

# Pittwater's tech savvy-iors

If you are in your 50s, 60s and beyond there is no doubt you have more questions about your phone, tablet, computer or new TV than can be answered. You have probably also learnt it's sometimes easier to keep quiet rather than cop another eye-roll from the younger set when you just don't get it!

So when word got out about Avalon-based TV producer Georgie Lewin's ability to patiently walk people through their digital lives it didn't take long for her to realise the power of her efforts, switch careers and launch a new business.

It all began a few years ago with a simple observation about her grandparents' pay TV bill.

After one cup of tea, Georgie was renegotiating their cable package to include a better service at a significant discount, then she set about streamlining their telco service.

What started with Georgie's own grandparents 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 order grocery deliveries.

"The clients and the questions kept on coming... it really hit me, as a 'Millennial', using all these services had become second nature to me but for many others, they were intimidating and scary," Georgie said. So in 2017, Grand aids was born.

Grand aids specialises in helping baby boomers (and beyond) with every question



around smartphones, tablets, laptops and digital TVs.

The 34-year old and her team have assisted more than 200 people with their individual tech-related questions, primarily in their own homes.

She said the online world was becoming a jungle, with constant technological updates and changes.

"It's a place of hard-to-understand call centres, busy help desks, time-poor family members and costly after-sales 'service'," she said.

"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 Grand aids 'mentor'.

"That mentor researches

each client's technical particulars and needs, walking them through short, medium and long-term digital goals together."

She said every situation was different and her team adapted accordingly.

"We want to leave our clients feeling confident with their new-found skills and able to enjoy their time online," she said.

"Technology has a lot to offer in making life more fun and making tasks simpler, but if you don't understand it and feel lost, it can be absolutely distressing. Like anything else it's something you need to learn."

Grand aids can also help educate clients about internet security, identity theft and password protection.

Georgie said the most common requests from clients included:

- Help with basic navigation of smart phones (eg helping to make text bigger on the iPhone);
- Streaming programs over the

internet (eg The Crown on Netflix or catch up ABC on ABC iView);

- Bundling phone bills and getting the best deals (Georgie says they have saved people hundreds and sometimes thousands of dollars when it comes to honing in on their phone/internet/Foxtel bill bundles);
- Helping to declutter email folders; and
- Sorting photos (saving to the cloud, moving photos from the phone to the computer, creating photo books).

Georgie said her greatest reward was helping people.

"We helped bundle a 90-year-old lady's phone and internet bill, taking her monthly payment from a staggering \$350 to \$150 per month. She had a number of 'bells and whistles' she didn't know about - as well as active accounts for old devices.

"And recently we helped a 70-year-old lady from Bayview with setting up WhatsApp, enabling her to also do video calling from her phone. She is now able to keep in touch with her family in South Africa and see them when they chat."

Grand aids is a network partner of the Australian Government Be Connected initiative and services clients on the Northern Beaches and across Sydney; also it recently expanded to the Newcastle area.

- Lisa Offord

\* For info about setting up a consultation, contact Grand aids on 0408 850 432 or email [info@grand aids.com.au](mailto:info@grand aids.com.au)



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