



ABCN DIGITAL TRANSFORMATION CASE STUDY | ACCENTURE

VIDEO TRANSCRIPT

Jessica Tabone – ABCN Alumni: My name is Jessica, I'm 20 years old. Where I am from Sydney, there's a lot of negative stereotypes around crying, being an adult. People thought that I didn't work as hard, that I wasn't smart, that I had a poor education. I didn't feel like I'm on the same starting line only because I don't have people who would get me to the field that I want to.

Allegra Spender – ABCN former CEO: ABCN is Australia's largest network of low socio-economic status schools and leading businesses like Accenture, working together to support young people to thrive. I know kids from low socio-economic backgrounds are much less likely to be fully employed and to have significant income than kids from high socio-economic backgrounds. We want to close that gap. For 2023 and beyond, our goal is to reach over 15,000 students and we say that's important because young people need mentors.

In 2019, we started working with Accenture on digital mentoring because we want to reach kids in rural and remote areas who don't have the opportunity to do face to face programs. Accenture was a relatively new partner, and it has been incredible to see the evolution of our partnership over the last 4 and a half years. So many of this digital transformation started by supporting our digital strategy development then developing our first digital mentoring program, ABCN connects with some of our sponsors during the pandemic. That's been crucial to our ability not just to survive during the pandemic but to thrive, to be awarded as one of Australia's most innovative non-profit organisations. We're incredibly proud of that.

When the pandemic first hit us, schools got on the phone with us and asked if there's anything that we

can do to because up to 50% of kids from their schools didn't have access to data and devices that they needed to learn from home. Accenture provided over 150 laptops and ultimately, we ended up providing almost 2000 laptops and over a thousand phone plans to our schools and students

Liam Dooely – ABCN Partnership manager: Every school and community is different and it's not just barriers like the pandemic, we're working with communities with challenges around natural disasters. Accenture helped us catapult ourselves during the digital transformation. That support enabled us to do is to work with schools where we don't have access to deliver face-to-face programs. It enabled us to engage with students so they don't miss out on opportunities whatever the barriers might be.

Jessica Tabone – ABCN Alumni: I did the ABCN program which led me to Bachelor of Marketing in Media. When the opportunity came up with me to intern with Accenture, I was ecstatic! I feel like if I haven't done the ABCN program, I wouldn't have been confident with myself at all. It helped shape my life.

Allegra Spender – ABCN former CEO: We're bringing together kids with so much potential but don't necessarily know how to get that potential out. We got mentors who want to make a real difference in young people's lives. And it's magical.

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