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The Australian Government's **Public Data Policy Statement**



Australian Government

Australian Government
Public Data
Policy Statement

Australian Government entities will:

- **make non-sensitive data open by default**, particularly high-value data and including non-sensitive publicly funded research data;
- **only charge for specialised data services** and, where possible, publish the resulting data;
- where possible, **use Application Programming Interfaces (APIs)**;
- **build partnerships** with the public, private and research sectors to leverage public data for social and economic benefit;
- **securely share data between government entities** to improve efficiencies and inform decision-making and policy development;
- **engage with States and Territories to share and integrate data** to inform matters of importance to jurisdictions and at the national level;
- **uphold the highest standards of security and privacy** for the individual, national security and commercial confidentiality; and
- ensure all **new systems support discoverability, interoperability and data accessibility**.

Big Data



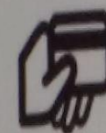
- Transactional data
- Payment data
- Digital event data (clicks)
- Behavioural segmentation modelling
- Low accuracy propensity modelling

Deep Data



- Demographics
- Psychographics
- Sociographics
- Rich mindset modelling
- High accuracy propensity modelling

Big Data is often biased



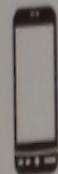
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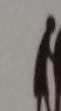
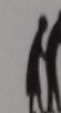
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Discover your 

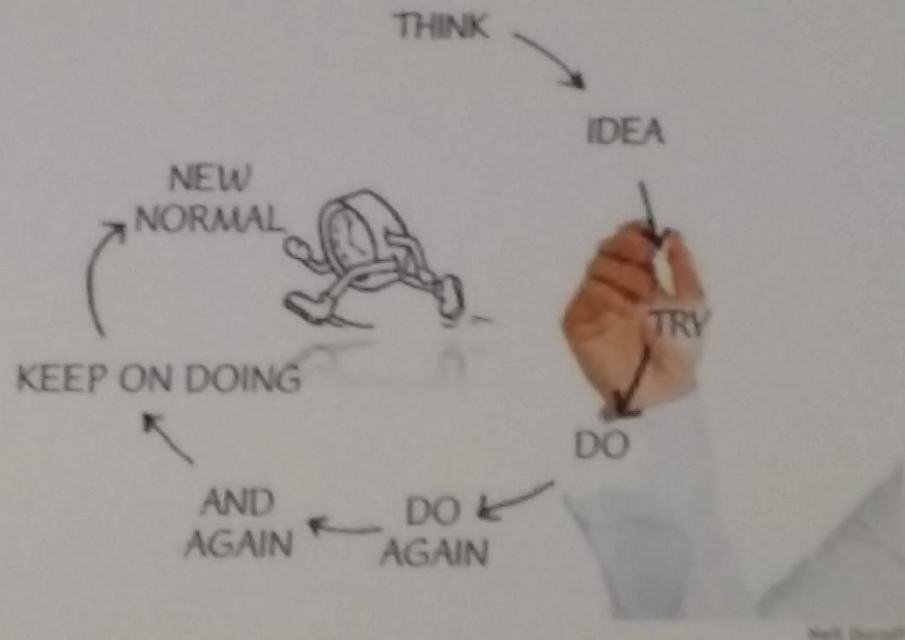
Roy Morgan
Research

Customers - The New Normal For Analytics

Business leaders want answers that are "close enough" sooner than higher accuracy in hindsight

Innovations in handling data & analytics focusing on new class of business applications

Place at the business table for data & analytics experts with solution developers to shape & guide products & services



Customers - Shift Towards Power Users

Citizen analysts - back to the future, domain power users exploiting analytics from text, audio/video to demonstrate near term business value

Data scientists craze can't last - and it's a good thing

Notebook IDEs becoming a preferred approach for tech savvy business leaders

The future - notebooks fused to Spark - quickly evolving into real-time, interactive applications, instantly deployed as micro services

