



# Digital Canberra

Digital Canberra: A leading digital city

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*Action Plan 2014-2018*



*March 2014*

## 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**

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 per cent of Australian employees were to tele-work 50% of the time, total annual productivity gains would be significant through reductions in commuting times, office space and staff turnover.

## Australian e-business report 2013

Of the 489 small business and non-profit respondents to the 2013 Digital Survey:

- 95 per cent of respondents state they use the internet at work via multiple devices;
- 86 per cent of respondents state they use a desktop computer, and 66 per cent a Laptop, while 62 per cent use a Tablet or iPad and a digital camera at work (with 53 per cent stating they provide mobile devices to their staff);
- Most report (86 per cent) having a website and just under two-thirds (64 per cent) describe their site as a 'dynamic, interactive sites', where they gather data
- 43 per cent of respondents use their website to sell online;
- a minority of respondents (41 per cent) are happy with their internet connection speeds, which may stem from only 14 per cent having adopted Fibre (Fibre has a higher adoption rate in larger organisations).
- while only 14 per cent of respondents currently use Cloud for data storage and backup, 67 per cent reports that Cloud is on their radar
- the vast majority of respondents take backup and security seriously (98 per cent), with External Hard Drive (64 per cent), USB stick (47 per cent), NAS (26 per cent) and CD/DVD (23 per cent) the main tools used for backing up data.
- most organisations (78 per cent) get advice on new technology and best practice from other businesses, newspaper articles (74 per cent) or from workshops and seminars (72 per cent).
- half of respondents say they have staff who Tele-work some or part of the week.
- email (97 per cent), banking (87 per cent), researching (81 per cent), ordering (73 per cent) buying products and services (71 per cent), recruiting (39 per cent) and VOIP (35 per cent) are the main activities reported by responded.
- in terms of Social Media and improving relationships with customers: 58 per cent of respondents use Facebook, 55 per cent use LinkedIn, 53 per cent publish an email newsletter, 42 per cent videoconference mainly using Skype, 41 per cent use Twitter for news and events, 39 per cent publish blogs, 34 per cent publish videos on YouTube, 28 per cent Chat and 13 per cent Podcast.

### 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, organisations are now using the internet to improve relationships with customers through a wide range of communication, conferencing and collaboration tools. ACT is leading the country in all categories.

### **Customer facing internet use**

Facebook; ACT 58 percent, Australian Average 48 percent  
LinkedIn; ACT 53 per cent, Australian Average 33 per cent  
Email news; ACT 47 per cent, Australian Average 30 per cent  
Skype; ACT 41 per cent, Australian Average 27 per cent  
Twitter; ACT 40 per cent, Australian Average 22 per cent  
You Tube; ACT 32 per cent, Australian Average 20 per cent  
Blogs; ACT 38 per cent, Australian Average 19 per cent  
Chat; ACT 25 per cent, Australian Average 16 per cent  
Podcast; ACT 12 per cent, Australian Average 7 per cent

### **Canberra connect**

Canberra connect website achieved a 92 per cent satisfaction rating by users.

### **Tourism**

Harnessed the power of social media, using the highly praised Human Brochure Project to promote Canberra tourism.

### **National tele-working average - 31 per cent**

Business tele-working use by location; Australian Capital Territory 50 per cent , Western Australia 32 per cent, Northern Territory 19 per cent, South Australia 13 per cent, Queensland 19 per cent, New South Wales 20 per cent, Victoria 39 per cent, and Tasmania 13 per cent.

### **ACT Digital Hub**

Gungahlin digital hub trained 165 community groups and over 1200 members of the community.

### **Birth certificates**

First jurisdiction with online applications for birth certificates.

### **Twitter cabinet**

First jurisdiction with Twitter Cabinet.

### **Mobile Canberra App**

The Mobile Canberra app contains 12 separate datasets from the Canberra region including 31 basketball courts, 126 toilets, 3750 public furniture, 2750 Bus Stops, 9 Libraries, 109 Schools, 126 Public Artworks, 319 BBQ's, 97 drinking fountains, 6 CIT campuses and 19 skate parks.

### **ACT leads the way**

ACT is leading the way in more modern technology with; 95 per cent Internet, 81 per cent phone, 84 per cent mobile, 83 per cent Smart Phone, 36 per cent VoIP, 9 per cent Unified Comms.

National Average; 93 per cent Internet, 88 per cent phone, 81 per cent mobile, 57 per cent smart phone, 23 per cent VoIP, 5 per cent Unified Comms.

### **Wi-Fi Canberra Hospital**

Trialled 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.

## **Implementation**

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

## Scene setting

### According to Cisco

- 1000 internet devices in 1984, expected to be 50 trillion internet devices in 2020.
- 2012 created more information than the past 5000 years.
- Amount of new technical information doubles every 2 years.
- From 2010 to 2020 the digital universe will grow 50-fold.
- Today's students are preparing for jobs that don't yet exist.

### In Australia

- By 2016, video will comprise 80 per cent 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 sale five times that of traditional retail.

### In Canberra

- Two thirds (220,000) of Canberrans have a Facebook account (Facebook Advertising).
- 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.
- Canberra has the highest use of internet in Australia.
- Higher uptake of high speed broadband, 14 per cent of small business with a fibre connection.

## **Guiding principles**

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

### **PARTNERSHIP**

Collaborate with small business and community to provide a test site for pilot digital programs.

### **PROMOTION**

Advocating and communicating the benefits of a digital economy to small business, nonprofit organisations and investors.

### **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.

### **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.

### **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.

### **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.

### **INNOVATION**

Promote the establishment of new entrepreneurial digital start-ups and improve how government does business.

### **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.

## **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 tele-working 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, mash-ups and data visualizations with government data; and
- partner with industry to deliver social media workshops to boost usage by key sector.

## **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 tele-working);
- 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 Wi-Fi.
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.

## Quotes from the community posted to the citizen forum

### 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...'