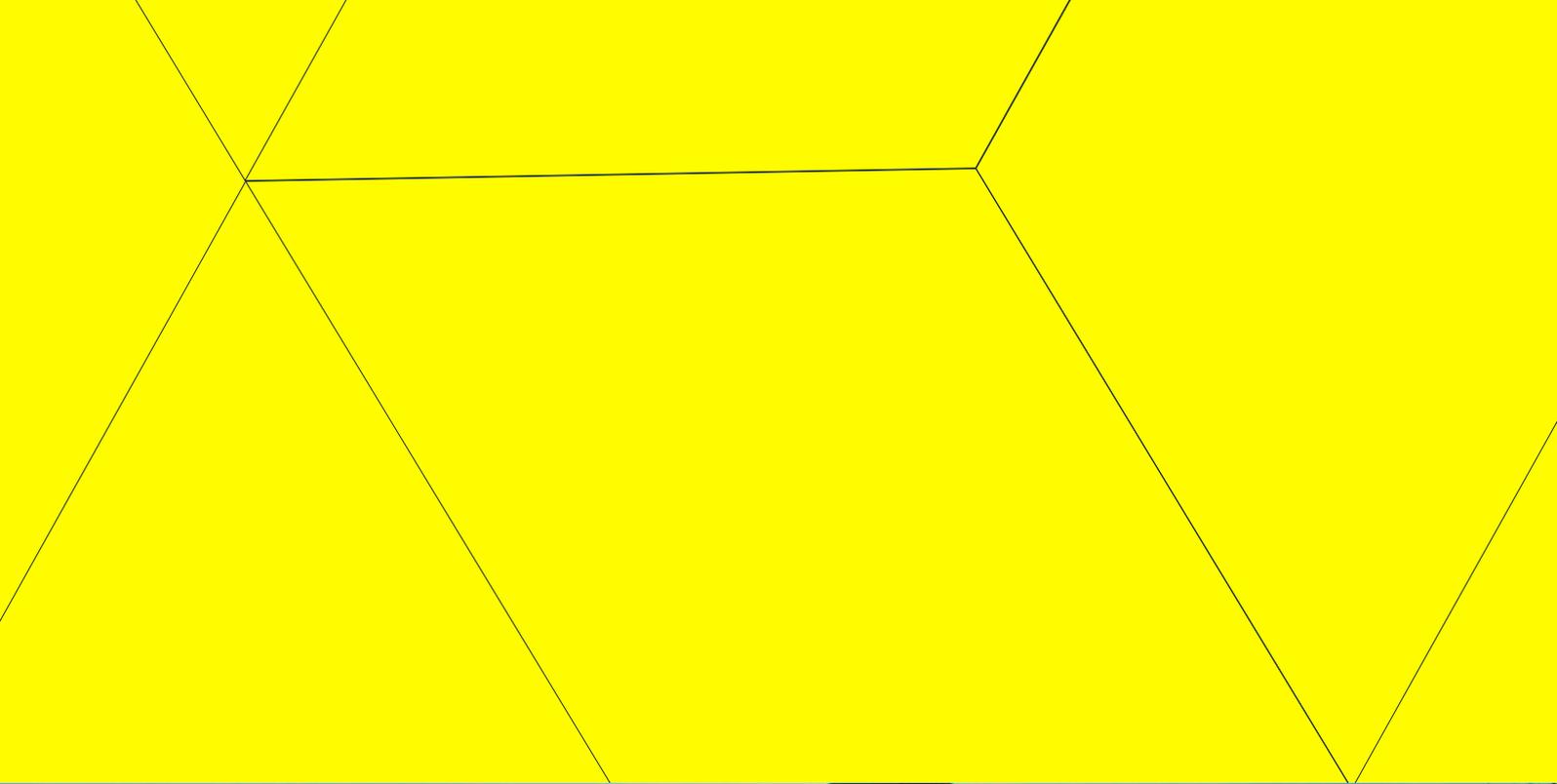


Digital Canberra

A LEADING
DIGITAL CITY

Action Plan
2014-2018





CHIEF MINISTER'S INTRODUCTION

Canberra is a city full of early adopters of new technology, innovators and entrepreneurs.

Developed in consultation with industry and the community, the *Digital Canberra Action Plan 2014-2018* will be our roadmap for how we lead, inspire and collaborate in identifying, testing and implementing ideas and solutions that take advantage of digital opportunities.

I see a Digital Canberra as a city that:

- connects people, information and business to foster innovation, partnerships and creativity;
- identifies opportunities for business to optimise the use of digital technology, creating jobs, boosting key industries and attracting new businesses; and
- has a government that designs faster, more efficient digital services that enhance citizens' quality of life and social inclusion and makes it easier to do business with a more open government.

The *Digital Canberra Action Plan* provides a platform for identifying and promoting how business, the community and the government can diversify the digital economy and deliver more efficient, faster services.

The Action Plan focuses our efforts on accelerating the digital revolution around five key areas:

- Smart City – enhancing our sense of place and access via free public Wi-Fi, digital arts, a vibrant CBD and digital spaces.
- Digital Economy – accelerating our digital economy to strengthen the workforce, boost productivity, build ICT capacity and facilitate collaboration.
- Connected Community – new ways of engaging with democracy and participating in civil society through social media, more flexible working arrangements and social inclusion.
- Open Government – unleashing the economic power of big data, transforming health and education services, delivering information how people want it.
- Digital Services – faster more efficient digital services, delivered to citizens as they live, work, learn and play, improving efficiency and creating a digital government.

The next step is to share information, facilitate and encourage new partnerships and collaboration across sectors, and build on these ideas.

Canberra's digital vision is to promote Canberra as a modern, dynamic, digital city.



Katy Gallagher

Katy Gallagher
Chief Minister

March 2014

THE PLAN

Digital Canberra is a priority for the government. It is a statement of Canberra's digital aspirations and the principles and actions to work towards this future.

Digital Canberra has a range of supporting actions based on government priorities, industry and community feedback.

Digital Canberra aims to promote Canberra as a city of digital opportunity, create digital networks and partnerships, accelerate the digital economy, build a city of innovation and connected communities, and support open government, citizen engagement and better services.



WHY DIGITAL?

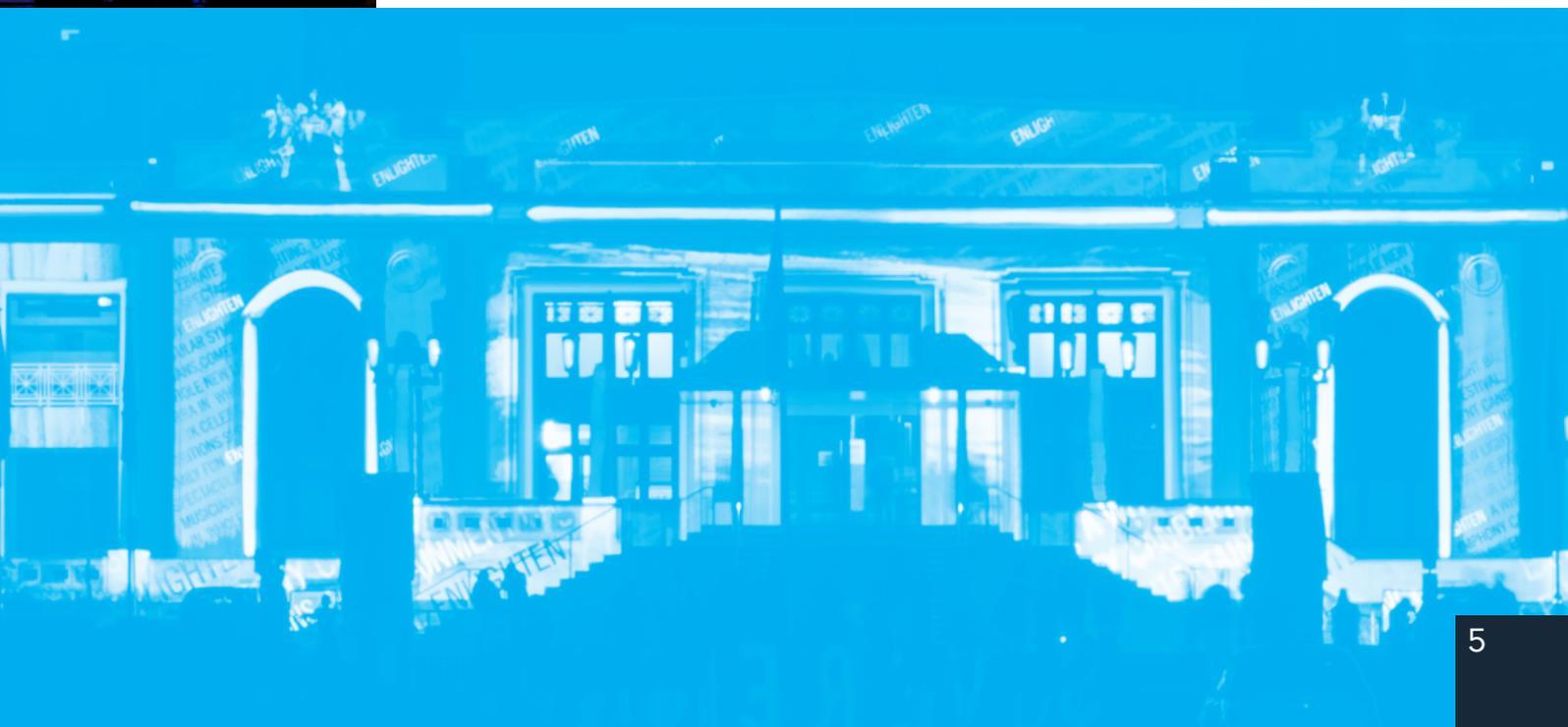
Technology is transforming the way people interact with each other and the world around them. Working from 'any location' is becoming a norm in organisations.



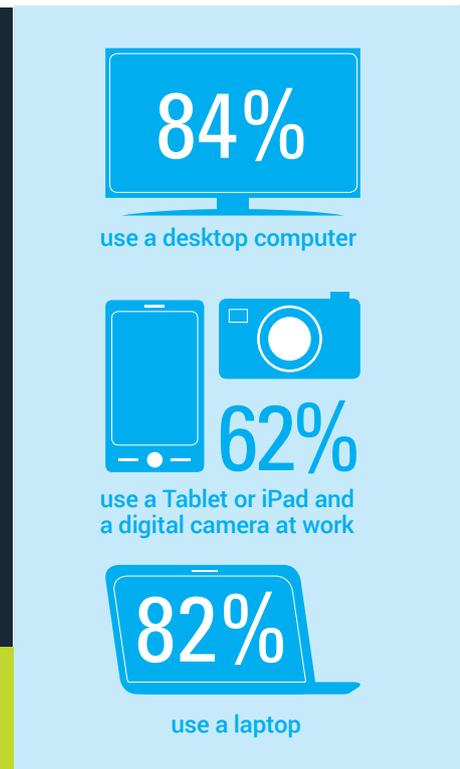
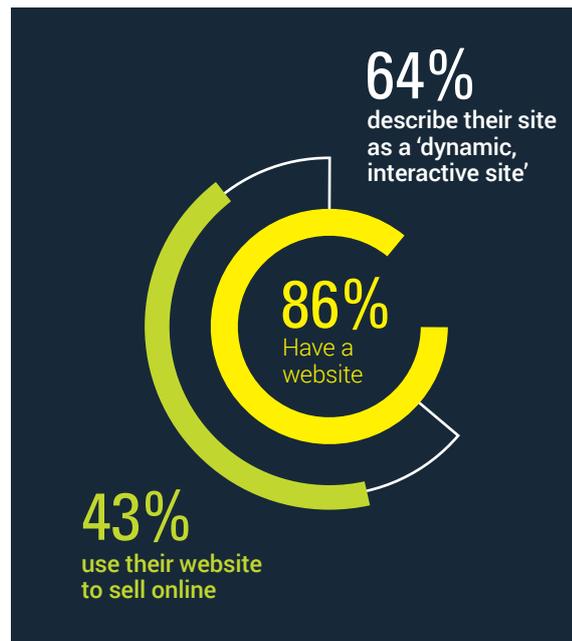
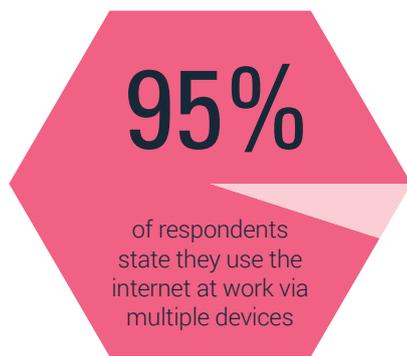
Digital services provide opportunities for enhancing quality, innovation, reduction of red tape and agility in service delivery.

Improving productivity is key to transforming the economy. There are significant opportunities for increasing labour productivity by adopting digital services.

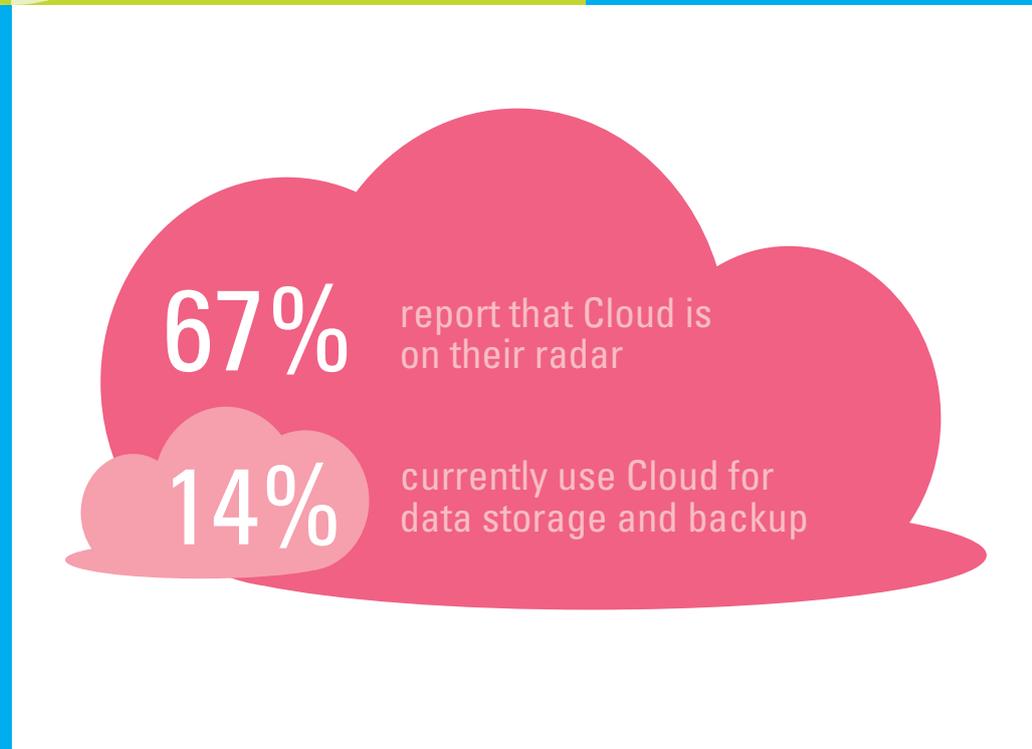
In 2010, Access Economics found that if 10% of Australian employees were to telework 50% of the time, total annual productivity gains would be significant through reductions in commuting times, office space and staff turnover.



Of the 489 small business and nonprofit respondents to the 2013 Digital Canberra survey:



with 53 per cent stating they provide mobile devices to their staff



They take backup and security seriously

98%



the main activities reported by respondents

- 97% Email
- 87% Banking
- 81% Researching
- 73% Ordering
- 71% Buying products and services
- 39% Recruiting
- 35% VOIP



41% are happy with their internet connection speeds

which may stem from only 14% having adopted Fibre

fibre has a higher adoption rate in larger organisations

In terms of social media and improving relationships with customers



Australian e-business report 2013:

"Most businesses and non-profit organisations are now ready, willing and able to participate in the digital economy. Now most organisations are well connected, using a wide variety of devices to suit their needs. There is a comfort level with technology in those organisations at least with the basics – mobile phones, word processing, accounting, spreadsheets, email, online banking, buying and ordering goods and services online and websites."

GAPS AND OPPORTUNITIES

A quarter of respondents to the survey expanded on their ICT issues, giving examples:

"Difficult to find software that older staff and volunteers can cope with - lots of support required but limited staff to do it."

Health Care

"Value for money CRM that works well is very hard to find."

Education and Training

"Software - poor integration with government and commercial services (e.g. ATO, banks). Government provided services often don't work with or support Linux systems (case in point: the ATO). Our clients are all small businesses – and one of the biggest challenges they face is systems integration, particularly with external providers."

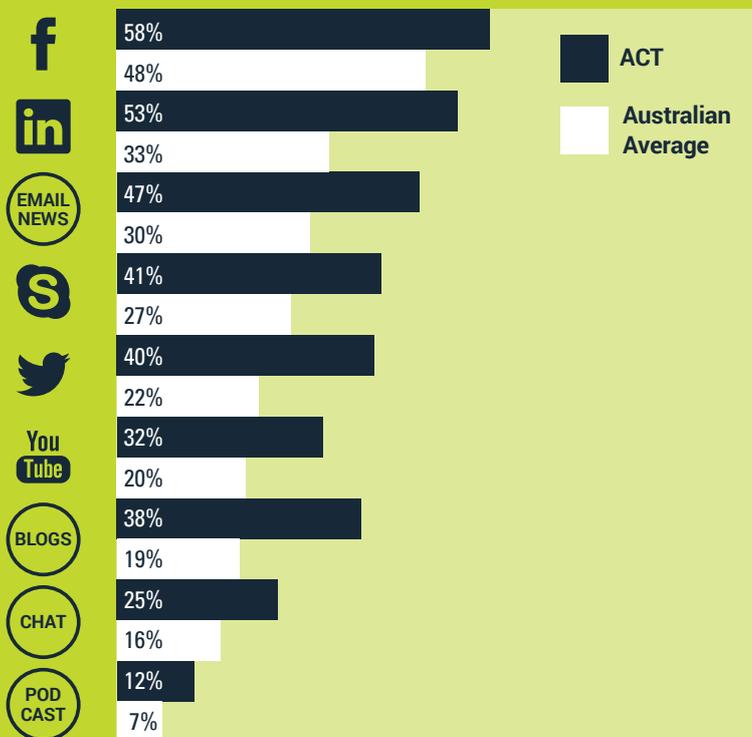
Management consultant

ACHIEVEMENTS

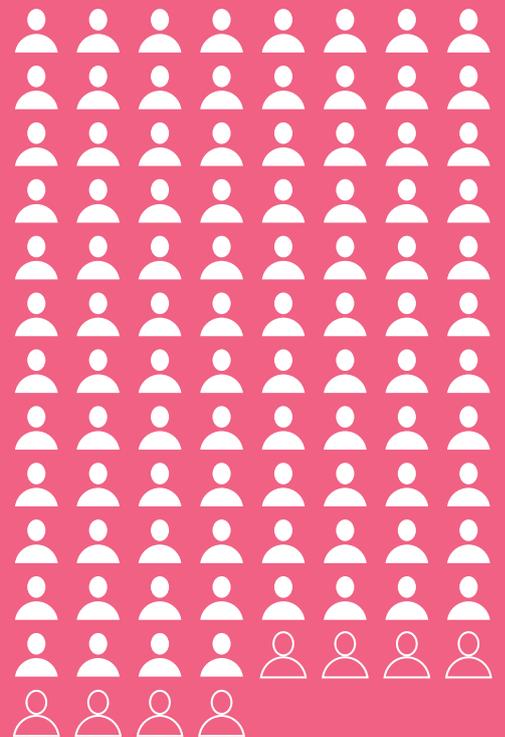
The ACT has a strong digital foundation

Customer-facing internet use

Organisations are now using the internet to improve relationships with customers through a wide range of communication, conferencing and collaboration tools. ACT is a leader.



Canberra Connect website achieved a **92%** satisfaction rating by users



the ACT Government harnessed the power of **social media**, using the highly praised **Human Brochure Project** to promote Canberra tourism

Business teleworking use by location

31% national average



Gungahlin digital hub trained



165

community groups

> 1200 members



first jurisdiction with online applications for birth certificates



first jurisdiction with Twitter Cabinet

ACT is leading the way in the use of technology.

ACT



NATIONAL AVERAGE



Mobile Canberra app

The Mobile Canberra App, available in the iTunes store, is a useful tool which details all the amenities around Canberra including:



trialled free Wi-Fi in the Canberra Hospital

VISION

A leading digital city

This Action Plan sets out initiatives for Canberra to accelerate the development of a high growth digital economy. This will assist Government to better engage with citizens, be more open and transparent and deliver services more efficiently to meet the needs of the community.

Partnerships will be the key to success and to accelerating our digital economy.

Canberra's digital approach will be unique to Canberra and based on our comparative advantage as a knowledge-based economy.

EVIDENCE BASE

Development of this plan involved research of current and future trends in the drivers of digital change in Australia and overseas. Extensive consultation with stakeholders was undertaken, including:

- 200 ideas, votes and comments crowd sourced on the Time-to-Talk website; and
- 489 survey respondents who participated in the *Digital Canberra* survey.

GOAL

Identify opportunities to:

- improve resident and visitor experience;
- provide mobile access and services; and
- enhance our innovative culture

The ultimate goal of the *Digital Canberra* Action Plan is to make Canberra a leading digital city. We will achieve this by promoting digital champions, case studies of success and by continuing the in-person and online conversation with the community.

WINNING IN THE DIGITAL ECONOMY:

The link between digital engagement and commercial success has been established by recent research.

An April 2013 Deloitte Access Economics report found that organisations set to win in the digital economy:

- invest in new business models over old ones;
- treasure their customer relationships;
- have become fast and agile;
- know their true competitors; and
- invest in talent.

According to Cisco

There were 1,000 internet devices in 1984. It is expected to be 50,000,000,000 internet devices by 2020

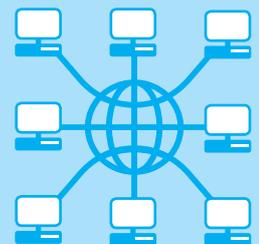
2012 created more information than the past 5000 years



Amount of new technical information doubles every 2 years

x2

From 2010 to 2020 the digital universe will grow 50-fold



Today's students are preparing for jobs that don't yet exist



The Action Plan will be implemented using a staged approach over four years between 2014-2018

SCENE SETTING

In Australia

By 2016, video will comprise **80%** of consumer internet traffic



We are the fifth largest per capita consumer of apps in the world



We are rushing online to buy, with the growth in online sales five times that of traditional retail



In Canberra



Two thirds of Canberrans have a Facebook account

According to Australian Bureau of Statistic figures, the ACT ICT sector employs more than **21,000** Canberrans, which is around **10 per cent** of the ACT's entire workforce



Highest use of internet in Australia

Higher uptake of high speed broadband



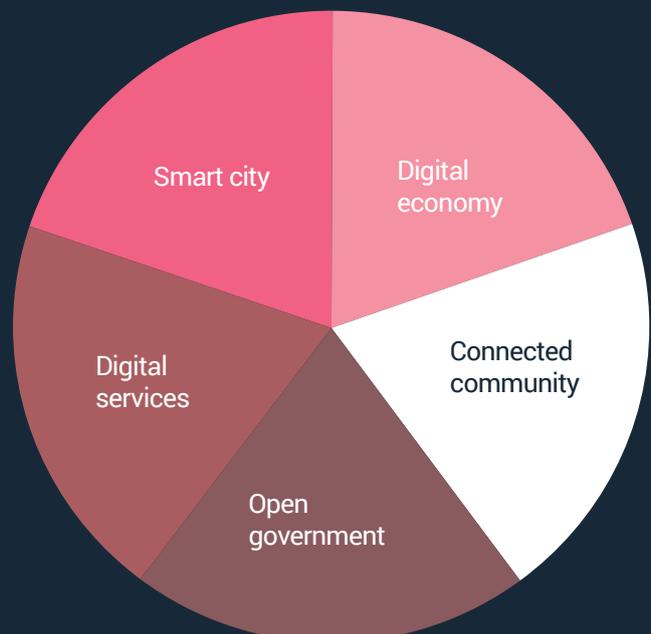
14% of small business with a fibre connection

GUIDING PRINCIPLES

These are the principles that will guide our approach to Digital Canberra:

1. **PARTNERSHIP** – collaborate with small business and community to provide a test site for pilot digital programs.
2. **PROMOTION** – advocating and communicating the benefits of a digital economy to small business, nonprofit organisations and investors.
3. **NETWORKED** – build ICT capacity to accelerate economic transformation, boost exports and optimise the use of digital economy tools. Facilitate collaboration and connect people and organisations outside sector silos.
4. **LEADERSHIP** – be an exemplar in the use of technology to facilitate open government, encourage demand driven engagement and embrace new engagement models - such as the use of video and crowd sourcing.
5. **OPEN DATA** – better connect and inform citizens, businesses and organisations, create transparency to harness the economic potential of big data, including increased efficiency and convenience, new offerings and better products for consumers.
6. **SOCIAL INCLUSION** – work to address the digital divide by providing regular and effective access to digital technology, training and learning spaces. Provide and facilitate a range of personalised mobile and digital channels for service delivery including health and disability care.
7. **INNOVATION** – promote the establishment of new entrepreneurial digital start-ups and improve how government does business.
8. **PERFORMANCE** – measure and track the growth in the ACT's digital economy and change in digital usage over the four years of the Action Plan, to help drive innovation and growth.

PRIORITIES



PRIORITY 1

SMART CITY

Canberra - a digitally Smart City

Opportunity

Leading digital cities have vibrant downtown centres where the community comes together to celebrate events, interact online and engage with others in the community.

Free public Wi-Fi is a key enabler of a connected society, and allows residents and tourists to go online using a laptop, tablet or other mobile device. It can transform community centres and spaces into digital spaces where residents and visitors can check email, access government services, update social media and find directions.

VISION

- town centres full of innovation, ideas and networks that use the digital economy to create vibrant spaces and change the way we view the world and our city;
- public spaces where people can engage with the economy, society and the environment using free online access; and
- social inclusion and improving resident, student and visitor experience.

ACTION

- roll out free public Wi-Fi service across Canberra town centres and public spaces and transport hubs;
- create vibrant town centres using the Wi-Fi access and digital screens transforming Garema Place (or similar) into a digital space;
- promote additional digital spaces, events and government services (e.g. real time bus information and electronic payment for parking);
- establish free Wi-Fi at Canberra's major sports venues (e.g. Canberra Stadium, Manuka Oval and Stromlo Forest Park) and privately owned popular venues (e.g. the Airport);
- extend the wireless networks in ACT schools and colleges to ensure ACT students can safely and securely connect to local, national and global learning opportunities through their device of choice;
- work with the industry and arts sector to build Canberra's profile as a digital city; and
- promote digital arts events and establish a Chief Minister's Digital Art competition.



PRIORITY 2

DIGITAL ECONOMY

Accelerating digital uptake to raise productivity

Opportunity

The link between digital engagement and commercial success has been well documented. Recent research from Deloitte Access Economics in April 2013 found that Australian small businesses with high digital engagement are twice as likely to be growing revenue and earn twice as much revenue per employee and they are four times more likely to be hiring more staff.

Businesses using digital technologies are able to lower communication costs, find new customers and access more efficient supply chains. Consumers want and expect faster access to products and services and employees increasingly expect greater flexibility in regards to their work location.

VISION

- accelerated business engagement with the digital economy;
- a vibrant digital start-up sector and diversified economy, which uses digital to improve business advantage and drives efficiency and productivity;
- leadership in uptake and use of digital technology; and
- increased linkages to regional, national and international markets.

ACTION

- promote Canberra's digital credentials, our success stories, and opportunities for digital start-ups using social media and website;
- partner with industry to champion teleworking and encourage flexible workforces;
- facilitate capacity building and knowledge sharing through thematic workshops (e.g. on topics such as mobility, Cloud and new customer experience);
- track and measure our use of the digital economy through the *Digital Canberra* ebusiness survey;
- provide business support programs to encourage digital start-ups;
- collaborate with research and regional partners to identify digital opportunities;
- build job-ready science, technology, engineering and mathematics skills by funding internships for higher education students;
- expand access to specialty curriculum through rich, immersive and interactive online learning available to every student regardless of school; and
- continue to reduce red tape for business including identifying opportunities for government to change internal processes to assist businesses to make the most of the digital economy.



PRIORITY 3

CONNECTED COMMUNITY

A connected and vibrant community

Opportunity

Canberra currently has the highest uptake of household broadband use in Australia and is Australia's most connected city. The rollout of high speed broadband services to Canberra has demonstrated the potential to take an online government community partnership to a whole new level.

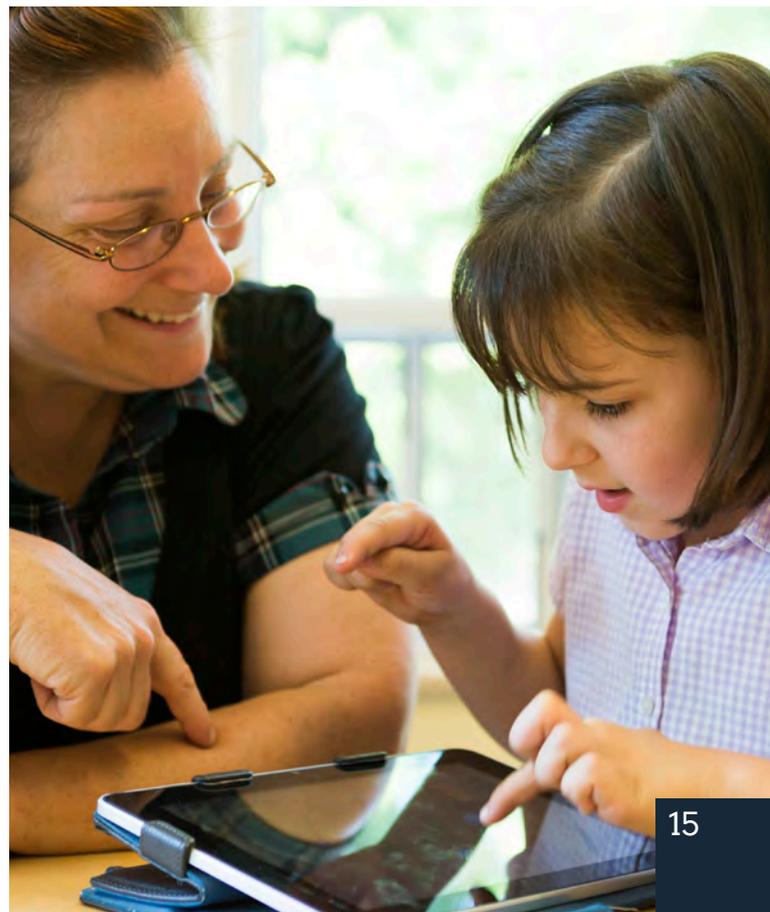
This vision of online government includes the Canberra community engaging online and helping to co-create policies, services and projects. This online collaboration can also drive community-led initiatives and find alliances between retail, tourism, education, professional services and community groups.

VISION

- all Canberrans can participate online, regardless of age, ability or economic status;
- partnerships are established between government, business and the community to promote digital initiatives;
- taking full advantage of high speed broadband services to create economic, social and environmental value;
- maintain and extend the ACT Public Schools High Speed Fibre Network to ensure equity and access to learning for every student;
- digital skills promoted throughout the community to bridge the digital divide;
- easily accessible social media platforms and cloud-based online collaboration;
- enhanced community groups, activities and services and events; and
- increase and improve parent and carer engagement and interactions with schools.

ACTION

- deliver interactive digital teleconference services for the community;
- partner with industry to increase use of social media;
- promote use by community of a range of online communication and collaboration tools (e.g. via the Community Connect program);
- support government use of low cost, video conference tools for customer service and community engagement;
- publish video case studies to promote greater use of the digital economy by non-profits and community sector;
- develop a registry of businesses and digital service providers able to help deploy digital technology in the community sector; and
- provide a single online parent interface with schools enabling online enrolment, academic reporting, payments, excursion and consent forms, communications and notices.



PRIORITY 4

OPEN GOVERNMENT

An open and transparent government

Opportunity

Access by the developer community to government data licensed under Creative Commons continues to be hailed as a significant factor in economic development both here and overseas. Experience shows that in addition to stimulating economic development the release of government data leads to innovation and a proliferation of useful applications for the community.

In 2014, the bus smart phone apps will be available from a number of commercial providers, the release of the Mobile Canberra app makes spatial data available anytime anywhere and the 'Canberra live' video registry website lets you stream live events.

VISION

- increased transparency and openness through greater use of online engagement;
- innovative solutions to policy and service delivery problems;
- citizen access to information by preferred channel;
- increased citizen engagement using Social Media; and
- dynamic Open Government developer community.

ACTION

- extend Creative Commons licensing on dataACT to all government published information;
- a whole of government policy on publishing datasets online;
- increase open data and the number of ACT Government datasets available to the community on the data.act.gov.au open data portal (e.g. data from over 230 Freedom of Information applications, Cabinet summaries, reports and press releases);
- promote and enhance the Mobile Canberra app and give direct mobile access to location-based data in a map based format;
- continued support for the annual GovHACK event where developers create apps, mashups and data visualisations with government data; and
- partner with industry to deliver social media workshops to boost usage by key sectors.



PRIORITY 5

DIGITAL SERVICES

Services and information anytime, anywhere

Opportunity

Technological advancement is creating new possibilities in service delivery and new expectations in service quality.

It is a time when the efforts of government to deliver must join up, and citizen centric services should align with community expectations for new and easier access to government services.

VISION

- a range of digital services providing for simple and integrated service delivery;
- a service delivery model that places the customer at the centre of service design;
- better met needs of connected citizens and delivery of faster, more efficient and productive services;
- all new ACT Government services are designed digitally;
- improved ease of transacting with government and customer satisfaction with government services; and
- improved uptake of eHealth records in Canberra.

ACTION

- introduce digital options for parking;
- reform procurement and implement an electronic tendering solution;
- enhance the 'Schools Digital Backpack' to include a video conferencing system that allows schools, teachers and students to collaborate online;
- explore the potential for the ACT to work with the Asia Education Foundation and Education Services Australia and potential use of interactive learning materials;
- demonstrate the advantages of using high-speed broadband to provide remote monitoring; and
- reduce the cost of delivering services and reform online services.





DIGITAL SURVEY OF ICT CAPACITY

In collaboration with the Canberra Business Council and CollabIT, the ACT Government commissioned the 2013 Digital Survey of organisations to map our current and future use of digital technology.

Stage 1 involved surveying the Territory to map out where we are in the digital revolution and to identify the opportunities for accelerating our engagement with the digital economy.

The results identified that ACT organisations have a higher use of tablets/iPads, selling online and social media to create future economic benefit compared to other jurisdictions.

It also shows that larger organisations are more likely to be on faster speeds and more comfortable with technology.

The survey reported a high interest in but low use of Cloud, and that the vast majority used multiple devices to go online.

NEXT STEPS

Boosting productivity involves accelerating our use of digital economy.

Stage 2 of our partnership with business will involve capacity building workshops with vendors and SMEs and nonprofits. These workshops will be facilitated by the ACT Government in partnership with the Canberra Business Council and will help:

- drive increased use of technology;
- provide guidance on software and support;
- increase 'comfort' with technology (e.g. mobile and teleworking);
- access training and advice;
- improve dealing with new customers; and
- facilitate partnerships between vendors and businesses.

RESULTS

The survey results show that the majority of 489 respondents see themselves as 'Leading Edge' or 'Fast Followers' (53 per cent) in terms of the rate of their technology adoption, which is higher than other regions in Australia.

This self-assessment is informed by the composition of the six sectors that make up the three quarters of respondents: professional services (142 respondents); health care & social (60); education & training (49); other services (45); information media (38); and retail (29).

It also means that nearly a third see themselves as 'average' (32 per cent) and 14 per cent as 'lagging behind/in-trouble', indicating the need for capacity building and guidance.

CITIZEN FORUM

To engage the community in digital Canberra, we used crowd sourcing to get a broader view of what success looks like for a leading digital city. Over 200 ideas, votes and comments were received.

We have already begun implementing the top ideas identified by the community on the crowd sourcing site – approaching the market with a free public Wi-Fi Request for Proposal – and progressing these ideas with industry and sector leaders as part of the implementation of the Action Plan.

The most commented on ideas from the crowd sourced on the Time to Talk *Digital Canberra* forum were, in rank order by number of votes and comments (Note – the top 5 issues accounted for over half of the comments):

1. Turn Garema Place into a Digital Space similar to Federation Square, Melbourne.
2. Free public WiFi.
3. Live bus location updates.
4. Bus selection and public transport app.
5. More uses for MyWay.
6. Better payment options.
7. Teaching kids how computers work.
8. Better integrated infrastructure.
9. Have interactive tablets (or otherwise touch screen computers) integrated at bus stops.
10. Canberra domains.
11. Canberra Connect app.
12. Pay for parking by SMS.
13. Mobile worker drop-in centres.
14. Fibre internet.
15. Smarter and more open access to information.
16. In-ground parking sensors for availability.
17. Contactless payments.
18. Canberra tour guide app.
19. Canberra professional domains incorporation.

DIGITAL SPACES

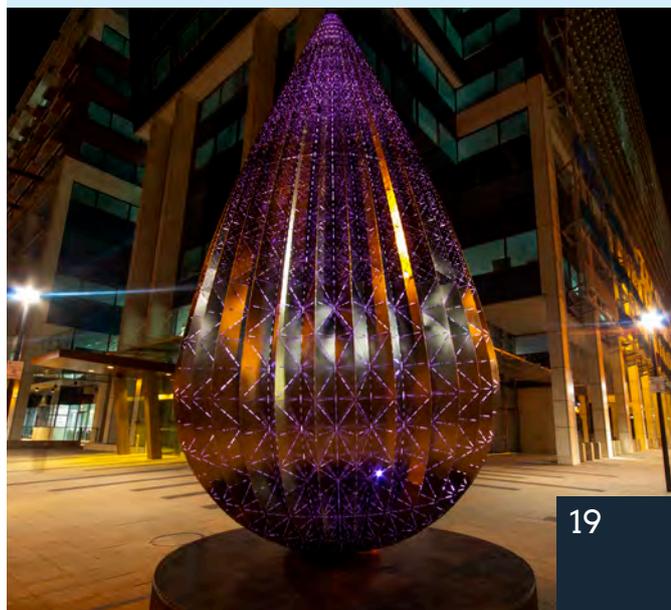
“This could be a focus for the vast amount of digital creativity and culture that is being created every day in our global village of Canberra. We have enough content and artists to stage Garema Place with a year round program of innovation, ideas and art.”

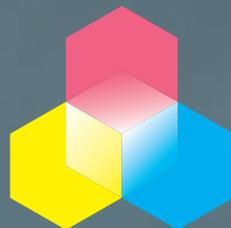
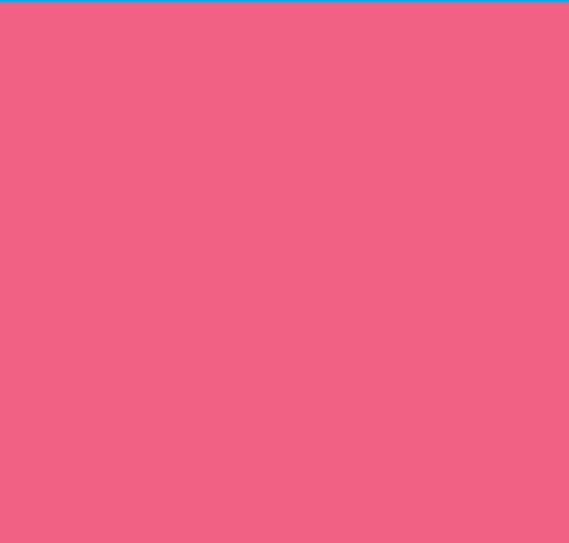
FREE PUBLIC WI-FI

“It’s not about whether people have alternative means of access, it’s about ensuring that EVERYONE has the chance at access and puts everyone on a common ground. It also means that public services can be delivered in a different manner if you assume that the entire population has free access to a reasonable internet connection. I think this is a mandatory step 1 to a productive digital future in the ACT.”

MOBILE WORKER DROP IN CENTRES

“With a movement to mobile workforce and flexible workplace arrangements, it would be great if each town centre had mobile worker productivity centres. Facilities where workers have access to a virtual ABW office with desks, internet...”





Digital
Canberra