

Not-for-profit sector falling behind in the new digital world

A new Brisbane-based study shows that most community and not-for-profit (NFP) organisations are missing out on the full benefits of the digital economy, with only a small proportion using digital tools beyond a website and email.

Regional Development Australia (RDA) Brisbane commissioned a survey of NFPs in the Brisbane Local Government Area in November 2012. The aim was to measure the level of digital engagement in the sector and help identify NFP digital shortfalls.

The results, compiled by [Glentworth](#), showed that the majority of respondents had a low level of digital maturity, and were not using available tools such as Twitter, RSS news feeds, search engine optimisation or advertising, web traffic measurement, aggregators, blogs, instant messaging, image sharing or video sharing.

RDA Brisbane Chair John Shepley said the study shows that NFPs are not keeping digital pace with business and industry, and in general the sector needs to adapt and rise to the challenge of engaging with their clients, members and the wider community online.

“The survey showed that most NFPs are reactive, rather than proactive in their communications. But with proper digital strategies in place, they could increase their productivity, and find new and effective ways of marketing their services, raising funds, interacting with their clientele and building their spheres of influence,” Mr Shepley said.

RDA Brisbane is a part of a national network of community-based organisations initiated by the Australian Government to grow and strengthen our regions.

It is also the organiser and host of the [CLICK! Digital Expo](#), a major Brisbane initiative to help businesses and NFPs realise the power and potential of the digital economy.

Survey results will be used to help formulate seminars and strategies for the next expo, scheduled for March 2014.

The study has also underpinned recommendations for acknowledgement of the NFP sector in the [Brisbane Digital Strategy](#), released by the Lord Mayor earlier this month.

To download the NFP study or find out more about RDA Brisbane digital initiatives go to:

<http://www.rdabrisbane.org.au>

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