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## Digital Improvement Program - Summary

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Proposal  
Version 1.1

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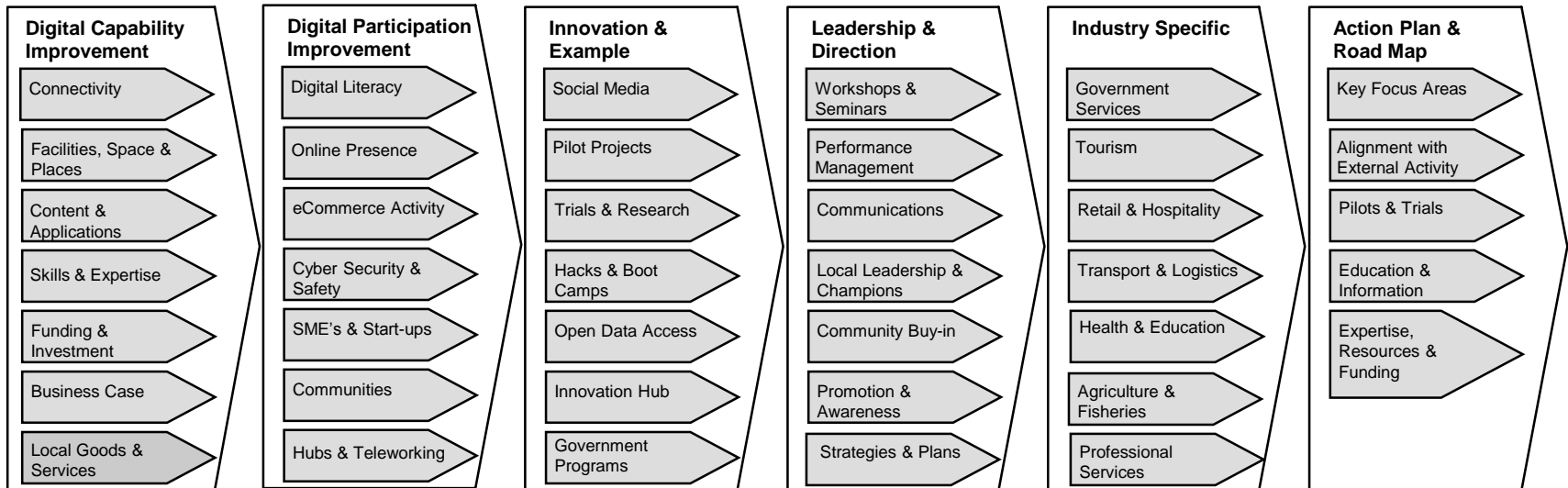
Prepared for  
Community Toolkit

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Optimi Digital has developed a standard framework for assisting communities and organisations to identify ways to leverage the best available digital technology and infrastructure and identify ways to improve social and economic amenity through the use of digital. This summary explains this framework and how it can be applied.

## Digital Improvement Program

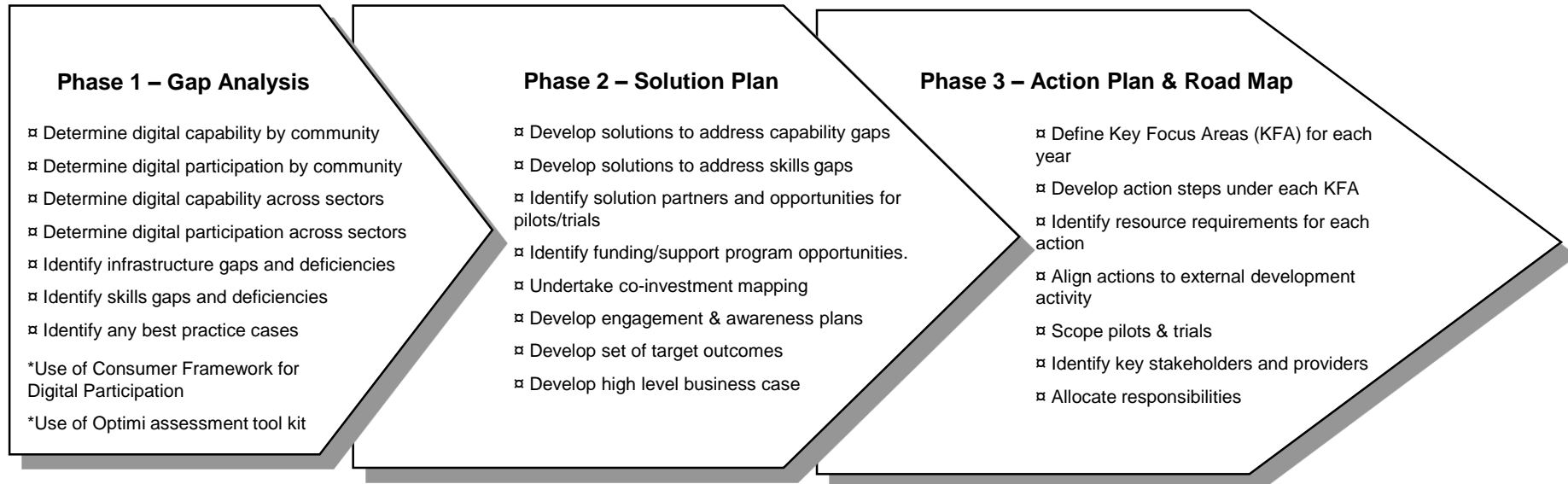
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Optimi Digital's framework is applied in three specific stages. Each stage is designed to lead the community or organization to a customized result that focusses on their specific needs. Optimi Digital believes that this is a more effective approach than assimilating elements of a strategy or plan that has been devised for another location.

## A modular approach

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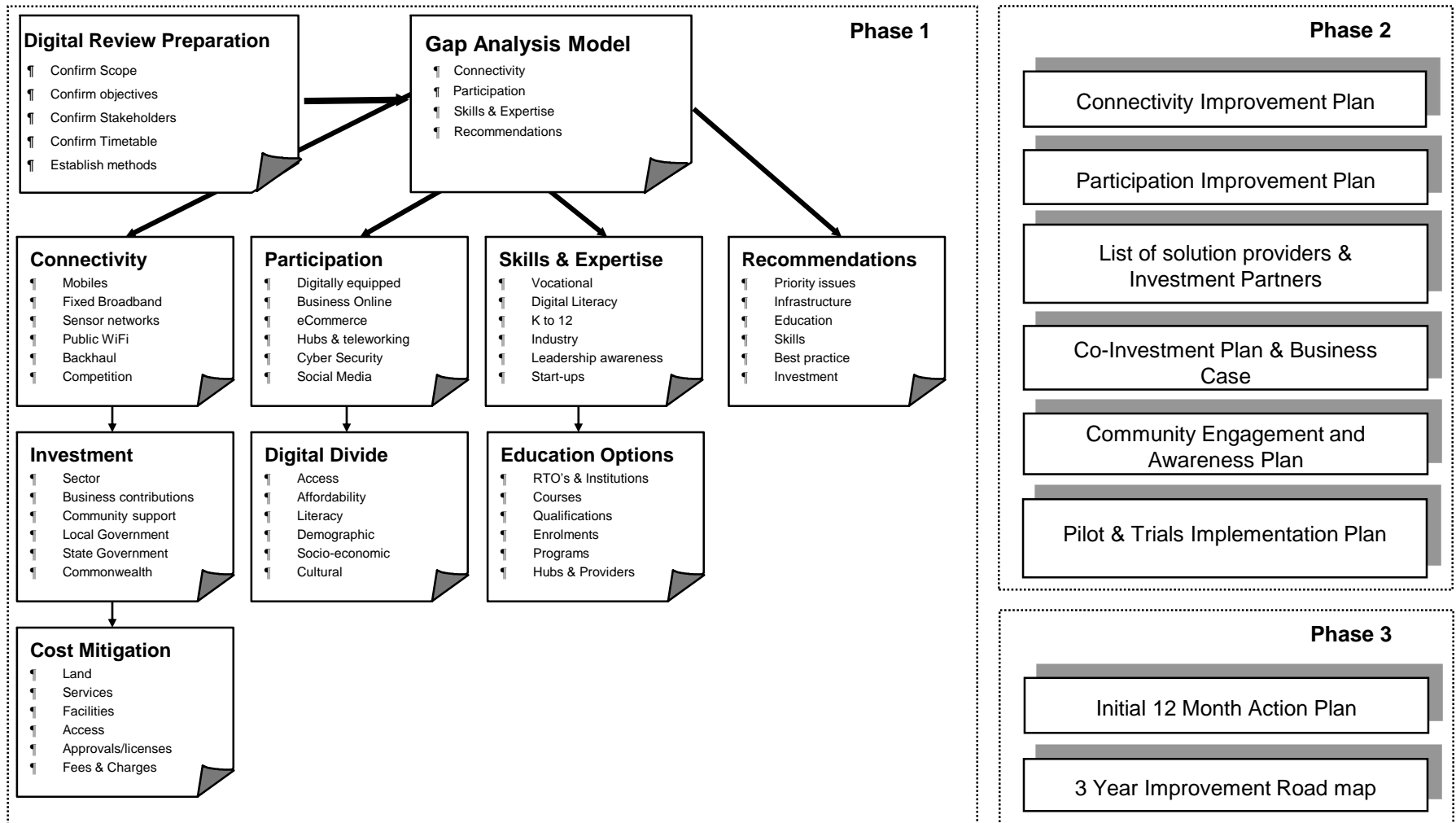


Optimi Digital can deliver the entire framework on behalf of a community or region or it can guide a local implementation body through the process. Elements of the framework can be removed, amended or augmented to reflect the specific needs of the location.

The framework is designed to produce a number of key deliverables that should assist the community or region to maximize their exploitation of digital and increase its benefits both socially and economically.

## Deliverables

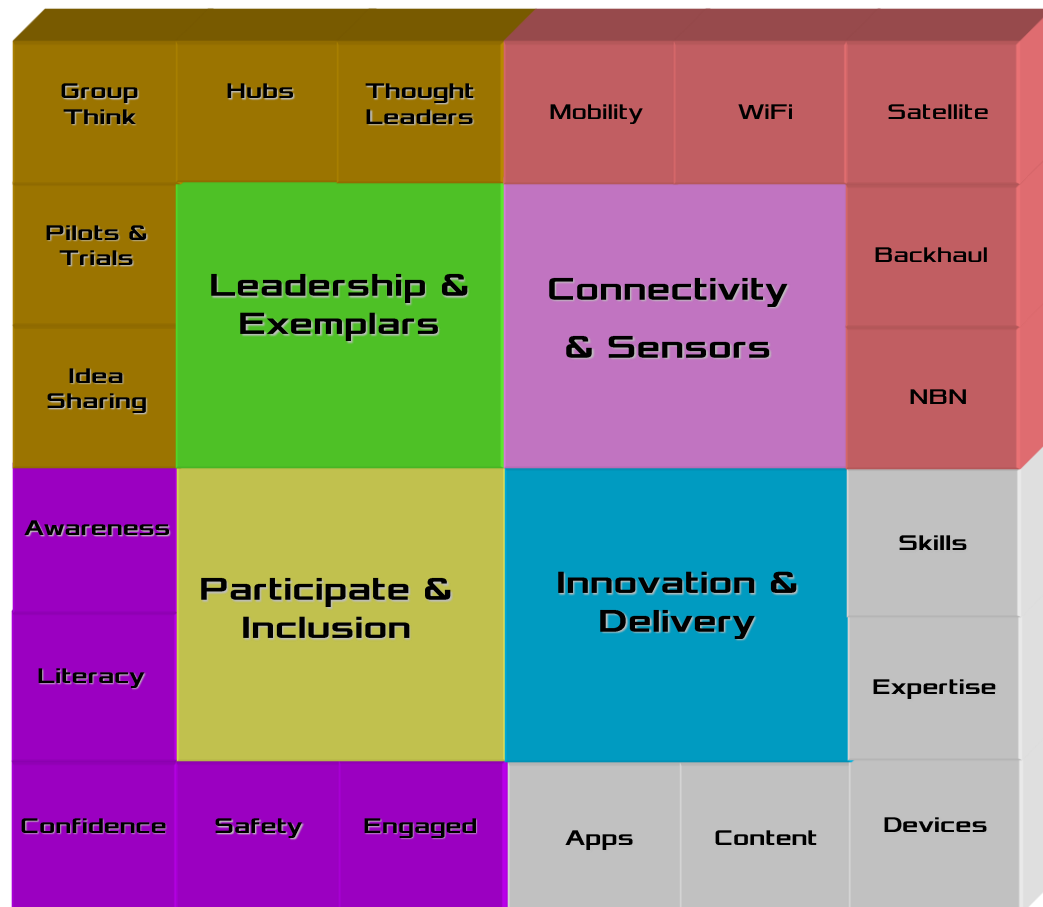
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# Digital Strategic Framework

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A number of jurisdictions have invested in the development of digital strategies and plans only to see them remain on the shelf and largely untouched. Optimi Digital's philosophy is to provide a framework that its clients can leverage to achieve real outcomes through its major focus on implementing action. Such frameworks are customized from a common template involving four key focus areas.



# Program Governance

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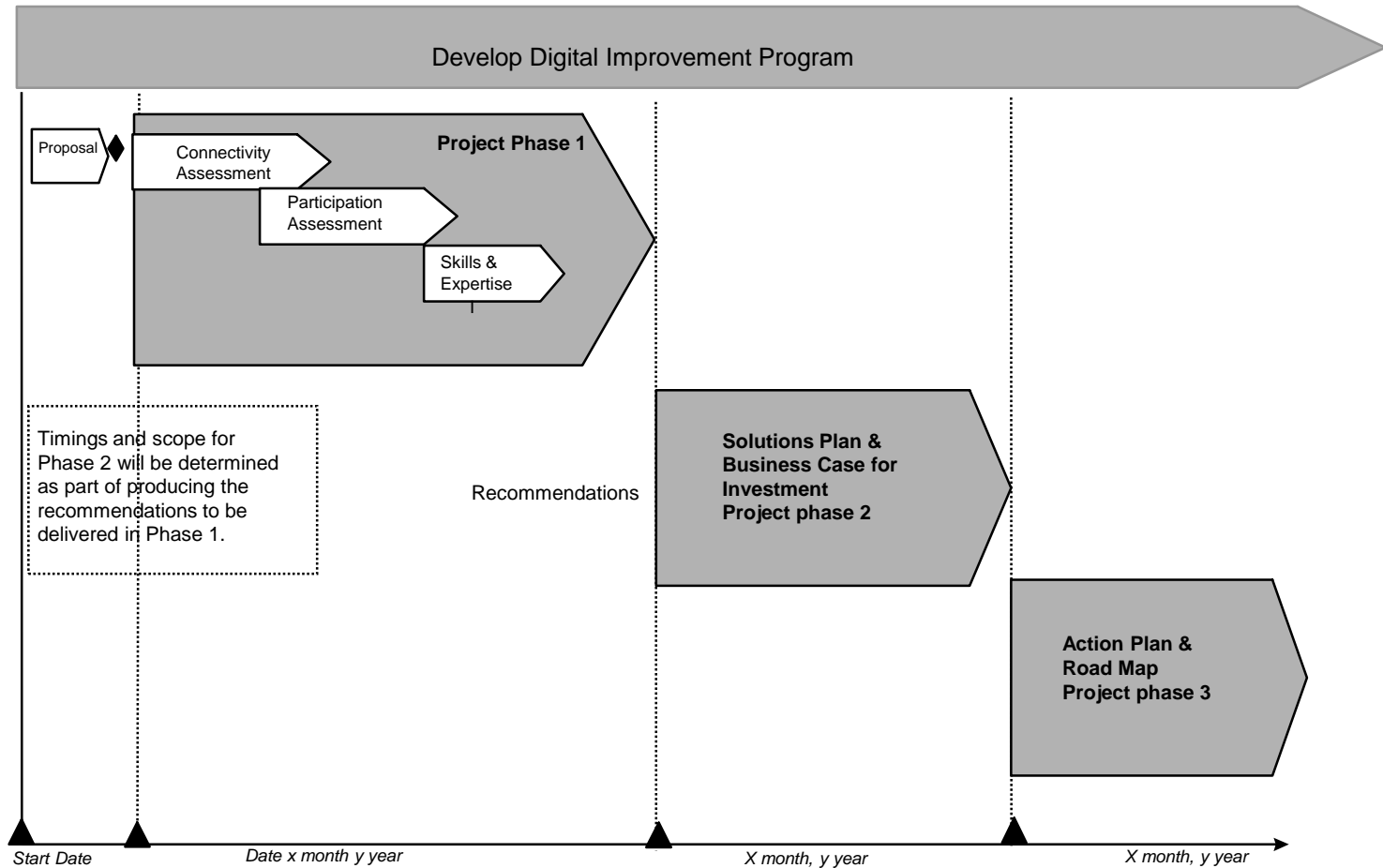
Optimi Digital believes that any effective digital improvement program begins with the establishment of a committed local working group. The right governance process will lead to the best outcomes. Optimi Digital can assist with the formation of such a group and also provide a range of services to assist in the effective design and implementation of any improvement program.

Role Community/Region	Responsibilities
¶ <b>Advisory Panel</b>	<b>Sets the scope of the program and reviews the results</b>
¶ <b>Sponsor</b>	<b>Chairs the advisory panel and directs the conduct of the program.</b>
¶ <b>Program Manager</b>	<b>Oversees the day to day progress of the program.</b>
¶ <b>Stakeholders</b> Local Government Chambers of Commerce & Industry Community leaders Preferred Providers/Suppliers Others	<b>Provides current status and target objective requirements.</b>
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¶ <b>Assignment Advisor</b>	<b>Primary advisor to the Panel &amp; Sponsor, coordinates with the Program Manager for assistance</b>
¶ <b>Technical Associate</b>	<b>Provides specialist knowledge or skills to the Program Manager</b>
¶ <b>Advisor Associate</b>	<b>Assists on set tasks</b>

The program could follow a defined timetable as below to achieve the targeted deliverables.

## Indicative Program Timetable

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Should you wish to discuss further any details of the Optimi Digital framework for improving digital infrastructure, participation and utilization then feel free to contact us.



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