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# ***Strategies for the Information Economy***

***Delivering fundamental change***

**Presented By: Howard Quenault**  
**Department of Infrastructure Victoria**

**[howard.quenault@doi.vic.gov.au](mailto:howard.quenault@doi.vic.gov.au)**  
**[www.doi.vic.gov.au](http://www.doi.vic.gov.au)**

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# **CONTEXT**

## ***The Government of Victoria***

## VICTORIA THE STATE

- 4.6 million people
- 25% of Australian population
- 75% of Victorians live in Melbourne
- 3% of land mass
- 27% of National GDP





## ***AUSTRALIA...THREE-TIERS OF GOVERNMENT***

- **Federal**
  - Defence, Immigration, Foreign Affairs, Social Security, Telecommunications, Taxation
- **State**
  - Justice system (Courts and Police), Education (Schools and Universities) Health system (Hospitals), Infrastructure and Investment (roads, transport, business), Natural Resources
- **Local**
  - building regulation, sanitation, community health and recreation, animal and pest control

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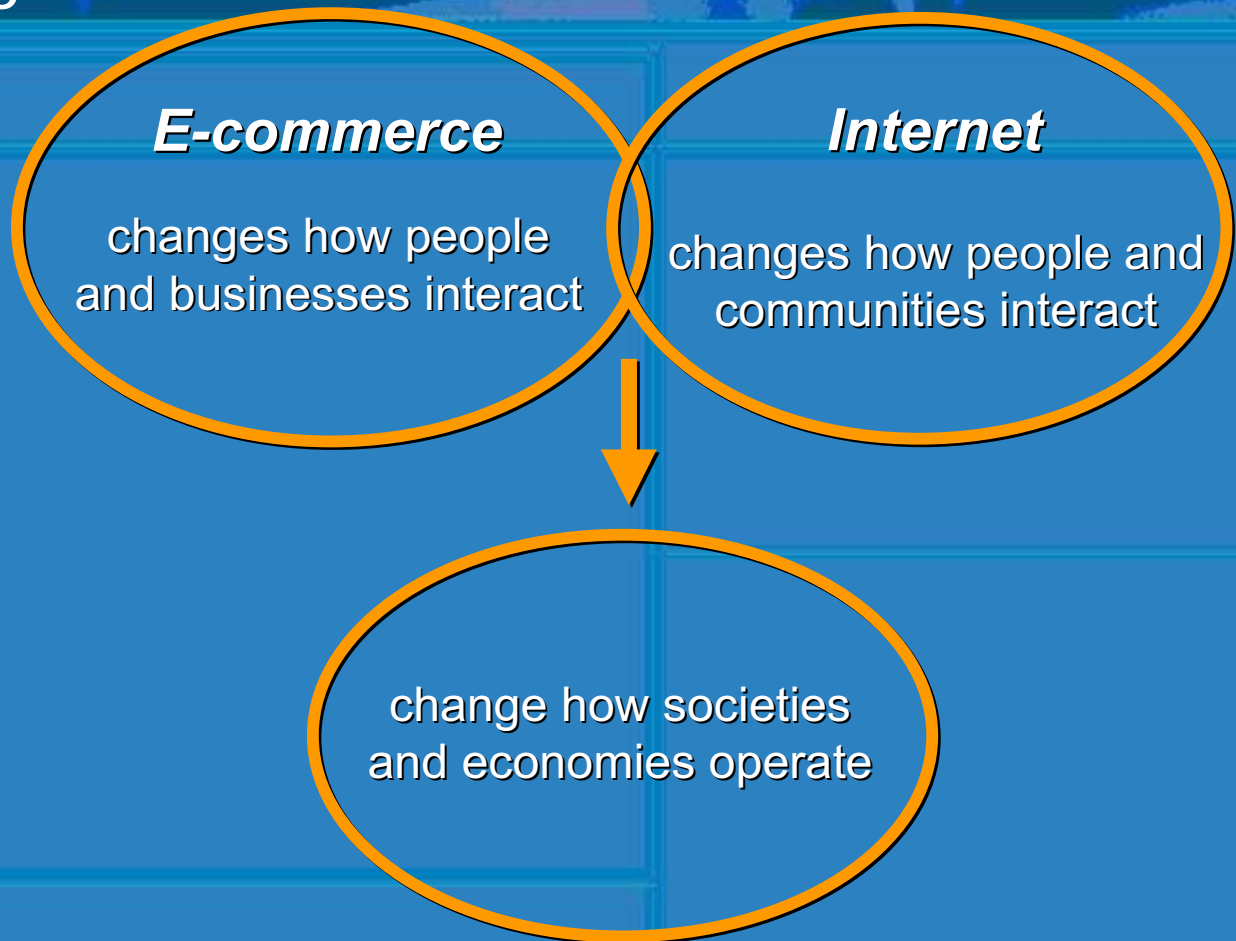


# ***STRATEGY FOUNDATIONS***

## ***Thinking Behind the Strategy***

## **TRANSFORMING THE ECONOMY AND SOCIETY**

- Fundamental change
- Information Communications Technology (ICT) is creating **new**:
  - activities
  - products
  - services
  - customers
  - channels
  - competitors
  - processes
  - communities and society
  - intermediaries
  - business, consumer and community networks



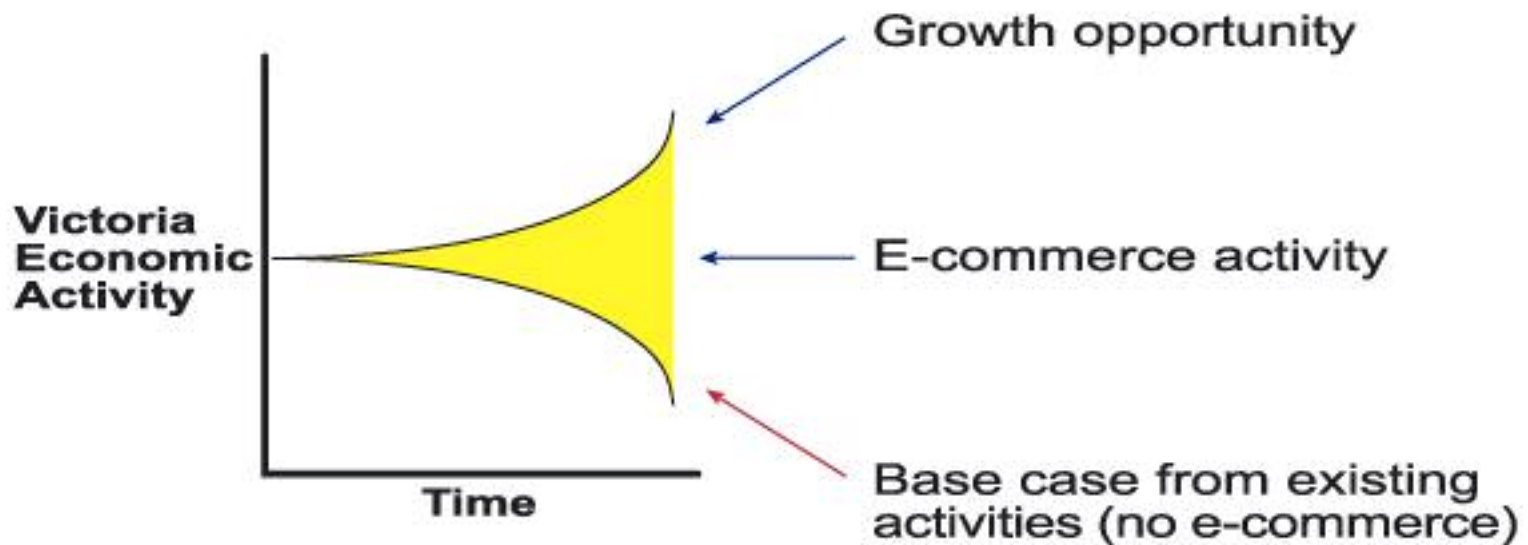
## **CHARACTERISTICS OF FUNDAMENTAL CHANGE**

- rapidly becomes all pervasive
- becomes commodity and costs fall quickly
- innovation explodes
- full ramifications are consistently underestimated
- brings high benefits to both business and citizens
- ...HOWEVER... private investment is often too little from society's point of view, especially in the early stages
- ...THEREFORE... Government has a role to prevent any negative economic and social effects that the change brings



## ***THE ECONOMIC STAKES FOR VICTORIA***

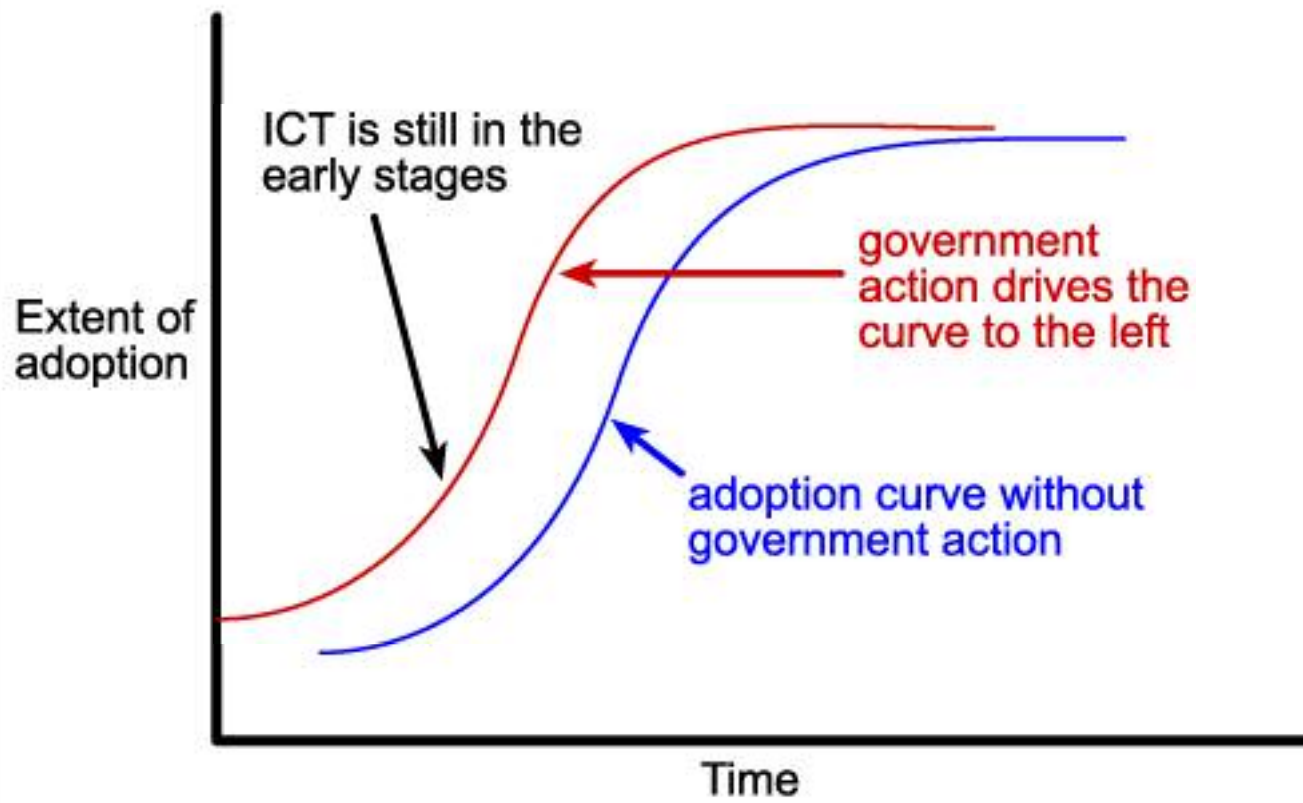
- Information economy late 90's = 12% of world economic activity
- In Australia, growing 300% faster than economy
- E-commerce = 2.7% growth in GDP



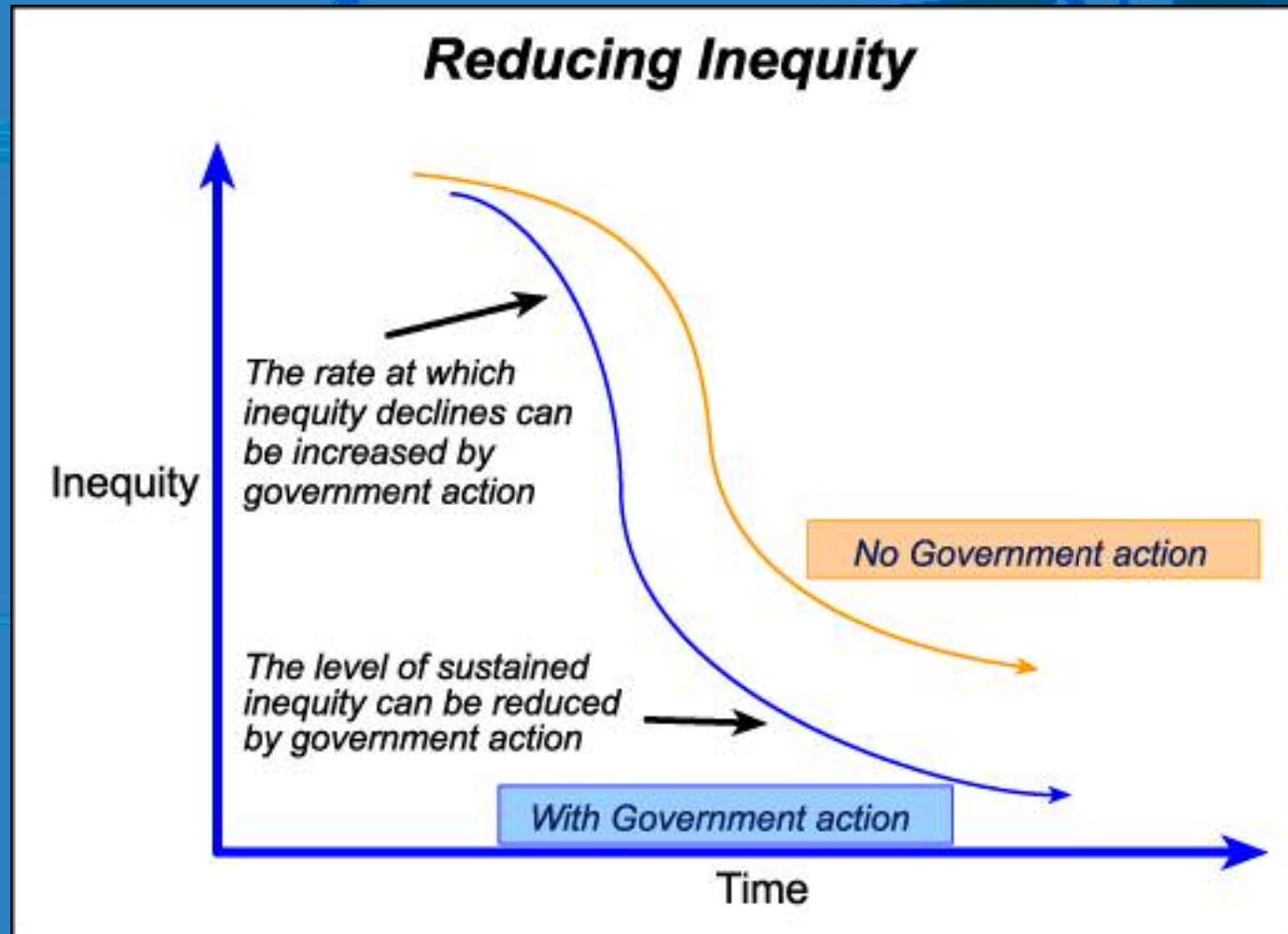


# IMPACT OF GOVERNMENT INTERVENTION

## Adoption curve for new technology



# IMPACT OF GOVERNMENT INTERVENTION



## **VISION FOR VICTORIA**

***Informed and  
inclusive  
society***

***Globally  
competitive &  
entrepreneurial  
industries***

***Accessible and  
responsive  
Government for all  
citizens***

***Underpinning  
regulatory  
environment &  
infrastructure***

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# THE GOVERNMENT'S STRATEGY

## What we are Doing

***THERE IS NO SINGLE STRATEGY  
FOR GOVERNMENT ACTION***

***... rather, a diverse mix of  
complimentary strategies***

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***THE 6 STRATEGIES***  
***of the***  
***VICTORIAN GOVERNMENT***  
***(Since 1996)***

## **Strategy 1: BUILDING A LEARNING SOCIETY**

- 150,000 PCs in schools
  - » Student to Teacher Ratio = 4:65 to 1
- Broadband networking of all government schools
- 37,000 laptops for teachers
- IT apprenticeship scheme ('Go for IT')
- ICT Skills Strategy

## **Strategy 2: GROWING INDUSTRIES OF THE FUTURE**

- 1500 new ICT jobs from investments in past year
- Trade Fairs and Missions
- Computer games industry strategy ('Game Plan')
- Computer chip industry strategy ('Chipskills')
- ICT Sector Plan under way



## **Strategy 3: BOOSTING eCOMMERCE**

- Info Privacy Act & Electronic Transactions Act
- All (78) Local Gov'ts signed up to online strategy
- Tourism Online
- eCommerce strategy now developed

## **Strategy 4: CONNECTING COMMUNITIES**

- 50,000 'disadvantaged' citizens trained (Skillsnet)
- Free internet in libraries (since 1996)
  - 950 public access terminals
  - “Virtual library” including email for all
- Community collaboration pilots
- New 'Digital Divide' strategy just delivered

## ***Strategy 5: IMPROVING INFRASTRUCTURE AND ACCESS***

- 146 schools opened to public out of hours
- Televillages - two pilots established
- Review of Statewide telecommunications underway



## **Strategy 6: PROMOTING A NEW STYLE OF GOVERNMENT**

- Government Online > 150 services, plus 500,000 pages
- Cross Government “Channels” being delivered
- Facilitate more “joined up” models across Gov’t
- Enablers
  - Broadband network linking 3,500 gov’t sites
  - Standard Desktop environment across Govt
  - Integrated email & workflow, Lotus Notes Centre
  - Directories across government

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# MULTIMEDIA VICTORIA WEB SITE (www.mmv.vic.gov.au)

Welcome to Multimedia Victoria [MMV] - Microsoft Internet Explorer

File Edit View Go Favorites Help

Address http://www.mmv.vic.gov.au/dir160/MMV.nsf/ALL/115880EB07CD6A40CA2569920082CF2D?open

## multimedia victoria

- Careers in IT
- Government Online
- Connecting Communities
- E-commerce
- Industry Information
- Regional Focus
- Government IT&T
- Resource Centre

Logon | contact us

**VICTORIA**

**Did you know?**  
Victorians can get free or affordable Internet training and access? Click here to discover how.

**The Connecting Victoria policy guides Multimedia Victoria's work**  
Read the [Connecting Victoria policy](#) or view the Minister for State and Regional Development, John Brumby's, [address to Parliament](#).  
Want to know more about Multimedia Victoria? Read our [about us](#) section.

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**What's new**  
**Free E-commerce Handbook** - Multimedia Victoria is offering an 'E-Commerce Handbook' FREE of charge to Victorian organisations. This offer applies until Feb.28th 2001, or until stocks last. Apply now!

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**feature article: what is the next big thing?**  
Every month we feature an article on new technology. This month read [What is the next big thing?](#), by Terry Cutler, which looks at the five big things making waves in IT circles.

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# **eGOVERNMENT**

***Some elaboration of  
eGovernment***

- eGovernment components
  - internal government processes (Back Office)
  - service delivery (Front Office)
  - Govt purchasing
  - democratic processes



**Back Office**



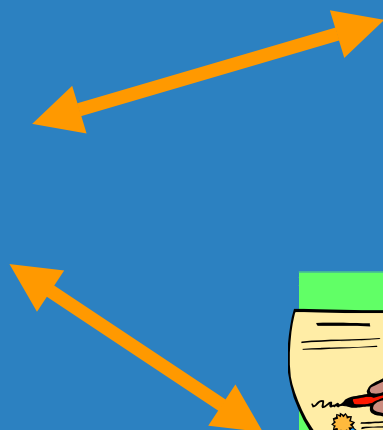
**Front Office -  
Service Delivery**



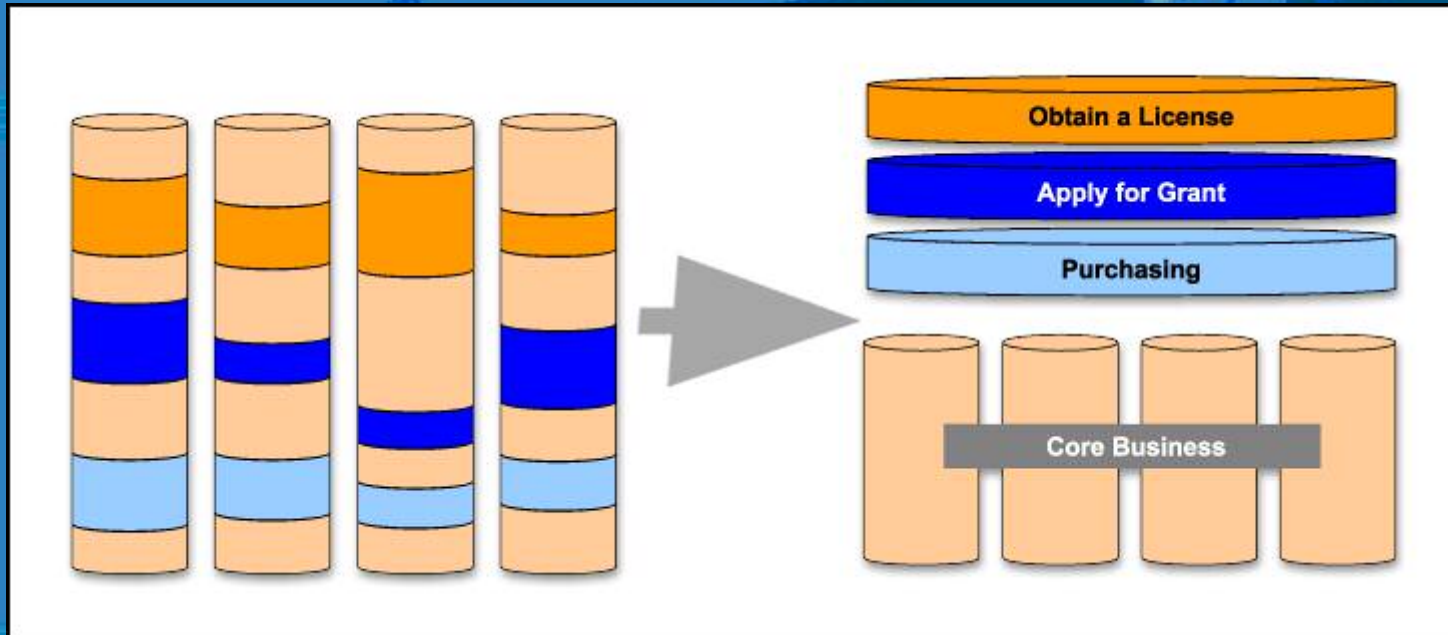
**Democratic  
Processes**



**Buying**



# CHANGING THE SERVICE DELIVERY MODEL



*TRADITIONAL  
DEPARTMENTAL  
"SILOS"*

*CONCENTRATION  
ON  
CORE FUNCTIONS*



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Information Portal

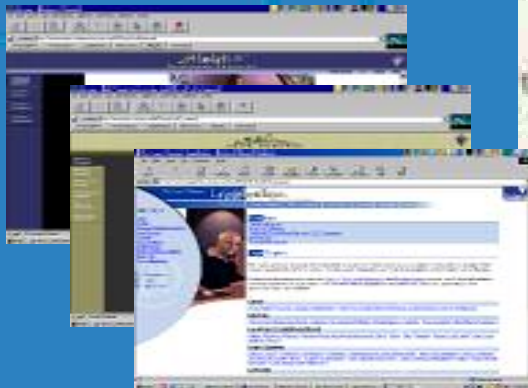
# eGOVERNMENT FRONT OFFICE

(www.vic.gov.au/onlineservices.cfm)

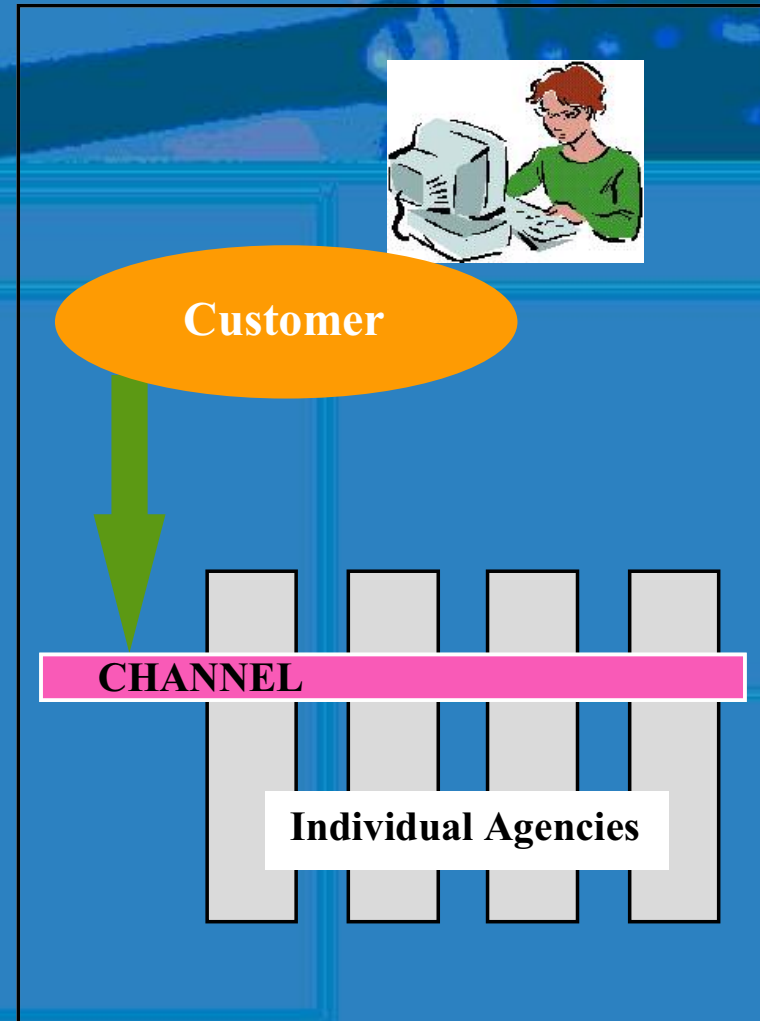
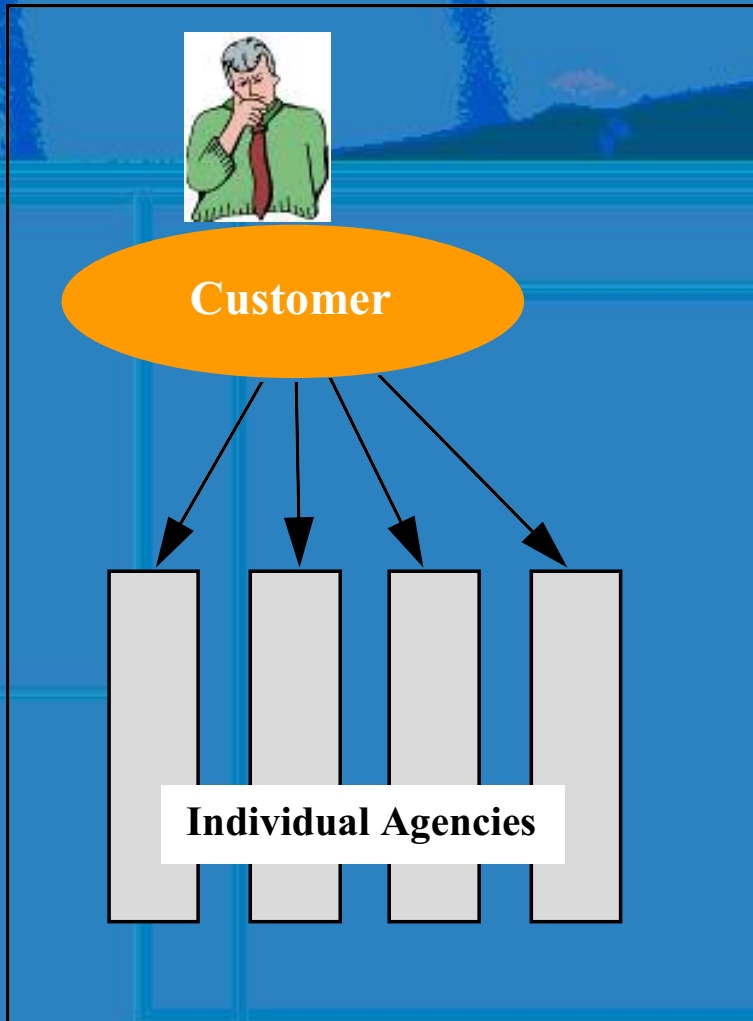
Services Portal



"Joined up" Channels



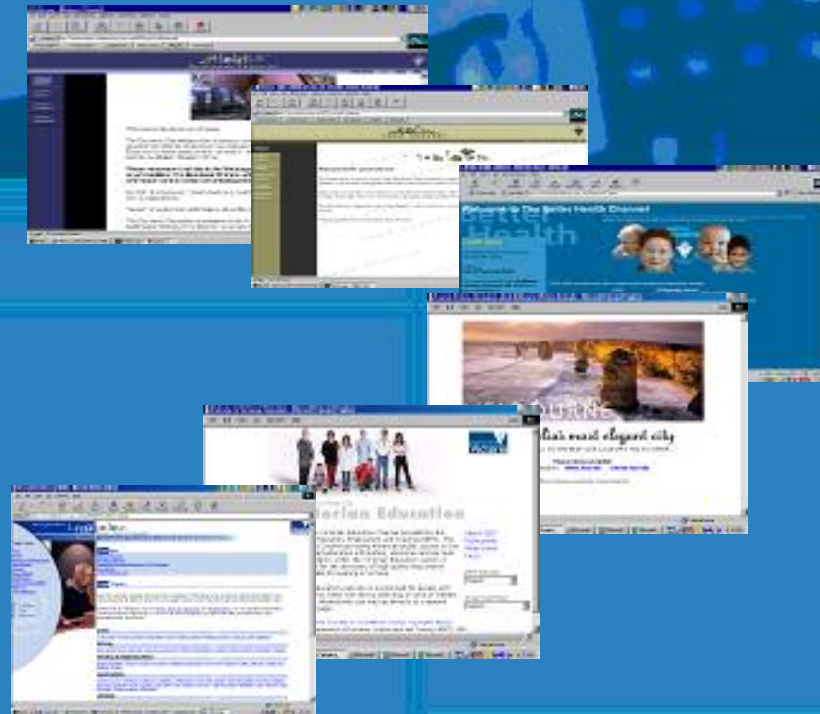
## Customer Focussed 'Channels'





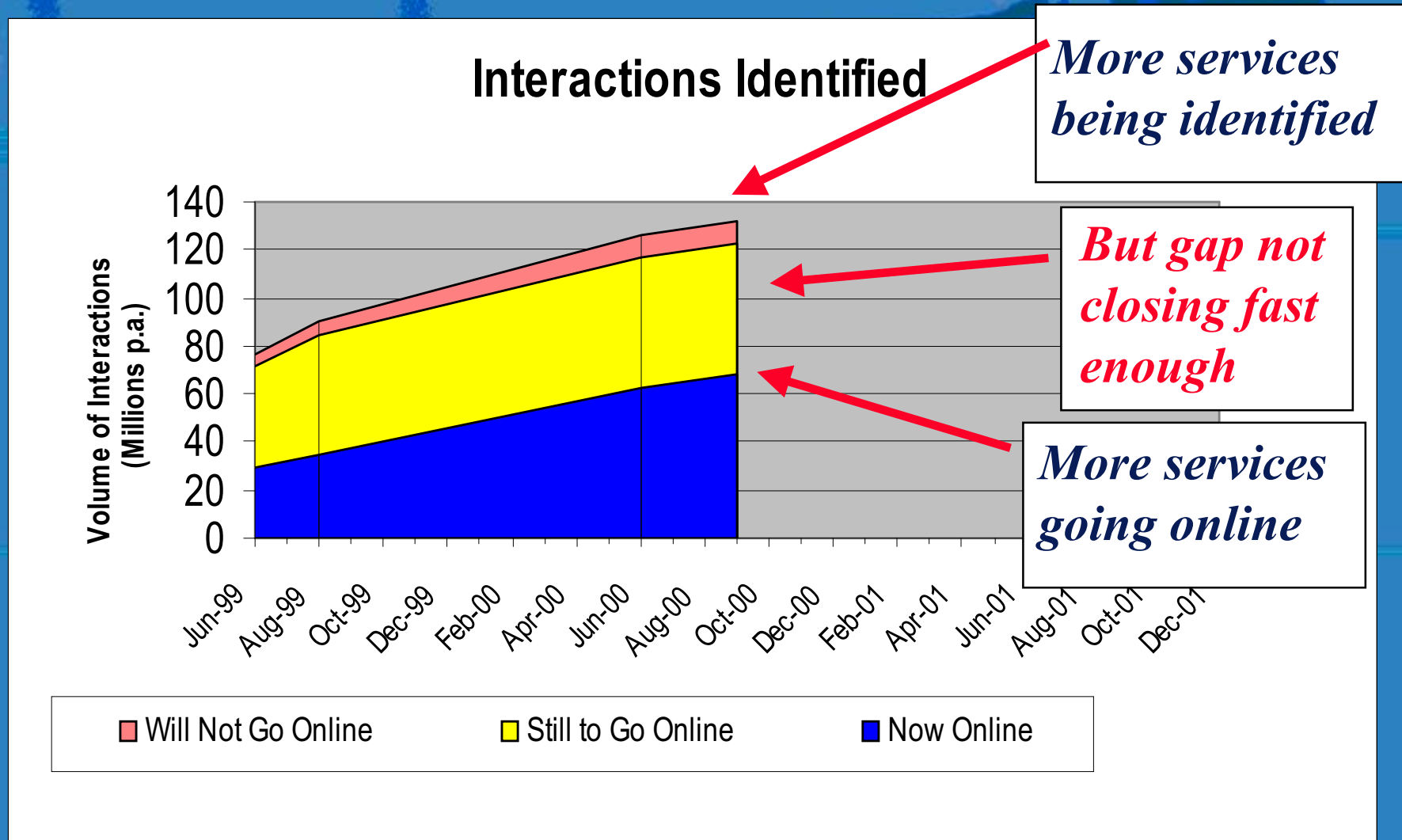
## Channels already delivered

- Business Channel
- Land Channel
- Better Health Channel
- Tourism Channel
- Education Channel
- Legal Channel



**Virtual channels (not physical)**

# PROGRESS IN MEETING ONLINE GOALS





# SERVICE DELIVERY LAYERS



## Service Delivery Policy and Brand

Branch or Agent



Telephone



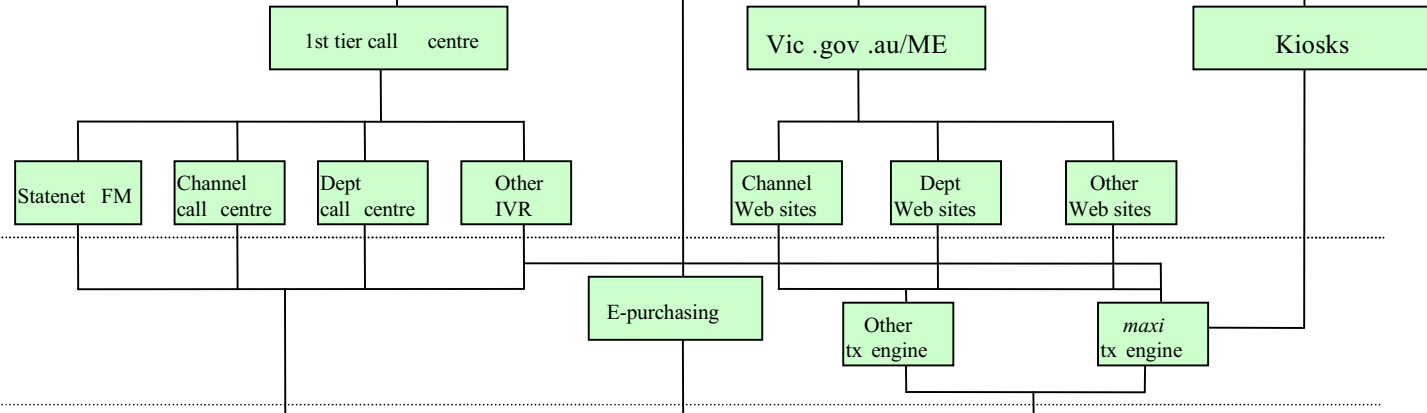
Internet Devices



Kiosk



**Note:** Citizens and Businesses in rural or metro can enter at any level they decide



## VicONE

## Integration and/or workflow services

## Government Information and Services

## “BACK OFFICE” OPPORTUNITIES

- Exploiting the infrastructure across Govt
  - *common processes* - Cabinet, briefing processes, budget processes, Ministerial correspondence, FOI etc
  - *service delivery* - grants systems, business licences etc
  - *knowledge management*
- “Back-end” and “legacy” system integration

## ***KNOWLEDGE MANAGEMENT EXPERIENCES***

- Requires attention and support for linking
  - People, Process, Information and technology to support business outcomes
- Understanding that knowledge resides in people and people think and act differently
- Move from a knowledge hoarding to knowledge sharing culture
- Recognising that cultural change takes time

## ***INTERNAL INDICATORS OF CHANGE***

- Improved Collaboration
- Increased innovation
- Inter-linking of services and information to business partners
- A re-use rather than re-invent culture
- Expectations of online service delivery, 24 x 7, anywhere
- Practical action to deliver joined-up services



- \$1.2 billion per annum spend
- Potential savings of 1% to 5% expenditure
- One example of a Department reduction purchasing cost from \$32 to \$5 for each transaction



# DEMOCRATIC PROCESSES - "Have Your Say"

[www.vic.gov.au](http://www.vic.gov.au)

seniors, multiculturalism, Ombudsman

**Departments** Government Departments and agencies. A to Z list of agencies and authorities

**Education** School term dates, primary and secondary schools, Universities, TAFE, adult education

**Employment** Employment programs, Victorian Public Service, WorkCover, industrial relations

**Government in Victoria** The Premier, MPs, Parliament, legislation, local councils, media releases

**Health** Public & private hospitals, regulations, local health services, Better Health Channel, food safety

**Information Services** Public libraries, Information Victoria, consumer rights, virtual library, State Library, media releases

**Land & Environment** Land Channel, parks, water boards, heritage, preservation, maps

**Laws & Legal** Legalonline, Legislation, Courts, Tribunals

**Leisure & Tourism** Festivals, attractions, sports, museums, parks, zoos, events, accomodation

**Police & Emergency Services** Police, State Emergency Service, Operation Countdown, Country Fire Authority

**Rural Affairs** Agriculture, food, regulations, fires, Landcare

**Science & Technology** Energy, minerals, petroleum, multimedia, research, science in

Morning drizzle then fine. Max 23  
Currently 18.3 C

Looking for More Information on State Government?  
1300 366 356 - local call  
Call Information Victoria 8:30am - 5:30 pm Mon - Fri

**Have Your Say**  
[Click here to have your say](#)

This links to the Victorian Government's 'Have Your Say' site - your opportunity to offer an opinion and talk directly to the Victorian Government.

- Your email message will be directed to the most appropriate Department or Minister.
- The website will automatically send you a receipt so that you know that your message has been delivered.
- If a response is required, the appropriate contact will endeavour to send one as soon as possible.
- You can also put your message on a public bulletin board for others to read, and register for emails regarding other messages about the Government to be sent to you.
- These messages are randomly selected depending upon their relevance.

Every person's opinion is important. Your Say is important to the future of Victoria.

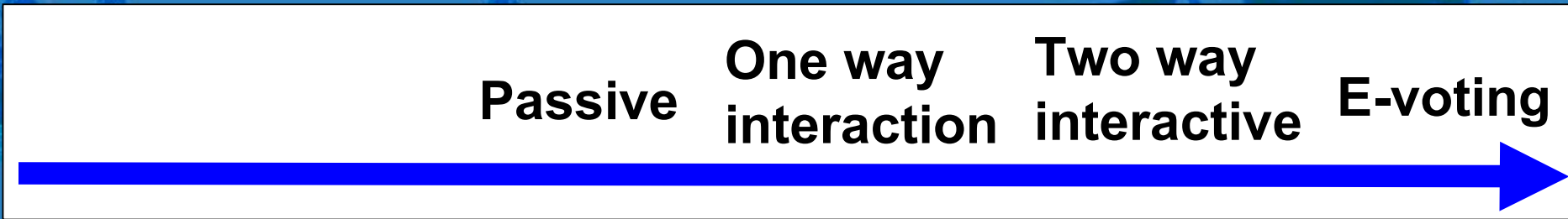
**An Eye on Victoria**  
Live Webcam images of Victoria

http://www.vic.gov.au/subindex.cfm?link\_ID=5

Microsoft Word... Terry Wright - I... Microsoft Pow... FedGov - Hom... Vic Gov Sub M... Welcome to... 9:41 AM



# DEMOCRATIC PROCESSES



|                           | Passive | One way interaction | Two way interactive | E-voting |
|---------------------------|---------|---------------------|---------------------|----------|
| <b>Current</b>            |         |                     |                     |          |
| Legislation Online        | =====   |                     |                     |          |
| Hansard Online            | =====   |                     |                     |          |
| E-mail                    |         | =====               |                     |          |
| Web-cast trial (budget)   |         | =====               |                     |          |
| Online consultation trial |         |                     | =====               |          |

|                           | Passive | One way interaction | Two way interactive | E-voting |
|---------------------------|---------|---------------------|---------------------|----------|
| <b>Future</b>             |         |                     |                     |          |
| Web-cast extension        |         | =====               |                     |          |
| Online consultation ext.  |         |                     | =====               |          |
| Electronic enabled voting |         |                     |                     | =====    |
| Internet voting           |         |                     |                     | =====    |
| Parliamentary inquiry     | ←=====→ |                     |                     |          |

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# ***LEADERSHIP RECOGNITION***

***Acknowledgment  
since 1995***

## **RECOGNITION**

- G8 Online Government Council
  - best practice (1996)
- Intense interest by overseas governments
- Bill Gates global 1998 roadshow and book ('Business @ the Speed of Thought')
- US Office of Government-wide Policy study (1999) Best Practice
- 'Skillsnet' finalist in Bangerman Challenge 1999
- Awards for Maxi
  - Nikkei Large Business System (Japan) 1998
  - Microsoft 'best infrastructure solution 1998

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***Gracias!***

***Questions?***