Australian Government
Digital Transformation Agency

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Simple, clear, fast
government services
for everyone

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How are we doing?

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The good, the bad and the ugly

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Major challenges

Devolution

Complexity

Culture and capability

Devolution in the public service since the late 1990s

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Policy and regulatory complexity makes transformation and communication harder

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Culture and capability

New skills and ways of working

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What would **success** look like?

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October 2016:
a new role in government

- An increased role in the oversight of whole-of-government policy, standards, strategy, assurance and digital delivery
- Added responsibility for whole-of-government ICT procurement and a review of ICT projects

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Policy advice

Project assurance

Strategic oversight

Product delivery

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Policy advice

- ICT policy
- ICT Procurement Taskforce

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Project assurance

- Expert advice to government
- Digital Investment Management Office

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Digital Investment
Management Office

- Oversight of significant government ICT and digital projects
- Greater visibility to assess costs and benefits delivery,
- identify emerging risks, and improve services for users
- First task is to complete a review of all major ICT programs

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Strategic oversight

- Digital Transformation Roadmap
- Platforms Strategy
- Channel Strategy
- Content Strategy
- Digital Service Standard

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Digital Service Standard

The Digital Service Standard helps digital teams build government services that are simple, clear and fast.

01

Understand user needs. Research to develop a deep knowledge of the users and their context for using the service.

02

Establish a sustainable multidisciplinary team to design, build, operate and iterate the service, led by an experienced product manager with decision-making responsibility.

03

Design and build the product using the service design and delivery process, taking an agile and user-centred approach.

04

Understand the tools and systems required to build, host, operate and measure the service and how to adopt, adapt or procure them.

05

Identify the data and information the service will use or create. Put appropriate legal, privacy and security measures in place.

06

Build the service with responsive design methods using common design patterns and the style guide.

07

Build using open standards and common government platforms where appropriate.

08

Make all new source code open by default.

09

Ensure the service is accessible to all users regardless of their ability and environment.

10

Test the service from end to end, in an environment that replicates the live version.

11

Measure performance against KPIs set out in the guides. Report on public dashboard.

12

Ensure that people who use the digital service can also use the other available channels if needed, without repetition or confusion.

13

Encourage users to choose the digital service and consolidate or phase out existing alternative channels where appropriate.

Date: 1 May 2016 dta.gov.au/standard

Product delivery

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myGov

- Delivery partnership with the Department of Human Services
- Builds on the improvements made last year
- New features to be released in May including new sign-in options, easier ways to update details and improvements to the myGov inbox

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Govpass

- Makes it easier for users to access government services
- Increase take-up of digital services
- Minimises duplication of data
- Protects personal information

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Digital Marketplace

- Connects government buyers with businesses selling digital services
- Makes it easier for businesses of all sizes to sell to government

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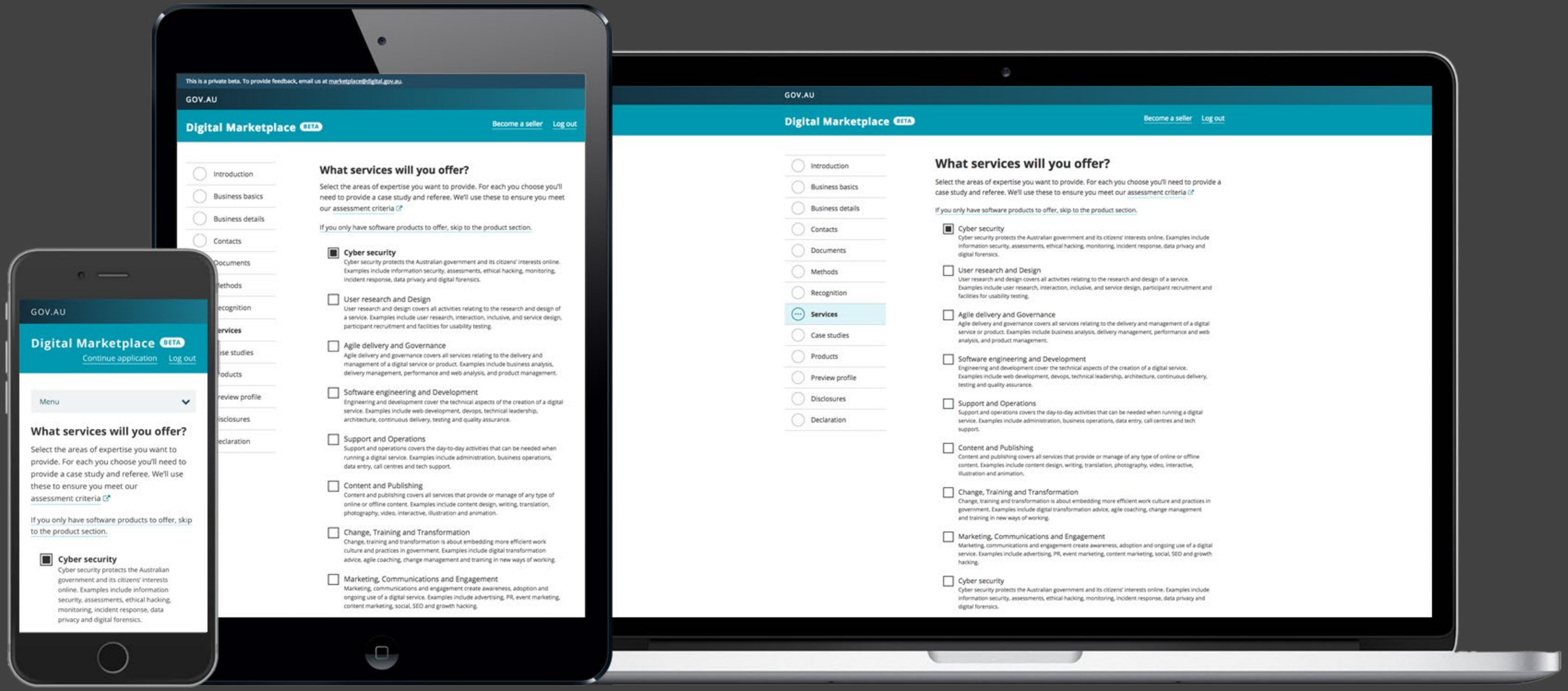
This is a private beta. To provide feedback, email us at marketplace@digital.gov.au.
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Digital Marketplace BETA
Become a seller
Log out
Introduction
Business basics
Business details
Contacts
Documents
Methods
Recognition
Services
Case studies
Products
Preview profile
Disclosures
Declaration
What services will you offer?
Select the areas of expertise you want to provide. For each you choose you'll need to provide a case study and referee. We'll use these to ensure you meet our assessment criteria
If you only have software products to offer, skip to the product section.
Cyber security
Cyber security protects the Australian government and its citizens' interests online. Examples include information security, assessments, ethical hacking, monitoring, incident response, data privacy and digital forensics.
User research and Design
User research and design covers all activities relating to the research and design of a service. Examples include user research, interaction, inclusive, and service design, participant recruitment and facilities for usability testing.
Agile delivery and Governance
Agile delivery and governance covers all services relating to the delivery and management of a digital service or product. Examples include business analysis, delivery management, performance and web analysis, and product management.
Software engineering and Development
Engineering and development cover the technical aspects of the creation of a digital service. Examples include web development, devops, technical leadership, architecture, continuous delivery, testing and quality assurance.
Support and Operations
Support and operations covers the day-to-day activities that can be needed when running a digital service. Examples include administration, business operations, data entry, call centres and tech support.
Content and Publishing
Content and publishing covers all services that provide or manage of any type of online or offline content. Examples include content design, writing, translation, photography, video, interactive, illustration and animation.
Change, Training and Transformation
Change, training and transformation is about embedding more efficient work culture and practices in government. Examples include digital transformation advice, agile coaching, change management and training in new ways of working.
Marketing, Communications and Engagement
Marketing, communications and engagement create awareness, adoption and ongoing use of a digital service. Examples include advertising, PR, event marketing, content marketing, social, SEO and growth hacking.
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Digital Marketplace BETA
Continue application
Log out
Menu
What services will you offer?
Select the areas of expertise you want to provide. For each you choose you'll need to provide a case study and referee. We'll use these to ensure you meet our assessment criteria
If you only have software products to offer, skip to the product section.
Cyber security
Cyber security protects the Australian government and its citizens' interests online. Examples include information security, assessments, ethical hacking, monitoring, incident response, data privacy and digital forensics.

Upskilling the public service

- Change culture, build skills and improve service delivery
- Empower agencies to build digital capability
- A partnership program with other government agencies

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The DTA vision

must be delivered through collaboration across government

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