Capability Statement

Trading Name: OPTIMI DIGITAL PTY LTD	
ABN: 11607698751	
ACN: 607698751	
Year Established: 2014	
Legal Structure/Ownership: Australian Private Company	Annual Turnover: $200, 000
Location: Perth, Western Australia	
Postal Address: 16 Rocklea Crescent, Ellenbrook, WA 6069	
Phone Number: 0408945944	
Email: jim@optimidigital.com.au	Website: www.optimidigital.com.au
Primary Contact:	
Name: Jim Wyatt	
Position title: Director	
E mail address: jim@optimidigital.com.au	
Mobile Phone: 0408945944	Telephone: 08 63984518
A copy of Mr Wyatt's Bio can be downloaded from the website at [*http://www.optimidigital.com.au/#!resources/c1lm*](http://www.optimidigital.com.au/#!resources/c1lm)	

ORGANISATION PROFILE

OPTIMI DIGITAL PTY LTD (Optimi Digital) is a small specialist digital strategy and implementation advisory practice based in Perth, Western Australia (WA). Optimi Digital draws on over 30 years knowledge and experience involving technology, people, development projects, strategy and innovation, across three different states and at the national level, involving both the public and private sectors. Optimi Digital specialises in the development of innovative strategies and practices designed to improve access to goods and services, through the digital reinvention of existing operating approaches and models.

Brief History: Optimi Digital was established in early 2014 to leverage the extensive experience and knowledge of its Principal, Jim Wyatt, following his departure from the WA Government. Jim has worked in both the public and private sectors over the past three decades, promoting digital and innovation driven outcomes across three different States and the national arena. Jim has developed digital strategies and action plans for the Tasmanian, Queensland and WA Governments and helped over 30 Councils and Shires to augment their social and economic agendas through the deployment of innovative technologies and the development of digital capabilities, skills and internal capacity. Optimi Digital commenced as an Australian Private Company on 1 October 2015, after operating under a Sole Trader status for approximately 20 months.

Capability Statement

Value Proposition: Optimi Digital specialises in assisting clients to identify and then adopt world's best practice utilisation of digital technology and infrastructure, complimented by strategies to increase their digital literacy and participation. The aim being to foster greater efficiency and productivity, which leads to improved social and economic outcomes. Optimi Digital also aims to bring a robust innovation culture to each engagement. Optimi Digital applies a passionate and informed approach to each client's needs, adopting a collaborative style to identify and then implement the optimal strategies and solutions for success. Optimi Digital leverages an extensive network of relationships across Australia's digital and innovation ecosystems, which include the ICT sector, academic and research institutions (including Vocational Education & Training) and Governments (Commonwealth, State and Local). This enables Optimi Digital to build collaborative outcomes involving clients, stakeholders and solution providers, to achieve the optimal solution.

Competitive Advantage: Optimi Digital represents a unique blend of economic development expertise, technical understanding, strategic insights, innovation thought leadership and an extensive network of commercial relationships that create an ability to deploy anywhere in Australia. Optimi Digital possesses a unique range of industry, academic and Government relationships which are leveraged to each client's optimal advantage. As a small practice costs are minimised, allowing clients to receive a competitive engagement rate for a superior service. Through the use of a fit for purpose virtual and in-person delivery approach, Optimi Digital can assist its clients anywhere, at anytime. Optimi Digital has established a range of commercial partnerships that allows it access to diverse expertise and facilities, to support delivery of its services.

CAPABILITIES AND CAPACITY

Business Units: Optimi Digital utilises cloud based contracted services to retain a small footprint. Administrative and support functions are provided through service agreements with online provides. This allows Optimi Digital to deploy a range of operational functions without the overhead of retaining this in-house. This allows Optimi Digital to concentrate on the delivery of core services as an advisor and strategist.

Services:

Strategic Advice: Provide advice and thought leadership in relation to participation in the digital economy, improvement of digital infrastructure, digital transformation of traditional business practices and increasing digital literacy and participation. This includes the formation of digital strategies, action plans and roadmaps.

Implementation & Project Management: Assist clients to transform strategy and planning into action. This includes drawing on 3rd party relationships and partnerships, to create cost effective projects and developments, transforming thoughts into action. Provide management and oversight of complex infrastructure developments, broad stakeholder engagements and wide scale education/awareness programs.

Capability Statement

Research & Business Case Development: Undertake extensive research and investigation, to identify best practice models and strategies, which present clients with options to increase competitiveness, expand market reach and share and enhance performance through greater efficiency and higher productivity. Develop evidence based business cases for investment built on validated market research, relevant industry data, unique value propositions and broad stakeholder consultation.

Procurement/Funding Submissions: Assist with the development, design and documentation of responses to tenders, Requests for Proposals, funding submissions and Grant applications. Assist with the development of procurement processes or funding programs, including documentation, governance and evaluation models. Undertake "value for money" assessments of recommended proposals and prospective solution providers.

Stakeholder Engagement & Management: Develop and then implement stakeholder engagement plans, communication strategies and promotional programs aimed at securing public commitment and participation in Client projects and programs. Develop and implement one off, periodical or progressive education and awareness events to increase participation in client programs.

Digital Capacity & Capability Reviews: Carry out location, industry or organisational specific reviews into digital capacity and/or capability. This includes assessment of digital economic practices and resulting impact on commercial performance, levels of digital literacy, effectiveness of digital infrastructure and degree of digital transformation that has taken place relevant to social and economic activities.

Facilities: In order to provide a cost effective national practice model, Optimi Digital has adopted a virtual delivery approach. Engagement with clients is normally undertaken at their premises. For off-site requirements Optimi Digital utilises conference and workstation facilities across the country at a range of its partner's premises, co-working hubs and innovation incubators. Optimi Digital's advisors are equipped to work remotely using a range of mobility technology.

Software/Systems: Optimi Digital utilises latest generation software and systems in the delivery of its work. Documentation is provided using Office 2013. Communications includes Outlook 2013, utilising Microsoft Exchange email (cloud based) to access current and archived messages anywhere and at any time. Optimi Digital has adopted Skype as its preferred video/VOIP conference tool and maintains regular contact with clients via LinkedIn. XERO online accounting supports all finance and accounting functions (including invoicing)

Geographical area served: As previously indicated, Optimi Digital is equipped and capable of undertaking projects and assignments anywhere in Australia.

PROJECT SHOWCASE

Project Name: Regional Mobile Investment Impact – Baseline Study

Project Description: Implement a Baseline assessment methodology to track the value of the WA Government's investment in new mobile coverage in regional areas

Scope: Develop an assessment methodology and then implement this to establish baseline profiles of up to 5 sites where investment in a new or expanded mobile facility would occur. Establish the Baseline profile to measure the transformation of digital activity, understanding and satisfaction

following implementation of the new mobile infrastructure. Measure innovation impact of the investment and create a forecast projection of the transformation to be tracked through future baseline reviews.
Location: Wheatbelt and Great Southern regions
Referee: Penny Griffin, Manager Digital Economy, Department of Commerce, 0434327037, penny.griffin@commerce.wa.gov.au

---

Project Name: Telstra response to the Commonwealth Regional Mobile Blackspots Program
Project Description: Provide strategic advice and stakeholder engagement assistance in support of Telstra's bid response to the Commonwealth Regional Mobile Blackspots Program.
Scope: Develop methodologies and models to assist Telstra to evaluate and then identify from over 6,000 locations across Australia the highest priority sites to be include within its bid. Liaise with State and Local Governments to secure funding and in-kind support for Telstra's bid.
Referee/testimonial: Michael Cullen, Industry Deal Lead, Telstra Enterprise & Government, 0414449599, michael.cullen@team.telstra.com

---

Project Name: Business Case for Funding Creative Corner Inc, South West Development Commission
Project Description: Undertake a review of the business case for funding assistance to Creative Corner Inc, to provide industry representation and assistance services for the Creative Industries in the South West region of WA.
Scope: Review the Business Case document and make recommendations to strengthen the submission for funding.
Location: Bunbury, WA
Referee/testimonial: Patrick Warrand, Strategic Manager Industries & Business, South West Development Commission, 0437056675, Patrick.warrand@swdc.wa.gov.au

PARTNER LIST

Optimi Digital has established commercial partnerships with the following organisations to assist it in the delivery of its services.
Immediate Solutions Pty Ltd, Rosemary Sinclair, Sydney NSW
Explor Pty Ltd, David Bartlett, Hobart Tasmania
Gilbert & Tobin, Phil McKiever, National
Gravel Road, Ian Gordon, Brisbane Queensland
TECC, John McCann, Hobart Tasmania

CLIENT LIST

See website - http://www.optimidigital.com.au/#!clients/c1tsl

QUALITY COMMITMENT

Optimi Digital is committed to delivering quality based outcomes for its clients. A range of strategic frameworks endorsed by global best practice organisations are utilised in the provision of Optimi's work. These include the Consumer Framework for Digital Participation (Communications Consumer

Capability Statement

Panel, UK), the OECD measure for effective Broadband Services, stakeholder engagement and public participation (International Association for Public Participation (IAP2 Australasia). Optimi Digital has also developed several of its own strategic frameworks for guiding client projects. Copies of these can be downloaded from the website at *http://www.optimidigital.com.au/#!resources/c1lm*

INSURANCE COVERAGE

Public Liability: GIO Policy GS00402929 – Cover $5 million

Professional Indemnity: GIO Policy SB 2239948 – Cover $1 million

Workers Compensation: GIO Policy WCW004164788

ASSOCIATIONS & ENDORSEMENTS

Associations: Optimi Digital supports or is a member of the following associations – Australian Communications Consumer Action Network (ACCAN), Australian Telecommunications Society (TelSoc), Broadband Today Alliance, Broadband for the Bush Alliance, Economic Development Australia, Australia Information Industry Association (AIIA) and the Urban Development Institute of Australia (WA).

Endorsement: "I have worked closely with Jim Wyatt in many roles supporting the development and implementation of digital strategy for Governments, industry and community". “As Premier of Tasmania I relied on Jim to build important digital strategy for the whole state and then communicate that strategy with very high level stakeholders". "Jim is an outstanding mind and commits his energies and efforts fully in pursuit of success for his stakeholders and clients". "I recommend Jim Wyatt regularly across the nation to anyone needing support in development of digital strategy and understanding digital infrastructure and the new digital economy".

David Bartlett, Chair, Explor Consulting and past Premier of Tasmania

"Jim’s excellent communication and personal skills enable him to take the digital message to city and region alike. He is a solution finder, passionate about the importance of transitioning with minimal disruption to the digital economy and completely up to speed on international trends".

Anne Petch, Funding Partnerships Australia Pty Ltd