

1. The Digital Economy

1. How are advances in digital technology changing the way you work, your industry, and your community?

Digital technology is embedded in the everyday practises of many Western Australians. This has conditioned and changed what Western Australian audiences expect. They want to have resources available to them in ways that reflect their digital usage both at work and in their private time.

This digital culture shift has led to the WA Museum embarking on digital transformation to rethink how we do business and service the public. Digitally enabling our staff has transformed the way they communicate, research and collaborate on projects. It has also built a whole new set of relationships and other opportunities with new audiences and constituencies.

2. What is your vision for an Australia that thrives in a digital economy? Where would you like to see Australia in five, 10 and 20 years' time?

In some ways, the well-worn (but true) phrase "Think global, act local" can also be reversed: Australia should also look to global changes for local improvement.

Digital technology erases traditional geographical boundaries, meaning the digital community competes on a world stage.

To thrive, Australia needs digital platforms and technologies to make its services, skills, and knowledge available to the world.

Digital practises should also be open, and develop continuously improving standards. One of the ways of achieving this can be by collaborating with international digital leaders.

By doing this Australia itself can become a world leader for digital innovations and setting trends.

3. What is the role of government in achieving that vision?

In order for Australia to contribute and compete to the international digital economy, the government needs to create a framework that supports the transformation of existing organisations.

Rather than implementing rules and regulations that safe-guard traditional processes, systems need to be created that help to change and upskill organisations and their workforces. This creates a level playing field, while improving baseline digital standards. One of the characteristics of government is its aversion to risk. This is antithetical to effective digital development. Government needs to lighten up!

4. What are the key disruptive technologies or business models that you are seeing? What do you predict is on the horizon in five, 10, 20 years' time?

Current disruptive technology includes virtual reality, augmented reality, automation and machine learning. These technologies will have a future influence on the workforce Australia requires by looking at how we support workers who work face lifestyle changes through automation. Examples of this can be seen through the emergence of self-driving vehicles and machine learning/AI on the investment market.

Australia needs to have the foresight to upskill workers, so they can create new technology, rather than just use it.

2. Enabling and supporting the digital economy

5. What communication services, and underlying data, platforms and protocols, does Australia need to maximise the opportunities of the digital economy?

Australia needs to see vast improvements to its physical infrastructure so it is able to connect with the rest of the world. Additionally data standards need to be open and consistent with international standards to enable the sharing of resources. The Roadmap for National Research Infrastructure highlights the need for an effective digital platform for the Humanities and Social Sciences. This is an essential piece of infrastructure to harvest and utilise the immense amount of data available.

6. What opportunities do we have to accelerate the development of technologies that will underpin Australia's digital economy?

There is the opportunity to establish innovation and learning centres that would be able to connect digital experts with traditional businesses and to those who are not digital.

General investment in research and development will further the quality of these centres, public resources, and create business partnerships to support digital transformation.

At the risk of stating the obvious, the roll-out and functioning of the NBN needs a serious overhaul.

7. What opportunities do we have in standards development and regulation to:

- **enable digital entrepreneurship, innovation and trade?**
- **mitigate the risks associated with digital disruption?**

The government has the opportunity to both utilise and relax regulations to create a level playing field for businesses. This equity can be achieved through the development of digital education for current and future workforces, helping to digitally transform small businesses, bolstering partnerships to encourage digital

collaboration for innovation, and increasing the availability of open data resources.

To mitigate the risks of digital disruption the government should avoid protecting outmoded systems of work and trade that are no longer relevant, or will be inevitably phased out. This support should instead be used in the transformation of organisations to operate successfully in a digital economy.

8. What digital standards do we need to enable Australian businesses to participate in global supply chains and maximise the opportunities of the digital economy?

For businesses to participate on a global scale it needs to be financially viable. Global trading regulations and reciprocal taxation arrangements could be a key to increased global markets.

Cross-border regulations will ensure that businesses can meet international standards.

Net neutrality is a non-negotiable necessity for Australia to compete in the world market.

9. What opportunities do we have to build trust and community confidence through resilience to cyber threats, online safety and privacy?

Ensure that all government digital activity complies with the highest level of digital standards. This will be aided by partnering with experts that can help to maintain and improve those standards. This can then be implemented across the private sector.

We also need solutions – telling people what they cannot or should not do is not enough!

10. What roles should government, business and individuals play in protecting the community in a digital economy?

Funding education for all members of the community so they are aware of digital threats and how to assess misinformation. This can be achieved by providing resources and training for both individuals and businesses to access. Digital protection should be a basic within the education for a future workforce.

The government should also work to ensure that there are sufficient rules and regulations to protect the public from digital crimes such as financial scams.

11. What integrity and privacy measures do we need to ensure consumers can protect their data?

An awareness campaign for the general public to understand data basics. This includes how to analyse and assess digital information, how digital tracking works, and how their information can, and may, be used online.

12. What are barriers for business, particularly small business, in adopting cyber security and privacy practices?

The main barriers are cost, a lack of knowledge, and being unaware of the best privacy practises.

13. What integrity measures do the Australian Government and the private sector need to take to ensure business-consumer transactions are secure?

Invest in digital security research to create resources and systems that are readily available and financially viable for the private sector to implement.

3. Building on our areas of competitive strength

14. What is holding Australian businesses back in terms of benefiting from digital technologies?

The lack of a digitally capable workforce which has access to a wide range of resources and partnerships.

15. What would help Australian businesses to embrace digital technologies?

Confidence, resources, and case studies that showcase the digital transformation of other businesses. This would help to address social panics about the inevitable transition into a digital economy, and equip businesses to thrive.

One possible idea would be to develop a digital mentoring program where digitally advanced companies could mentor those under digital development.

16. What efforts are you or your organisation making to respond to digital transformation? Why?

The Museum is currently undertaking an internal digital transformation by applying its digital strategy. This will upskill staff, provide digital leadership, embed a digital culture and allow the organisation to exceed its audience expectations.

The WA Museum is in the process of digitising its collections and releasing them as open data to grant all members of the public access to a wide range of resources which they can build upon.

17. What opportunities do we have to use digital technologies to improve linkages into export markets and global supply chains?

Digital technology supplies access to knowledge, allowing businesses to make informed decisions. This is as simple as being able to assess supply and demand trends.

Further to this, taking advantage of digital technology allows businesses to always be connected and accessible. This opens up their consumer audience while addressing time zones and limited staff resources.

18. What opportunities do small and medium-sized businesses have to embrace digital innovation to drive customer value, improve their services and unlock their potential?

Digital technology enables businesses to be connected, while increasing their consumer-reach. Online systems can work 24/7 un-manned and remotely with consumers expecting to choose what they want when they want, if a business is not readily available they may lose consumers to competitors who are.

19. What are the key new growth industries that Australia should be tapping into? In what technologies and sectors should Australian businesses take the lead, and where should we be a 'fast follower' of international trends?

The government should be exploring and developing digital security. This includes investment and research into cryptography. This will aid consumer and business confidence when operating in a digital economy.

Artificial Intelligence (AI) and machine learning are also important areas of rapid growth.

4. Empowering all Australians through digital skills and inclusion

20. What opportunities do we have to equip Australians with the skills they need for the digital economy, today's jobs, and jobs of the future?

Investing in schools to bring in greater digital education programs and resources for students. This could be done in conjunction with public programs to upskill the current workforce.

21. What opportunities do we have to bridge the 'digital divide' and make the most of the benefits that digital technologies present for social inclusion?

Create connected and open services that allow innovators to collaborate to build upon and improve for users.

There should also be a continued focus on digital accessibility, which addresses both permanent, temporary, and contextual disadvantages. This allows for the inclusion of all members of the community to work within the digital economy, and be consumers of it.

22. What opportunities do we have to ensure digital technology has a positive impact on the cultural practices and social relationships of Australians?

The main opportunity for the government is to ensure net neutrality within Australia. This puts small businesses and all consumers first, while giving Australians the confidence to explore and work within a digital culture. Digital technology has removed the traditional information gatekeepers and has empowered society to innovate, and learn. The removal of net neutrality would reinstate those boundaries and negatively impact Australians.