



Digital Government Strategies: Good Practices

The flag of Australia, featuring a white seven-pointed star and a smaller white five-pointed star on a blue field.

Australia: Digital Marketplace

The OECD Council adopted on 15 July 2014 the Recommendation on Digital Government Strategies. The Recommendation provides a set of 12 principles structured around 3 pillars. The OECD Secretariat is developing a Digital Government Policy Toolkit to support OECD member countries and non-member adhering countries with the implementation of the Recommendation. This practice was submitted by the government of Australia to be considered as a good practice in the implementation of one or more of the principles contained in the Recommendation.

Description of the practice:

Organisation:	Digital Transformation Office
Name of the practice:	Digital Marketplace
Principles implemented:	<u>Principle 1</u> – Encourage engagement and participation of public, private and civil society stakeholders in policy making and service design and delivery.

Description: The Digital Marketplace is a digital government ecosystem that connects government buyers with digital service providers — from start-ups to multinationals — for the provision and use of digital services. It was proposed as part of the Australian Government’s National Innovation and Science Agenda.

The Digital Marketplace is led by the Digital Transformation Office (DTO). The Digital Marketplace team is a small multi-disciplinary team of approximately 12 people, led by a Product Manager and Delivery Manager. The DTO holds regular advisory groups with senior leaders from service delivery agencies across government for their input into its programs of work.

The Digital Marketplace

<https://www.gov.au/marketplace>

DTO progress on building the Digital Marketplace

<https://www.dto.gov.au/our-work/marketplace/>



Digital government toolkit



NISA on the Digital Marketplace <http://www.innovation.gov.au/digital-marketplace>

Articles

The Digital Marketplace Beta release <http://www.themandarin.com.au/69579-dto-spins-up-digital-marketplace-beta/>

The Digital Marketplace use by local, state and federal government entities — first interjurisdictional Australian marketplace. <http://www.themandarin.com.au/70181-retail-therapy-nsw-plugs-dtos-digital-marketplace/>

Results

More than 230 digital and technology vendors have been assessed and are now available to procure through the Digital Marketplace.

We have had our first briefs posted by government buyers, including from local governments.

Development

Design: ONGOING

Discovery commenced in April 2016. The Digital Marketplace has been built to meet the Digital Service Standard, following the service delivery process: Discovery, Alpha, Beta and Live. For more information, see: <https://www.dto.gov.au/standard>.

In the Discovery phase, the team conducted user research with government buyers stakeholders at all levels as well as digital service professionals from businesses of all sizes.

Testing: ONGOING

Alpha commenced in June 2016. The Digital Marketplace has been tested throughout its development. In the early stages of delivery, non-functional conceptual Alpha prototypes were tested with a representative sample of users. Over time, this became usability testing of the real service. Now that the service has been released in Beta, this testing is now regular and ongoing.

Implementation: ONGOING

Beta was released 29 August 2016.

The Digital Marketplace Beta was developed in just 5 weeks and offers the services of more than 220 approved sellers and the ability for government buyers to create and publish briefs of their requirements for individuals or outcomes. The DTO worked closely with colleagues at the Government Digital Service (GDS) in the United Kingdom to re-use substantial parts of the UK's Digital Marketplace. This included secondees from GDS visiting Australia to spend time with the team.



The Digital Marketplace is a Python application, using the Flask web framework. The Marketplace runs on *cloud.gov.au*, the DTO's cloud infrastructure platform. This uses CloudFoundry, running on Amazon Web Services in Australia.

Resources:

Total number of staff on the programme: 12

Budget: \$18.8m over five years (of which \$4.9 million in 2016-17).

Diffusion and scaling: ONGOING

Live planned for early 2017

- DTO holds regular events (eg. webcasts, open houses) to share updates on its programs and the Digital Service Standard.
- DTO has created communities of practice — both inside the DTO, and across government — to discuss best practice and share learning from digital projects.
- DTO has allowed other departments and agencies to co-locate in its Sydney and Canberra delivery hubs to deliver services that follow the service delivery approach through discovery, alpha, beta and live stages.
- DTO organises training for public servants to become Digital Service Standard assessors in their own departments and agencies.
- Each department and agency has appointed a Digital Transformation Coordinator (DTC). The group of DTCs meets monthly with the DTO.

Partnerships: N/A

Lessons learned

- Ensure the team is small - we aimed for a 'two pizza-sized' team
- Release the service early and often, when it is not perfect, and learn from how people are using it
- Reuse ideas, research and code wherever possible - reusing the UK's code helped us build a beta service in 5 weeks.



Digital government toolkit



Conditions required:

- Top-down support for the digital program
- A working environment that encourages cross-functional working, openness and collaboration
- A culture that encourages experimentation, makes data and research-driven decisions, and embraces failure.

Additional information: