Australian Government
Department of Finance

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AUSTRALIA'S DIGITAL ID CALD CAMPAIGN

ID PQRT230002964

Embrace Society   April 2024

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1.0 Introduction

Digital ID legislation is intended to commence from mid-July 2024, subject to its passage through Parliament. This legislation will provide stronger regulation for Australia's Digital ID system.

Digital IDs are already in use with more than 10.5 million MyGovID accounts, used to access more than 130 services across 39 government agencies, while providing individuals with a secure and convenient method of verifying their identity in online transactions with government and business. However, digital IDs for accessing government services will remain voluntary for individual services, and alternative access channels will continue to exist.

The Digital ID system brings a range of benefits, such as improved cyber safety which will help fight against scams. Importantly people want their identity information to be safe, secure and protected by those who have access to their personal information. The community needs to understand these benefits to drive adoption, and service providers and businesses need to see the benefits in adoption.

However, there is a lot of confusion about what exactly a Digital ID system is, or is not, along with the benefits such a system could bring.

But there are communication challenges which need to be addressed in any awareness raising:
- It is a system and not a product that is being introduced, and will allow numerous digital ID providers to operate across different services
- There is a general lack of awareness and understanding about the benefits that a Digital ID can bring
- The concept is confusing so information must be simple, with more technical aspects being available online
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Additionally, there is a requirement to help build a market demand for Digital IDs by encouraging the community to use one, and for businesses to offer a Digital ID as an option to access their services.

A communications campaign is therefore required that will:
- Speak to both consumers and businesses
- Help people understand Digital ID to drive demand and adoption
- Explain the broader benefits a digital ID can bring
- Address misinformation with facts
- Meet people in within the channels they use and amplify our reach.

1.1 CALD research findings

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1.1.2 Australian Digital Inclusion Index (ADII)

The Australian Digital Inclusion Index (ADII) is important research with the outcomes providing significant insights to help identify target languages and to shape campaign strategies.

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The ADII provides understandings into the nature and extent of the digital inclusion of CALD migrants. In 2019 CALD migrants had an ADII score of 64.7 which was 2.8 points higher than the national average of 61.9. This was underpinned by better than average scores across Access, Affordability and Digital Ability criteria.

However, this aggregated data was thought to possibly obscure important differences within the highly varied multicultural population so a supplemental survey of 146 recently arrived CALD communities in Shepparton was undertaken. Shepparton was selected given it is a key settlement location for migrants arriving from the Middle East, Central Asia and Arica under the Humanitarian Program.

In summary, overall Australia's CALD migrant population records a relatively high level of digital inclusion with above levels of Access, Affordability and Digital Ability. However, research indicates that recently arrived CALD migrants were faring less well, particularly with regards to Affordability as a key barrier along with low literacy levels in an increasingly digital world.

The findings of the supplemental survey found the ADII score was under the national average and 3.5 points lower than for the broader CALD migrant population. This below-average ADII score was underpinned by a very low level of Affordability which impacted the above-average scores on the Access and Digital Ability indices.

Further, more than 9 in 10 respondents indicated they maintained multiple access plans across fixes and mobile networks with higher-than-average allowances. The prevalence of family households in the recently arrived CALD migrant community may be a factor generating this high level of Access. The ABS (2016, 1018b) also indicated that family households were more likely to maintain internet connections than other household types because of the increasing number of personal electronic devices requiring network connections and varying digital demands of children and adults.

This research also showed that almost 90% of respondents felt that computers and technology gave them more control over their lives and a similar proportion (86%) were committed to learning about new technologies. This compared with the national averages for these indicators 48% and 35% respectively. These positive attitudes towards digital technologies were a key factor underpinning the above average Digital Ability score of the survey of recently arrived migrants.

The research further revealed that recently arrived migrants tended to have regular contact with a range of government and other service agencies, and this was increasingly occurring online as a consequence of digital transformation.

Usage above / below national average by recently arrived migrants in research cohort

| High | • Personal audio-visual communication and social media.
• Search for education, health, employment and government services |
| Low | • Email, internet banking, online commerce and transactions (substantially below national average) |

However, language and literacy were identified as inhibitors to Digital Inclusion for those whose first language was not English. The research also revealed that for those who were illiterate in their own language (27% of respondents), written translations alone were inadequate, impacting upon the efficacy of online service engagement.

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2.0   Campaign objectives and key messaging

Above the line campaign objectives:

- Increase awareness about Australia's digital ID system. This is baseline zero
- Encourage people to find out more by going to digitalidentity.gov.au.

Below the line campaign objectives:

- Create an understanding that a Digital ID makes it easier to verify your identity to access services
- Educate the community about the benefits that a Digital ID could bring in terms of security and convenience.

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3.2   Language groups

3.2.1   What the ABS census says

The 2021 ABS Census recorded just over 7 million people in Australia who were born overseas, representing 27.6% of the population. This was a 26.3% increase (6.1 million) on the 2016 figures. Migration, through Migration Program for Skilled and Family Migrants, and Humanitarian Program, continue to see increases in people coming to Australia.
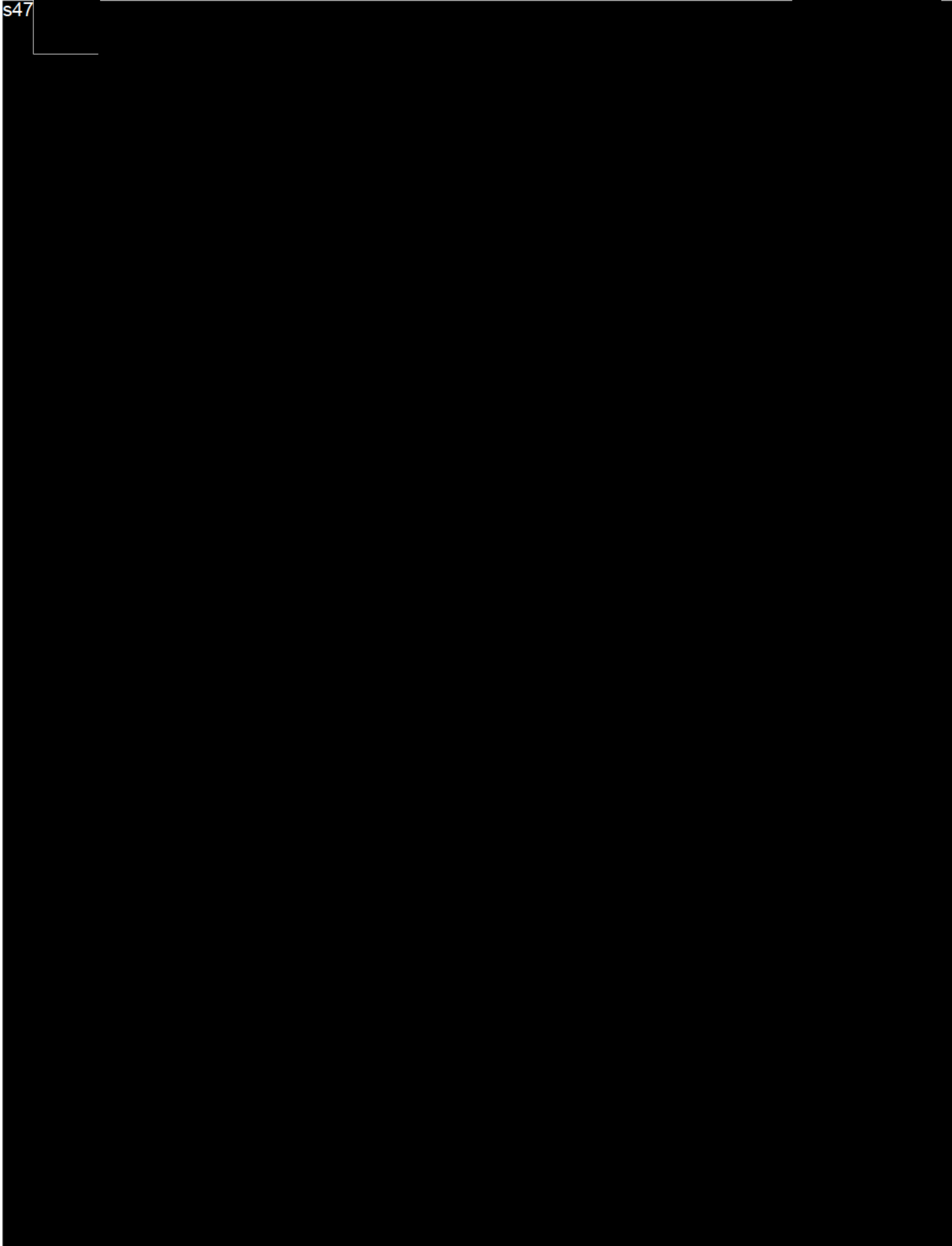
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