Annual Highlights 2019

Hitnet

Aspirational change for the hardest to reach.

Julie Gibson
Hitnet CEO and
Co-founder

We began our work in Aboriginal and Torres Strait Islander communities nearly twenty years ago. Back then we were a university research program in Far North Queensland, led by Dr Ernest Hunter. We then branched into a social business eight years ago that enabled us to innovate and scale across Australia and now into the Pacific. With fifty Hitnet Hub sites up and running and continuing to be well used, we've had some amazing impact over that time. There is so much more that can be done.

Imagine if there was at least one Hitnet Hub in every remote community across Australia and the Pacific. The Hubs would deliver culturally appropriate health and social information co-created in their communities. Also they would provide easy access to online government services, banking, education and tele-health services, available through free Wi-Fi, an on-ramp to the digital world.

Then with each Hub installation there would be more impactful community engagement activities, resulting in well-supported hubs in communities. This would include local jobs created, with technical support of the hubs, digital journalists reporting on local news and digital mentors supporting community users. There could even be local software developers, uploading locally produced content. A true digital ecosystem!

Then imagine if we got schools involved (often they're the most digitally well resourced in a community) co-creating content that can be used as educational resources. Unlocking the full capability of digital tools to capture cultural stories in language, strengthening culture inter-generationally and ultimately leading to empowerment and pride.

"There are currently less than 100 Indigenous technologists working in the digital economy in Australia, and we know there is a skills shortage of ICT professionals. Imagine what's possible!"

We could provide education and job pathways through the Hitnet Hubs, for Indigenous people to be part of the digital economy while staying in their communities connected to their family and country.

In the past twenty years we've made small steps towards this vision but we need to join forces with other visionary, values-aligned organisations. Can you help shape and support the aspirational next stage of Hitnet?

This year kicked off with a strategy workshop with our long time friends at global tech firm, ThoughtWorks. Ange Ferguson from our board brought us together for two days of deep thinking and insight, including developing our Hitnet platform guiding principles:

We value:

- **Access via mobile devices** over access via hubs/kiosks

- **Agency of individual users** over centralised ownership and control

- **Sovereignty (people owning their content)** over access for all

- **Personal privacy** over personal customisation

- **The interests of community** over the interests of customers.

With our partnership with Australian Indigenous HealthInfoNet we're distributing more and more health workforce information. This is supporting and building capacity of remote Indigenous health workers, who play a vital role in the health community. This month in Cape York and Torres Strait Islander communities, we've distributed Novel Coronavirus information to the Hub screensavers, responding to a health emergency where Indigenous people are vulnerable.

We're also making great strides forward with our Pacific project, adapting our technology and content for the local context, co-creating a new digital ecosystem. Read on to find out more.

Thanks for taking the time to read our report. We hope it is insightful and thought provoking and we would love to continue the discussion wherever you are in the world.

Julie

Our people

Julie Gibson
CEO & Co-founder

ADVISORY BOARD

Nickeema Williams

Cameron Neil

Ange Ferguson

Ian Patterson

Colette McInerney

Ernest Hunter
Co-founder

Helen Travers
Co-founder

TEAM

Julie Gibson
CEO & Co-founder

Sam Pulford
Operations Support

Tom Dick
Strategic Partnerships

Brendan Fitzgerald
Digital Inclusion Advisor

Matt Perfect
Commercial Partnerships

Delilah MacGillivray
Digital Skills Trainer

Jeet Parikh
Developer

Jimmy Olsen
Graphic Designer

Our partners

TECHNOLOGY PARTNERS
HumanIT*
Neoproducts
Tuftec
Easyweb Digital
Sustainable Software
Field Ready
IYP Software
Visual Obsession
ThoughtWorks

CONTENT PARTNERS
Arts Law
Australian Indigenous HealthInfoNet
ACCC
Apunipima Cape York Health Council
Beyond Blue
BushTV
CAYLUS
Connect n Grow
First Languages Australia
Her Heart
ICTV
Interplay Project
iTalk Library
NG Media
Show Me the Way
TEABBA
True Relationship & Reproductive Health
Wantok Musik
Yirara College
Young Deadly Free

OTHER PARTNERS
Earth Water People
Clearpoint Counsel
BWA Accountants
Global Leadership Foundation*
Australian Digital Inclusion Alliance
Good Things Foundation

*Fellow B-Corporations

Certified B Corporation

Hitnet has proudly been a B Corporation since 2013.

Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. B Corps are accelerating a global culture shift to redefine success in business and build a more inclusive and sustainable economy.

We look forward to recertifying every two to three years to re-evaluate our business practices, and increasing our score. We currently sit on 110 with 50.9 being the median score for ordinary businesses and 80 to qualify for B Corporation accreditation.

Certified
B
Corporation

GIIRS
Impact Rated

BEST
for
THE
2017
WORLD

The Sustainable Development Goals

The United Nations Sustainable Development Goals are the blueprint to achieve a better and more sustainable future for all. The 17 Goals interconnect and, in order to leave no one behind, it is important that we achieve each Goal by 2030.

ICT's provide a platform for collectively solving all of the SDG's, however the key Goals that most closely relate to Hitnet's work that we use to drive our activity, and theory of change, are:

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

17 PARTNERSHIPS FOR THE GOALS

Hitnet highlights for 2019

We deliver information and services to the hardest to reach people around the world, and we co-create a platform for knowledge exchange to build vibrant, digitally included communities.

Our Strategic Pillars

These will support our Vision and Purpose:

VISION & PURPOSE

1. CREATING SCALABLE SOCIAL IMPACT
We have a positive demonstrable socio-economic impact, moving communities from the excluded to the included.

3. DEVELOPING A THRIVING ORGANISATION
We will be a profitable and scalable social business.

2. BUILDING COLLABORATIVE PARTNERSHIPS
We will develop values-aligned partnerships that help Hitnet and our partners have greater impact and sustainability.

This four page spread highlights the varied, impactful work we do across the country, and some of our key achievements in 2019.

Hitnet Wi-Fi; an on-ramp to the digital world

"With a growing range of education, information, government, and community services moving online, internet access is increasingly regarded as an essential service. The benefits of the digital economy cannot be shared when some members of the community are still facing real barriers to online participation". The Australian Digital Inclusion Index 2019 (Telstra).
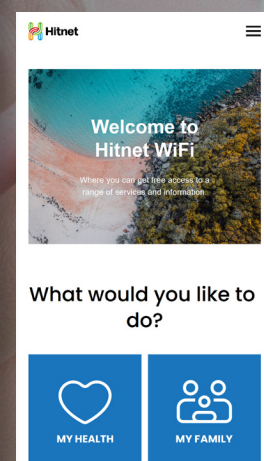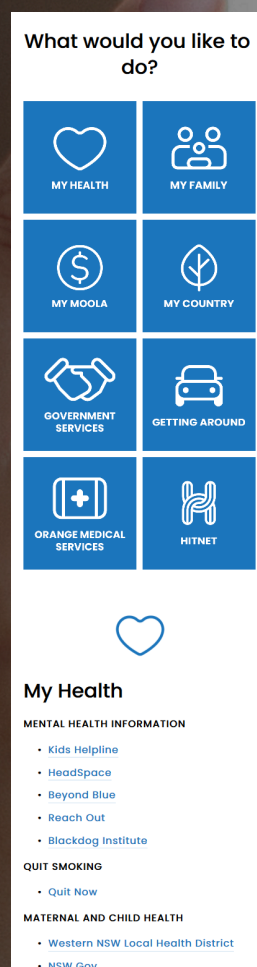
We know our Hitnet Hubs have leap frogged communities into the digital world by enabling them to go straight to mobile devices. We also know that mobile-only uses are less digitally included with affordability of data being a large barrier to being online.

Providing free Hitnet Wi-Fi with an easy-to-use mobile landing page, ticks all three boxes for the Australian Digital Inclusion Index (ADII) indicators of access, affordability and ability.

Once connected to Hitnet Wi-Fi, a mobile user is directed to a community co-designed mobile landing page, listing local useful websites and apps. We often hear that new users to the internet, don't know what to use it for. So the mobile landing page curates the internet with a list of locally relevant content to get people online in a meaniful way.

The final step is building digital literacy, inviting workshop participants to engage in digital activities that interest them, for example, resume writing, language capture, online shopping. We look forward to working with Geraldton Regional Aboriginal Medical Service (GRAMS) and their Hitnet Wi-Fi on this important next step in early 2020.

The Hitnet Wi-Fi gives full control to the community to decide on the level of access and content filtering; do they want people to access social media, for example. Also, they set the operational hours of the Wi-Fi, and the amount of data and length of use per day, for each user.

What would you like to do?

MY HEALTH | MY FAMILY
MY MOOLA | MY COUNTRY
GOVERNMENT SERVICES | GETTING AROUND
ORANGE MEDICAL SERVICES | HITNET

My Health

MENTAL HEALTH INFORMATION

- Kids Helpline
- HeadSpace
- Beyond Blue
- Reach Out
- Blackdog Institute

QUIT SMOKING

- Quit Now

MATERNAL AND CHILD HEALTH

- Western NSW Local Health District
- NSW Gov

Hitnet

Welcome to Hitnet WiFi

Where you can get free access to a range of services and information

What would you like to do?

MY HEALTH | MY FAMILY

Connecting Solomon Islander Youth with Jobs

Having the opportunity to take our work overseas to the Pacific has been a long time in the making. Our outdoor digital hub 'Mobile Max' was developed with such a market in mind.

So it was a real thrill when we were announced winners of the inaugural Technology for Development challenge in the Solomon Islands, by the Australian Government's Department of Foreign Affairs and Trade (DFAT).

The competition called for innovative and sustainable technology driven solutions to help tackle the challenge of youth unemployment. Our solution was titled 'An on-ramp to the new digital economy in the Solomon Islands'. Approximately 100,000 of the Solomon Islands' highly-dispersed population of 600,000 use the Internet - with the majority in urban areas, and access currently reliant on satellite technology. The recently connected Coral Sea Cable System, will deliver faster, more reliable and we hope cheaper internet to the Solomon Islands.

We're now over half way through the one year pilot project and with our wonderful partners, global NGO Field Ready and local consultancy Earth Water People we have developed and installed our first solar powered outdoor hub.

Her Heart - A place for women

Her Heart is a charity with a focus on educating the community on women's heart health, the biggest cause of death for women in this country.

We've partnered to develop educational content for Aboriginal and Torres Strait Islander people and to distribute across our national platform.

We worked with CAAMA and iTalk Studios in Alice Springs, and Visual Obsession in Cairns to produce a series of four women's stories and some engaging educational animations. These have come together beautifully into an interactive channel and offline capable app, that we know people will enjoy viewing, and so raising awareness of this life threatening condition.

Indigenous languages and technology

2019 was the UNESCO Year of Indigenous Languages and what better way to celebrate than an Aboriginal and Torres Strait Islander showcase of how technology can capture, preserve and share language and culture.

The Puliima conference is a biannual conference that was held in Darwin. Jimmy, our locally based graphic designer and proud Wadjiginy man (featured on our front cover), and Julie presented. We showcased the work Hitnet has been doing to make Indigenous language stories more accessible via our Hitnet Hubs. Jimmy explained the different types of Indigenous language content available; from our content partnerships with First Languages Australia and ICTV, from various Remote Indigenous Media Organisations, and through our 'My Place' channels on each of our hubs, showcasing locally produced videos.

Reaching into new First Nations

For the first time we have ventured into some new First Nations, including Wiradjuri and Kamilaroi country.

Five new hub sites with Wi-Fi hotspots have been installed and visited over the course of the year. We have been working with the Aboriginal Health & Medical Research Council of NSW to share locally generated content and key public health messages with the vision to strengthen connectedness of the Aboriginal Community Controlled Health sector.

Important content partnerships are being made with NSW based health organisations to localise the content and target specific issues that are relevant to them. So far, campaigns on sexual health and tackling smoking have been shared and viewed. There are over fifty member services in NSW so the first five are part of an important pilot project to test their effectiveness to improve health, wellbeing and education outcomes.

Two sites have been chosen for the final installations, the Visitors Centre at Barana Community and Heritage Nature Park on Guadalcanal and the Solomon Islands National University Distance and Flexible Learning Unit (SINU DFLU) at Auki Community High School on Malaita Island.

Both sites are engaged and planning their content productions. Barana's will be a cultural mapping of the Nature Park featuring five short cultural stories for their 'Mobile Tutuqu' translating to 'storytelling information'. SINU DFLU's will have a curriculum focus for 'second chance' students, those who have left formal education early, and have named their hub 'Mobile Afia' translating 'to help'.

We are also exploring the feasibility of part manufacture/assembly of the hubs in the Pacific to reduce freight costs and to stimulate the local technology manufacturing industry. With Field Ready's new facility in Suva, Fiji we will begin this exploration before potentially relocating some of the supply chain to locations in the Solomons.

This project is the start of something much bigger to co-create a digital ecosystem for this emerging Pacific Island nation. This will provide young Solomon Islanders who make up over half of the population, with much needed access to the digital world and the opportunities this affords.

Profile of our most viewed content for the year

We're often asked 'what works?' on the Hitnet platform, what are people most interested in viewing. Besides 'My Place' a collection of up to 12 locally produced videos on every Hitnet Hub that people return to view time and time again, here are the top ten channels on our platform.
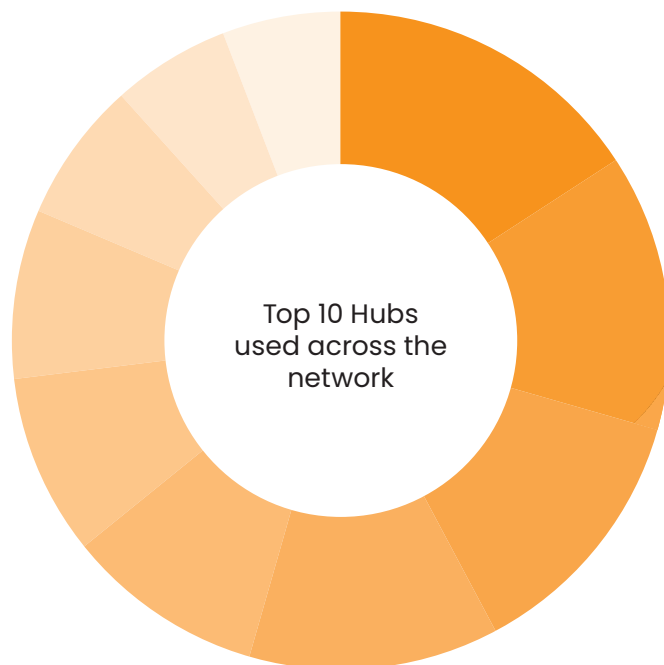
1. Be Deadly Online' are fun animations with important messages around cybersafety and looking after your digital footprint. We were pleased to distribute these on behalf of the Office of the eSafety Commissioner.

2. The 'Wayz' videos have been co-created with the young people in Kuranda with True, Cairns. They focus on improving mental health and wellbeing, health literacy and in developing healthy and respectful relationships.

3. Music Channel – a selection of Aboriginal and Torres Strait Islander music from across the country.

4. Kids Matter - animations with a focus on kids mental health

5. Money Channel – we've added six new financial literacy videos this year, from the First Nations Foundation.

6. Hep C – You Don't Want to Mess With Me – street art inspired hip hop animation warning about the risks of Hepatitis C.

7. Deadly Kids - health information for kids featuring a popular interactive game.

8. Deadly Designers - a selection of videos from Indigenous creatives; artists, fashion designers, and short animations on how to look after your intellectual property and royalties from selling your art.

9. Young Murri Leaders – videos made by students from the Indigenous Youth Development Program focussing on Goal Setting, Resilience, Identity and Culture.

10. Sugary Drinks Proper No Good - a collection of videos from Apunipima Cape York sharing stories from elders about valuing water and the knowledge behind finding, interacting with, conserving and drinking it.

We'd like to thank our many content partners who produce these amazing stories, and allow us to share them. Partnerships are key to the work that we do. Hitnet has the platform to showcase and celebrate the community content production work around the country. Let us know if you'd like to become a Hitnet content partner.

2019 National Network Usage Statistics

In 2019, there were on average 1,000 purposeful uses (with an 8 minute average use) of each Hub for the year, in 41 different communities, with locally produced content being the most viewed.

URBAN
Hubs: 6
Purposeful uses: 3204
Female: (43%)
Male: (57%)
Elder: (6%)
Adult: (22%)
Teen: (38%)
Child: (34%)

REGIONAL
Hubs: 15
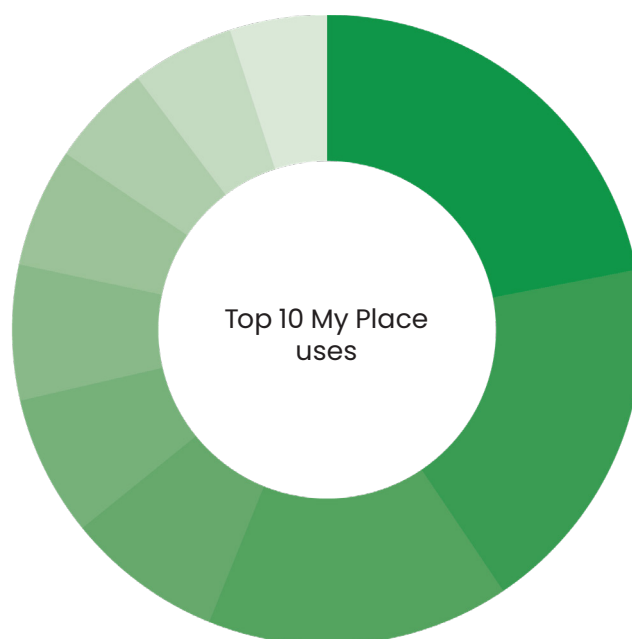Purposeful uses: 15,061
Female: (44%)
Male: (56%)
Elder: (9%)
Adult: (18%)
Teen: (37%)
Child: (36%)

REMOTE
Hubs: 20
Purposeful uses: 23,260
Female: (46%)
Male: (54%)
Elder: (8%)
Adult: (20%)
Teen: (37%)
Child: (34%)

Top 10 Hubs used across the network

- **Woorabinda Hospital** 15% / 2477 uses
- **Saibai Island Health Centre** 12% / 1844 uses
- **Kalgoorlie Health Centre** 11% / 1806 uses
- **Aurukun Health Centre** 11% / 1773 uses
- **Ngukurr General Store** 10% / 1600 uses
- **Lockhart River Health Centre** 9% / 1481 uses
- **Kowanyama Health Centre** 9% / 1390 uses
- **Kununurra Health Centre** 8% / 1325 uses
- **Napranum Health Centre** 8% / 1214 uses
- **Geraldton Health Centre** 7% / 1085 uses

In 2019, we setup 7 new Hitnet WiFi hotspots throughout the year, the following is a summary of their use:

TOTAL DEVICES 1429

TOTAL SESSIONS 3871

AVG SESSION TIME 22 mins 53s

AVG DOWNLOAD 41.81 MB

AVG UPLOAD 4.64 MB

TOTAL TRAFFIC 179.83 GB

Top 10 My Place uses

- **My Place – Woorabinda** 22% / 2023 uses
- **My Place - Aurukun** 18% / 1686 uses
- **My Place - Lockhart River** 16% / 1429 uses
- **My Place - Kowanyama** 8% / 738 uses
- **My Place - Napranum** 7% / 669 uses
- **My Place - Milingimbi** 7% / 631 uses
- **My Place - Pormpuraaw** 6% / 543 uses
- **My Place - Blackstone** 5% / 484 uses
- **My Place - Ngukurr** 5% / 480 uses
- **My Place - Kununurra** 5% / 457 uses

Our network

Saibai Island
Thursday Island
New Mapoon
Milingimbi Island
Weipa
Napranum
Lockhart River
Aurukun
Coen
Darwin
Ngukuur
Hopevale
Cooktown
Pompuraaw
Wujal Wujal
Kowanyama
Kununurra
Cairns
Manoora
Halls Creek
Tennant Creek
Townsville
Mt Isa
Kiwirrkurra
Woorabinda
Eidsvold
Alice Springs
Warburton
Blackstone
Wacol
Brisbane
Wingellina
Beaudesert
Inala
Geraldton
Bourke
Armidale
Kalgoorlie
Tamworth
Perth
Coomealla
Orange
Sydney
Adelaide
Canberra
Broadmeadows
Footscray
Morwell
Melbourne
Hobart

Auki, Malaita
Honiara
Barana, Guadalcanal
Solomon Islands

Hitnet's platform in Australia and the Pacific includes 50 Hitnet Hubs in urban, regional and remote communities.

The Hubs are located in health clinics, hospitals, schools, youth services, libraries, visitor information centres and youth detention centres.

Each Hub is used on average 1,000 times per year, and each "use" represents a purposeful interactive session – not just passive viewing of a screen. Further, to broaden the reach, the content is distributed via the web and via downloadable, offline capable web apps to mobile devices.

Hitnet

JULIE GIBSON

+61 400 501 186
julie@hitnet.com.au
Level 2, 696 Bourke St
Melbourne, VIC 3000
Australia

HELEN TRAVERS

+61 409 590 252
helen@hitnet.com.au
Cairns, Queensland
Australia

hitnet.com.au