needs analysis by Techweek 2025.
 2. Engage stakeholders and establish partnerships.
 3. Launch locally impactful pilot initiatives.
 4. Secure funding for ongoing projects.
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Key Establishment Milestones

By March 2025:

- Launch the DIW Facebook page.
- Begin stakeholder engagement and surveys.

By May 2025 (Techweek):

- Present the findings of the needs analysis.
- Host interactive events, including workshops and panel discussions on Whanganui's digital inclusion landscape.

By December 2025:

- Develop a detailed action plan based on the needs analysis.
- Begin exploring partnerships and formalising DIW as a potential legal entity.

By March 2026:

- Launch the first pilot project to address key community needs.
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Consultation & Stakeholder Engagement

Stakeholders:

- Whanganui residents.
- Whanganui District Library, suburban libraries, community organisations, UCOL, local colleges and schools.

- Whanganui Business Chamber of Commerce, Whanganui Tech Network and local businesses.
- Whanganui Regional Health Network and other regional/health service and support providers
- Central government departments and agencies, national and regional funding/philanthropic organisations.
- Whanganui District Council and Whanganui and Partners.
- Digital Inclusion Alliance Aotearoa.
- Digital Equity Coalition Aotearoa (DECA), Katoa Connect, InternetNZ and TUANZ.
- Technology Providers: Companies that supply the necessary technology, devices, and internet connectivity to support Whanganui's digital inclusion initiatives.

Engagement Methods:

- Community surveys and focus groups.
- Online discussions and feedback via social media.
- Events and workshops during Techweek 2025.

Programme Design & Resources

Initial Resources:

- Home office for planning and coordination.
- Facebook page for outreach and engagement.

Projected Needs:

- Research tools and expertise for the needs analysis.
- Partnerships for device provision and digital literacy training.

Governance & Funding

Governance Options:

- Operate initially as an independent entity under Alistair's leadership.
- Explore the potential for forming a charitable trust or partnership with existing organisations.

Funding Strategy:

- Seek support from local philanthropic trusts, businesses, and government/public sector grants.

- Highlight Techweek 2025 as a platform for showcasing DIW's potential and attracting investment.
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Evaluation & Outcomes

Immediate Outputs:

- Needs analysis report and stakeholder feedback.
- Community engagement through events and online platforms.

Short-Term Outcomes:

- Increased awareness of digital challenges and opportunities in Whanganui.
- Stronger community collaboration and partnerships.

Long-Term Impact:

- Reduced digital inequity in Whanganui.
 - Sustainable, community-driven digital inclusion initiatives.
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Next Steps

1. **Establish DIW Platform:** Launch and promote the Facebook page.
2. **Engage Stakeholders:** Begin consultations and gather input.
3. **Conduct Needs Analysis:** Use surveys, focus groups, and research to prepare for Techweek.
4. **Host Techweek Events:** Present findings and foster collaboration.
5. **Develop Roadmap:** Create an action plan for DIW's future initiatives.

Scope and Plan for the Needs Analysis

This plan outlines the process for completing a comprehensive digital inclusion needs analysis for Whanganui, starting at the end of January 2025 and concluding by mid-May 2025 (Techweek 2025). The analysis will identify local challenges and opportunities and serve as a foundation for actionable digital inclusion initiatives.

Purpose

To assess the state of digital inclusion in Whanganui, identify key barriers and opportunities, and provide actionable insights to guide the development of Digital Inclusion Whanganui (DIW) initiatives.

Scope

1. Geographic Focus:

- Whanganui District, including urban and rural areas.

2. Key Areas of Investigation:

- **Access:** Availability and affordability of devices and internet connectivity.
- **Skills:** Digital literacy levels across demographics.
- **Motivation:** Understanding the willingness and barriers to engaging with digital tools.
- **Safety:** Awareness of cybersecurity and safe online practices.

3. Target Groups:

- Low-income families, seniors, people living in rural communities, people with disabilities, Māori and Pasifika rangatahi, migrants and refugees with English as a second language, people living in social housing, offenders and ex-offenders.
 - Community groups such as local businesses, social services, and educational institutions.
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Timeline

Phase 1: Planning (End of January – Mid-February 2025)

- Define objectives and scope of the analysis.
- Develop survey instruments and data collection tools.
- Identify stakeholders and partners for input.
- Create a project schedule.

Phase 2: Data Collection (Mid-February – Mid-April 2025)

- Conduct surveys and focus groups with target audiences.
- Interview stakeholders (e.g., schools, libraries, social services).
- Analyse existing local and national data on digital inclusion.
- Document qualitative and quantitative findings.

Phase 3: Analysis and Reporting (Mid-April – Early May 2025)

- Compile and analyse data for trends and insights.
- Identify key barriers and opportunities.
- Develop actionable recommendations.
- Draft the needs analysis report.

Phase 4: Presentation (Techweek 2025, Mid-May 2025)

- Present findings through workshops, panel discussions, and reports.
 - Use events to foster community engagement and feedback.
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Key Activities

1. Survey Design and Administration:

- Develop tailored questionnaires for different demographics.
- Distribute surveys online and via physical copies in accessible community locations.

2. Focus Groups and Interviews:

- Host sessions with diverse community members to gather qualitative insights.
- Conduct interviews with key stakeholders, including local organisations and educators.

3. Data Analysis:

- Use tools like spreadsheets or software (e.g., Excel or Google Sheets) to analyse data.
- Highlight patterns, barriers, and opportunities.

4. Report Writing:

- Create a comprehensive report with visuals and summaries of findings.
- Include actionable recommendations for DIW's initiatives.

5. Community Engagement Events:

- Host workshops or discussions during Techweek to share findings and refine action plans.
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Deliverables

1. Needs Analysis Report:

- Detailed insights into digital inclusion challenges and opportunities.
- Clear recommendations for DIW's action plan.

2. Community Feedback Summary:

- Consolidated input from surveys, focus groups, and interviews.

3. Techweek Presentation:

- Engaging presentation of findings, incorporating visuals and participant stories.

Resources Required

1. Personnel:

- Project manager (Alistair Fraser).
- Volunteers or assistants for survey distribution and data collection.
- Analysts to help with data interpretation (could be part-time or contracted).

2. Tools and Materials:

- Survey software (e.g., Google Forms, SurveyMonkey).
- Physical survey forms for offline distribution.
- Social media and local media for outreach.

3. Budget:

- Printing and distribution costs for surveys.
 - Venue hire for focus groups or Techweek events.
 - Marketing materials for community outreach.
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Success Metrics

1. Community Reach:

- Number of survey responses collected.
- Number of participants in focus groups and interviews.

2. Insights Generated:

- Clarity on key barriers to digital inclusion.
- Identification of actionable opportunities for DIW.

3. Engagement and Awareness:

- Positive feedback and engagement during Techweek presentations.
- Increased community interest and involvement in DIW initiatives.