

# ATTACHMENT A

## ATTACHMENT A

**DRAFT DIGITAL STRATEGY –  
SUMMARY OF SUBMISSIONS**



**ATTACHMENT A:**  
**Draft Digital Strategy – Summary of Submissions**

Organisation	Key matters	Response
Small Business Commissioner – Office of the Small Business Commissioner (OSBC)	<ul style="list-style-type: none"> <li>In response to priority 2 – create people-centred digital programs and services: “Wholeheartedly agrees” that people and business-centre digital programs and services provide opportunities for Council to better meet the need of their communities.</li> <li>Outlines the work of the OSBC in partnership with Service NSW on the <i>Easy to do Business</i> initiative to streamline the way businesses transact across 3 levels of government, saving business owners time and money. This work includes mapping customer journeys and building a digital solution around business customer needs as well as aligning with government processes.</li> <li>OSBC and Service NSW would welcome the opportunity to partner with the City to extend the benefits of the <i>Easy to do Business</i> digital solution to small businesses in the City. This would also allow the City to redesign business customer interactions not just with the City but across government.</li> <li>In response to priority 4 – support business to build skills, knowledge and infrastructure: supportive of the City’s goal to work with SMEs to raise awareness of benefits of digital technology and improve the skills of their employees.</li> <li>Outlines the evidence behind how much more productive digitally capable SMEs are in relation to revenue growth, creating jobs, exporting, innovation and having a more diversified customer base.</li> <li>OSBC outlines the NSW Government’s commitment to this same ambition through its digital advisory service for small businesses to support them to engage in the digital economy and increase digital and online technology skills and knowledge. The OSBC encourages the City to connect small businesses to this advisory service.</li> <li>OSBC outlines research they are conducting in relation to cyber security and risks for small businesses. The data is currently being analysed and resources developed for small business to better understand and manage cyber security</li> </ul>	<ul style="list-style-type: none"> <li>Noted</li> <li>This is a great example of how this priority is being implemented and showcases why partnerships are critically important.</li> <li>City officers have discussed this work with OSBC and will keep informed about progress in order to assess whether this might be integrated with the City’s services in future.</li> <li>Noted</li> <li>Noted. Incorporated this evidence from the Deloitte Access Economics Report Connected Small Business 2016 into the SMEs section of digital strategy.</li> <li>The City will contact OSBC to ensure this service is promoted via our communications networks with SMEs.</li> <li>Noted. The City looks forward to seeing the results of this study and will ensure any resources developed are distributed via our communications networks with SMEs.</li> </ul>

**ATTACHMENT A:**  
**Draft Digital Strategy – Summary of Submissions**

Organisation	Key matters	Response
	<ul style="list-style-type: none"> <li>risks. The OSBC encourages the City to work with them and the NSW Government to connect business businesses with these resources.</li> <li>In response to priority 5 – actively participate in the digital urban renewal of Sydney: supports the City plan to implement an open and accessible Wi-Fi network in more places in the city.</li> <li>OSBC acknowledges the strategy provides a strong framework for digital transformation and welcomes the opportunity to work with the City to make the changes necessary to keep pace with the digitally transforming world.</li> </ul>	<ul style="list-style-type: none"> <li>Staff will shortly be calling for Expressions of Interest for the provision of free public Wi-Fi in the city.</li> <li>Noted</li> <li>Support noted</li> </ul>
Data 61	<ul style="list-style-type: none"> <li>Expressed support that the strategy is on the right track and believes the scope to be good in that it covers digital inclusion, is people focused and promotes the development of an innovation ecosystem working with partners and the community.</li> <li>Suggests next steps could include working to lift Sydney's ranking on the Global Innovation Ecosystem and acknowledges this requires a combined effort by industry working with all layers of government.</li> <li>Questions whether the proposed mainstream the implementation of the strategy to a broader management team and working groups will create the necessary momentum required to make a larger impact and project Sydney to a leadership position within Australia and internationally. Suggest the need to a digital champion is important as there needs to be concentrated effort on</li> </ul>	<ul style="list-style-type: none"> <li>Support noted</li> <li>The City shares this ambition and is working with the State Government under its strategic partnership with the state to implement the state government Innovation Strategy. A particular ambition of this partnerships is to lift the ranking of Sydney in the Compass Global Startup Ecosystem index.</li> <li>Noted. The City is has recently appointed a Chief, Data and Information and is currently recruiting a Chief, Technology and Digital Services. Both roles have key responsibilities to champion and drive the implementation of the digital strategy. The addition of senior digital leadership has been noted in enabling</li> </ul>

**ATTACHMENT A:**  
**Draft Digital Strategy – Summary of Submissions**

Organisation	Key matters	Response
	<p>building and leveraging wider partnerships as the key to success.</p> <ul style="list-style-type: none"> <li>Poses the question “can Sydney develop the world’s leading open data platform to help make Sydney a better city as well as enable a thriving innovation ecosystem.” Suggests this is possible through harnessing existing initiatives, combining open data initiatives for the Australian Government, NSW Government and combined local governments across Sydney. This would include leveraging open data portals, live data reporting dashboards, interactive maps, hack event and innovation challenges.</li> <li>Make the offer to contribute helping the City with next steps, including accessing capabilities within Data61.</li> </ul>	<p>action one. However, the City’s ambition is to embed a digital practice right throughout the organisation’s operations, rather than leaving it to a single champion.</p> <ul style="list-style-type: none"> <li>Noted. This is an interesting ambition for Sydney as a whole and poses an opportunity for the City to develop its work on open data in partnership with others. This is consistent with the strategy’s priority six to innovate in the information marketplace and enabling action two to work in partnership. This will be followed up by relevant City staff as our work on open data progresses.</li> <li>Offer noted. Contact with Data61 will be maintained as the City’s work in this area progresses.</li> </ul>
Geoffrey Smith - Resident	<ul style="list-style-type: none"> <li>Outlines some problems and frustrations with using the City’s online business services in relation to renewing a parking permit.</li> <li>Expresses the view that the digital strategy need to include how the City can respond to users quickly including repairing system errors quickly and understanding issues from a non-Council perspective. He believes this will help protect the City’s reputation and urges the City to not repeat the automated practices of the Department of Community Services.</li> </ul>	<ul style="list-style-type: none"> <li>Noted (and actioned via our customer service enquiry process)</li> <li>Noted. A priority of the strategy is to create people-centred digital services which will include reviewing which processes may need to be improved in this regard. This will be a key focus of the Chief, Digital and Technology Services.</li> </ul>
Sydney Your Say Digital Guest Book Entries	<ul style="list-style-type: none"> <li>2 contributions expressed general support for the strategy</li> <li>1 contribution requested that the focus of investment be outside the central Sydney area.</li> </ul>	<ul style="list-style-type: none"> <li>Support noted</li> <li>While it is not possible for the City of Sydney to directly invest outside of the LGA, collaboration, scalability, shared problem solving and interoperability are all key features of the successful implementation of initiatives. In enabling action two (partnerships), the strategy notes</li> </ul>

**ATTACHMENT A:**  
**Draft Digital Strategy – Summary of Submissions**

Organisation	Key matters	Response
	<ul style="list-style-type: none"> <li>• 1 contribution called for Council sessions to be streamed digitally</li> <li>• 1 contribution called for cheaper internet access at home to allow more people to move to home automation</li> <li>• 2 contributions called for free Wi-Fi in the City</li> <li>• 1 contribution called for the digitisation of parking processes in the City (eg cashless parking, scanning of licence plates)</li> <li>• 1 contribution expressed concern that the advent of smart city initiatives is a “direct challenge to citizens’ democracy” and called for more detail.</li> <li>• 1 contribution acknowledged priority 6 (innovate ethically in the information marketplace) as transformative and the rest as “incremental improvements”.</li> </ul>	<p>that the City will actively seek opportunities to work with others for metropolitan outcomes.</p> <p>Noted.</p> <ul style="list-style-type: none"> <li>• Noted, however the City does not have responsibility for the provision or cost of home internet services</li> <li>• This is included in the strategy under priority 5 – actively participate in the digital urban renewal of Sydney. Staff will shortly be calling for Expressions of Interest for the provision of free public Wi-Fi in the city.</li> <li>• Noted. The strategy is not identifying specific projects to be undertaken. As a principles based framework, it is intended to guide our approach as we implement priority projects over the coming years.</li> <li>• Noted. This is included under priority 6 – innovate ethically in the innovation marketplace.</li> <li>• Noted. The other priorities also have the potential to be transformative. As a principles-based framework, the strategy can be applied in small increments or large step-changes, depending on the particular initiative or project being implemented.</li> </ul>