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#RAPADDigitalTour 2017 Report

Report by Tim Gentle | tim@think.digital | 0422 900 858
For Kristine Arnold RAPAD | karnold@rapad.com.au

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Fast Facts (Achievements)

- Tour Dates 4th - 21st September, 2017
- 13 Towns visited
- 33 Digital Workshops delivered
- 8 different topics delivered
- 236 participants
- 1 Digital Experience *Virtual Reality @ Westech
- 2 Panel Discussions
- 1 Digital Champion
- Digital Mentor Session (10+)
- Google Map Additions (Heaps)
- Digital Footprint (Massive)

Project Objectives

The project objectives were to

- Increase digital skills & confidence
- Increase the digital capacity
- Identify and empower Local Digital Champions
- Increase digital participation generally in the region

In achieving this we will help too;

- Improve local economic development
- Increase viability of community businesses & organisations
- Reduce unemployment
- Grow a digitally engaged region

![THINK. DIGITAL]

How did achieve this?

#ThinkDigitalCoach Tour

"Rocky" the #ThinkDigitalCoach, a purpose built 14 metre mobile classroom and members of the Think Digital Team toured the RAPAD Region between Monday 4th - 21st September.

Towns Visited

- Tambo
- Blackall
- Isisford
- Yaraka
- Winton
- Alpha

- Barcaldine (Westech)
- Barcaldine (Westech)
- Aramac
- Muttaburra
- Stonehenge

- Birdsville
- Bedourie
- Boulia

Think Digital Champions

As part of the #RAPADDigital Tour we offered the opportunity for local representatives who were interested in becoming "digital champions" for their region to join us on the tour.

The aim was that they would learn about the work we do, we would mentor them during their time with us, and then the plan was to support them to go back into their communities to continue to the digital education.

We had 3 applications and one success. Megan Sidebottom (0400 465 860) from Longreach joined us for Muttaburra and Stongehenge.

Digital Workshop Topics

Digital Basics 101

Designed to increase your digital skills and confidence. We discuss the impact of digital on society, and then identify opportunities how we can use the Digital World can help you to Learn, Connect, Shop and Make your life easier. We dive into being safe online, unravel what cloud computing is and the benefits. There is a practical session where give you a chance to use your device to Searching the web, download Apps and sign up for future Online Learning Opportunities.

Social Media 101

In this hands on workshop puts theory into practice. Less strategy, more skills based. Focusing on three social media tools – Facebook, Instagram and Twitter. If time permits, we may quickly look at YouTube and LinkedIn if there are any pressing questions. Watch and then do. From creating posts, to advertising to analytics. This workshop is designed for the newbie who wants to step forward with more skills and confidence in Social Media marketing. Don't forget to bring your devices, although we can provide you a laptop to use if required.

Exploring New Realities

Buckle in as we explore the new and worlds of Virtual Reality and Augmented Reality. Not only will you experience it, you'll also learn how to create your own immersive experiences using your SmartPhone. Immerse your customers into your business, create engaging training for your staff and blow the minds of your audiences as you lead them into the exciting world of immersive technologies.

Digital Marketing 101

Looking to grow your business, want to identify some low-cost digital marketing tools? Let's take a look a how a digital marketing strategy is produced, then look at websites, search, social, eCommerce and Customer Relationship Management (CRMs). You'll also pop out the other side with your own "Digital Rating", allowing you to create an action list to improve on areas that require your focus.

Graphic Design

Do you want to create an awesome flyer or presentation for your business or community group or what about a birthday party invite or jazz up your social media post graphics? Learn how to do this using canva.com and easy to use FREE online graphic design website service.

Cloud Computing

In this workshop we look at "what is the cloud" and potential applications to consider using to take advantage of what the cloud offers. Including, Dropbox & Google Apps For Business, collaborative documents, and synchronisation between devices.

Excel Basics

Learn the basics of excel, from creating new spreadsheet, basic formulas, including Sum() and Lookup(), formatting and sharing. Don't forget to bring your devices, although we can provide you a laptop to use if required.

Digital Mentor Sessions

As part of the delivery we found ourselves delivering adhoc Digital Mentor Sessions outside of the workshop delivery, these included.

- Created a Simpson Desert Language Map
- Retrieving Passwords and Account access for deceased relative
- Ad Hoc passing visitors - Phone issues (10+)
- Cattle Station Manager (Cloud computing session)

Testimonials

Alyson McPhee A massive Thank you call out to one of your facilitators Gary Child who assisted my daughter on a technical issue when she was completing her Merchant of Venice assignment. I am very pleased to let him know she achieved 94% (top mark!!). Thank you for eveything, from the bottom of my heart. 😊💯
Like · Reply · Message · 🔵 3 · 23 September at 10:38 · Edited

Gary Child Thank you Alyson McPhee, it was my pleasure to contribute my small part! You must be very proud of her achievements and what a great team you make. I considered being a part of that team for a short time a privilege not to be forgotten. Regards Gary x
Like · Reply · Message · 🔵🔴 2 · 23 September at 20:54

Bohemian Bower thanks so much for the great information sharing!! Think Digital Coach
Like · Reply · Message · 🔵 3 · 20 September at 14:07

Deborah Murphy Thankyou guys from #thinkdigitalcoach for your #deadly day of learning new and wonderful things.
Like · Reply · Message · 🔵 1 · 20 September at 14:31 · Edited

Nadine Lorenz Great workshop. #thinkdigitalcoach #birdsville #Diamantina
Like · Reply · Message · 18 September at 18:42

Martin Josselyn Great informative afternoon #thinkdigitalcoach #thediamantina
Like · Reply · Message · 👍 1 · 18 September at 18:25

Anthony L Mayer What a smart social savvy group #TheDiamantina
Like · Reply · Message · 18 September at 18:30

Running for Bums Great knowledge to use during Running for Bums next year! Thanks for bringing the Think Digital Coach to the outback!
Like · Reply · Message · 18 September at 18:26

Mike Pratt #stonehengeqld leaning heaps and having fun on the TD bus 😊
Like · Reply · Message · 👍 1 · 17 September at 13:51

Cooper Smith Having a great time learning at #StonehengeQld
Like · Reply · Message · 👍 1 · 17 September at 13:42 · Edited

Cassie Swanson It was so good! Would love to jump on board again!
Like · Reply · Message · 👍 1 · 18 September at 06:51

Nadine Lorenz Great workshop. #thinkdigitalcoach #birdsville #Diamantina
Like · Reply · Message · 18 September at 18:42

Martin Josselyn Great informative afternoon #thinkdigitalcoach #thediamantina
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Like · Reply · Message · 👍 1 · 20 September at 14:31 · Edited

Digital Footprint - Google Maps

As part of the tour, we also left a large digital footprint as we travelled around by "adding businesses and places of interest to Google Maps". We then add 360 Virtual tours to enhance the listings. Top view one of the many Virtual Tours we made click here

Recommendations

- Centralised website worked well for registrations, although now an issue with retrieving PAX registration details (TBC)
- Have more time to support marketing efforts for online/traditional and on the ground support from Shires.
- Involve local libraries, business chambers etc to promote
- Identify the tour locations 2-3 months out
- Produce and disseminate Media Releases 2-4 weeks out
- Follow up Megan Sidebottom (Digital Champion)
- Reconnect with participants (if we can retrieve data)
- Think Digital Coach takes a little longer to travel than a car, leave a little more time
- Conduct a follow up tour in 2018 whilst there is momentum. Offer new topics and mentoring.

Photo Gallery

To download original photos please click here > <u>Dropbox</u>
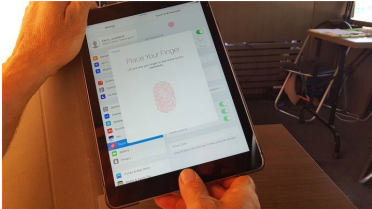
Tambo 4/9/17 - 3 Workshops - 10 PAX

Blackall 5/9/17- 2 Workshops (Custom) - 14 PAX

Isisford 6/9/17- 2 Workshops - 18 PAX

Yaraka 6/9/17 - 2 Workshops - 12 PAX

Winton 8/9/17 - 1 Workshop - 1 PAX

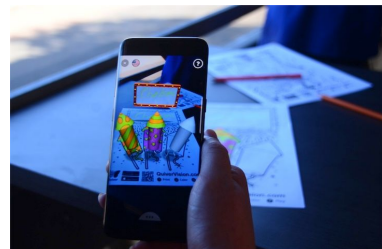**Alpha 11/9/17 - 2 Workshops - 10 PAX**

12-13/9/17 - Barcaldine (Westech) - 80 PAX

14/9/17 Aramac - 3 Workshops - 17 PAX

15/9/17 Muttaburra - 3 Workshops - 15 PAX
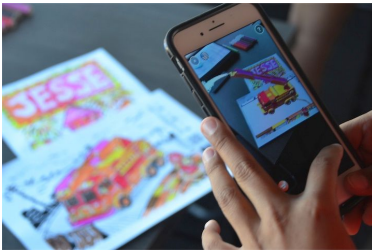

17/9/17 Stonehenge - 2 Workshops - 14 PAX

19/9/17 Birdsville - 3 workshops - 16 PAX

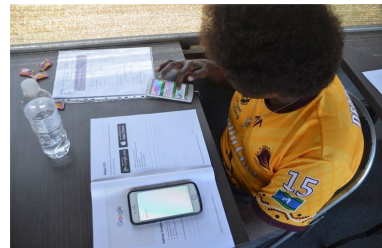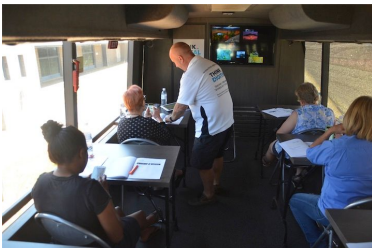**19/9/17 Bedourie - 2 workshops - 6 PAX**

20-21/9/17 Boulia - 6 Workshops - 21 PAX

Marketing

Webpage www.think.digital/rapad

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Events ⌄   Coach ⌄   Campus   Tim Gentle   Blog   Contact

RAPAD
REMOTE AREA PLANNING &
DEVELOPMENT BOARD

#RAPADDigitalTour

Develop your digital skills and confidence, grow your business and be inspired!

VIEW SESSIONS

You're invited!
JUMP
ONBOARD
Sept 4-21st, 2017

Purpose of this Program

Develop the digital skills and confidence of our people, so we can grow the digital capacity of our region.

Contact Details
Kristine Arnold
karnold@rapad.com.au

Social Videos

#RAPADDigitalTour

WOW! What a week in OUTBACK QUEENSLAND   Book Now

7,484 people reached   ↻ View Promotion

4.4k Views

Click to play

Welcome to
the South West

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640 people reached   Boost Post

215 Views

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807 people reached   Boost Post

338 Views

Click to play

ABC Radio Interview

Think Digital Coach @ Westech - ABC Western Queensland Radio Interview

The www.thinkdigitalcoach.com.au will be in full flight at the Westech Field Days as part of our RAPADDigitalTour, welcoming people on board to experience...

SOUNDCLOUD.COM

Twitter

Tim Gentle @timgentle · Sep 10
WOW - What a week in OUTBACK QUEENSLAND #RAPADDigitalTour

WOW - What a week in OUTBACK QUEENSLAND
WOW! What an amazing week onboard the Think Digital Coach in OUTBACK QUEENSLAND on the #RAPADDigitalTour. Growing Digital Skills and Confid...
youtube.com

♡ ⇄ 1 ♡ 1 ıll

Facebook Posts

Think Digital Coach is 🌏 Reaching Regional, Rural & Remote Australia in 📍 Winton, Queensland.
Published by Tim Gentle [?] · 8 September · 🌐

Think Digital Coach - Building the digital skills and confidence of 14 Towns by delivering 40 Digital Workshops in #Outback #Queensland from 4 - 21st September, 2017.

#Tambo #Blackall #Isisford #Yaraka #Winton #Alpa Westech Field Days #Aramac #Muttaburra #Stonehenge #Birdsville #Bedorie #Boulia all thanks to Rapad.

Jump on board book online https://www.think.digital/rapad/... See more

www.think.digital/rapad
14 Towns, 40 Digital Workshops

2,199 people reached   ↻ View Promotion

Think Digital Coach is at 📍 Experience Outback Queensland, Australia.
Published by Tim Gentle [?] · 10 September · Longreach, QLD · 🌐

WOW! What an amazing week onboard the Think Digital Coach in OUTBACK QUEENSLAND on the #RAPADDigitalTour. Growing Digital Skills and Confidence in the towns we visited. This is all thanks to Rapad. You can climb on board and join us, our itinerary is available here www.think.digital/rapad #ThinkDigitalCoach #DigitalNomad #Outback #DigitalLiteracy Broadband for the Bush

#RAPADDigitalTour

WOW! What a week in OUTBACK QUEENSLAND

Book Now

7,484 people reached   ↻ View Promotion

4.4k Views

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Think Digital Coach is 😕 feeling grateful in 📍 Alpha, Queensland.
Published by Tim Gentle [?] · 11 September · 🌐

ABC RADIO INTERVIEW: Great to feature on ABC Western Queensland this morning in lead up to tomorrow's Westech Field Days as part of our #RAPADDigitalTour. The #ThinkDigitalCoach will be in full flight as we welcome you on board to experience some #VirtualReality like you've never experienced before. This is all thanks to Rapad who are helping to build the digital skills and confidence of Outback Queensland.

Think Digital Coach @ Westech - ABC Western Queensland Radio Interview
The www.thinkdigitalcoach.com.au will be in full flight at the Westech Field Days as part of our RAPADDigitalTour, welcoming people on board to experience...
SOUNDCLOUD.COM

278 people reached   Boost Post

Think Digital Coach is 😄 feeling educated in 📍 Alpha, Queensland.
Published by Tim Gentle [?] · 11 September · 🌐

Monday kicks off the second week of the #RAPADdigitaltour, we've welcomed 5 lovely ladies on board the Think Digital Coach in #Alpha, Queensland to upskill their knowledge around the digital world. This is all thanks to Rapad.

You too can climb on board the #ThinkDigitalCoach check out our itinerary https://www.think.digital/rapad/

1,634 people reached   Boost Post

👍 Like   💬 Comment   ↪ Share   Hootlet   ⬤ ▼

⬤ Think Digital Coach and 21 others   Top comments ▼

1 share

Think Digital Coach is 📷 attending Westech Field Days, Barcaldine QLD at 📍 Westech Field Days.
Published by Anthony L Mayer [?] · 12 September · Barcaldine, QLD · 🌐

Thanks to Rapad as part of our #RAPADdigitaltour, we are show casing an array of tomorrow's technology today and thrilling school kids and adults alike with #FarmVR, an immersive agricultural experience.

Follow us and join us on the coach https://www.think.digital/rapad/

704 people reached   Boost Post

Think Digital Coach
Published by Anthony L Mayer [?] · 15 September · 🌐

Training Social Media in #Muttaburra with I'm not trying to impress you but. I'm from Muttaburra. and other local businesses aboard the #ThinkDigitalCoach Thanks to Rapad, we're on the #RAPADDigitalTour

Join one of the workshops - catch our timetable here www.think.digital/rapad/

1,098 people reached   Boost Post

👍 Like   💬 Comment   ↪ Share   Hootlet   ⬤ ▼

⬤ Gary Child, Anthony L Mayer and 32 others   Top comments ▼

1 share

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Think Digital Coach is 😊 feeling excited in 📍 Stonehenge, Queensland, Australia.
Published by Anthony L Mayer [?] · 17 September · 🌐

We are on board the #ThinkDigitalCoach training Social Media in #StonehengeQLD with Stonehenge Community News & Events. We are on the #RAPADDigitalTour thanks to Rapad.

Join one of the workshops - catch our timetable here www.think.digital/rapad/

1,205 people reached   **Boost Post**

👍 Like   💬 Comment   Hootlet   Share   Hootlet ▾

💙❤️ Judy Fleurisson, Lex Lawless and 17 others   Top comments ▾

3 shares

Think Digital Coach is 😊 feeling excited in 📍 Stonehenge, Queensland, Australia.
Published by Anthony L Mayer [?] · 17 September · 🌐

We are on board the #ThinkDigitalCoach training Social Media in #StonehengeQLD with Stonehenge Community News & Events. We are on the #RAPADDigitalTour thanks to Rapad.

Join one of the workshops - catch our timetable here www.think.digital/rapad/

1,205 people reached   **Boost Post**

👍 Like   💬 Comment   Hootlet   Share   Hootlet ▾

💙❤️ Judy Fleurisson, Lex Lawless and 17 others   Top comments ▾

3 shares

Think Digital Coach was live — with Chris Gentle and 3 others at 📍 Experience Outback Queensland, Australia.
Published by DJI GO [?] · 18 September · Longreach, QLD · 🌐

GO LIVE! We've landed in #Birdsville after 300km of dirt. #DigitalLiteracy workshop in progress on board the #ThinkDigitalCoach, we're on the #RAPADDigitalTour all thanks to Rapad.

Many thanks to Wirrarri Visitor Information Centre Birdsville and Birdsville Bedourie Betoota - The Diamantina for filling the coach!

More workshops to come - check out our itinerary www.think.digital/rapad... See more

807 people reached   **Boost Post**

338 Views

👍 Like   💬 Comment   Share   Hootlet   ▾

💙❤️ Anthony L Mayer, Irene Sheffield and 13 others   Top comments ▾

1 share

Think Digital Coach is 😊 feeling educated in 📍 Birdsville, Queensland.
Published by Tim Gentle [?] · 18 September · 🌐

Have landed in #Birdsville and delivering a Social Media workshop, they're pretty savvy out here, I guess you've gotta be! Thanks again Rapad for sending us out here.

Onboard today Running for Bums, OBE Organic, Adventure Australia Treks & Tours, Birdsville Bakery, The Outback Loop, Birdsville Bedourie Betoota - The Diamantina and us of course Think Digital Coach

You can jump on board https://www.think.digital/rapad ... See more

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Teaching Tomorrow's Technology Today

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Think Digital Coach is 😌 feeling positive in 📍 Bedourie, Queensland.
Published by Anthony L Mayer [?] · 19 September · 🌐

Here we are in #Bedourie with the most awesome team learning about Social Media Basics & Digital Basics for Birdsville Bedourie Betoota - The Diamantina.
Thanks to Rapad for sending #ThinkDigitalCoach here 😄
You can jump on board https://www.think.digital/rapad
#TheDiamantina #TheRealOutback

724 people reached   **Boost Post**

👍 Like   💬 Comment   ↪ Share   Hootlet   😊 ▾

😊❤️ Think Digital Coach, Tony Hirst, Rose Ward and 22 others   Top comments ▾

1 share

Think Digital Coach is with Anthony L Mayer.
Published by Anthony L Mayer [?] · 19 September · 🌐

#Birdsville #Bedourie #Boulia ... on the last leg of our journey and we're thankful to all the friendly remote communities and people who have welcomed us.
Thanks Rapad for sponsoring the #RAPADDigitalTour.
Get aboard the #ThinkDigitalCoach for our last 2 days
www.think.digital/RAPAD/

638 people reached   **Boost Post**

Think Digital Coach shared Rapad's post — 😇 feeling accomplished.
Published by Tim Gentle [?] · 20 September · 🌐

From a simple question Peter asked whilst in the audience at Westech Field Days Rapad Innovation Hub, to then diving in feet first into the digital world to identify digital tools to assist him in his work.
#RAPADDigitalTour

Rapad added 2 new photos.
13 September · 🌐

Meet Peter! He visited the Westech Field Days RAPAD Innovation Precinct today and now, thanks to Think Digital Coach he knows how to turn his mobile phone into ...

See more

343 people reached   **Boost Post**

👍 Like   💬 Comment   ↪ Share   Hootlet   😊 ▾

😊 James Goldsmith, Alyson McPhee and 5 others

Think Digital Coach is 🖼 Learning Deadly social media skills in 📍 Boulia, Queensland.
Published by Anthony L Mayer [?] · 20 September · 🌐

Learning and Upgrading skills on the #ThinkDigitalCoach with the cool people of #Boulia and our FB expert from Bohemian Bower

Thanks again Rapad for sponsoring the #RAPADDigitalTour and to Boulia Shire Council

#TheRealOutback 😄👍

872 people reached   **Boost Post**

👍 Like   💬 Comment   ↪ Share   Hootlet   😊 ▾

😊❤️ Rosemary Smith, Di Harrison and 23 others   Top comments ▾

2 shares

Think Digital Coach is 😊 feeling wonderful at 📍 Boulia Caravan Park.
Published by Anthony L Mayer [?] · 21 September · Boulia, QLD · 🌐

As this #digitalnomad finishes his work for the day and closes the laptop lid ... I hit they hay and I'm left reflecting on how lucky I am to be the catalyst of learning, growth and empowerment for people in rural, regional, and remote communities - today's group in #Boulia were so good to work with. I have always loved technology but I see how hard it can be for some to grasp and I love turning that around. I love inspiring, entertaining and highlighting digital capabilitie... See more

Think Digital Coach is 😊 feeling inspired in 📍 Boulia, Queensland.
Published by Anthony L Mayer [?] · 22 September · 🌐

Thank you to all the amazing people who have been open to increasing their #DigitalLiteracy on the inspiring #RAPADDigitalTour and to Rapad for sponsoring: 14 towns, 40 sessions and over 6,000 kms on the #ThinkDigitalCoach, "Rocky"!! 👍😄

Digital Literacy is for everyone and for Australia it means communities in remote, rural and regional areas can thrive in the global digital economy.

In 3 weeks we'll be in #Gippsland for the Gippslanddigital Think Digital Roadshow. Climb ab... See more

640 people reached   **Boost Post**

215 Views

👍 Like   💬 Comment   ↪ Share   Hootlet   ▾

👍 12   Top comments ▾