

# Digital Equity Living Lab: Building Digital Inclusion in Doveton



The City of Casey’s Digital Equity Living Lab (DELL) was a novel approach embraced by the City of Casey to address the challenges around achieving Digital Equity in Doveton, Casey’s most digitally excluded suburb.

Doveton was selected as the focus due to its status as the most digitally excluded suburb in Casey, where 22% of households lacked access to the internet (according to 2016 Census results). Additionally, Australian

Digital Inclusion Index (ADII) 2020 scores placed it in the most digitally excluded metropolitan Melbourne region.

Council invited external organisations to respond to three open innovation challenges across the digital inclusion domains of Access, Affordability, and Digital Ability.

## The challenge statements were:

- *How might we enable all people in Doveton, particularly those who are digitally excluded, to access the internet so that they are empowered to get online regularly for a range of activities?*
- *How might we invest in and/or advocate for alternative means of accessing affordable internet and devices, in order to ensure the best value for digitally excluded communities?*
- *How might we empower and motivate digitally excluded people to build digital skills, increase confidence to get online, and to safely use the internet in an ongoing way that improves their lives?*

Partner-run trials included a technology expo for the community, smart solar-powered benches in key open space areas, and upgrades of bus shelters to incorporate free public WiFi and device charging.



## Digital Doveton, as it was known to the community, achieved several outcomes:

- Building confidence and understanding of digital opportunities.
- Promoting the City of Casey as a forward-thinking and digitally inclusive local government area.
- Showcasing the offerings and services of Council to further build engagement.
- Demonstrating new approaches to the development of customer-focused services through an innovation enabled environment.



## Key metrics from the program included:

- Over 10,000 free public WiFi sessions logged across related trials.
- 326 total attendees across 3 engagement and promotional events.
- 170 seniors’ responses to technology surveys.
- 1,477 unique visits to Council’s Digital Doveton website.
- 9 languages other than English for printed material.

