

# Driving digital education

DEALING with technology can be a major challenge for older Australians.

Research conducted by the Australian Government's Office of the eSafety Commissioner suggests seven out of ten older Australians have low to no digital literacy skills and prefer face-to-face help from someone they know.

Unfortunately, loved ones often do not understand how hard it is for older people to learn new skills and can be impatient, leading to further anxiety and frustration.

Grandaid's is a business that specialises in helping baby boomers (and beyond) with every question - big and small - around smartphones, tablets, laptops and digital TVs.

Founded in 2017 by Sydney-based TV producer Georgie Lewin, Grandaid's assists the older generation with their questions, working by their side, one on one, helping them navigate technology and online with understanding, patience and connection.

Georgie recognised the need after helping her own grandparents with computer



**FRUSTRATING:** The majority of older Australians would like to use the internet more but require help learning the new skills required.

issues. It quickly moved on to their friends, who wanted help with everything from setting up a Facebook account to understanding how to use Skype and Uber, Netflix and grocery deliveries.

"The questions kept on coming," Georgie says. "That's because the online world is becoming a jungle, with constant technological updates and changes. "It's a place of hard-to-un-

derstand call centres, busy help desks, time-poor family members and costly after sales 'service'. It can be challenging to find patient and available people who can calmly and clearly step

someone through technological hurdles with understanding. I've ended up creating a business to offer people personal technology sessions, at a time and location that suits them.

"We work to the individual's style of learning and match each client with an experienced, patient and understanding Grandaid 'mentor'."

Grandaid's is a network partner of the Australian Government's 'Be Connected' platform and can help educate clients about internet security, identity theft and password protection. With the latest Australian Competition and Consumer Commission (ACCC) ScamWatch information, Grandaid's can provide assistance in detecting, avoiding and preventing the constant barrage of online and mobile scams plaguing consumers.

Grandaid's already operates in Sydney, the Northern Beaches and Central Coast, and has now expanded its service to Newcastle and the Hunter region.

For the duration of NSW Senior's Festival, Grandaid's has a special offer of 40% off your first session.

For information about setting up a free consultation, contact Grandaid's on 0408 850 432 or email [info@grandaid.com.au](mailto:info@grandaid.com.au).



## A HELPING HAND WITH TECHNOLOGY

Grandaid's is a service that specialises in providing our Older Generation with one-on-one assistance for the digital world within the comfort of their own home.

Each package option begins with a 30 minute **FREE consultation.**

Please contact us today for more information.

**CALL 0408 850 432 OR EMAIL [INFO@GRANDAIDS.COM.AU](mailto:info@grandaid.com.au)**

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