



# Technological Stewardship: Charting Your Course in an Increasingly Digital World

Presentation by Scott Riddle  
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## My talk in a nutshell...

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### **Some Numbers**

An 'increasingly digital world' ?

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### **Implications**

What does 'digital' mean for community organisations?

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### **Response**

How can leaders shepherd organisations through a new online world?

## Australia

**80%** of Australians are online - that's 18m people with internet connections vs 6.5m in 2000 (Nielsen Netview, Aug 2011)

**66%** of Australian households now have broadband vs 16% in 2004 (OECD, 2011)

**52%** of Australians now have a smartphone vs 37% a year ago (Ipsos, 2012)

**21.7** hours spent online per week by the average user in Australia in 2011 vs 6 hours in 2000 (Nielsen, 2011)

## Globally

By 2016 **3 billion people**, or **45%** of the world's population, will use the Internet (Boston Consulting Group)

Every year about **200 million** people are going online for very first time (Boston Consulting Group)

In the ten years to 2010, internet users in the developed economies just about tripled. In the rest of the world, their number grew ten-fold (The Economist, 2011)

## At Google

**800M** unique users visit YouTube each month

Over **72 hrs** of video uploaded every minute in 2011

More than **850,000** Android devices are being activated **each day** (as at Feb. 27, 2012)



If it hasn't already, this trend towards digital will inevitably **change** the way your organisation operates...

## YOUR ORGANISATION

Outreach & Activism

Education

Problem Solving

Operations & Admin

Fundraising

... this change is a threat to the status quo, but also a huge opportunity.



# Outreach & Activism

## Broadcast Democratisation

## Social

Live Now 1 of 5

Grid of 16 live streaming thumbnails with titles and creators:

- Pokemon Live WiFi ... by PIMP NITE
- البث المباشر لبقاء التنهار by alnahreg
- Prestige in a Day - ... by Wickedshrapnel
- 2012 OSAA 6A/5A/... by PlayOnNetwork
- KieranMFiLms LIVE ... by KieranMFiLms
- Alnas Channel by alnastvchannel
- FILA Junior World T... by USAWrestling2008
- TFM EN LIVE by tfm
- UN POKO DE BLA... by smokyesagaming
- ICNA Convention 2... by ICNATV
- Community Gamin... by LisaMalambri
- البث المباشر لبقاء الرحمة الله by alrahmatvchannel
- الحرم المكي by MakkahLive
- SPSL - Qualificat6ria by sc2pedroca
- JNN福島第一原発情... by tbanewsi
- Serial Killers by DimHazard

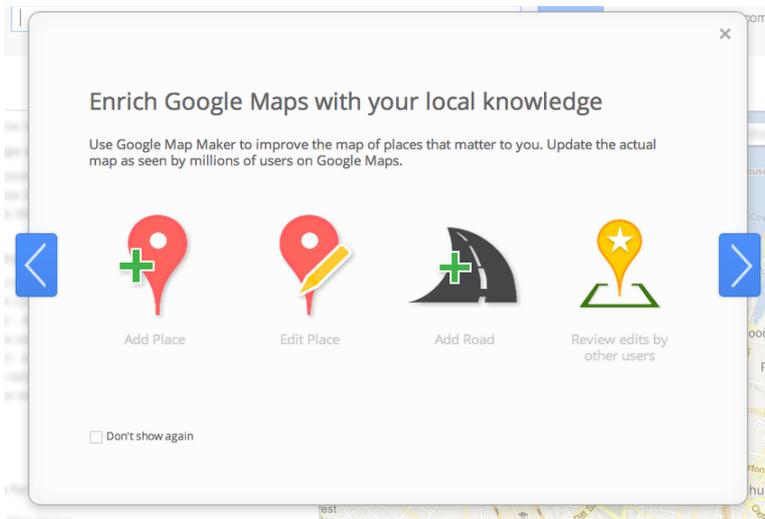
Screenshots of social media profiles:

- Kiva**: Empower people around the world with a \$25 loan.
- Amnesty International Australia**: Human rights news, campaign updates and live coverage of our actions.
- Rotary International**: Official page for Rotary International and The Rotary Foundation.



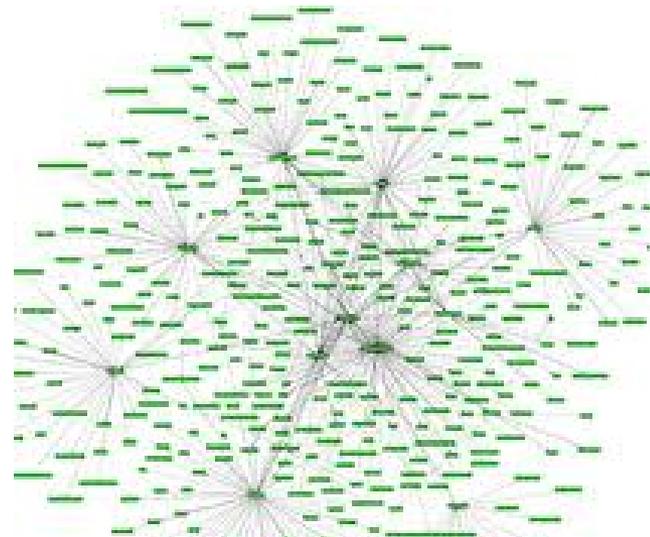
## Problem Solving

### Crowdsourcing



### Google Map Maker

### Big Data



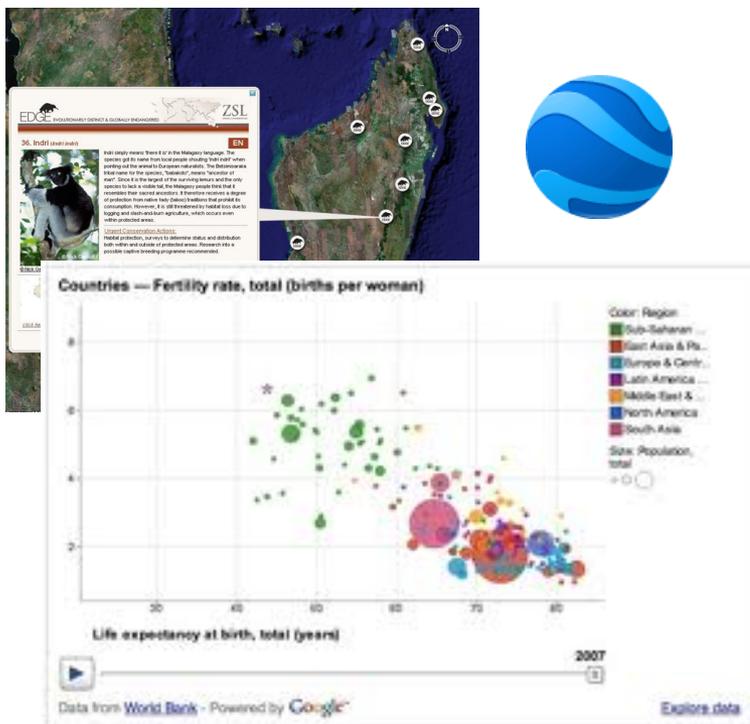
### Detecting influenza epidemics using search engine query data

Jeremy Ginsberg<sup>1</sup>, Matthew H. Mohebbi<sup>1</sup>, Rajan S. Patel<sup>1</sup>, Lynnette Brammer<sup>2</sup>, Mark S. Smolinski<sup>1</sup> & Larry Brilliant<sup>1</sup>

<sup>1</sup>Google Inc. <sup>2</sup>Centers for Disease Control and Prevention

# Education

## Visualisation



## Massive Open Online Courses (MOOCs)



# Operations & Administration

## Cloud Computing



## Mobile



samaSource

# Fundraising

## Digital Direct Response



## Crowd Funding



**good return**  
A NEW WAY OF GIVING



**KICK STARTER .COM**



**Pozible**  
Crowdfunding Creativity

**crowdrise™**

So how does your organisation respond to these changes?  
How do you navigate this new digital world?

**1**

**Real long term strategic planning**

**2**

**Actively seek new talent and new ideas**

**3**

**Embrace digital, but only when it adds value**

# Thank You

Find me on...



@scottgriddle