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Department of Finance and Deregulation

1

# Towards Government 2.0

**Peter Alexander**

Assistant Secretary

Online Services Branch

Australian Government Information Management Office

Department of Finance and Deregulation



2

What are the key issues in Web 2.0 for Government: what does this mean for Government Departments and the people who want to lead this change (or who are charged with driving this change)?



# Gov 2.0: 10 lessons I have learnt





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Lesson #1:  
Government 2.0 is a big idea that breaks  
down into a few smaller concepts.



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## Aspects of Government 2.0

- Online engagement
- Open data
- Greater transparency in policy development and decision-making
- Improved democracy
- Leadership and culture



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Lesson #2:  
Even a relatively small group of people  
online can give useful input.



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## Gov 2.0 Taskforce blog comment statistics as of September 2009

- 821 comments from 240 individuals
- Almost half from just 20 people
- Almost a quarter from just 5 people



## CONSULTATION

### Table of Comments (391)

#### BY SECTION

- [TOWARDS GOVERNMENT 2.0: AN ISSUES PAPER \[beta - now closed\]](#) (108)
- [TOWARDS GOVERNMENT 2.0: AN ISSUES PAPER \[final\]](#) (121)
- [PROJECT PROPOSALS](#) (68)
- [ENGAGE: GETTING ON WITH GOVERNMENT 2.0 \(DRAFT\)](#) (89)
- [General Comments](#) (5)

#### COMMENTS ON

### ENGAGE: GETTING ON WITH GOVERNMENT 2.0 (DRAFT)

**DON MCINTOSH** on *paragraph 174*

This is good to see. However, I would note that simply anonymising data by stripping names, addresses etc, is insufficient in many cases. Without the use of some privacy protection techniques (of which there are plenty), I suggest that a very significant portion of PSI, such as statistics based on customer records, would be classified as exempt. Having clear guidance on what constitutes an acceptable exemption, as well as how privacy protection methods (aka disclosure control) can be used to create “safe” output will be important.

Posted December 16, 2009 1:54 pm

[go to thread »](#)

**CRAIG THOMLER** on *paragraph 318*

A factor often forgotten is that the community also creates information that should come into government and be used as government uses PSI.

Too much of the open data focus is outbound (data from gov to community). We also need to open up channels for community to get data to gov.

Posted December 15, 2009 10:52 pm

[go to thread »](#)



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# Lesson #3: You can integrate Web 2.0 into existing business and business processes



## Consultation Draft RFT: TOMS

By Mundi Tomlinson - AGIMO on 13 May 2010 5:05pm, [14 comments](#)

[Procurement](#)

I'm Mundi Tomlinson and I am the AGIMO acting branch head responsible for the procurement of a range of whole of government IT services including desktop hardware, software licences and telecommunications. We've recently gone to the market for telecommunications invoice reconciliation services, mobile phones and the associated carriage, and internet based network connections. These are all in various stages of evaluation.

One of the challenges of this work is ensuring that we are asking for services that industry can actually provide. We do that by conducting market research and talking to industry and agencies. However, probity rules limit how much we can say unless we say it to everyone. Now, with the advantages provided by Gov 2.0, we can ask everyone.

There are a range of ways to do this – blog posts, wikis and crowd sourcing are among them. We're starting with a simple post and a link to the draft RFT documentation for one of our telecommunications initiatives and asking interested readers, from industry or the general public, to offer their opinions and thoughts, either generally or specifically. To that end, as you'll see, the draft document has line numbers so you can refer to specific areas.

This tender is for a Panel for the Provision of Telecommunications Operational Management Services which we call TOMS. TOMS covers integration and management of telecommunications services and some specific telecommunications and converged telecommunication/IT services.

### Blog Themes

- [General](#)
- [Gov 2.0](#)
- [Procurement](#)
- [Web Guide](#)

### Pages

- [About](#)
- [Contact details](#)
- [Moderation policy and process](#)

### Archives

- [May 2010](#)
- [April 2010](#)
- [March 2010](#)
- [January 2010](#)
- [December 2009](#)
- [November 2009](#)



## About govdex

govdex supports collaboration across government. It is a secure, private web-based space that helps government agencies to manage projects, and share documents and information. For more information, see:

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- [Apply for a Community](#)
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**Email:** [admin@govdex.gov.au](mailto:admin@govdex.gov.au)

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# Lesson #4: Don't just publish data.



- Home
- About
- Winners
- Rules
- Data Sources
- Events
- Open Access
- Contact

The [Government 2.0 Taskforce](#) invited you to MashupAustralia to help us show why [open access](#) to Australian government information is good for our economy and society.

The contest was open for entries from October 7th to November 13th 2009. To help get you started, we released some [datasets](#) under a [Creative Commons licence](#) (or a similar type of open licence) and in a range of [mashable formats](#).

## MashupAustralia Contest



Entries and voting for the MashupAustralia contest are now closed. Congratulations to everyone who submitted a [mashup](#)! Your hard work and creativity has helped show how useful tools can result from giving citizens greater access to government data.

Thanks are also due to everyone who participated in any of the terrific [events](#) held in support of the contest, or just visited this site to look at, comment or rate the mashups.

Our judges have looked at all 82 entries and [are proud to announce the winners...](#)

### Search

### Categories

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- [Employment & Workplace](#) (16)
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HOME

CATALOGUE

OTHER CATALOGUES



## Welcome

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[Start browsing the collection.](#)





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Lesson #5:  
Open licensing is not the end of the world.



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The screenshot shows the homepage of the Australian Government website. At the top, there is a navigation bar with links for 'About', 'Help and Contact', and 'LOGIN / REGISTER'. The main header features the 'australia.gov.au' logo and a search bar. Below the header is a horizontal menu with categories like 'HOME', 'SERVICES', 'PEOPLE', etc. The main content area is titled 'Copyright' and contains text explaining the Creative Commons Attribution 2.5 Australia licence. A Creative Commons license icon is displayed. The page also includes sections for 'Use of images', 'Use of the Coat of Arms', and 'Use of australia.gov.au Maps'. The browser's address bar and status bar are visible at the bottom.

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# Lesson #6: The tools are out there



Featured

Gov 2.0 Report

Response to the Gov 2.0 Report

Response to the Government 2.0 Report

In responding to the report of the Government 2.0 Taskforce, the Rudd Government has taken a new step towards more participatory and open government.

Read more

25  
MAY

Showcasing Gov 2.0

By Lindsay Tanner on 25 May 2010 3:05pm, [3 comments](#), [edit this](#)

[Gov 2.0](#)

Last week the [Australian Gov 2.0 Showcase](#) site was launched. This is a valuable initiative allowing people from all tiers of Australian government to submit examples of how they are using web 2.0 tools to engage with citizens and deliver better services. A great thing about the site is that it uses a web 2.0 approach, by which people submit their own entries, to build a showcase of Australia's progress and achievements in

Blog Themes

- General
- Gov 2.0
- Procurement
- Web Guide




[« Back To Government 2.0 Taskforce Suggestion Box](#)

## Brainstorming

Top Rated (42)

Recent (42)

Thanks for your ideas. This category is now closed but you are welcome to continue the discussion.

 Vote Up

2

 Vote Down

### Better interaction with public!

**hsekhon**

Given the adoption rate of social media and web 2.0 concepts in communicating with people en mass, in my humble opinion the government could continuously release non-sensitive data to the public and showcase some of the most useful applications. Furthermore, the public voice needs to be heard on developing themes on what could be done with the data. Applications addressing these themes need to be used as a two way communication tool between the government and the people. This would also entail making provisions for staff to handle such communication. I stress the importance of two way communication in order to modify and formulate policies that take into account ground reality. The information available through the data provided could also be used to tailor campaigns in specific regions to better suit the demographics of the area.

Comments (0) | [Brainstorming](#), [communication](#), [data](#), [information](#), [policy](#), [theme](#), [vox populi](#), [people's voice](#), [interaction](#)



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Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. **Join today** and follow **@gov2taskforce**.

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# gov2taskforce

Final Gov 2 Taskforce report online -  
<http://bit.ly/7erHy5> #gov2au

6:28 PM Dec 21st, 2009 via web

Name gov2taskforce  
Location Australia  
Web <http://gov2.net.au>  
Bio This task force will engage, consult and develop policy around how government can use web2.0 to engage, inform and consult the community.

307 following 1,006 followers 108 listed

Tweets

66




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3:37 PM Jun 8th via web in reply to henaredegan



sherro58

John Sheridan

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The Web Publishing Guide helps Australian Government agencies to manage their websites, and to identify their legal and policy obligations.

**Blog: Web Publishing Guide Review**  
Track the progress of AGIMO's Web Publishing Guide review and redevelopment on our [project blog](#).  
Comments and discussion welcome.

**Show all mandatory requirements**

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- ▶ [Planning a Website](#)
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**Types of Sites**

- ▶ [Departmental Websites](#)
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- ▶ [Online Content Requirements](#)
- ▶ [Documents Tabled in Parliament](#)
- ▶ [Metadata \(AGLS\)](#)
- ▶ [File Lists](#)
- ▶ [Contracts Disclosure](#)
- ▶ [Spatial Data](#)

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- ▶ [Accessibility](#)
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**Users**

- ▶ [User Needs Analysis](#)
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- ▶ [Authentication and Security](#)
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Lesson #7:  
Cheap tools can still cost a lot.  
(but don't always)



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Lesson #8:  
Dealing with internal systems can be a  
challenge when implementing  
Web 2.0.



All Categories  [Advanced search](#)

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Lesson #9:  
Having good social media guidelines for  
your staff is important.



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## Social Media 101: A beginner's guide for Finance employees

### 1. Before you get started

As well as Facebook and Twitter, the following guidelines also apply to participation by Finance employees in other online media which allow user participation and interaction.

Use of social media websites by public servants is governed by [the APS Values and Code of Conduct](#).<sup>1</sup> Finance employees are expected to maintain the same high standards of conduct and behaviour online as would be expected elsewhere.

This includes:

- being apolitical, impartial and professional
- behaving with respect and courtesy, and without harassment
- dealing appropriately with information, recognising that some information needs to remain confidential
- being sensitive to the diversity of the Australian public
- taking reasonable steps to avoid conflicts of interest
- making proper use of Commonwealth resources
- upholding the APS Values and the integrity and good reputation of the APS.

APS employees need to ensure that they fully understand the APS Values and Code of Conduct and how they apply to official or personal communications. For more information, you should view the APSC's social media guidance, available via <http://www.apsc.gov.au/circulars/circular096.htm>.



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Lesson #10:  
...the potential benefits of all this are big.