



Technological Stewardship: Charting Your Course in an Increasingly Digital World

Presentation by Scott Riddle
Communities in Control Conference May 2012

My talk in a nutshell...

Some Numbers

An 'increasingly digital world' ?

Implications

What does 'digital' mean for community organisations?

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

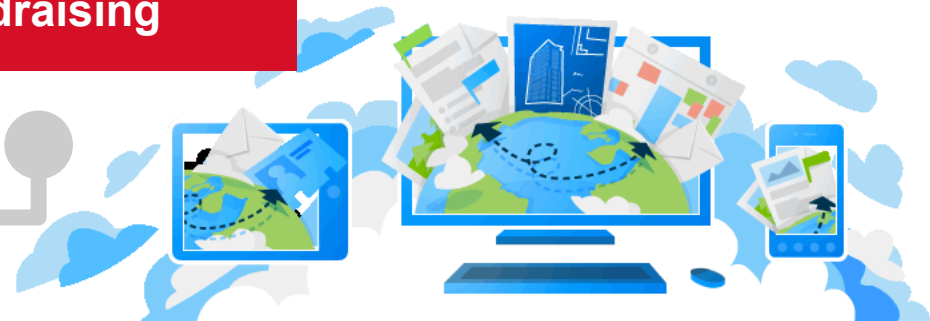
Education

Problem Solving

Operations & Admin

Fundraising

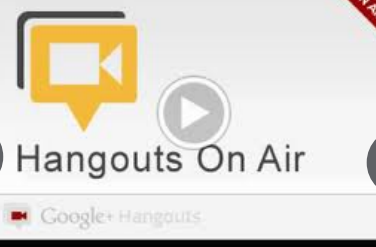
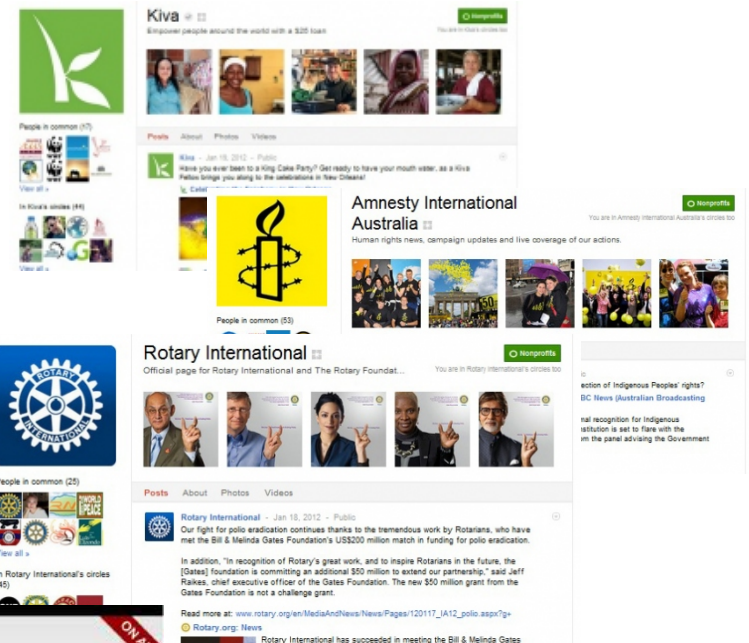
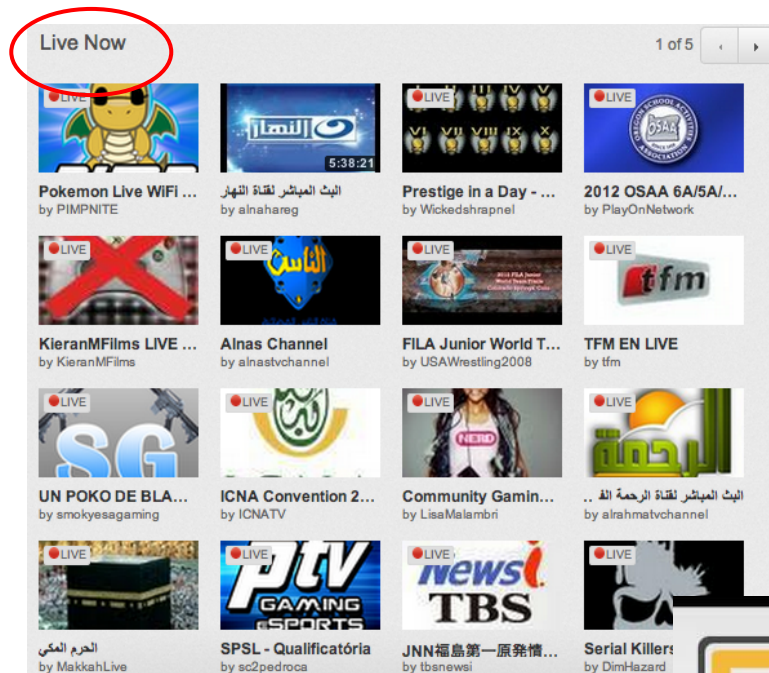
... this change is a threat to the status quo, but also a huge opportunity.



Outreach & Activism

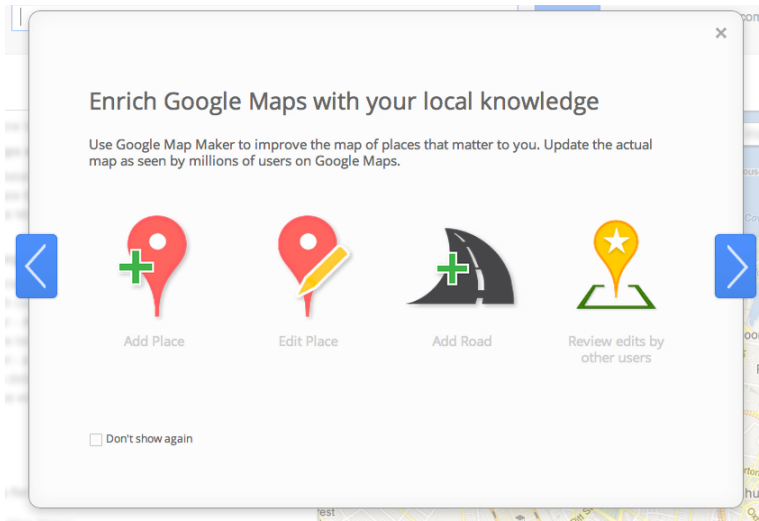
Broadcast Democratisation

Social



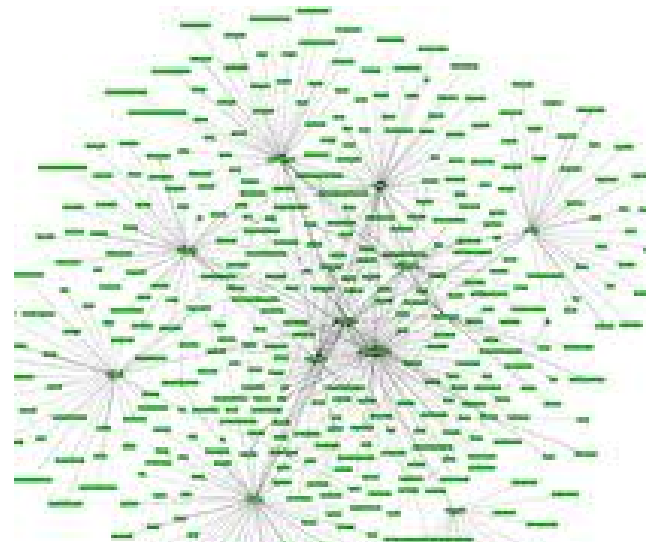
Problem Solving

Crowdsourcing



Google Map Maker

Big Data



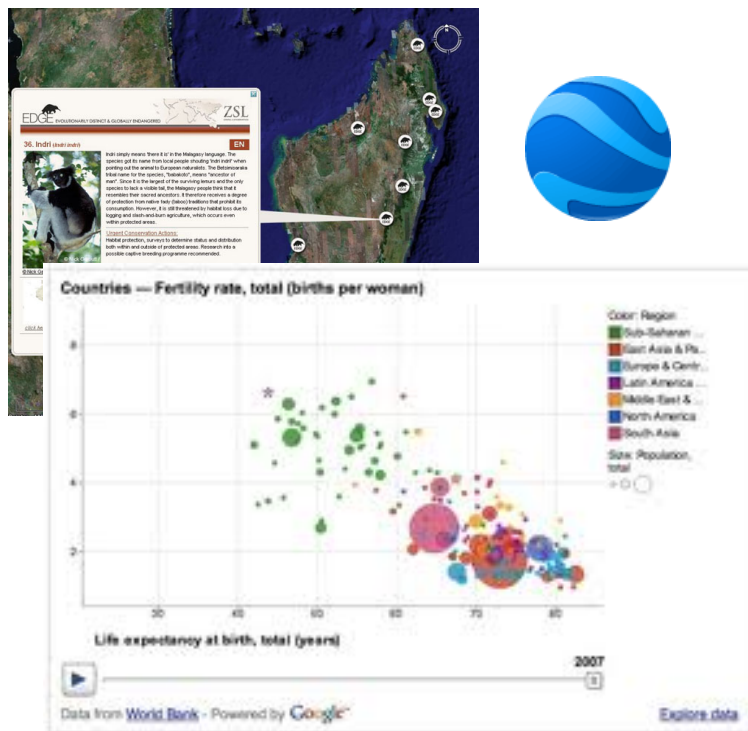
Detecting influenza epidemics using search engine query data

Jeremy Ginsberg¹, Matthew H. Mohebbi¹, Rajan S. Patel¹, Lynnette Brammer², Mark S. Smolinski¹ & Larry Brilliant¹

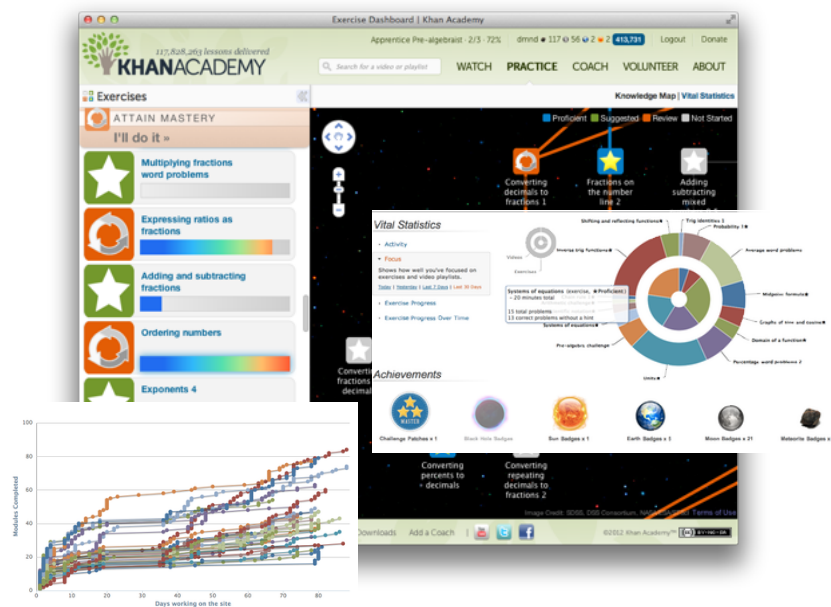
¹Google Inc. ²Centers for Disease Control and Prevention

Education

Visualisation



Massive Open Online Courses (MOOCs)



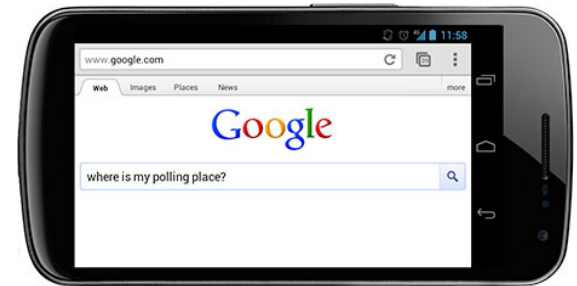
Operations & Administration

Cloud Computing



samaSource

Mobile



Fundraising

Digital Direct Response



About YouTube Nonprofits

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...



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