



BIG hART'S PROJECT O LAUNCHES DIGITAL INCLUSION STRATEGY

This **Sunday 7th October at 2:30pm** at **Table Cape Tulip Farm** in Wynyard, **Big hART**, which is headed by the 2018 Tasmanian Australian of the Year Scott Rankin, will launch their national digital inclusion strategy for its award-winning initiative Project O which sees young women becoming change-makers in their community.

Developing digital tech skills alongside a creative mindset is a vital new focus of Project O's work with young people in Tasmania, Victoria and Western Australia.

Digital inclusion in NW Tasmania is amongst the lowest in the country according to the Australian Digital Inclusion Index (ADII), with economically disadvantaged communities across rural Tasmania having high exclusion rates.

As the world moves forward in rapid growth, technology is critical to a young person's future and their ability to sink or swim. Big hART's Project O initiative will enable young women to learn new skills and create new employment pathways, building confidence and aptitude in digital media to ready the young women of the North-West to lead their region into the future.

The launch will be presented by the young women of Project O Wynyard as part of Tunes in the Tulips, a popular day out for all the family with live music to welcome Spring and the tulip season at Table Cape Tulip Farm.

Project O is supported by the Tasmanian State Government, Telstra, the Tasmanian Community Fund, Wynyard High and Smithton High with Tunes in the Tulips supported by VDQ Bulbs and Red Cow Dairy.

WHAT:

Project O Digital Inclusion Strategy Launch

KEY TIMES:

2:30pm	VIPS Arrive, viewing of Project O installation (Shearing Shed)
2:50pm	Project O young women speech (Shearing Shed)
3:15pm	Speeches on main stage: Telstra Digital Inclusion Senior Specialist Robert Morsillo, Table Cape Tulip Farm Owner Dave Roberts-Thomson (Main Stage)
3:20pm	Project O young women introduce band (Main Stage)
3:30pm-4:45pm	Headline Band: The Fish John West perform

WHERE:

Table Cape Tulip Farm, 363 Table Cape Rd, Wynyard.



All Media Enquiries to Big hART Media and Communications Manager Bettina Richter

E: bettina@missbettinamedia.com.au M: 0414 441 860

W: bighart.org 107 Redfern St., Redfern, N.S.W. 2016