



Draft Queensland Digital Economy Strategy

Consultation summary report

Digital Productivity and Services Division

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Background

The Queensland Government announced its intention to release its draft digital economy strategy for public consultation as an economic growth and infrastructure development action in its Six Month Action Plan for July-December 2013.

The digital economy:

“The global network of economic and social activities that are enabled by information and communications technologies, such as the internet, mobile and sensor networks.”¹

Economic and social advancement lie at the heart of developing the digital economy. The digital world is an integral part of Queensland’s economy, not separate to it. Digital technologies and services are increasingly global, with both production and consumption growing exponentially world-wide.² Queensland needs to embrace this global trend, effectively a new industrial revolution, in order to advance our economy, attract investment, build our prosperity and improve Queenslanders’ lives and lifestyles.

The development of the draft *Queensland Digital Economy Strategy* took a number of its cues from other complementary strategies that had been released by the Queensland Government and engagement on *The Queensland Plan: a 30-year vision for Queensland*. These strategies included Governing for Growth economic roadmap, *DestinationQ* tourism strategy, and action plans for ICT, small business, science and innovation.

In addition to engagement within the Queensland Government, a small external advisory group was established to inform the development of the draft Strategy. The membership of this group comprised representatives from the local ICT industry, academia, local government, and Queensland regions.

Together, these informed the development of a draft Strategy built around four focus areas – Queensland Government Services, People and Communities, Business and Industry, Digital Industry – underpinned by:

- a vision for “*Queensland to be Australia’s most digitally interactive state and recognised globally as a digital innovation hub*”; and
- three core strategic objectives –
 - economic growth powered by digital innovation
 - full community and business participation in the digital economy
 - digital first delivery of better government services.

These were built into a consultation document designed to pose questions to test Queenslanders’ views on the four proposed areas of focus and suggestions for actions ideas, as well as encourage additional ideas and solutions being put forward. The final Strategy’s timeframe will align with that of the Queensland Government ICT strategy 2013-17 and associated action plan.

¹ Department of Broadband, Communications and the Digital Economy (2013) *Advancing Australia as a Digital Economy: An Update to the National Digital Economy Strategy*.

² Digital technologies include the internet, hardware and software applications, devices such as smart phones and tablets, wireless and satellite, electronics and sensors, transaction and trading platforms, digital media and content.

Approach to consultation

The Department of Science, Information Technology, Innovation and the Arts (DSITIA) committed to an open approach to consultation on the draft Strategy document that invited Queenslanders to join the policy conversation and provide their views and ideas on how the state can capture the potential of the internet and digital technologies to advance Queensland's economy.

The invitation to “join the conversation...”, “have your say...” and “get involved...” was facilitated through the Queensland Government's *Get Involved* website, DSITIA's website and social media links, and via Queensland Government agencies and stakeholder networks.

The approach used online/offline integration to ensure that any Queenslander could participate in the consultation process, through their preferred channel including online, social media, email, print copy or phone.

The central part of the online approach was the establishment of a consultation ‘hub’ which used an interactive digital platform to more deeply engage interested Queenslanders throughout the consultation period and to keep them interested and informed as the Strategy is finalised. The cloud-based hub included an interactive front page for engaging and creating interactions using social media postings, video, news-feeds, online polls and surveys and analytic reports. The hub also provided a discussion forum for video submissions, photos and other upload-able file formats.

The consultation approach accommodated Queenslanders who did not have online access to the draft Strategy by providing hard copies which could be obtained by phoning the Queensland Government's general enquiries contact number on 13 74 68 (13QGOV).

Departmental officers attended meetings and workshops across the State that were facilitated by business and community groups, libraries, peak bodies, chambers of commerce, and regional development associations to engage with Queenslanders, many of who had limited opportunity and capacity to otherwise provide a formal submission, particularly people living in remote and regional communities - who are “unconnected” and rely on face-to-face communication.

Methodology and timeframes

The draft *Queensland Digital Economy Strategy* consultation process was implemented through a two-stage approach in the following timeframes:

Consultation process	Delivery
<p>Stage 1 – Preliminary consultation stage</p> <ul style="list-style-type: none"> Qld Govt prepares draft Strategy consultation document across Qld Govt departments. External advisory group (EAG) established to test draft frameworks, key themes and ideas. 	<p>June – October 2013</p> <ul style="list-style-type: none"> Qld Govt announcement to develop its draft Strategy for consultation. DSITIA leads development of draft Strategy consultation document. Two EAG workshops provide feedback on the developing draft Strategy consultation document.
<p>Stage 2 – Public consultation stage</p> <ul style="list-style-type: none"> Draft consultation document containing vision, strategic objectives, focus area themes and action ideas. Online consultation hub established. Provision of consultation document and questionnaire, background material, case studies, specific polls and surveys. Community engagement activities - DSITIA attended face-to-face meetings and workshops across the State that were facilitated by business and community groups, libraries, peak bodies, chambers of commerce, and regional development associations to engage with Queenslanders. Written submissions (formal and informal) received via email, post and online consultation hub. Social media posts using DSITIA's Digital Economy Queensland Facebook and Twitter accounts. 	<p>1 November 2013 launch</p> <ul style="list-style-type: none"> IT and Innovation Minister releases draft Strategy consultation document. Online consultation hub goes live.
	<p>Week One: 1 to 10 November 2013</p> <ul style="list-style-type: none"> Online hub: overview week – introducing the digital economy consultation. Emails to peak bodies and associations, community service organisations, research/tertiary institutions. Emails to businesses and individuals on Partners in Technology and Qld ICT Directory contact lists.
	<p>Week Two: 11 to 17 November 2013</p> <ul style="list-style-type: none"> Online hub: “people and communities” theme focus – provision of case studies, specific polls and surveys. Visits to Mount Isa, Dalby, Ipswich, Townsville.
	<p>Week Three: 18 to 24 November 2013</p> <ul style="list-style-type: none"> Online hub: “business and industry” theme focus. Visits to Longreach, Windorah, Charleville, Quilpie, Bundaberg, Hervey Bay, Goondiwindi, Brisbane, Maryborough, Gympie, Toowoomba.
	<p>Week Four: 25 November to 1 December 2013</p> <ul style="list-style-type: none"> Online hub: “digital industry” theme focus. “Last opportunity...” email to peak bodies and associations, community service organisations, research/tertiary institutions. Visits to Brisbane, Gold Coast, Sunshine Coast, Proserpine, Cannonvale, Mackay, Moranbah, Toowoomba, Kingaroy, Gayndah, Mundubbera, Rockhampton, Goomeri.
	<p>Week Five: 2 to 9 December 2013</p> <ul style="list-style-type: none"> Online hub: “Qld Govt services” theme focus. Visits to Brisbane, Cairns, Malanda, Atherton, Innisfail, Gladstone.
	<p>9 December 2013</p> <ul style="list-style-type: none"> Consultation process closed.

Following the conclusion of the formal consultation process the Queensland Government prepared this consultation summary report which provides an evaluation and overview of the consultation feedback received from written responses to the draft Strategy. From February to June 2014, the Queensland Government will finalise the Strategy for release and implementation.

Participation

This section provides an overview of the activities undertaken during the five-week public consultation period and level of engagement.

Online Consultation Hub

The online consultation hub (at www.godigitalqld.dsitia.qld.gov.au) had nearly 18,000 site visits. Other online participation results include 224 individuals registered to be part of the online community, 62 people participated in online discussion forums, 167 people responded to the weekly quickpolls, and 11 people shared case studies and stories.

The draft Strategy consultation document was opened and viewed 1157 times with an additional 622 visitors viewing sub sections of the draft Strategy on the online consultation hub. The most popular sections of the online consultation hub viewed are listed in the table below. The video clips attached to the online hub were viewed a total of 237 times.

Consultation page viewed	No. of Unique page views
Welcome page	13547
People and Communities	2214
Business and Industry	853
Digital Industry	942
Qld Government	1403
Qld Digital Economy	1205
Engagement tool viewed	No. of Unique page views
Discussion Forums	2390
Quick Polls	1756
Stories	1764

Results for the consultation period – 1 November to 9 December 2013 (last updated on [insert date]).

DSITIA also saw an increase in people liking its *Digital Economy Queensland* Facebook page (at www.facebook.com/DigitalEconomyQld), going from 532 likes to 599 likes during the five week consultation period.

Community engagement: visits and meetings

DSITIA representatives undertook extensive community engagement throughout the state visiting regional and remote communities including Mount Isa, Townsville, Toowoomba, Goondiwindi, Dalby, the Burnett, Longreach, Windorah, Quilpie, Charleville, Bundaberg, Fraser Coast, Maryborough, Gympie, Moranbah, Proserpine, Cannonvale, Mackay, Rockhampton, Cairns, Tablelands, Gladstone, as well as South-East Queensland. The Minister attended the Mackay IT Network meeting and the Toowoomba Community Cabinet to hear local citizens' view and ideas concerning the digital economy.

Key issues raised during these community engagement activities included:

- Quality of satellite services in western Queensland – particularly slow upload speeds.
- Use of public libraries as digital experience / learning places for local residents/small businesses. Libraries the dominant community centre for citizens to enhance digital literacy.
- Ease of access to Government services online - especially in relation to Government "Hubs" that enable access to all three tiers of government services.
- The need to maintain face-to-face helpdesk services during the rollout of new digital services.
- The need for a stronger connection between ICT providers and services delivered to the non-ICT community.
- Many central Queensland 'fly-in, fly-out' mining camps in Queensland create peak demands for telecommunications that can impair communications service quality in local neighbouring communities.
- Small businesses and non-government organisations (NGOs) in regions are disadvantaged in accessing information, advice and technical (ICT) support to successfully implement digital innovation.
- Belief among some stakeholders that it is not "Governments" role to ensure that businesses are aware of/adopt digital innovations.
- Different levels of digital capability for small to medium businesses need different approaches.
- Remote communities are seriously lacking digital capability (i.e. skills and infrastructure).
- Youth leaving many communities (18+) draining digital skills.
- Younger business owners are not participating in local Chambers of Commerce.
- Many 'senior' business owners less willing to embrace change from digital economy aiming to hold on until they retire.

Word of mouth...

At the beginning of the public consultation period, DSITIA emailed peak bodies and associations to seek their support in helping to 'spread the word' about the release of the draft strategy within their membership networks. To assist, suggested text was provided for use in member newsletters or websites. A number of peak bodies and other associations took up the call for assistance and promoted awareness of the draft Strategy consultation among their Queensland members via their organisation's website, newsletters and at their meetings.

The *My Queensland* community newsletter (Issue 7 – Holiday Issue, refer **Appendix 2**) also included a brief article to promote awareness that the draft Strategy was out for public consultation.

Queenslanders' Feedback and Submissions

A total of 94 submissions were received from Peak industry and professional bodies (14), other associations, boards and committees (17), research organisation and the university sector (4), community organisations (3), local government sector (9), business sector (14), incubators and start-ups (2), and from the general public (31). A full list of submissions is provided at **Appendix 1** to this report. Altogether the written submissions elicited over 1000 individual ideas, comments and statements.

Consultation feedback and submissions – key findings

Support for draft *Queensland Digital Economy Strategy*

Consultation feedback received from the online consultation hub, written submissions and community engagement activities indicated that there was general support for the proposed Queensland Digital Economy Strategy. A review of the written submissions (refer to **Appendix 1** to this report for list of submissions) found that there is also general support for the draft Strategy's vision, strategic objectives, focus areas, and action ideas. Key findings include:

- 82 per cent (36 out of 44 submissions – not all submissions provided a response on this issue) of submissions indicated support for the draft Strategy's vision. 16 per cent (7) thought the vision required more work.
- Submissions generally indicated they agreed with the Strategy's strategic objectives:
 - 88 per cent (43 out of 47 – not all submissions provided a response on this issue) of submissions agreed with "Economic growth powered by digital innovation."
 - 87 per cent (40 out of 46 – not all submissions provided a response on this issue) of submissions agreed with "Full community and business participation in the digital economy."
 - 89 per cent (40 out of 45 – not all submissions provided a response on this issue) of submissions agreed with "Digital first delivery of better government services."
- 79 per cent (30 out of 38 – not all submissions provided a response on this issue) of submissions indicated that overall, the draft Strategy's focus areas are the right ones:
 - 89 per cent (39 out of 44 – not all submissions provided a response on this issue) agreed with the Queensland Government focus area.
 - 95 per cent (42 out of 44 – not all submissions provided a response on this issue) agreed with the People and communities focus area.
 - 93 per cent (42 out of 45 – not all submissions provided a response on this issue) agreed with the Business and industry focus area.
 - 95 per cent (40 out of 42 – not all submissions provided a response on this issue) agreed with the Digital industry focus area.

Role of Government in the Digital Economy

Not surprisingly, the majority of consultation respondents saw all levels of government as being responsible for ensuring Queensland and Queenslanders had access to broadband and mobile telecommunications infrastructure and internet services. While most recognised the Australian Government had responsibility for regulating and providing the necessary broadband and telecommunications infrastructure, community and industry sentiment felt that the Queensland Government needed to be proactive in leveraging the best outcome for Queensland from the Australian Government.

There was strong recognition from a number of submissions that the Australian Government, Brisbane and other Queensland regions already had or were working towards having digital strategies in place, and that the Queensland Government needed to collaborate with the other levels of government to work towards common goals.

Consultation feedback was generally in agreement with the role of the Queensland Government identified in the draft Strategy. There was general support for the Queensland Government to

embrace a “digital first” approach to future service delivery provided that access to face-face and telephone services remained. There were a number of submissions which called for the Queensland Government to provide financial assistance to assist disadvantaged Queenslanders access digital infrastructure and services, and program funding to assist non-government organisations and local government to provide subsidised digital awareness and capability training to their local communities and businesses.

Written submissions from the local government sector showed a strong willingness to be involved and recognised in the development and implementation of the final Strategy.

Positive versus negative implication of the Digital Economy

Generally, consultation feedback saw the digital economy as being beneficial to Queensland and its people – as long as adequate infrastructure and more government on-line services were available.

Consultation feedback identified negative views relating to exclusion and ‘loss of choice’ (i.e. face-to-face service) where inadequate digital infrastructure and services existed. A number of respondents also held grave concerns for industry sectors and businesses who risked being left behind and made obsolete if they failed to act and engage in the digital economy.

Shared themes across the focus areas

Access to broadband and mobile communications infrastructure

According to the consultation feedback, access to adequate broadband and mobile communications infrastructure (and services) is a key reason why people, businesses and communities do not engage more in the digital economy – and is seen by many consultation respondents as a critical element needing to be addressed for the final Strategy to be effective.

Community participation / customer-centric / inclusivity

Feedback from the written submissions emphasised the need for the Queensland Government and the final Strategy to be customer-centric by placing people and customers first, and involving Queenslanders in shaping and implementation of programs, activities and initiatives. Particular care and caution is required when using the term “digital first” as a number of submissions interpreted this to mean digital-only.

Digital literacy and skills

Consultation feedback indicated that low levels of digital literacy is seen as a major barrier and reason for people and businesses not engaging more in the digital economy. Other barriers identified include poor or no access to reliable digital services and infrastructure, lack of confidence in using digital technologies, and lack of digitally-skilled employees.

There is an overwhelming willingness by local government, peak bodies and non-government organisations to work in partnership with the Queensland Government to deliver digital enablement information, training and advice to SMEs and the community.

Consultation feedback also indicated widespread recognition and support for the use of “digital” champions (including mentors and volunteers) to engage with people and businesses to promote and teach the benefits of the digital economy.

Live locally, compete globally... building Queensland and its regions' digital identity

There was much discussion around the need for Queensland and its regions to use digital technologies as an enabler and tool to sustain Queensland's local and regional communities in a global marketplace. Digital technologies and skills are seen by numerous respondents to be a key enabler of the regionalisation target in the draft Queensland Plan.

Consultation feedback identified a need for the final Strategy document to highlight and showcase areas of excellence and digital enablement that was occurring in Queensland and its regions – to build a prospectus to attract new investment as well as lead the way and provide exemplars to other regional Queenslanders and small businesses.

Leveraging / Partnering / collaborations with industry, non-government organisations and other levels of government

Leveraging off existing initiatives/services being delivered by other jurisdictions and stakeholders was a common theme overall. Consultation feedback was also strongly opposed to governments delivering or announcing 'new' initiatives that duplicated what was being delivered elsewhere. The need to ensure a best practice approach – including being aware of what is happening in other jurisdictions – was also a repeated concern among the written submissions. For example, the Australian Government's Digital Enterprise Program should be considered for extended coverage throughout the State to avoid duplication by the Queensland Government or other organisations of similar programs.

There is an overwhelming willingness indicated by local government, peak bodies and non-government organisations to partner and collaborate with the Queensland Government in developing and implementing actions included in the final Strategy. A majority of the organisational stakeholders (listed in **Appendix 1**) who provided submissions offered their support to be involved with the development and implementation of the final Strategy.

Consultation feedback also strongly suggested that existing Queensland Government services could be more effectively delivered wholly or partially by non-government organisations or by local government.

Implementation, delivery and measurement of Strategy

There was some scepticism and doubt on whether the draft Strategy's action ideas could be delivered - unless effective performance measures and appropriate funding and program management is in place.

Going forward, the final Strategy and its actions for each focus area will need to ensure that appropriate consideration is given to setting clear targets and effective measures of success, achievable/ timeframes and having effective governance mechanisms in place for implementing, monitoring and evaluating the actions. In this regard, the Strategy would do well to follow the path set by the Queensland Government ICT Strategy 2013-17 and action plan, and that being developed for the implementation of the Queensland Science and Innovation Action Plan, and *The Queensland Plan: a 30-year vision for Queensland – our working draft*.

Focus area: Queensland Government

- Consultation feedback indicated general support for government services to be reviewed to see if they are better delivered by non-government organisations and the private sector, either wholly or partially.
- There was wide support for more Queensland Government services and forms to be available and transacted online and stream-lined to cut red tape and bureaucracy. On the other hand, there was some opposition to “digital first” due to fear that this will mean the loss of face-to-face and telephone services.
- The need to ensure personal security and privacy of information when interacting online on Government websites was raised by a number of respondents.
- A number of consultation participants called for more ‘useful’ government open data to be made available. There was also a call for Government to publicly list its problems/challenges to enable local entrepreneurs to provide solutions.
- Consultation feedback indicated general support for a Digital Government Strategy and for Government to lead by example, using a customer-centric approach.

Focus area: People and Communities

- Poor connectivity to the internet, affordability of internet services in the regions, and limited availability of online government services are the main reasons given in the consultation feedback for ‘unconnected people’ not engaging (or choosing not to engage) with the digital economy.
- A key role of Queensland Government is seen by consultation respondents as leveraging and lobbying the Federal Government for better broadband and mobile access and continuation of their digital capability-related programs.
- Consultation feedback indicated wide support and recognition of the value of using libraries (as well as schools) as ‘safe’ spaces/hubs for digital access, learning and work– particularly to improve digital literacy and awareness among ‘unconnected’ Queenslanders.

Focus area: Business and Industry

- Consultation feedback identified evidence of low levels of knowledge/literacy and skills among Queensland SMEs (and their key employers) to take advantage of broadband and digital technologies. Feedback also indicated the need to increase ICT skills and digital literacy for broader Queensland population, particularly those with no or limited skills.
- Poor connectivity, access to skills, advice and expertise, as well as perceived costs were identified by consultation respondents as the main barriers to small to medium businesses and industry achieving higher adoption rates of digital technologies and skills.
- Consultation feedback indicated that for advice small to medium businesses are more likely to trust and listen to their peers (i.e. fellow business owners and operators), industry leaders (particularly early adopters of new technologies), their networks (i.e. employees, suppliers, banks and accountants), industry bodies and associations (particularly here there is local representation), and government officers where there is an existing relationship.

- Consultation feedback indicated support for promoting and providing more facilities and co-work centres to cater for an increasingly mobile and flexible workforce, both public and private sector.
- A recurring theme from regional and remote respondents was that Governments should focus on businesses and communities having equitable access to digital infrastructure and services to be able to compete globally and live locally.
- Consultation feedback indicated a strong need to focus on ways in which smaller and remote communities retain and generate more business, and arrest the loss of local small businesses and waged employees (customers).

Focus area: Digital Industry

- The need for the local digital industry to raise its profile and professionalism, and for other industry sectors to better utilise the local digital industry and ICT professionals and skilled workers were identified by a number of respondents as key challenges facing the digital industry in Queensland.
- The need for better statistical data on Queensland's growing ICT industry and to measure digital capability among Queensland businesses, industry and government sectors was also identified.
- A number of written submissions strongly called on all levels of government to work together to attract investors and major global companies to invest in Queensland to grow the local digital industry ecosystem.

Consultation feedback on action ideas

Consultation feedback received in relation to the draft Strategy's action ideas is summarised in the following table. Where appropriate and relevant, additional suggestions and ideas submitted by participants during the consultation process have also been included.

Focus area: Queensland Government

Action idea and Consultation Feedback	QLD Govt Response
<p>Develop a Digital Govt Strategy for QLD that adopts a ‘digital first’ stance and sets out how agencies will drive service transformation using digital content and technologies.</p> <ul style="list-style-type: none"> - General support for action idea. - Support ‘digital first’ but not just ‘digital only’. - Government should be an ‘early adopter’ and lead by example. - Customer-centric and people-first approach. - Crowdsourcing content and solutions - online engagement . - Do not neglect remote and regional QLD. - Partner with local Digital industry to provide solutions. - Less talk more action – just do and deliver. - Need clearly defined/measurable outcomes, and milestones for delivery. - Should first undertake a review/audit of existing situation - Look at what is being done in other jurisdictions (inc. other countries). 	<p>DSITIA to workshop action idea with relevant departments and external stakeholders in determining actions for the final Strategy (including consolidation and linkages with other action ideas - and consideration of current activities across government as well as by NGOs).</p>
<p>Review QLD Govt legislation and administrative processes to determine barriers to the greater adoption of digital services both in gov and private sector with a view to reducing the burden on citizens and businesses.</p> <ul style="list-style-type: none"> - General support for action idea. - Review all legislative and administrative processes to determine which services can be improved through digital delivery. - Support ‘digital first’ but not just ‘digital only’. - Do not neglect remote and regional QLDers and those with poor connectivity. - Partner with local Digital industry to provide solutions. - Crowdsourcing solutions. 	<p>DSITIA to consult with other agencies to identify specific examples.</p> <p>Opportunity to ‘crowdsource’ ideas from the public after the strategy is launched.</p>
<p>Work with the Aust. Govt to leverage its programs to maximise digital infrastructure and services for QLD, avoid duplication of effort and to ensure QLD gets its fair share of funding and infrastructure.</p> <ul style="list-style-type: none"> - Strong support for action idea. - Lobby Aust. Govt to deliver NBN to more of QLD sooner. - QLD Local Govts have an important role to play and should be included in any discussions with the Aust. Govt. - Partner with Aust. Govt and NGOs to expand coverage of digital capability and awareness programs. - Work with Aust. Govt to address shortfalls in satellite services in remote/regional QLD mobile telecommunications coverage black spots. - Work with other levels of gov and telecommunications service providers to deliver more affordable internet services, particularly in remote and regional QLD. 	<p>DSITIA to workshop action idea with relevant departments and external stakeholders in determining actions for the final Strategy.</p> <p>QLD Govt submission to Mobile Coverage Programme discussion paper provides an opportunity to highlight QLD’s needs and engage the Aust Govt.</p>
<p>Increase digitisation of the QLD Govt’s archival collection to meet client demands for online access.</p> <ul style="list-style-type: none"> - General support for action idea. - Review and prioritise what needs to be digitised (based on what people want not what Govt wants) – do not need to digitise everything. 	<p>Digital Archives business case being undertaken by QSA.</p>
<p>Use flexible work centres, trial telework for QLD Govt workers and assess productivity, collaboration and work-life balance impacts.</p> <ul style="list-style-type: none"> - General support for action idea. - Partner with other levels of gov, and NGOs to promote benefits of co-work centres to business and industry. - Leverage existing work being undertaken by various local governments and Regional Development Australia. 	<p>DSITIA will be leading a twelve month trial of QLD Govt employees working from Flexible Work Centres. Data from the trial will inform future policy responses.</p>
<p>Digitally open up and increase access to the State’s cultural and tourism assets for all QLDers.</p> <ul style="list-style-type: none"> - General support for action idea. - Businesses and local communities need access to adequate broadband and mobile infrastructure and affordability of internet services, particularly in QLD’s regions. 	<p>Final action response to be agreed with Arts Qld and DTESB.</p>

<ul style="list-style-type: none"> - Free public wifi made available at all state and local govt owned/operated facilities and attractions. - More 'useful' online information about attractions and being able to 'interact' online (e.g. book and transact). 	
<p>Increase community engagement in govt processes and policy development by using digital technologies and collaborative platforms to promote crowd sourcing.</p> <ul style="list-style-type: none"> - General support for action idea. - QLDers should have more say in shaping and implementing strategies, plans, programs and services. - Favour a customer-centric and co-creation approach. - Government should be less risk adverse and share its challenges and problems – to enable local entrepreneurs to provide solutions. - Need better access to digital infrastructure and affordable internet services to realise benefits and ensure participation by regional and remote QLDers. 	<p>DSITIA to workshop action idea with relevant departments and external stakeholders in determining actions for the final Strategy (including consolidation and linkages with other action ideas - and consideration of current activities across government as well as by NGOs).</p>
<p>Work in partnership with industry and community organisations to better communicate the importance of the digital economy to improving QLD's productivity and long term economic future.</p> <ul style="list-style-type: none"> - General support for action idea. - Industry and community organisations willing to work with QLD Govt. - QLD Govt should work closely with local govt and Regional Development Australia and not duplicate their efforts. 	<p>DSITIA to workshop action idea with relevant departments and external stakeholders in determining actions for the final Strategy (including consolidation and linkages with other action ideas - and consideration of current activities across government as well as by NGOs).</p>

Focus area: People and Communities

Action idea and Consultation Feedback	QLD Govt Response
<p>Identify which groups of people and geographic locations in QLD currently have low levels of digital participation with a view to using this information to provide better access to services.</p> <ul style="list-style-type: none"> - General support for action idea. - Work with community groups and NGOs to both identify and assist people to access and utilise government services more effectively (via available digital and non-digital options). 	<p>DSITIA to workshop action idea with relevant departments and external stakeholders in determining actions for the final Strategy.</p>
<p>Engage with the Australian Govt and the NBN Co to ensure QLD's unique circumstance and needs are addressed in the NBN roll-out.</p> <ul style="list-style-type: none"> - General support for action idea - Lobby Aust. Govt to deliver NBN to more of QLD sooner - QLD Local Govts have an important role to play and should be included in any discussions with the Aust. Govt. - All levels of gov't in QLD should work together to address areas that lack or have poor broadband and mobile telecommunications coverage. - Lack of adequate broadband infrastructure seen as impeding businesses and households embracing/adopting 'digital' services and engaging more in the digital economy. 	<p>QGCIO to develop and lead an engagement program with the Aust. Govt and NBNCo in relation to prioritisation and delivery of the NBN in Queensland.</p>
<p>Review relevant QLD laws, regulations and policies to ensure online security for QLD'ers is protected.</p> <ul style="list-style-type: none"> - General support for action idea - Ensure QLD Govt websites are safe and secure for use. - Improve awareness and access to relevant information. 	<p>Action idea being addressed in the ICT Action Plan.</p>
<p>Work to build community engagement about the uses and benefits of the internet and digital technologies.</p> <p>Provide education and information about the benefits of participating in the digital economy, and in particular do so through trusted community institutions.</p> <ul style="list-style-type: none"> - General support for action ideas. - Local Governments (particularly their libraries) and non-government organisations have an important role to play. - Don't duplicate – leverage existing work being done by community and volunteer organisations. - Crowdfund from people and businesses in developing engagement strategies and content. - Utilise 'digital' champions and respected members of the community. 	<p>DSITIA to workshop action idea with relevant departments and external stakeholders in determining actions for the final Strategy (including consolidation and linkages with other action ideas - and consideration of current activities across government as well as by NGOs).</p>
<p>Work with community organisations to identify which QLD Govt services should be delivered digitally to help inform a future Digital Govt Strategy.</p> <ul style="list-style-type: none"> - General support for action idea. - 'digital first' but not just 'digital only'. - Willingness from community organisations and local gov't to be involved. - Crowdfund from the users of Gov't services, i.e. individuals and businesses. - Don't forget about regional QLD. 	<p>This action to be addressed by DSITIA One Stop Shop project team in consultation with Digital Economy and Productivity team and DCCSDS.</p>
<p>Work to position public libraries as hubs of digital economy activities.</p> <ul style="list-style-type: none"> - General support for action idea. - Work with Local Govts and Aust. Govt – leverage and don't duplicate existing activities and programs. - Libraries should not be seen as the sole answer - as they have limited opening times in remote and regional QLD. 	<p>DSITIA Digital Economy and Productivity team to address this action idea with State Library of Qld.</p>
<p>Raise community awareness of key concepts such as privacy, malware and cyber security to improve understanding and increase digital confidence.</p> <ul style="list-style-type: none"> - General support for action idea. - Joined up approach - leverage and don't duplicate existing information, activities and programs. 	<p>DSITIA to consult with Aust. Govt Department of Communications regarding opportunities to leverage national programs and campaigns.</p>

Focus area: Business and Industry

Action idea and Consultation Feedback	QLD Govt Response
<p>Enhance the QLD Govt's business and industry portal by providing access to a standard digital business productivity toolkit.</p> <ul style="list-style-type: none"> - General support for action idea. - Leverage off existing programs and information – don't duplicate. - Support for a joined-up approach with other levels of government, peak bodies, trusted advisors and non-government organisations. 	<p>DSITIA to address this action idea with DTESB Business Franchise team and industry associations that have received funding from the Aust. Govt's Digital Business Toolkit program to achieve a unified solution.</p>
<p>Improve online access to business regulations, particularly for start-ups.</p> <ul style="list-style-type: none"> - General support for action idea. - "Crowdfunding" should be a legitimate source of funding for Queensland entrepreneurs. 	<p>DSITIA to utilise the LinkedIn Startup group managed by Commercialisation team in Strategic Policy and Innovation to identify actions for final strategy.</p>
<p>Work to enable more QLD businesses to successfully tender online for govt business.</p> <ul style="list-style-type: none"> - General support for action idea. - Ensure ICT SMEs are given 'fair' consideration and opportunity to be actively involved in providing services to Govt. - All levels of Govt should work together to ensure that awareness of all govt projects are made available from one source website/mobile app. - On-line tender form should be automated where possible and applicant information pre-filled (by using a unique ID for all levels of Govt). 	<p>DSITIA to workshop action idea with relevant departments and external stakeholders in determining actions for the final Strategy (including consolidation and linkages with other action ideas - and consideration of current activities across government as well as by NGOs).</p>
<p>Work with peak bodies to identify what should be done to simplify the ability of business to transact digitally with govt.</p> <ul style="list-style-type: none"> - General support for action idea. - One unique ID for all govt services (ideally for all levels of govt). - Services should be designed to be optimised for mobile devices. - Information should be automated and pre-filled where appropriate to speed up process of filling out forms. - Crowdfund ideas from SMEs – as not all belong to peak bodies. 	<p>DSITIA to workshop action idea with external stakeholders in determining actions for the final Strategy.</p>
<p>Work with the key partners to raise QLD business awareness of the benefits of interacting online.</p> <ul style="list-style-type: none"> - General support for action idea - Leverage off existing programs, regional strategies and information – don't duplicate. - Lack of adequate broadband infrastructure and affordability of internet and mobile data services seen as impeding businesses and households embracing/adopting 'digital' services and engaging more in the digital economy. - Do not neglect businesses in remote and regional QLD, or business owners from disadvantaged backgrounds. 	<p>DSITIA to workshop action idea with external stakeholders in determining actions for the final Strategy.</p>
<p>Work with peak industry bodies to promote QLD's innovative digital industry capacity and encourage international investment.</p> <ul style="list-style-type: none"> - General support for action idea. - Local govt and Regional Development Australia also have a role to play. - Need an 'identity' and global presence for QLD's local digital community. - Leverage existing programs, regional strategies and information. - Identify and promote exemplars and case studies – build a prospectus of QLD's capabilities and strengths. - Attract global players (e.g. Facebook, Twitter etc) to establish a head office presence in QLD. - Work with investors to increase potential pool of venture capital/angel investor funding available to QLD start-ups and entrepreneurs. - Investigate ways to increase private investment. - Clarify issues around crowdfunding as a legitimate source of investment. - Don't forget about regional QLD. 	<p>DSITIA to workshop action idea with external stakeholders in determining actions for the final Strategy.</p>
<p>Work with local govts to promote the emerging network of co-working centres to QLD business.</p> <ul style="list-style-type: none"> - General support for action idea - Leverage existing programs, regional strategies and information. - RDA and peak bodies and NGOs also interested with being involved. 	<p>DSITIA to progress with local govts as part of the Flexible Work Centres trial.</p>

Focus area: Digital Industry

Action idea and Consultation Feedback	DSITIA Response
<p>Partner with the local digital industry to provide digital infrastructure and innovative services as the QLD Govt implements ICT as a service and the One-Stop Shop initiative.</p> <ul style="list-style-type: none"> - General support for action idea. - Ensure ICT SMEs are given 'fair' consideration and opportunity to be actively involved in providing services to Govt. - Don't forget about regional QLD. 	<p>DSITIA to workshop action idea with relevant departments in determining actions for the final Strategy.</p>
<p>Implement the QLD Govt's new ICT industry registration and pre-qualification options.</p> <ul style="list-style-type: none"> - General support for action idea. - Investigate individual accreditation for ICT professionals – similar to accountants, engineers, lawyers etc. 	<p>Action idea being addressed in the ICT Action Plan.</p>
<p>Demonstrate the potential of digital technologies and services to drive innovation across all industry sectors.</p> <ul style="list-style-type: none"> - General support for action idea. - Identify and promote "digital champions" and early adopters. - Provide and showcase local case studies and exemplars. - Joined up approach between all levels of government, peak industry bodies and NGOs. 	<p>DSITIA to workshop action idea with relevant departments and external stakeholders in determining actions for the final Strategy (including consolidation and linkages with other actions - and consideration of current activities across govt and NGOs).</p>
<p>Monitor the supply and demand for digital skills in QLD to achieve balance over time and to address emerging shortfalls.</p> <ul style="list-style-type: none"> - General support for action idea. - Continue to support Group X in QLD and delivery of I Choose Technology activities. - Work with the Aust. Govt/ABS to provide more relevant statistical data on the ICT industry and workforce. - Develop and deliver industry internship programs (digital skills focus) for high school students. - Don't forget about regional QLD. 	<p>DSITIA continue to provide funding to Group X to lead a Digital Skills program in Qld.</p>
<p>Implement the National Schools Curriculum technology stream into QLD Schools.</p> <ul style="list-style-type: none"> - General support for action idea. - Group X also has an important role to play in encouraging schools to incorporate "digital" learning as part of their curriculum. - Important for QLD's future economic development to get more school students to take up ICT and digital careers and study. 	<p>DSITIA to consult with DETE to develop a response for the final strategy.</p>
<p>Work in partnership with key education, angel and investment groups, business and local government stakeholders to increase the level of digital entrepreneurship in Queensland.</p> <ul style="list-style-type: none"> - General support for action idea. - Create/enhance an 'identity' and global presence for QLD's local digital community. - Leverage existing programs, regional strategies – don't duplicate. - Work with investors to increase the pool of venture capital and angel investor funding available to QLD start-ups and entrepreneurs. - Look at ways to increase private investment and clarify issues around crowdfunding as a legitimate source of investment. - Collaborations between entrepreneurs, universities and private sector. - Don't forget about regional QLD. 	<p>DSITIA to workshop action idea with relevant departments and external stakeholders in determining actions for the final Strategy (including consolidation and linkages with other action ideas - and consideration of current activities across govt as well as by NGOs).</p>
<p>Attract digital related investment to QLD.</p> <ul style="list-style-type: none"> - General support for action idea. - Create/enhance an 'identity' and global presence for QLD's local digital community. - Leverage existing programs, regional strategies and information – don't duplicate. - Attract global players (such as Facebook, Twitter etc) to establish a head office presence in QLD and reset how we think in this space and demonstrate what can be done. - Don't forget about regional QLD. 	<p>DSITIA to consult with QTT/TIQ and Austrade to develop a response for the final strategy.</p>

Alignment with the Queensland Plan development

The Queensland Plan will be a 30-year vision for our state. It will set the high-level direction for Queensland's future and will be delivered through a series of supporting strategies and plans. The public review period for *The Queensland Plan: a 30-year vision for Queensland – our working draft* closed on 7 March and community feedback will inform the development of the final plan which will be released in mid-2014.

The key themes identified from the stakeholder responses to the draft *Queensland Digital Economy Strategy* were consistent with the digital-related themes that emerged from the publicly available feedback, ideas and responses submitted during the development of the Queensland Plan. These responses show broad recognition of the enabling potential of digital technologies and the importance of broadband and communications infrastructure in strengthening the state's economy and overcoming the challenges of distance and remoteness to open up access to its regions. Other key digital-related themes prevalent throughout Queenslanders' responses to the development of the Queensland Plan include³:

- access to online learning opportunities, particularly for the regional Queensland population
- digital technologies and mobile websites provide opportunities to connect the community through digital hubs. Offer benefits such as establishing volunteer networks, creating community spirit etc.
- online consultation and crowdsourcing content and ideas – enabling Queensland population to have a voice.
- teleworking and flexible work choices for those living in regional and remote Queensland – workers no longer restricted to desk jobs in a work office in the city.

The 30 year vision being established through *The Queensland Plan: a 30-year vision for Queensland – our working draft* will significantly inform the finalisation of the *Queensland Digital Economy Strategy* and its actions. *The Queensland Plan: a 30-year vision for Queensland – our working draft* (publicly released for comment in December 2013) contains preliminary targets and goals identified by Queenslanders, many of which can be underpinned and enabled by digital technologies and Queensland's willingness to embrace a clear digital economy strategy for the future.⁴ Building stronger digital awareness, skills and active participation by all Queenslanders in the evolving digital economy will contribute strongly to the nine foundation areas, preliminary targets and goals of *The Queensland Plan: a 30-year vision for Queensland – our working draft*. The nine foundations include:

- Education – building life skills and inspiring bright minds.
- Community – making connections.
- Regions – building thriving communities.
- Economy – forging diversity and prosperity.
- Health and wellbeing – being healthy and active.

³ Based on broad analysis of Queensland Plan responses downloaded from <http://queenslandplan.qld.gov.au/journey/qld-response/assets/ideas-to-inform-development-of-the-qld-plan.pdf> and <https://data.qld.gov.au/dataset/the-queensland-plan-responses-from-the-public/resource/5f3f2e81-3ad1-4127-8905-109773573842> on 7 January 2014.

⁴ *The Queensland Plan: a 30-year vision for Queensland – our working draft* (December 2013) – downloaded from <http://queenslandplan.qld.gov.au/journey/public-review-working-draft/assets/qld-plan-working-draft.pdf> on 10 March 2014.

- Environment – achieving balance.
- People – creating opportunities for everyone.
- Infrastructure – being connected.
- Governance – balancing our interests.

Appendix 1—List of Submissions

Ref. No.:	Peak Industry and Professional Bodies
A1	Agforce
A2	Australian Computer Society
A3	Australian Industry Group
A4	Australian Information Industry Association
A5	Chamber of Commerce and Industry Queensland
A6	Chamber of Commerce – Townsville
A7	Clubs Queensland
A8	Growcom
A9	Queensland Catholic Education Commission
A10	Queensland Council of Social Service
A11	Queensland Law Society
A12	Queensland Teachers' Union
A13	Queensland Wine Industry Association Incorporated
A14	RACQ
Ref. No.:	Other Associations, Boards and Committees
B1	Advance Cairns
B2	AIIM, AIM, AISA, IIM, RIMPA, eGov3 Chair
B3	Broadband for the Tropics
B4	Capricorn IT Network
B5	IT Forum Gold Coast
B6	Mackay, Isaac, Whitsunday Digital Economy Steering Committee and Working Group
B7	Queensland Timber Importers
B8	Remote Area Planning and Development Board - RAPAD
B9	Regional Development Australia Brisbane Inc
B10	Regional Development Australia Logan and Redlands Inc
B11	Regional Development Australia Sunshine Coast Inc
B12	Regional Development Australia Townsville and North West Queensland Inc
B13	Rockhampton Regional Digital Economy Taskforce - RRDET
B14	The Royal Historical Society of Queensland
B15	Surveying and Spatial Sciences Institute, Queensland Region
B16	Toowoomba Surat Basin Enterprise
B17	Wide Bay Burnett Regional Economic Development Advisory Committee
Ref. No.:	Research Organisations and University Sector
C1	CSIRO
C2	Group X
C3	NICTA
C4	University of Southern Queensland

Ref. No.:	Community Organisations
D1	Brisbane Seniors OnLine
D2	Isolated Children's Parent's Association - Yaraka Isisford Branch
D3	Isolated Children's Parent's Association - Queensland
Ref. No.:	Local Government Sector
E1	Barcoo Shire Council
E2	Brisbane City Council
E3	Brisbane Marketing
E4	Bundaberg Regional Council
E5	Cook Shire Council
E6	Gold Coast City Council
E7	Ipswich City Council
E8	Local Government Association of Queensland
E9	Townsville City Council
Ref. No.:	Business Sector
F1	Australia Post
F2	Brand Vision
F3	Brereton Consulting
F4	CryptoPhoto Pty Ltd
F5	Deloitte
F6	Desert Channels QLD
F7	Electrical Reticulation Design Services
F8	First Service
F9	Oakton
F10	Microsoft
F11	NEXTDC Limited
F12	Titan ICT
F13	Whitson Watt Accounting
F14	WWWalker
Ref. No.:	Incubators and Start-ups
G1	QMI Solutions
G2	River City Labs

Ref. No.:	General Public
H1	All for it
H2	Anon - No Answer
H3	Anon - No response
H4	Anon - No response
H5	Anon - No response
H6	Anon - No response
H7	Barbara Hiller
H8	Cameron
H9	David Noller
H10	Dunk
H11	Fiona & Tony
H12	Gordontj
H13	JanePower
H14	Jfk
H15	John Hine
H16	Keith
H17	Ken
H18	Michael Burke
H19	Lucien Whitten
H20	Michael Whereat
H21	Matthewb
H22	Moim
H23	Pjlaurie
H24	Robcclarke
H25	Rosie O'Brien
H26	Sdbrown
H27	Steve Stephens
H28	Warwickhunter
H29	WayneGerard
H30	Barry Shea
H31	Mr John Carroll and Ms Claudia Morris

Appendix 2 — My Queensland community newsletter

Source: Issue 7 – Holiday Issue 2013, page 2.



Kindy counts! Enrol your child today

Enrol your child in a Queensland Government-approved kindergarten program and give them the best start in life by preparing them for school. Your child will take part in play-based learning to develop early literacy and numeracy concepts and communication skills that will help their reading and writing ability.

It's never too early to plan your child's education—many kindergarten providers have waiting lists so even if you are a new parent, think about enrolling your child now to secure a place. For more information or to find an approved kindergarten program, visit www.qld.gov.au/kindy



Caring for our Community grants

Helping community groups who care for Queenslanders

We're calling on Queensland's community and volunteer groups to apply for a share in \$1.3 million through the Caring for our Community small grants program. As part of this program, local community and volunteer groups can apply for grants of up to \$5000 towards the cost of equipment items and materials, such as computers, software or white goods, to help them operate their organisations. In some cases, organisations can also apply for bigger grants of up to \$15 000 to purchase more significant essential equipment. The program recognises the valuable contribution that community and volunteer groups make to Queensland. To be eligible, groups must demonstrate how members of their local community will benefit from the proposed purchase of equipment. More than 330 community and volunteer groups across Queensland received grants last year. Applications for the latest funding round close on 2 December. For more information or to apply for a grant visit www.communities.qld.gov.au



Queensland Digital

Draft Queensland Digital Economy Strategy

Queensland's going digital—plug in

How do we make the most of the internet and mobile devices? Tell us your ideas!

- How can Queensland businesses take advantage of the internet and new technologies, like smartphones, to sell goods and trade online?
- How can we provide Queenslanders with 24/7 access to Queensland Government information and services through their preferred digital channel(s)?
- How can we attract bright and talented people into digital careers so that Queensland is a world leader in the digital industry?

Join the conversation at: www.godigitalqld.dsifia.qld.gov.au;
(e) godigital@innovation.dsifia.qld.gov.au;
(p) 13 QGOV (13 74 68).
Consultation closes on 9 December 2013

