REPORT TO THE ACCELERATING DIGITAL GOVERNMENT TASKFORCE

SUMMARY OF FINDINGS
Digital Government Survey
12 – 29 September 2014

Final report: 14 December 2014

SURVEY RESULTS IN SUMMARY

I prefer to be consulted or informed by:

27% Written update (website, newsletter, media release)

26% Survey

14% Info at a service centre, community centre or library

Improvements of most benefit to me:

36% Easier online and mobile transactions

15% Enhancing phone and face-to-face services

11% Sharing information between agencies to improve services

Challenges of most concern to me:

29% Security

23% Privacy

12% Ensuring service: skills, infrastructure to deliver digital government

Views on digital government

68% Prefer digital channels

66% Like the option of phone & in-person services too

80% Believe technology can make public services more widely available

55% Think digital can increase participation

Survey questions

KEY MESSAGES

The survey results provide a solid foundation upon which to accelerate digital government in NSW, and flag some issues for NSW Government to consider in that transformation.

Key insights include:

- **A clear majority of respondents prefer to access public services through digital channels**: There is a strong preference for accessing public services via online and mobile app channels (approximately 68% of respondents agree or strongly agree that that they would prefer to access public services this way).

- **The public has a sound understanding of the digital opportunity**: approximately 80% of respondents agree or strongly agree that technology can make public services more widely available.

- **A significant number of respondents already use public services online, but flag there is room for improvement**: 64% of respondents already use public services through online or mobile apps. Less than half (43.7%) agree that they are satisfied with these services.

- **Respondents viewed 'easier transactions – simple, secure online and mobile transactions', as being of most benefit to them in a digital transition**

- **In-person and phone options will remain important in some circumstances**: approximately 66% of respondents agree or strongly agree that they like the option of public services in-person or by phone. This is so even though socio-economically disadvantaged members of the community and people over 80 years of age are under-represented in the survey responses.

- **Improving digital channels is likely to result in greater participation**: while some respondents were ambivalent, a majority of respondents would be more likely to participate in discussion about public policy or services if it were easy to do so online (with only 19% of respondents disagreeing with this statement).

- **Security and privacy are relevant considerations**: the two highest rating community concerns are security and privacy (where 29% of respondents chose security and 23% chose privacy from a list of top concerns).

- **NSW will need to build skills in managing personal information**: responses indicate that trust in NSW Government's ability to manage personal data is mixed.

- **To build community support for digital government initiatives, NSW Government may need to communicate the link between digital government and a stronger digital economy generally**

- **Relevant age trends can be identified**: younger respondents were more likely to be confident in the potential for digital government to provide more jobs and business opportunities. Older respondents were more likely to support the delivery of public services in-person or by phone. These trends were supported by the Fusion Room community consultation – where older participants also indicated that education and training would encourage digital participation.

- **Broad interest in being involved in further consultation**: a high proportion of respondents selected a preference for further consultation about digital government. Top methods selected were 'Website, newsletter, media' and 'survey'.

INTRODUCTION

Background

The Accelerating Digital Government Taskforce (the Taskforce) conducted a public survey to seek input from the community about preferences and priorities for digital government in NSW.

For background to the Taskforce and its terms of reference, visit:
http://www.finance.nsw.gov.au/ict/governance/accelerating-digital-government-taskforce

Survey responses will help inform Taskforce recommendations to the ICT Board in November 2014.

Method

The NSW Digital Government Survey was open from 12-29 September 2014.

The survey built on a consultation in August 2014 relating to the ICT Strategy and a community workshop (the Fusion Room) held in September 2014. It aimed to attract a high volume of responses from all sectors of the community, across the State.

The introduction explained that "digital government" means more than online transactions. It involves using technology to connect people, information and services to provide the best customer experience – whether you are online, on the phone or in-person.

Questions were designed with assistance from NICTA and the Australian Bureau of Statistics. They were intended to:

- be non-technical, easy for everyone to understand
- be quick and simple for busy people to complete
- enable people to indicate the issues they consider highest priority and lowest priority.

This report includes the full survey questionnaire at **Appendix 2**.

The survey was distributed online and in hard copy format. It was promoted online through the ICT Strategy website, Have Your Say, Twitter, Facebook and LinkedIn. It was also communicated to various public sector and industry groups by emails and in newsletters. Hard copy surveys were available in Service NSW service centres.

Survey data

Data collected by the Digital Government Survey is available on www.data.nsw.gov.au .

This report includes a data quality statement at **Appendix 3**, to help you decide how the survey data could be used or re-purposed.

RESULTS

The survey received a total of 1,853 responses. Most responses were returned in hardcopy via Service NSW centres.

The survey was made up of the following sections:

- Tell us a little about yourself (demographic information)
- How would you prefer to learn more and have your say?
- How could digital government improve your life?
- What are your concerns about digital government?
- How do you feel about the transformation to digital government?
- Any other ideas and comments about digital government

Results for each section are outlined below.

Tell us a little about yourself (demographic information)

The survey captured demographic information about respondents, as shown in **Table 1** (on page 6).

This information assists in understanding the interests of different community groups, and how well the survey represents the range of possible views. These are important considerations when analysing the survey data.

Demographic information is analysed in more detail in **Appendix 1**. This compares the survey data with the most recent census data, to understand how well survey respondents represent the wider NSW community.

In summary:

- 91% of respondents provided their **postcode**.
  Postcodes were mapped to the level of "Statistical Area 4" (SA4) of the Australian Statistical Geography Standard, to compare the survey data with census data.
- Responses were received from 24 out of the total 28 "SA4" **geographical areas** in NSW.
- **More responses** were received from residents of Hunter Valley (excluding Newcastle), Sydney City & Inner South, North Sydney & Hornsby, and Ryde.
- **Fewer responses** were received from residents of Parramatta, Illawarra and Sydney Inner South West.
- More respondents were **male** (54%) than **female** (44%).
  The census indicates a proportion of male (49.5%) to female (50.5%) in the NSW population.
- The **40-59 age group** represented 40% of respondents,
  compared with approximately 27% of the NSW population.
- **Females over 60 years**, and the **0-19 age group** (male and female) were under-represented when compared with the broader NSW population.
- 2.3% of survey respondents identified as **Aboriginal or Torres Strait Islander people**.
  2.5% of the NSW census respondents identified as Aboriginal or Torres Strait Islander people.
- Among survey respondents, 26% identified themselves as **NSW Government employees**.
  The NSW public sector employs approximately 11% of all NSW employed persons.
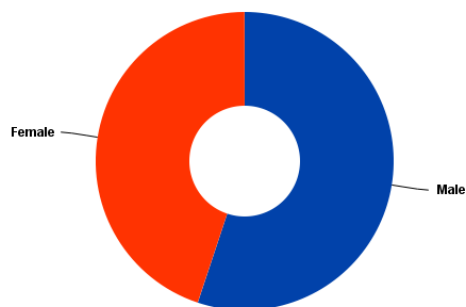
Digital government survey 2014 – summary of findings

Table 1: Demographic information
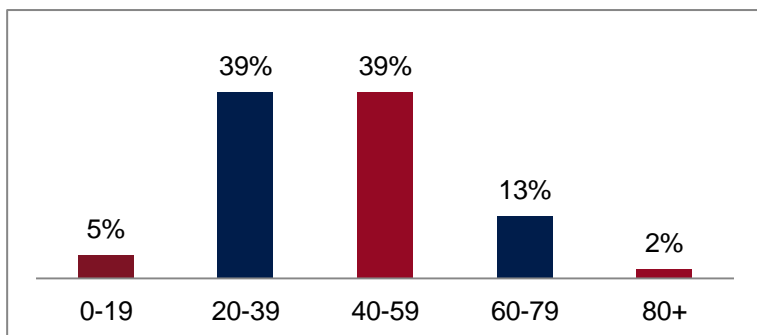
DISTRIBUTION:
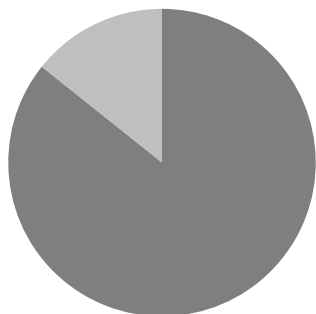
RESPONSES RECEIVED FROM
24 OUT OF THE TOTAL 28
SA4 (STATISTICAL AREAS) IN NSW

GENDER:

54%   MALE
44%   FEMALE
 2%   NO ANSWER

AGE GROUP:

 5%   0-19
39%   20-39
39%   40-59
13%   60-79
 2%   80+
 2%   NO ANSWER

INDIGENOUS STATUS:

2.3% of respondents identified as being people of Aboriginal or Torres Strait Islander origin.

PUBLIC SECTOR EMPLOYEES:

26% of respondents identified themselves as NSW Government employees.

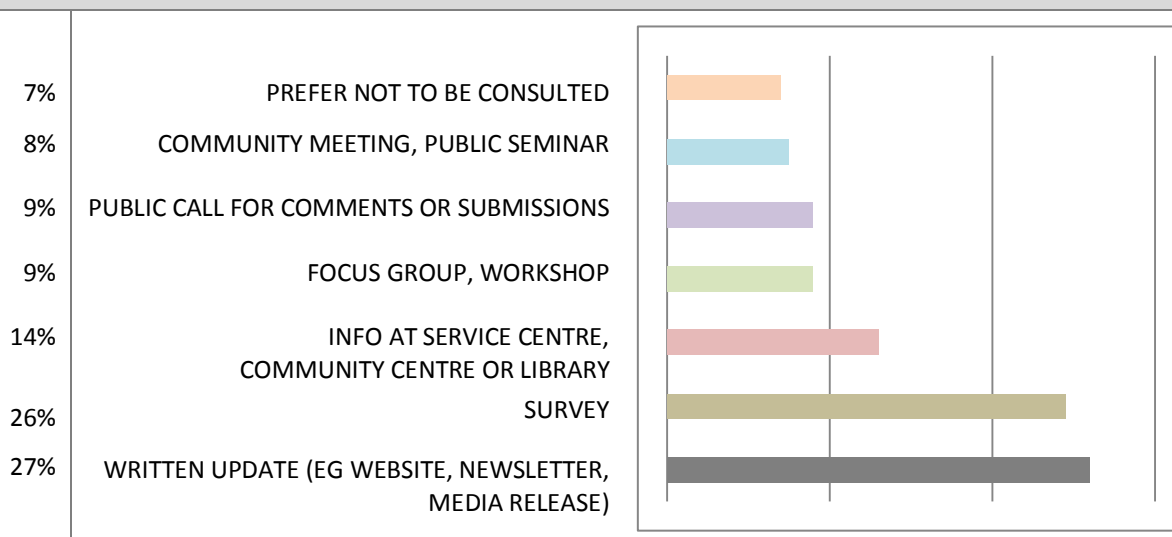## How would you prefer to learn more and have your say?

The transformation to digital government will include further community consultation and public engagement. The survey asked respondents how they prefer to be consulted.

Six types of communication channels were listed. Respondents could also choose the option "I prefer not to be consulted about the transformation to digital government".

Respondents could choose up to three answers. There were 3,436 answers entered in total. Results are shown in **Table 2**.

Table 2: Preferred channel for consultation

CONSULTATION PREFERENCE:

7%	PREFER NOT TO BE CONSULTED
8%	COMMUNITY MEETING, PUBLIC SEMINAR
9%	PUBLIC CALL FOR COMMENTS OR SUBMISSIONS
9%	FOCUS GROUP, WORKSHOP
14%	INFO AT SERVICE CENTRE, COMMUNITY CENTRE OR LIBRARY
26%	SURVEY
27%	WRITTEN UPDATE (EG WEBSITE, NEWSLETTER, MEDIA RELEASE)

92 respondents (5%) chose not to answer this question.

How could digital government improve your life?
Respondents were asked for their view of the benefits and opportunities associated with digital government.

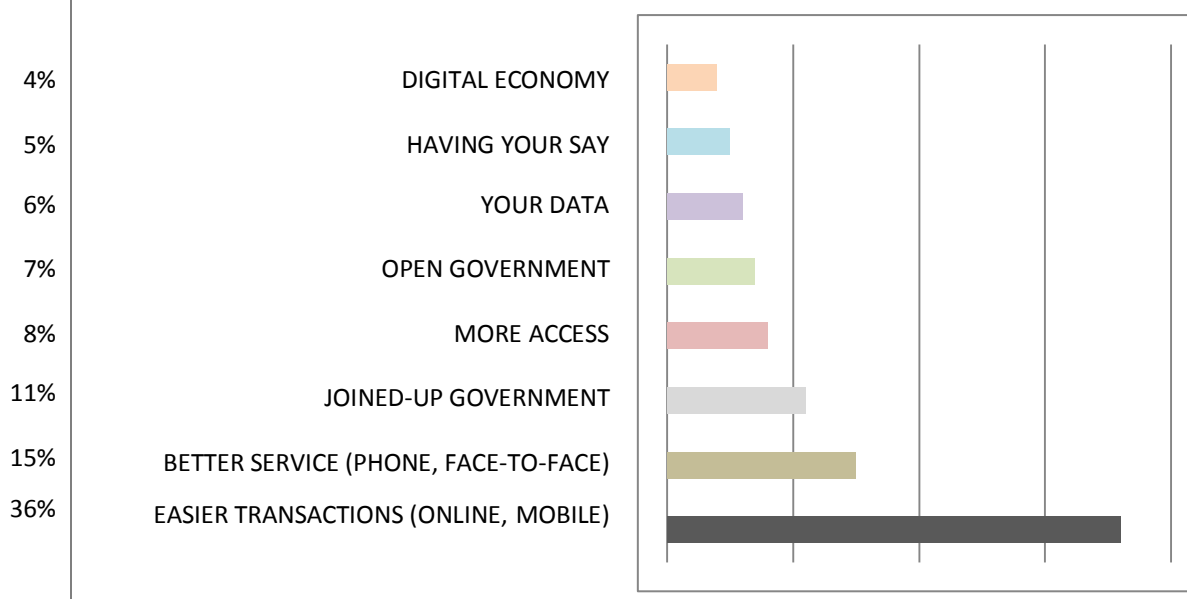Eight commonly-discussed benefits were listed:

- Easier transactions   simple, secure online and mobile transactions
- Better service   enhancing phone and face-to-face services
- More access   services more widely available across the community
- Having your say   community participation in designing policy and services
- Open government   more open data and published information
- Your data   giving you more access & control over your personal information
- Digital economy   fostering industry, research, innovation
- Joined-up government   sharing information between agencies to improve services and reduce duplication

Respondents were asked to select the one of most benefit and the one of least benefit.

Results are shown in **Table 3** and in **Table 4** (on page 8).
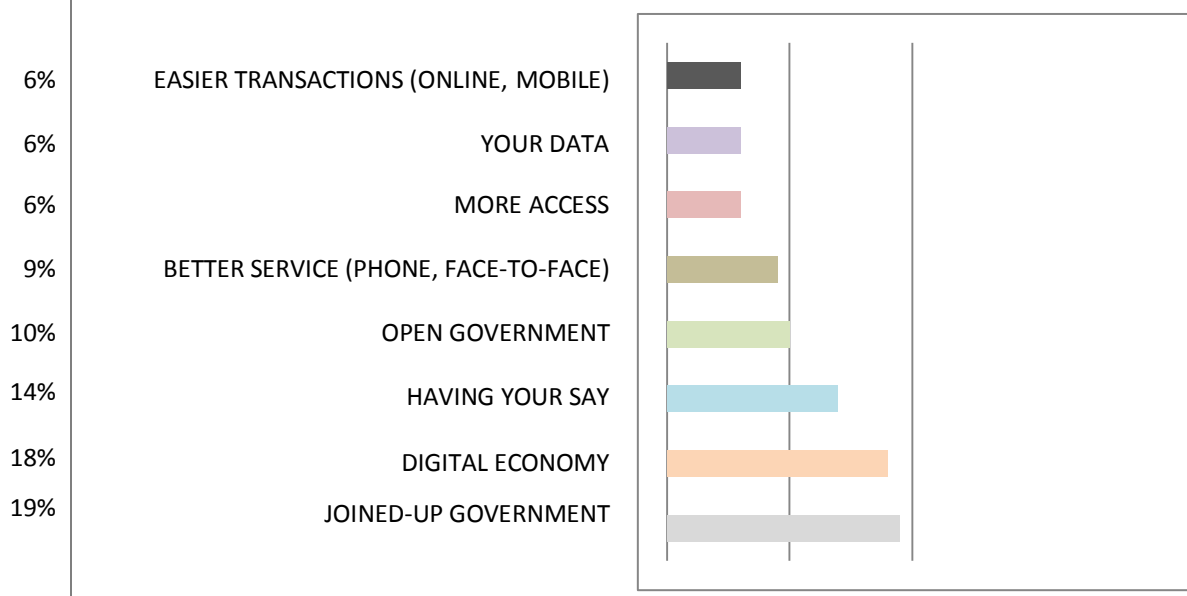
Table 3: Which one is of most benefit to you?

MOST BENEFIT:

%	Category
4%	DIGITAL ECONOMY
5%	HAVING YOUR SAY
6%	YOUR DATA
7%	OPEN GOVERNMENT
8%	MORE ACCESS
11%	JOINED-UP GOVERNMENT
15%	BETTER SERVICE (PHONE, FACE-TO-FACE)
36%	EASIER TRANSACTIONS (ONLINE, MOBILE)

159 respondents (8%) chose not to answer this question.

Table 4: Which one is of least benefit to you?

LEAST BENEFIT:

%	Category
6%	EASIER TRANSACTIONS (ONLINE, MOBILE)
6%	YOUR DATA
6%	MORE ACCESS
9%	BETTER SERVICE (PHONE, FACE-TO-FACE)
10%	OPEN GOVERNMENT
14%	HAVING YOUR SAY
18%	DIGITAL ECONOMY
19%	JOINED-UP GOVERNMENT

221 respondents (12%) chose not to answer this question.

What are your concerns about digital government?

Respondents were asked for their view of the risks and challenges associated with digital government.
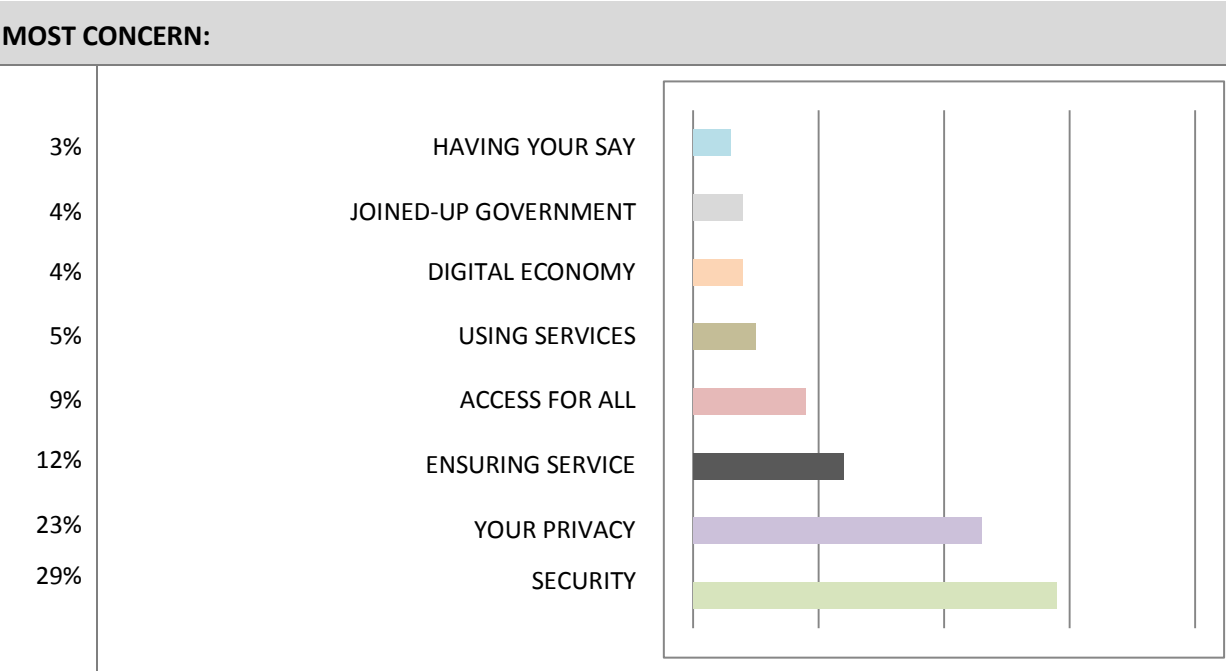
Eight commonly-discussed challenges were listed:

- Ensuring service   skills and infrastructure to deliver digital government
- Using services   skills in the community to engage with digital government
- Access for all   preventing discrimination or exclusion from services
- Having your say   ensuring everyone can be involved in the conversation
- Security   preventing unlawful access or misuse of data and information
- Your privacy   protecting personal or sensitive information
- Digital economy   business opportunities, employment, skilled workforce
- Joined-up government   balancing government with personal freedom

Respondents were asked to select the one of most concern and the one of least concern.

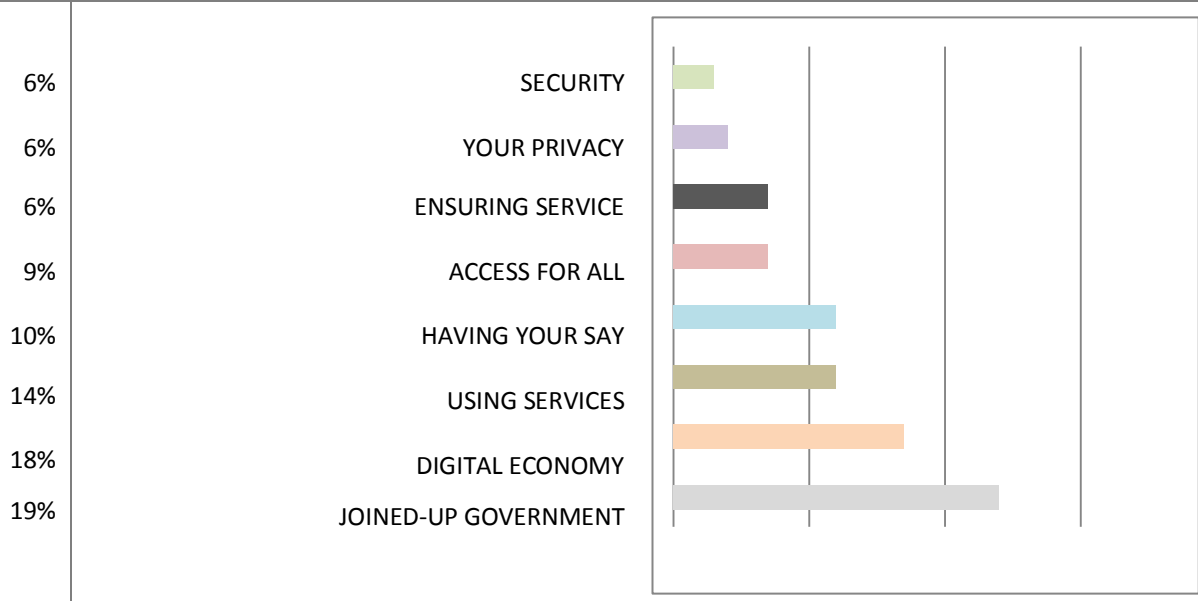Results are shown in **Table 5** (below) and in **Table 6** (on page 10).

Table 5: Which one is of most concern to you?

MOST CONCERN:

3%	HAVING YOUR SAY
4%	JOINED-UP GOVERNMENT
4%	DIGITAL ECONOMY
5%	USING SERVICES
9%	ACCESS FOR ALL
12%	ENSURING SERVICE
23%	YOUR PRIVACY
29%	SECURITY

210 respondents (11%) chose not answer this question.

Table 6: Which one is of least concern to you?

LEAST CONCERN:

6%	SECURITY
6%	YOUR PRIVACY
6%	ENSURING SERVICE
9%	ACCESS FOR ALL
10%	HAVING YOUR SAY
14%	USING SERVICES
18%	DIGITAL ECONOMY
19%	JOINED-UP GOVERNMENT

259 respondents (14%) chose not answer this question.

How do you feel about the transformation to digital government?

Respondents were asked to rate their level of agreement with statements about digital government.

Results are shown in **Table 7** (on page 11).

In summary:

- 68% of respondents agree or strongly agree that that they would prefer to access public through digital channels.
- 80% of respondents agree or strongly agree that technology can make public services more widely available.
- 64% of respondents already use public services through digital channels
  44% indicate they are satisfied with current digital services.
- 66% of respondents agree or strongly agree that they like the option of accessing public services in-person or by phone.
- A majority of respondents would be more likely to participate in discussion about public policy or services online (with only 19% of respondents disagreeing with this statement).
- Responses indicate that trust in NSW Government's ability to manage personal data is mixed.
- 56% of respondents feel that building the digital economy is a high priority.

Table 7: Respondent feelings towards digital government

Statement	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Graph
I prefer to use public services online and through mobile apps	7.95%	6.92%	17.30%	36.98%	30.84%	
I already use public services online and through mobile apps	8.05%	10.98%	16.52%	43.35%	21.10%	
I am satisfied with the online and mobile public services I have used	7.40%	14.67%	34.23%	35.57%	8.13%	
I need help to use online or mobile public services	24.59%	33.15%	21.96%	15.54%	4.77%	
I like the option of public services in-person or by phone	4.38%	9.74%	19.37%	40.19%	26.31%	
Technology can make public services more widely available	3.18%	3.06%	13.39%	45.69%	34.68%	
I would be more likely to participate in discussion about public policy or services if it were easy to do online	7.79%	11.41%	26.07%	35.95%	18.77%	
Digital government can provide more jobs and business opportunities	7.31%	14.31%	36.86%	28.01%	13.51%	
Building the digital economy is a high priority	4.55%	7.68%	31.88%	34.34%	21.56%	
I have trust and confidence in the NSW Government's ability to manage and protect my data	11.15%	16.73%	35.36%	27.76%	9.01%	

Approximately 309 respondents (17%) chose not answer this question. The percentages indicate the proportion of those who answered the question.

## Any other ideas and comments about digital government

Many respondents (296) provided additional feedback at the end of the survey. A few additional comments, mostly relating to survey content and process, were entered onto the NSW ICT Strategy website.

The feedback provided in this section ranged from very brief (eg "Make it easy to use" or "Keep going!"), to highly detailed recommendations for transformation and references to examples or resources. Overall sentiments and ideas were closely aligned with suggestions gathered in the Fusion Room[1] and in response to consultation on the ICT Strategy Implementation Update 2014-15.

The survey findings and comments offer a wealth of ideas. They are being analysed in more detail to inform further crowd-sourcing and co-design activities towards digital government.

Some initial analysis has been carried out using OpinionWatch, a software tool designed by NICTA to provide a visual summary of topics from a corpus of text (eg blog postings, forum posts, survey responses). The tool provides the ability to visualise positive or negative sentiment, key topics and how they interrelate.

Figure 1: Screenshot of an OpinionWatch visualisation of survey comments
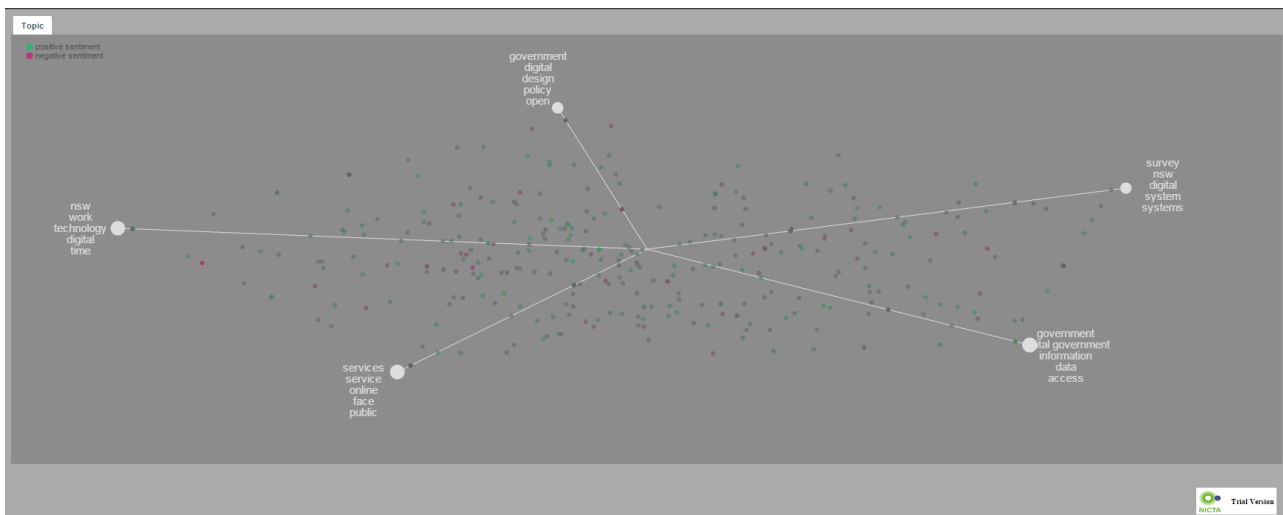
Most comments were positive. There were very few comments that were entirely negative. Negative sentiment was often found in the form: "X is a problem, I think you should do Y". Some respondents included personally identifying information in their comments.

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[1] The Fusion Room was a large interactive community workshop, conducted by Nous Group as part of the Taskforce consultation activities. A separate report is available on the webpage http://www.finance.nsw.gov.au/ict/consultation-reports

The survey did not seek consent to publish the comments, so these have been excluded from the raw dataset. A non-identifiable summary of respondents' suggestions and blue sky thinking is provided below. These are organised according to the themes considered by the Accelerating Digital Government Taskforce.

Big data and information sharing

- Make each department create APIs to expose BOTH their data AND their capabilities to other departments.
- Join up all levels of government e.g. through mygov – all three tiers of government accessible through one portal - Common data base for all government departments – greater alignment with local government.
- a single profile in dealing with Government at all levels.
- Standardise the data transfer protocols between different government departments, integrate security protocols and generally make inter department data communication smoother and cheaper.
- Easier access to information in a citizen centric manner – 'The Government of me' – Get the education and messaging right (awareness).
- All government to accept data being voluntarily 'pushed' to it E.g. real estate transactions updating government databases in relation to address changes – license, electoral role considerations.
- Setup an API for developers with a tool like http://ckan.org/ so they can integrate their application with open data updates. Have a Google Group to connect to developers re transport or other government open data updates.
- Work with Microsoft or other large software vendors to provide developer training for open data applications using cloud and mobile tools.

Service Transformation

- Digital signatures should be accepted as readily as physical signatures.
- Create Centres of Excellence and recruit community to participate in those initiatives.
- Universal Design should be a consideration in every step of any customer-focused service delivery initiative.
- Evolve FMWeb and improve its ability to store digital data (or link to cloud management tools) and see it able to replace some of the off-line reporting transactions (like when statutory assets fail to meet Australian Standards) as well as calculating how much to pay per school for statutory submissions/Claims.
- Co-ordinated maintenance of road, rail, electrical, gas, local government services and tele-communications providers to bring simultaneous work on projects.
- Create more apps, citizen hackathons, release more data – e.g. traffic data.
- Apps should be available on all mobile software not just Apple and Android.
- Allow people to track the progress on their requests (as you can with tax returns or post) and give realistic information about timeframes.
- Broadcast seminars re NSW digital economy via Webcast so people outside Sydney can watch it live or as a recording.
- Consider the need for regional connectivity and regional digital economy development – e.g. focus on delivery of specialist health services using e-health capability.
- Build a capacity within the NSW Government that scans what other government and big corporations are doing to pick the best ideas and implement them quickly.

Digital workplace

- Eliminate paper based transactions – stop printing documents - Overcome the need for senior management to sign off on paper/printed documents.
- Tackle legacy systems – legislation updated to remove requirements based on pre-90s technologies – make sure important systems aren't being run off a box under someone's desk. Make sure the system Bob designed in the 90s can be updated when he retires.
- Exploit the continuities that computing produces. E.g. our financial years revolve around outdated paper-based processing. Why not get rid of that and have some continuous format of accounting, auditing etc?
- Allow public servants to better access social media to improve the distribution of information and participation in public discussions.
- One single common Public Service Infrastructure. Just like in London with the Public Service Network (PSN). Enabling gov employees to work from their nearest gov. connected site. This could be a school, hospital, office - one government, one service. Saving considerable travel time and money. Generating a truly shared service.
- Allow more telecommuting – a unified public service email system.
- Government should be an early adopter of digital technologies, not lag behind private sector.

Figure 2: Visualisation of key words appearing in survey comments (created via wordle.net)

Cultural shift

- Ban traditional communication between departments. No mail. No emails. No phone calls. No direct data access. - API calls are the only method of communication between departments.
- Create a preferred digital inclusion suppliers panel, or centralised agency where smaller, more nimble providers of expertise can more easily disseminate knowledge of their services to agencies and departments.
- Hire more web developers / software engineers and appoint a good number to each section/department of the NSW government.
- Don't waste time with advisory boards filled with people who have never written a line of code.
- Ensure buy-in at Premier level and build digital government into the KPIs of all senior and middle management across the public service.

Procurement policy and other suggestions

- eDemocracy – online and engagement around voting: for officials, policies, legislation.
- Setup a forum for MPs to interact with constituents re issues like water quality.
- More free public Wi-Fi – better broadband – better digital infrastructure (NBN) to facilitate the new economy.
- Make Open Government more than a slogan – every politician to make real-time, online disclosure of every piece of funding or gift they receive; every meeting they take; and every expense claim they make. Let citizens see that policy decisions (like, whether to build/expand/shut a school/hospital/prison/coal mine/road) are made on the basis of sound evidence.
- Remove the long life of panels that restrict on-boarding new innovative vendors, and consider engaging the market in non- traditional vendor contracts.
- Create a mobile application for NSW eTenders.
- Use SMB businesses or innovation development teams to build prototypes or conduct research when you need a nimble approach and fast result. House SMB resources differently. Second resources into SMBs and visa versa.
- Perhaps incentivise the large players that prime the important big contracts to be more willing to take increased risk from government, while encouraging them to use niche and SMB resources to fill the gaps in their own capability rather than building themselves to own a larger piece of the pie.

Links and reference sites provided by respondents

http://sunlightfoundation.com/ - a nonpartisan non-profit that advocates for open government globally and uses technology to make government more accountable to all.

http://www.tacsi.org.au/work/ - The Australian Centre for Social Innovation (TACSI) exists to help find new ways of tackling our big, stuck social problems like child abuse and neglect, Indigenous disadvantage, and the challenges of ageing and caring.

http://participle.net/ - Participle is a social enterprise based in London, working throughout the UK. It designs, develops and takes to scale innovative solutions to pressing social challenges.

http://partnerships.org/ - The Global Partnerships Forum is a non-profit, membership-driven organization that provides a platform for innovative partnerships and alliances.

http://www.nesta.org.uk/ - innovation charity with a mission to help people and organisations bring great ideas to life.e.g.http://www.nesta.org.uk/publications/people-helping-people-future-public-services

http://www.mediaaccess.org.au/ - Australian independent not-for-profit organisation devoted to increasing access to media for people with a disability.

http://mind-lab.dk/en/ - cross-governmental innovation unit which involves citizens and businesses in creating new solutions for society.

https://www.fmweb.finance.nsw.gov.au/All/Login.aspx?ReturnUrl=%2f – opportunity to update as part of our consistent branding across government?

http://www.fujixerox.com.au/company/media/articles/745/ - Recently completed survey on eGovernment.

https://www.bangaloreone.gov.in/public/default.aspx - Indian equivalent of Service NSW (according to survey participant it has 'gone wrong due to poor implementation and execution').

www.id.gov.ae/assets/kKbkN9NSOGI.pdf.aspx - UAE eGovernment as a case study.

http://blog.tomw.net.au/2014/09/hacking-democracy-in-fairfax-building.html - open gov related blog post.

http://www.groupmap.com/ - collaboration tool.

http://bangthetable.com/ - community engagement site.

ANALYSIS

91% of respondents provided their postcode.

Postcodes were mapped to the level of "Statistical Area 4" (SA4) of the Australian Statistical Geography Standard. This made it easier to compare the survey data with census data, as discussed in Appendix 1.

When analysing the data it is important to note the impact of several factors in the data collection process.

A very high number of survey responses were received from customers visiting the Service NSW centre in Chatswood. This resulted in an over representation of residents from this geographical area and a consequent under representation of residents from other parts of NSW. This also impacts the diversity of socio economic groups represented in the survey results.

Most of the survey responses were completed using paper forms, rather than online. It is difficult to assess the impact this may have had on the data and whether the views of customers who transact online are represented. It may indicate challenges with existing digital service channels or with government's ability to connect and communicate with customers via digital channels – as compared with services and communications provided face to face.

A further impact on the high number of responses collected in this manner is that there is a higher likelihood respondents will select "easier transactions" at Question 4, as the item of most benefit to them.

Observations by gender

Male and female responses were generally very similar regarding the benefits and challenges of digital government. Both groups selected '**easier transactions**' as the most beneficial aspect of digital government, and selected '**security**' and '**privacy**' as their areas of most concern.

Male respondents were more likely to view technology as improving the availability of public services and much more likely to have supportive views about the potential of the digital economy for job creation and business opportunities. This may be a reflection of female under-representation in the broader information and communications technology sector.

Observations by age group

The number of responses from persons under the age of 20 and over the age of 79 each comprised less than 100 responses, hence the following observations reflect the trends present in the 20-79 age bracket.

Younger respondents were more likely to be optimistic about the potential for digital government to provide more jobs and business opportunities. Younger respondents were also more likely to have trust and confidence in the NSW Government's ability to manage and protect personal data.

Older respondents were more likely to express the need for help when using online or mobile public services and to more strongly support the delivery of public services in-person or by phone.

Other

The three aspects of digital government identified as of most personal benefit were '**easier transactions**' (38%), '**better service**' (16%), and '**joined-up government**' (11%).

The three aspects of digital government identified as of least personal benefit were '**joined-up government**' (20%), '**digital economy**' (19%), and '**having your say**' (15%).

These results clearly highlight the importance respondents place on NSW Government delivering simple, secure online and mobile transactions.

'Joined up government - sharing information between agencies to improve services and reduce duplication' was simultaneously identified as the third highest benefit, and the lowest benefit of digital government. This is likely to indicate the need to balance the public benefit in the outcomes of sharing information with the public benefit in upholding fundamental privacy principles.

An overwhelming majority of respondents indicated "easier transactions" as being the greatest benefit of digital government. Of the options provided, this is perhaps the one most likely to impact individuals directly. As noted above, answers to this question may also have been influenced by data collection methods. There was far less consensus around which option was the least beneficial, with quite a few people not answering this part of the question.

Respondents were asked to assess the risks and challenges associated with digital government. Respondents were most concerned about '**Security – preventing unlawful access or misuse of data and information**' (31%), '**Your Privacy – protecting personal or sensitive information**' (25%), and '**Ensuring service – skills and infrastructure to deliver digital government**' (13%).

These areas were clearly highlighted as the core concerns of respondents and will be an ongoing focus of the NSW Government's digital government transformation efforts.

Respondents were less concerned about '**Joined-up government – balancing government with personal freedom**' (26%), '**Digital economy – business opportunities, employment, skilled workforce**' (18%), and '**Using services –skills in the community to engage with digital government**' (13%).

These responses indicate a high degree of confidence in the NSW Government's ability to safely share data within government for public benefit. It also highlights that citizens have the skills needed to engage with digital government. However, responses may also indicate a lack of recognition of the growing importance of the digital economy for the NSW economy as a whole.

Figure 3: Matrix of notable responses regarding concerns and benefits

MOST

Most concern		Most benefit	
31%	Security	38%	Better online/mobile
25%	Privacy	16%	Better phone/person
13%	Skills/infrastructure to deliver digital govt	11%	Joined-up government

CONCERN — BENEFIT

Least concern		Least benefit	
26%	Joined-up government	20%	Joined-up government
18%	Digital economy	19%	Digital economy
13%	Community skills to use digital government	15%	Having your say

LEAST

Respondents were asked to rate how strongly they agreed with a range of statements about digital government.

The responses indicated:

- A strong preference for service delivery via online and mobile app channels (68% of respondents agree or strongly agree) and that a majority of respondents are already using these channels (64% agree or strongly agree).

- Room for improvement exists in the provision of online and mobile public services (less than half of people (43.7%) agree or strongly agree that they are satisfied with the online and mobile public services they have used).

- Corresponding improvement in consultation via digital channels may also contribute to higher levels of participation in government. A significant proportion of respondents indicated that they would be more likely to participate in discussion about public policy or services if it were easy to do online (only 19% of respondents disagreed with this statement).

- Respondents are largely confident in using these services (only 20% agree or strongly agree that they need help to use online or mobile services) but have a strong preference for continuing public services in-person or by phone (67% agree or strongly agree).

- Respondents were confident about the ability for technology to make public services more widely available (80% agree or strongly agree).

- Some respondents were ambivalent about the potential for digital government to provide more jobs and business opportunities (37% neither agree nor disagree). These results could be interpreted to suggest that the public do not clearly see the interrelationship between digital government and industry, and view digital government as a more Government internal, or Government-customer matter. Respondents seem to more clearly see the benefit in the Government playing a facilitative role for industry and the digital economy, as 56% agree or strongly agree with prioritising the digital economy.

- Crucially, uncertainty exists regarding the NSW Government's ability to manage and protect personal data (35% neither agree nor disagree and more a less a balance of responses reflecting trust or mistrust in government). This will continue to be a core theme for the NSW Government as embraces digital government.

Appendix 1: Assessment of representativeness

We compared the demographic data for survey responses (September 2014) with detail from the last Census (August 2011), to determine how closely it mirrored the broader demographics across the state of NSW.

Age-sex distribution

Summary (disregarding the "not stated" values for both age and sex)

- In the survey: more male respondents than female
  In the census: more female residents than male

- Known and expected under-representation in the 0-19 year age group

- Over-coverage most noticeable in the 40-59 age group for both sexes

- Some under-coverage of older females not noticeable with males

Figure 4: Males by age as a percentage of total population
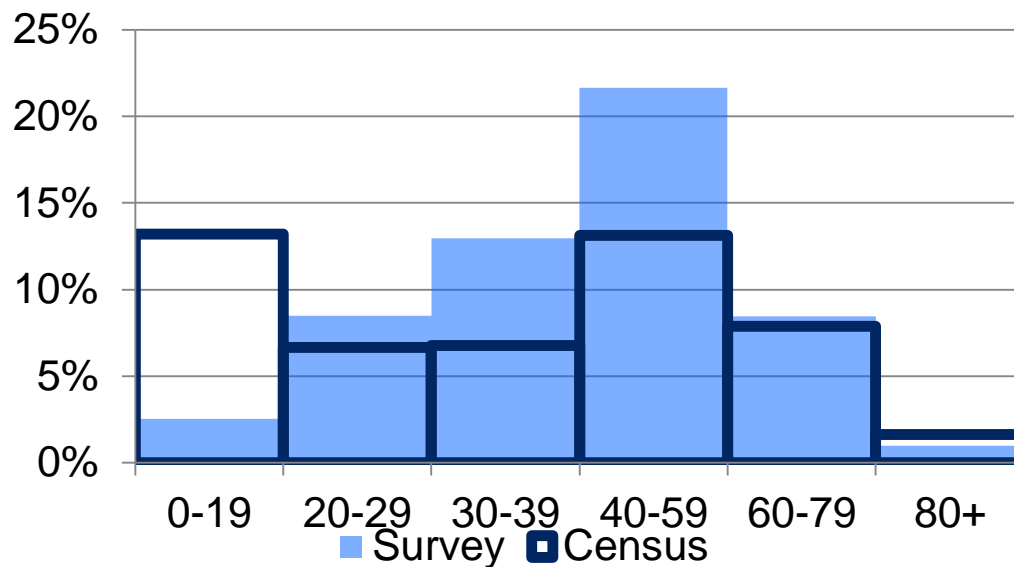
Figure 5: Females by age as a percentage of total population
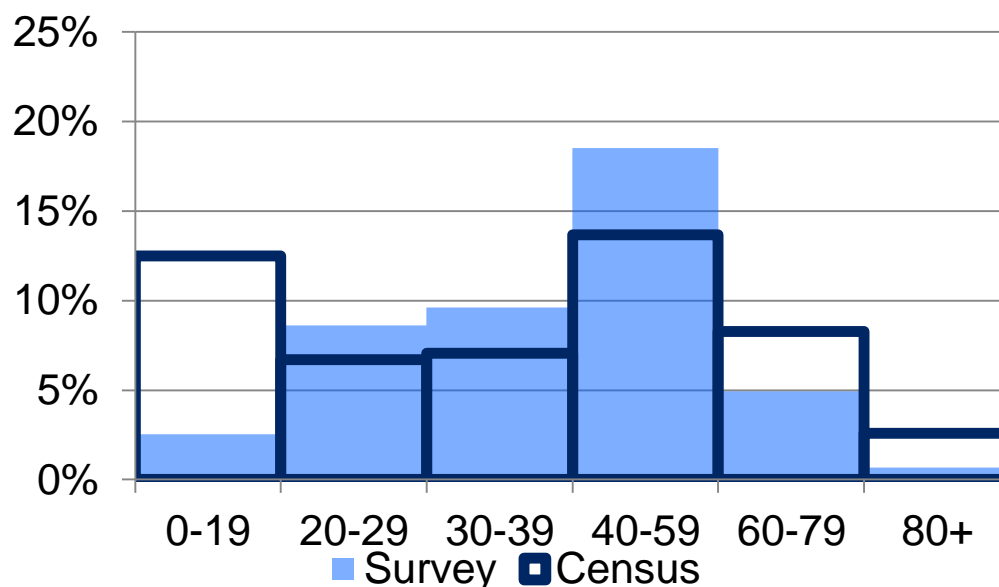
Aboriginal and Torres Strait Islander people

After disregarding the "not stated" values for this question from both the Survey and the Census data, the coverage was 2.3% in the Survey as against 2.5% in the Census. Considering the age distribution of Aboriginal and Torres Strait Islander people, this is a sound result.

Geographic distribution

91% of respondents provided their postcode. Postcodes were mapped to the level of "Statistical Area 4" (SA4) of the Australian Statistical Geography Standard. This made it easier to compare the survey data with census data. The SA4 distribution in the Census indicates that each area had between 2% and 8% of the usually resident population on Census night. Twenty four out of 28 SA4s are represented in the survey results but with some large concentrations.

For example: Hunter excluding Newcastle accounts for a 9% of the sample (3% in Census); Sydney – City and Inner South account for 10% (4%); and Sydney – North Sydney and Hornsby account for 28% (5%). This over-representation results in under-representation from Sydney - Inner South West which has 2% instead of 8%. This is illustrated in Table 8 on the following page.

It is also possible to consider the socio-economic distribution of responses. Each postcode is associated with a score from the Index of Relative Advantage and Disadvantage (from the product Socioeconomic Indexes for Areas, or SEIFA). This allows postcodes to be grouped into deciles by area. NSW has 10 equal sized geographic areas based on the socioeconomic index score (**decile**). This assessment considers whether the survey results are similar to the broader NSW population.

The survey results show under-representation from the 5 lowest deciles, and over representation from the 2 highest deciles. There more people in the survey from less disadvantaged / more advantaged areas than the population as a whole.

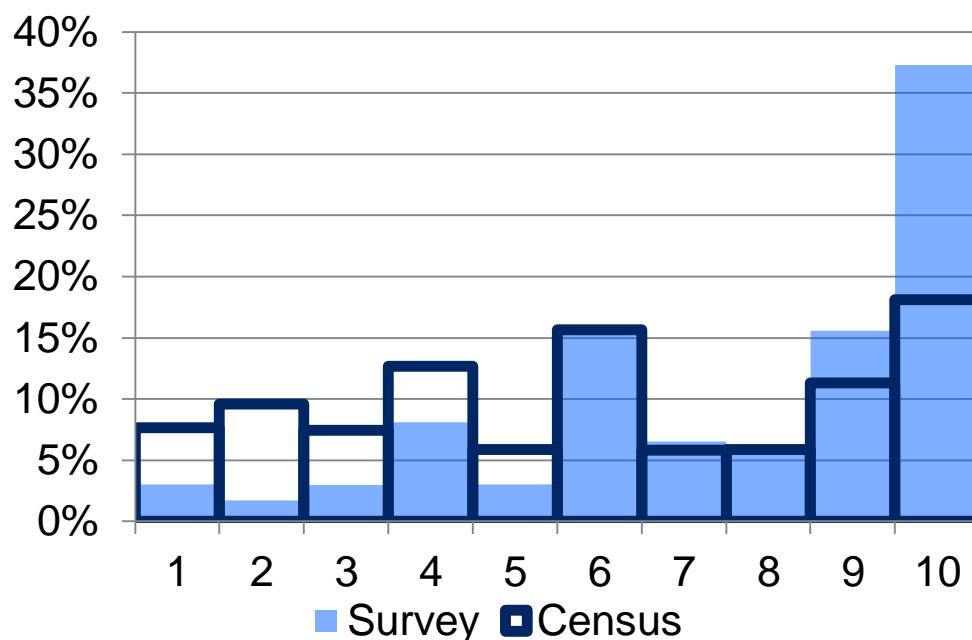**Figure 6: Socio-economic deciles as a percentage of total population**

Table 8: Geographic distribution

Survey Area 4	Proportion from Survey	Proportion from Census
Capital Region	0%	3%
Central Coast	5%	5%
Central West	2%	3%
Coffs Harbour - Grafton	0%	2%
Far West and Orana	0%	2%
Hunter Valley exc Newcastle	9%	4%
Illawarra	1%	4%
Mid North Coast	3%	3%
Murray	0%	2%
New England and North West	1%	3%
Newcastle and Lake Macquarie	3%	5%
Richmond - Tweed	1%	3%
Riverina	1%	2%
Southern Highlands and Shoalhaven	1%	2%
Sydney - Baulkham Hills and Hawkesbury	1%	3%
Sydney - Blacktown	2%	4%
Sydney - City and Inner South	10%	4%
Sydney - Eastern Suburbs	4%	4%
Sydney - Inner South West	2%	8%
Sydney - Inner West	6%	4%
Sydney - North Sydney and Hornsby	28%	5%
Sydney - Northern Beaches	3%	3%
Sydney - Outer South West	1%	3%
Sydney - Outer West and Blue Mountains	2%	4%
Sydney - Parramatta	3%	6%
Sydney - Ryde	4%	2%
Sydney - South West	6%	5%
Sydney - Sutherland	1%	3%
Total	**100%**	**100%**

Appendix 2: Survey Questionnaire

The full content of the survey is reproduced below for information.
Survey data will be made available on www.data.nsw.gov.au .

Digital Government: What Do You Think?

We're developing a vision and direction for digital government in NSW.
We want to know what you think about this transformation.

This survey asks for your views on digital government. It will take about 10 minutes.

You can complete the survey online at https://www.surveymonkey.com/s/digitalNSW

Or pick up a paper survey in Service NSW or Family & Community Services (FACS) service centres.

The survey is open until 9am on Monday 29 September. Results will be published at:
http://www.finance.nsw.gov.au/ict/governance/accelerating-digital-government-taskforce

What is digital government?

Digital technologies can help us connect people, information and services to provide the best customer experience.

Digital government means different things to different people, for example:

- ➢ Quick and easy online services
- ➢ Communicating through secure digital channels
- ➢ Customer service staff have information at their fingertips for services by phone or over the counter
- ➢ Field and community workers have secure, mobile access to information for remote or on-site services
- ➢ Giving people greater access and control over their personal information
- ➢ Building opportunities and competitive markets in the digital economy
- ➢ Using data to support service planning and policy development

Technology, innovation and creativity are changing the ways we communicate.
They are transforming our lives.

It's important for the public sector to keep up with these changes.

The *Accelerating Digital Government Taskforce* is building a roadmap.

Your views will help us plan the transition to digital government in NSW.

Please tell us a little about yourself

All survey responses are anonymous. This section asks for basic demographic information to help us understand the interests of different community groups.

Your answers will be used by the Accelerating Digital Government Taskforce to plan the roadmap to digital government in NSW. Any data that could identify you will be treated confidentially, and handled according to the *NSW Privacy and Personal Information Protection Act 1998*.

Question 1

Q1. Please provide your postcode	

Question 2

2a. Gender	☐ Male	☐ Female
2b. Age group	☐ 0-19	☐ 40-59
	☐ 20-29	☐ 60-79
	☐ 30-39	☐ 80+
2c. I am a person of Aboriginal or Torres Strait Islander origin	☐ No	☐ Aboriginal
	☐ Both	☐ Torres Strait Islander
2d. I am a NSW Government employee	☐ Yes	☐ No

Question 3

How would you prefer to learn more and have your say about digital government?

The roadmap will include more opportunities for you to be involved.
How do you prefer to learn more and have your say about digital government?

✓ *Choose up to 3*

☐ Survey
☐ Public call for comments or submissions
☐ Focus group, workshop
☐ Community meeting, public seminar
☐ Written update (website, newsletter, media release)
☐ Information at customer service centres, community centres, local libraries
☐ I prefer not to be consulted about the transformation to digital government

Question 4

How could digital government improve your life?

Digital government could provide benefits and opportunities, such as:

A. **Easier transactions** – simple, secure online and mobile transactions

B. **Better service** – enhancing phone and face-to-face services

C. **More access** – services more widely available across the community

D. **Having your say** – community participation in designing policy and services

E. **Open government** – more open data and published information

F. **Your data** – giving you more access and control over your personal information

G. **Digital economy** – fostering industry, research and innovation

H. **Joined-up government** – sharing information between agencies to improve services and reduce duplication

☐   Which one would be of <u>most benefit</u> to you?
(please write a letter in the box)

☐   Which one would be of <u>least benefit</u> (or <u>no benefit</u>) to you?
(please write a letter in the box)

Question 5

What are your concerns about digital government?

Digital government has to address risks and challenges, such as:

J. **Ensuring service** – skills and infrastructure to deliver digital government

K. **Using services** –skills in the community to engage with digital government

L. **Access for all** – preventing discrimination or exclusion from services

M. **Having your say** – ensuring everyone can be involved in the conversation

N. **Security** – preventing unlawful access or misuse of data and information

O. **Your Privacy** – protecting personal or sensitive information

P. **Digital economy** – business opportunities, employment, skilled workforce

Q. **Joined-up government** – balancing government with personal freedom

☐   Which one is of <u>most concern</u> to you?
(please write a letter in the box)

☐   Which one is of <u>least concern</u> (or <u>no concern</u>) to you?
(please write a letter in the box)

Question 6

How do you feel about the transformation to digital government?

Which of the following statements do you agree with?

✓ *Tick one box in each row*

Statement	1 Strongly Disagree	2 Disagree	3 Neither Agree nor Disagree	4 Agree	5 Strongly Agree
I prefer to use public services online and through mobile apps	☐	☐	☐	☐	☐
I already use public services online and through mobile apps	☐	☐	☐	☐	☐
I am satisfied with the online and mobile public services I have used	☐	☐	☐	☐	☐
I need help to use online or mobile public services	☐	☐	☐	☐	☐
I like the option of public services in-person or by phone	☐	☐	☐	☐	☐
Technology can make public services more widely available	☐	☐	☐	☐	☐
I would be more likely to participate in discussion about public policy or services if it were easy to do online	☐	☐	☐	☐	☐
Digital government can provide more jobs and business opportunities	☐	☐	☐	☐	☐
Building the digital economy is a high priority	☐	☐	☐	☐	☐
I have trust and confidence in the NSW Government's ability to manage and protect my data	☐	☐	☐	☐	☐

Ideas and comments

Please share any other ideas and comments about digital government:

END OF SURVEY

Thank you for participating in the NSW Digital Government Survey!

Please return it to: Strategic Policy (digital government), Level 15 McKell Building, 2-24 Rawson Place, Sydney NSW 2000 or fax 02 9372 8143 or digitalgovernment@finance.nsw.gov.au

Appendix 3: Data Quality Statement

Data collected by the Digital Government Survey is available on www.data.nsw.gov.au .

Understanding the Data Quality Statement

The data quality statement aims to help you understand how a particular dataset could be used and whether it can be compared with other, similar datasets. It provides a description of the characteristics of the data to help you decide whether the data will be fit for your specific purpose.

The data quality reporting questionnaire and further explanation of the data quality dimensions is provided in the NSW Government Standard for Data Quality Reporting published at http://finance.nsw.gov.au/ict/data-interoperability-standards

About the star rating

The data receives one star for each of the following dimensions – if at least four boxes have been checked for that dimension on the data quality reporting questionnaire.

Institutional Environment

Accuracy

Coherence

Interpretability

Accessibility

Quality level for each dimension

The data quality level is based on the number of boxes checked for that dimension on the data quality reporting questionnaire:

0,1,2 = LOW   3,4 = MEDIUM   5 = HIGH

Evaluating data quality

Quality relates to the fitness for purpose of the data. As "purpose" will vary among Users, each User may make a different assessment of the quality of the same data.

The following questions may help you evaluate data quality for your requirements. This list is not intended to be exhaustive. You are encouraged to generate your own questions to assess data quality according to your specific needs and environment.

- What was the primary purpose or aim for collecting the data?
- How well does the coverage (and exclusions) match your needs?
- How useful are these data at small levels of geography?
- Does this data source provide all the relevant items or variables of interest?
- Does the population presented by the data match your needs?
- To what extent does the method of data collection seem appropriate for the information being gathered?
- Have standard classifications (eg industry or occupation classifications) been used in the collection of the data? If not, why? Does this affect the ability to compare or bring together data from different sources?
- Have rates and percentages been calculated consistently throughout the data?
- Is there a time difference between your reference period, and the reference period of the data?
- What is the gap of time between the reference period (when the data were collected) and the release date of the data?
- Will there be subsequent surveys or data collection exercises for this topic?
- Are there likely to be updates or revisions to the data after official release?

NAME OF DATASET OR DATA SOURCE: NSW DIGITAL GOVERNMENT SURVEY RESULTS 2014

DATA QUALITY RATING: *** (3 stars)

AGENCY PUBLISHING THE DATA: NSW OFFICE OF FINANCE & SERVICES

Data quality levels:

Institutional environment   *MEDIUM (no star)*

- Agency is the registered custodian of the data
- Quality control responsibility for this data is clearly assigned
- Agency has no commercial interest or conflict of interest in the data

This data has not been collected or processed according to an organisational data quality framework. Data collection was not driven by any law or regulation. Responses were provided voluntarily by participants.

Accuracy   *LOW (no star)*

- Any adjustments, changes or factors impacting validity are reported
- Data is revised and publicised if errors are identified

Some data was entered directly into the survey system by respondents. Responses provided on paper forms were keyed into the survey system by staff from the Office of Finance and Services. This data has not been subjected to a quality assurance process.

The data do not accurately describe what they were designed to measure, monitor or report (as outlined under *Scope and coverage* in the following section on Evaluating Relevance). Certain geographic areas or demographic groups may be under- or over-represented in the survey responses. This is described in Appendix 1 of the report "*Summary of Findings: Digital government survey*" published on the Accelerating Digital Government Taskforce webpage at: http://www.finance.nsw.gov.au/ict/governance/accelerating-digital-government-taskforce

There are known gaps in the data, as indicated by "Did Not Respond". If errors are identified, the data will be revised and publicised on the Taskforce webpage. The data has not been adjusted (eg by weighting or rounding).

Data has not been verified. There were no procedures to prevent respondents from completing the survey multiple times.

Coherence   *MEDIUM (star)*

- Standard concepts, classifications and categories are used
- Elements within the data can be meaningfully compared
- This data is consistent with other data sources
- This dataset is a single collection, not part of a series

This dataset is not part of a series, there are no previous releases of this data and no subsequent collections are planned at this time.

Standard concepts, classifications and categories have been used for the collection of demographic data to enable comparison with census or other data from the Australian Bureau of Statistics.

Interpretability   *MEDIUM (star)*

- Information is available about the sources and methods of data collection. (eg instruments, forms, instructions)

- Information is available to help Users evaluate the accuracy of the data and any level of error

- Information is available to explain concepts, help Users correctly interpret the data and understand how it can be used

- Ambiguous or technical terms are explained

There is no data dictionary available to explain the meaning of data elements, their origin, format and relationships Users can find supporting information to improve interpretation of this data in the report "*Summary of Findings: Digital government survey*" published on the Taskforce webpage at http://www.finance.nsw.gov.au/ict/governance/accelerating-digital-government-taskforce

Accessibility   *HIGH (star)*

- Data is available on the web with an open licence

- Data is available in machine-processable, structured form

- Data is available in a non-proprietary format

- Data is described using open standards and universal resource identifiers (URIs)

- Data is linked to other data, to provide context

This data is not linked to other data. The data can be accessed online through data.nsw or by inquiry through http://www.finance.nsw.gov.au/ict/contact-us. The data is provided under a Creative Commons Attribution (CC-By) licence.

Survey participants were assured their responses would be anonymous. To avoid possible identification, postcode data has been published separately.

Due to the small number of respondents who identified as being of Aboriginal or Torres Strait Islander origin, this question has been omitted to ensure responses remain anonymous. The survey did not seek consent to publish any comments made in the final question.

Information to help you evaluate relevance:

Scope and coverage

- The target audience for this survey was the broad population of NSW.

- The survey sought to understand the community appetite, preferences and priorities for digital government in NSW.

- Participants were prompted to select from pre-defined priorities and concerns, and were then invited to provide additional comments.

- No groups were deliberately excluded.

- The data collection process led to some age groups, socio-economic groups, or geographic areas being over or under represented (when compared with proportions in the census).

- These are described in further detail in Appendix 1 of the report "*Summary of Findings: Digital government survey*" published on the Taskforce webpage at http://www.finance.nsw.gov.au/ict/governance/accelerating-digital-government-taskforce

Reference period

- The survey period ran from 12-29 September 2014 and collected data about people's opinions held at that time

Geographic detail

- The survey covered the state of NSW

- Postcode data was collected and this has been mapped to the Australian Statistical Geography Standard to evaluate the geographic distribution of the survey

- Mapping to the level of Statistical Area 4 indicates that 24 of 28 areas are covered by the survey. Some areas are over or under represented (when compared with proportions in the census) and four areas are not represented in the data at all.

- These are described in further detail in the report "*Summary of Findings: Digital government survey*" published on the Taskforce webpage.

Outputs

- The data is available as original raw numbers in CSV format

Other cautions

- The data collection process led to some age groups, socio-economic groups, or geographic areas being over or under represented (when compared with proportions in the census). These are described in further detail in Appendix 1 of the report "*Summary of Findings: Digital government survey*" published on the Taskforce webpage

Timing

- This data was published on 19 December 2014.

- There are not likely to be any updates or revisions to the data after its release

Frequency of production

- This dataset is not part of a series, there are no previous releases of this data and no subsequent collections are planned at this time.

Data Disclaimer