

iAWARDS Australia 3.0

Communiqué

Transforming the digital economy

2013 Australia 3.0 Communiqué Central Recommendations

August 2013



The Communiqué

The Australia 3.0 communiqué has been structured to have a general Cross-Industry systemic focus, plus a sector-by-sector series of recommendations addressing the needs of:

1. Government services,
2. Health,
3. Infrastructure and
4. Mining

Communications are targeted at Government, Boards and senior executives across each of the streams, Innovation and ICT professionals and service providers, and the general public.

Communiqués are made up of key recommendations that are practical and actionable by the audience to which they will be delivered.

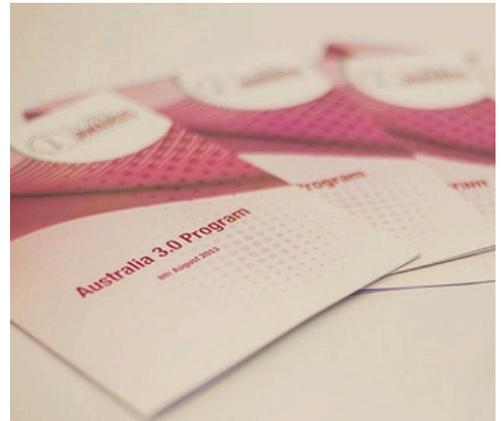
Where possible, recommendations are supported by a **1-2 page strategy paper** which begins the process of defining the case for action for each of the recommendations. Initially we have focused these Strategy Papers on the background context and reasons for each recommendation. They will later be expanded to include: how we believe the recommendation is best addressed, what successful achievement looks like, who needs to be engaged in the process, what resources might be required, who is accountable to achieve it, how it will be measured and how it should be reported, deployed and re-engaged to the industry it serves.

A **Background Analysis document** is provided for each stream provides a broad narrative of the situation, opportunities, threats and systemic issues at play. These papers anchor their opinions with references to articles, published papers, and insight from leading professionals.

Engagement

The Australia 3.0 forum is constituted to reach out across vital areas of the Economy to contribute the voice of deeply experienced technology professionals to envision, and smooth the path to a shared future. We welcome further engagement from all quarters, in progressing the ideas debated within our community, or, in participating and contributing insightful technology perspectives into initiatives being led by others.

Calls for action in any area in which already has momentum in other forums, from other perspectives, or within other sectors should be considered as an open invitation to seek active participation and contribution from an engaged industry of technology thought leaders.



2013 Central Recommendations

Australia's future economic success is dependent on the timely and effective use of technology. The global transformation towards the digital economy creates opportunities and threats for our nation. Despite having many of the key inputs, Australia has been relatively slow to position itself for this transformation.

The ICT sector needs to take a leadership role in influencing the uptake of Digital Technologies to assist the nation position itself in this regard. This Australia 3.0 initiative involving public discussion is but one vehicle for the industry to demonstrate such leadership.

Seen in historical terms, the advent of the global Digital Economy should be seen as no less significant than the Industrial Revolution or the introduction of electricity. Australia is comparatively well placed to excel in the Digital Economy. We boast a knowledge capable workforce, a natural innovative mindset, relative economic strengths coming out of the GFC. But we also face some significant inhibitors in adopting these new technologies.

How the rate of adoption of Digital Innovation will impact upon Australia's economic health coming out of the next major wave of global economic development, is in the hands of its citizens. Can the ICT sector play a significant leadership role in shaping the nation's transformation towards the emerging digital economy?

Anything that can be done should be done to lift the rate of Digital Innovation across the whole economy.

The most effective intervention will activate rich existing networks to develop digital leadership skills in Boards, business leaders and government executives to enhance Australia's adoption of Digital Economic business practices. *(a brief strategy paper follows).*

Now is the most cost effective time to intervene. Not too early. Not yet too late.

Sentiment expressed in the debate to date indicates that the digital economy style of economic progress highlighted in these four sectors, has the potential to be promoted across the whole of the Australian economy.

One possibility would be to provide seed funding for the commercial NFP operation of a specialist centre to raise the digital leadership capabilities of Australia's industry leaders in all sectors, and across every size of organisation. The initiative should operate as an exemplar of a new model of a digital economy active, community engaging, leveraged, disruptive "start-up" under appropriate and impeccable independent industry-based governance. Another possibility could be to establish a Digital Economy Economics studies centre to provide quantitative and qualitative data, advice, studies to government and industry and built upon existing academic capabilities across the nation.

a) Government Services

Government services take a unique position in the economy acting as both example and catalyst to broader economic efficiency. Governments at all levels have prioritised innovation. This has too frequently been limited to replicating existing services online. Innovation is occurring too slowly, and too shallowly to achieve desired productivity benefits. Government needs to develop advanced capacities for taking on deeper systemic innovation that delivers digital economy style efficiency outcomes.

b) Health

Technology adoption in service delivery (eg: Telehealth), consumer empowerment (eg: education, mobile apps marketplace, etc) and other areas, has the potential to reframe health sector economics. This may be the only way to achieve sustainably affordable levels of universal affordable healthcare in the Australian context. Intervention and seeding by government is required to enable this to occur at scale and in a timely manner.

c) Infrastructure

The increased systemic use of technological solutions, and information rich management techniques has the capacity to significantly extend the value and function achieved from Australia's investment in infrastructure. The benefits that have been demonstrated in isolated projects from requirements, design, through to extended asset life could have enormous benefits to Australia's Infrastructure portfolio if systemically applied.

d) Mining

Significant investments in technology made during the mining boom will achieve optimal results if there is parallel investment in government and cross-industry collaboration, training and management techniques. Recommendations cover the topics of knowledge sharing, innovation collaboration, standards development and skills development.



Central Recommendation Strategy

The most effective intervention will activate a rich existing network to develop digital leadership skills in Boards, business leaders and government executives to enhance Australia's adoption of Digital Economic business practices.

National productivity goals and Australian Digital Economy success will be enhanced by actively engaging Australian business leaders to further develop the skills, tools and resources being used in sustained digital business innovation.

This could be effectively achieved as an example of digital economy leveraged, disruptive approach under appropriate and impeccable independent industry-based governance. Any initiative should be operated on a self-funding not-for-profit basis operated on a model to ensure it does not compete with private providers. It should drive economic development by supporting of a marketplace capable of servicing complex cross-sectoral Australia-wide requirements.

An initiative operated in industry hands could operate active engaged programs including:

- i. Use of collaborative-publishing platforms to curate and amplify thought leaders from industry, service providers, SMEs, government, academia and research and engage the diverse needs of Australian owners, directors, leaders and managers.
- ii. Industry prioritised sponsorship of research to address gaps in knowledge, framework and standards
- iii. Provision of economic modelling of innovation and digital economic impacts, and innovative and innovation related Policy Advice to a range of Government Departments.
- iv. Development of a marketplace leveraging, supporting and enhancing existing providers to achieve sustainable Australia-wide engagement, activation of underutilized market capacity and achievement of industry development outcomes.
- v. Facilitation of a network of grass-roots business innovation mentoring groups nationwide.
- vi. Facilitation of a National Business Innovation Festival in conjunction with the existing Australian Innovation Festival.
- vii. Enhancement of existing Brand Australia and Masterclass programs to both support and share knowledge from Australia's "hidden" Digital Economy success stories (largely unknown \$100m+ global leaders).
- viii. Operation of an Independent Government Innovation Initiative Incubator (IGI3) providing a safe "half-way-house" testing ground for ideas that reframe the delivery of public services across departments, industry and community.

Acknowledgements

Special thanks to those who contributed to 2013 Australia 3.0” to “These documents are drawn from the input of hundreds of contributors to the three month online forum, and over 150 people participating in the final sessions in Melbourne. Special thanks to those who contributed to making 2013 Australia 3.0 a success through their participation and leadership.

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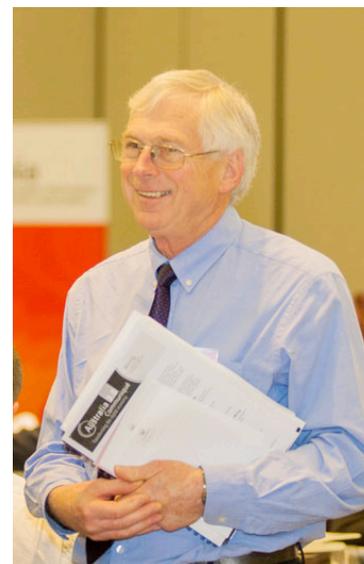
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Further Information

*If you would like to get involved
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