



Australian Government

Department of Communications

Australia's Digital Transformation Agenda

Asia-Pacific Regional Forum on e-Government, Smart Cities, and Digital Societies for Sustainable Development

The challenge

- Australia has three levels of government, all delivering different services.
- 324.4 million transactions with government each year are via traditional channels.
- The cost of interaction via traditional channels:
 - Face-to-face transactions cost \$16.90 AUD per transaction
 - Postal transactions cost \$12.79 AUD per transaction
 - Telephone transactions cost \$6.60 AUD per transaction

Deloitte Access Economics 2015 'Digital transformation of government' report commissioned by Adobe

A digitally engaged society

92% of Australians use the internet.

50% of those go online using a tablet computer.

10.7 million users go online more than once a day.

10.9 million shopped online.

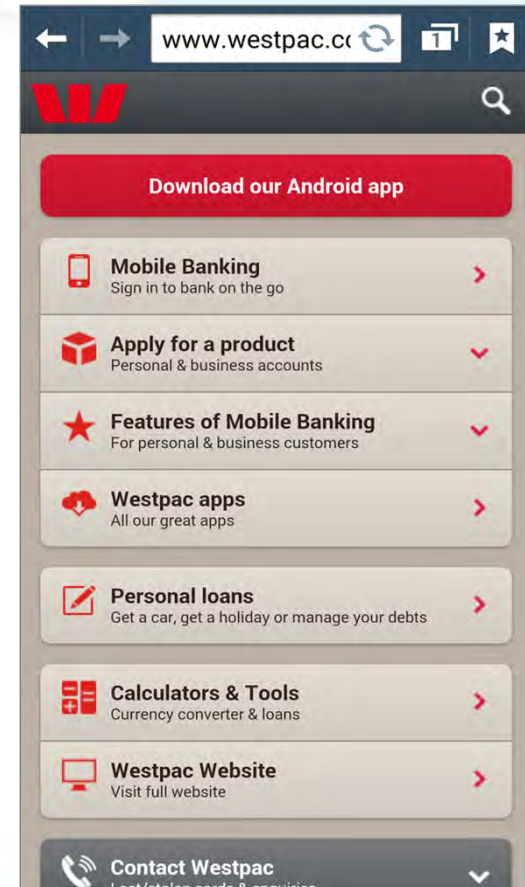
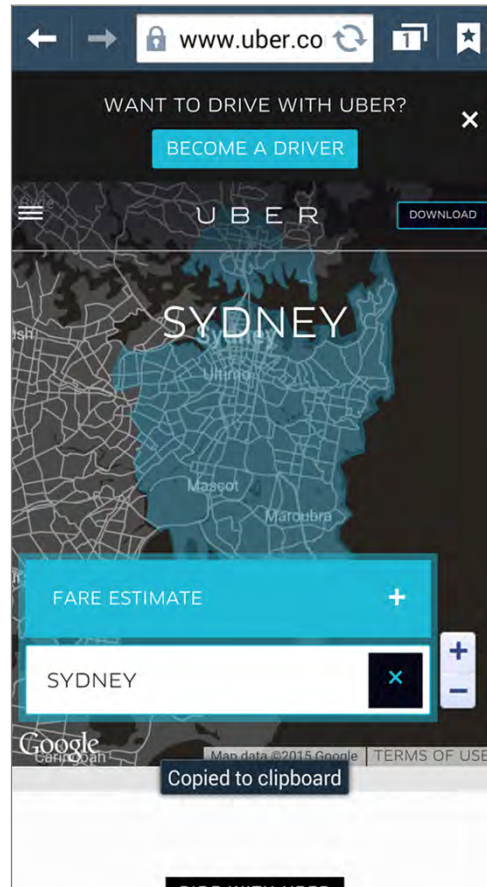
54% engage on blogs and online communities.

49% of employed Australians are digital workers.

Data downloaded by mobiles increased by 97%.

ACMA, 2015, Australians' Digital Lives

Engaging with commercial services online



Engaging with government services online

- Over any four week period, more than 1 in 8 Australians aged 14 and over will look up government information and services online. ¹
- Small business owners are the most likely to have accessed a government website in last four weeks, followed by job seekers, parents and workers. ¹
- But, these user experiences are not always as smooth as we would like:
 - 55 per cent face a problem while using online government services. ²

Going overseas?

smartraveller.gov.au
Every traveller, every trip.

dfat.gov.au
Travel advice
Is it safe to travel overseas? Are other countries experiencing an increased threat
The situation in Syria and Iraq has increased

passport.gov.au
Apply for a passport
Resume a passport application
Report lost or passport

money.gov.au
Need a passport urgently?
Travel insurance
Getting some peace of mind
Nothing ruins a holiday or business trip faster than lost

immunise.health.gov.au
Immunise Australia Program
Travellers
Page last updated: 20 April 2015

tga.gov.au
Travelling with medicines and medical devices
Did you know that restrictions apply to medicines and medical devices when you're leaving or coming into Australia, and that different restrictions may apply in other countries?
Watch this video to find out:

border.gov.au
Biosecurity in Australia
For well over a century, quarantine has played a critical role in reducing the risk and shaping our nation to become one of the few countries in the world to remain free from the world's most severe pests and diseases.

Our embassies and consulates overseas
Our embassies and consulates overseas
Australian Embassies, high commissions, consulates, multilateral missions and representative offices

The economic costs

- The government sector in Australia is one third of the economy
- Halving the cost of traditional interactions over the next ten years would deliver net benefits of \$20.5 billion
 - Face-to-face transactions cost 42 times more than digital interactions
 - Postal costs 32 times more than digital
 - Telephone is 16 times the cost

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Obligation for government to deliver better services

- Poor interaction with users erodes public trust in Governments.
- We can and must do better in the delivery of digital services and information.
- Users often have little choice when accessing government services as there is often no competition.
- We therefore have an ethical obligation to deliver the best quality services in the quickest time.

Making the change

- Embracing the disruptiveness of technology
- A ruthless focus on the needs of users
- Changing bureaucratic mindsets – thinking about how users experience ‘government’

The Australian Government's Digital Transformation Agenda

At the heart of Australia's digital transformation is the move toward digital services that are simpler, clearer and faster to use, and deigned specifically to meet the needs and expectations of those people who will be using them



The Digital Transformation Office

- Established 1 July 2015 to drive the Australian Government's digital transformation agenda.
- Make government more accessible and responsive
- Improve the quality of available digital services
- Work with the D5 group to learn from their successes
- Comprised of small teams of developers, designers and researchers.

DTO work program

- Agile design and nimble development
- Focus on a small number of targeted projects - services to disrupt and redesign
- First projects include development of:
 - the Digital Service Standard
 - Digital Design Guides

The Digital Service Standard

- Sets out 16 criteria that Australian Government digital services must meet to make services simpler, faster and easier to use.
- All government services within the scope of the Standard must meet the criteria before launch.
- The Standard is a living document and will be continuously be updated and improved.

The Digital Service Standard criteria

1.
Understanding
user needs

2. Building a
skilled team

3. User-
centred design

4. Establish
benchmarks

5. Evaluate
requirements

6. Assess
security risks

7. Building
agile service

8. Services that
meet user
needs

9. Code open
and reusable

10. Test for
usability

11. Integration
with non-
digital

12. Consider
support

13.
Consolidate

14. Service
improvement

15. Collect
performance
data

16. Assurance
to stakeholders

Digital Service Design Guide

- The Guide will help agencies design trusted and cost-effective government services that are welcomed by users.
- Designed to provide practical, plain English, guidance to government service deliverers on how to achieve the Standard.
- ‘living document’ to evolve in response to feedback from businesses, the public and government agencies, and in response to emerging best practice.

Watch our progress at:

www.dto.gov.au



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Thank you