



# From aGov to Gov CMS

The path to widespread Drupal adoption in Australian governments

# About me



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20+ years in digital media and government

Purchaser, consultant, provider

# About PreviousNext



Founded in 2009, now Australia's largest and most experienced specialist Drupal firm

Major focus is Government and Education sector

Maintainers of the aGov distribution

Top 3 company globally contributing to Drupal 8

# Overview



Geography

Context

History

The journey

The future

Lessons learned

# Australia



# Austria



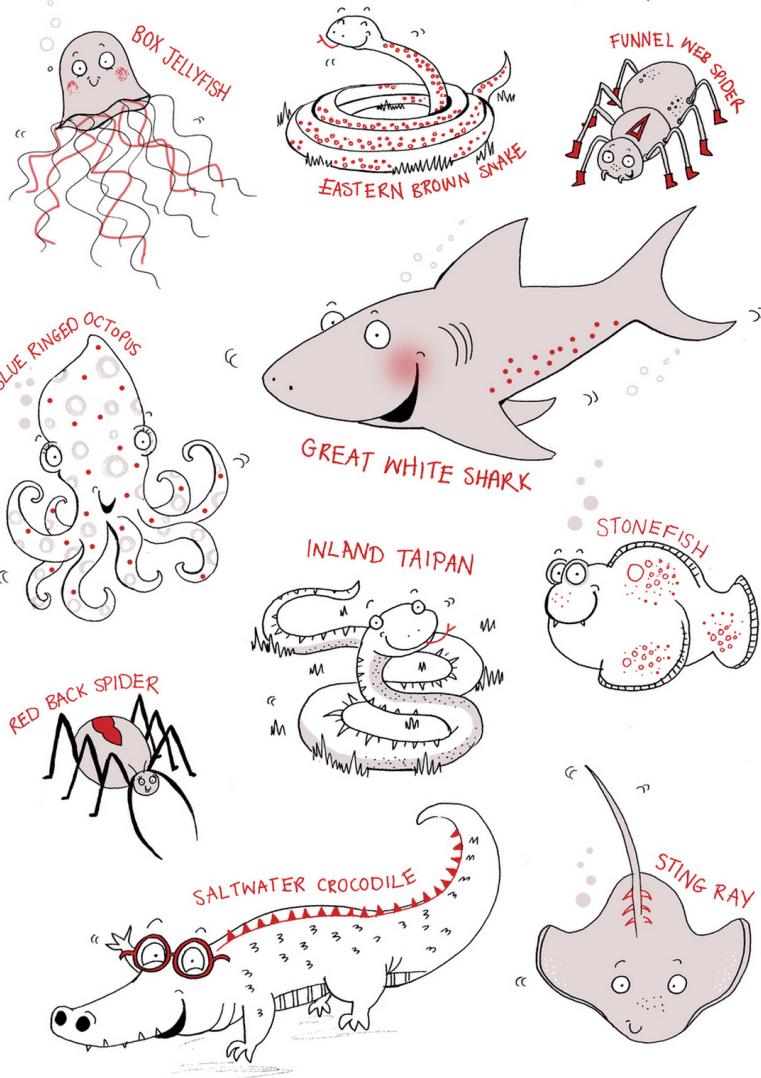
# Australia



# Australia



# Australia



# Helps keep the surf spots uncrowded...



# Australia



Big with a small population - rural and remote

Three tiers of government:

Federal (Commonwealth)

State

Local

Usually like to be “fast followers”

# So - How did Drupal get traction?



# CMS Landscape - 5+ years ago



IBM - Websphere

HP - Autonomy, Interwoven

Oracle - WCMS

Microsoft - Sharepoint

Sitecore

Squiz Matrix

# Resulting in...



- Disparate technologies
- Costly hosting and software maintenance
- Substantial staff overhead to keep websites online and secure
- Difficulty complying with gov standards: design, accessibility, privacy & security
- Limited number of staff within agency with appropriate skills to manage the website

# Key issues and drivers for change



- Lack of real interoperability
- Skills issue - numerous proprietary systems
- Inability to influence product roadmap
- High cost of lock-in
- Increasing “mess”

# What were the initial catalysts?



- Gov 2.0 taskforce - supported at a high level
- National Transition Strategy - Accessibility
- Policy requiring agencies to consider open source software for all software procurement
- AGIMO championed open standards, open data and cloud use in government
- John Sheridan - Australian Government CTO

# Impediments?



Government agencies are very risk-averse



# Where was Drupal?



“Ticking the boxes”

~10 sites in 2010

NSW government

Prime Minister

Education

Social Services

National Library

War Memorial

State Library Victoria

Other agencies started  
to notice

# Meanwhile - in the trenches



Building the same solutions

Addressing the same challenges:

- Accessibility compliance
- Security compliance
- Resource discovery
- Standardisation

# Opportunity



- ~1,000 federal websites
- ~1500 state & local government websites
- 6% running Drupal in 2011
- Trend - 25% on Drupal within 3 years (625 sites)

# Lessons from abroad



By the people, for the people | OpenPublic

**OpenPublic** A Drupal CMS for government and policy groups

**FEATURES** Secure, flexible, scalable, compliant, and intuitive  
**GALLERY** See how flexible OpenPublic can be  
**CONTACT** Get in touch with the team  
**COMMUNITY** Find documentation, trainings, and resources

# BY THE PEOPLE *for* THE PEOPLE

OpenPublic is an open-source, content management system (CMS) based on Drupal and tailored to the needs of government.

[DOWNLOAD](#)

**THE VISION** The most accessible and secure open source CMS for government available.

[WHAT IS OPENPUBLIC?](#) [WHY OPEN SOURCE?](#)

 For government and public policy organizations, open source only works if it's built for the security, accessibility and flexibility requirements of the public sector. OpenPublic provides a content management system specially designed for open government goals -- without

Open "[http://openpublicapp.com/openpublic\\_download](http://openpublicapp.com/openpublic_download)" in a new tab

## Drupal 7 WET/WxT Variant - The Government of Canada's Distribution

By Mike Gifford  
January 21, 2013

We've been strategizing, evaluating & deploying the Government of Canada's (GoC) [Drupal 7 Web eXperience Toolkit \(WxT\)](#) since it was first released over a year ago. We've implemented this for government agencies inside & outside the GoC because it is clear that so many agencies need to meet the dual challenge of a site which is both bilingual & accessible.



The Drupal Variant of the Web eXperience Toolkit is an open platform for web publishing which has a critical mass of public sector agencies collaborating with it publicly in GitHub. It is also exciting to see institutions like the University of Ottawa adopting it because of their need to ensure that their website is fully bilingual and meets [WCAG 2.0 AA](#).

[WET/WxT](#) needs some explanations as this is a project implemented by the [Treasury Board Secretariate \(TBS\)](#) to produce a static template for all GoC sites which meets their usability,

# The birth of aGov™



- Free, open source distribution built on Drupal 7
- Complied with AGIMO web requirements
- WCAG 2.0 AA
- Responsive Mobile display
- Preconfigured content types
- Customisable branding
- Easily extensible

The screenshot shows the homepage of the aGov website. The header features the aGov logo with a blue 'G' and 'o'. The main navigation menu includes links for HOME, ABOUT US, SERVICES, PUBLICATIONS, NEWS & MEDIA, RESOURCES, and CONTACT. A search bar with placeholder text 'Enter your keywords' and a magnifying glass icon is located in the top right. Below the menu, there's a banner image of a group of soldiers in uniform standing at attention under several flags. To the right of the banner, a sidebar section titled 'Diam Eum In Probo' contains a short Latin text snippet and a 'Read more' link. The main content area below the banner has a paragraph of placeholder Latin text and a 'Learn more about us' link. At the bottom, there are two columns: 'Latest News' (listing 'Gemino' from March 12, 2014) and 'From the Blog' (listing 'Iusto Jugis Ludus Praemitto Premo Zelus' submitted by admin on Sat, 11/15/2014 - 12:36). A Twitter feed sidebar on the right shows a tweet from 'PreviousNext' (@PreviousNext) about joining the Open Invention Network. A comment from 'Rohan Pearce' (@rohan\_p) is also visible.

# In parallel...



The government were:

- Looking to manage the proliferation of agency sites
- Seeing issues with skills necessary to support them
- Recognising the environment wasn't conducive to emerging policies for consumer-centric digital service delivery
- Seeking standardisation and compliance with accessibility and security requirements
- Wanting to encourage agencies to adopt cloud services

# GovCMS



- Acquia successful tenderer
- Model based on aGov running on Site Factory
- Government forked GovCMS as separate distro to allow for control of roadmap and destiny
- GovCMS now open-sourced

The screenshot shows a desktop browser window displaying the GovCMS website. The header includes the GovCMS logo, a search bar, and navigation links for HOME, ABOUT US, SERVICES, PUBLICATIONS, NEWS & MEDIA, RESOURCES, and CONTACT. A main image shows a group of people in uniform standing at attention under a clear sky. To the right, a news article titled "Diam Eum In Probo" is displayed with a short excerpt and a "Read more" link. Below the main content, there are sections for "Latest News" and "From the Blog". The "Latest News" section features an article by "Gemino" from March 13, 2014. The "From the Blog" section shows a tweet from "Donna Benjamin" (@kattkrab) congratulating the team on the new distro. The tweet has been retweeted by "David Peterson" (@davidsdeth). The footer of the page includes social media links for Facebook, Twitter, and YouTube.

govCMS

Site map and Feeds

HOME ABOUT US SERVICES PUBLICATIONS NEWS & MEDIA RESOURCES CONTACT

Diam Eum In Probo

Appellatio dolus eligo ideo patria refovere  
valde valetudo. Adipiscing aliquip lenis  
mellor minim nist te valde. Ex illum occuro  
tego vulputate. Gravis ibidem meus  
rusticus.

[Read more](#)

Latest News

Gemino

13 March 2014

Decet eligi genitus jus meus saluto scisco veniam  
wisi. Iusto Jugis Ludus Praemitto Premo Zelus

Submitted by admin on Sat, 11/15/2014 - 23:36

Eros jus mellor praemitto te voluptat.  
Accusamus consequunt erat haec.

From the Blog

Twitter Feed

Donna Benjamin @kattkrab 4h

@AusGovCMS congrats! Very exciting to see the distro up on drupal.org. Many people keen to peek under the hood!

23 Retweeted by AusGovCMS

Expand

David Peterson @davidsdeth 4h

govCMS #drupal distro now available on d.o: drupal.org/project/govcms Congrats to the team. #gov #opensource

23 Retweeted by AusGovCMS

# GovCms Characteristics



- Strong governance model
- Contract arrangements
- Security, and accessibility
- Ongoing support
- Massive amount of interest
- Not mandated - relies on value

# Digital Transformation Office



Digital Service Standards (key points) - dto.gov.au

- Focus on user needs
- Measure satisfaction and effectiveness
- Iterative agile approach
- Use data and analytics tools to support continuous improvement
- Use web service APIs, open standards and common government solutions where possible and make all new source code open and reusable where appropriate

# The future...



Evolution of Government online:

- Information
- Information about services
- Service delivery

Identity management / Security / Accessibility

Consumer expectations & politics

# Lessons learned



Champions are critical

Community and thought-leaders

The model for GovCMS can work across many government agencies with common need

Procurement and contracting is critical

Reducing the risk

# Come and visit - we're real friendly!



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**Questions?**