

Digital Improvement Program - Summary

Proposal

Version 1.1

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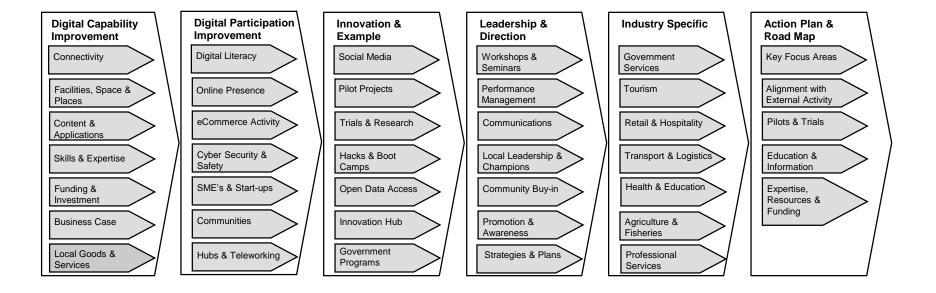
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Prepared for Community Toolkit

Date May, 2014 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

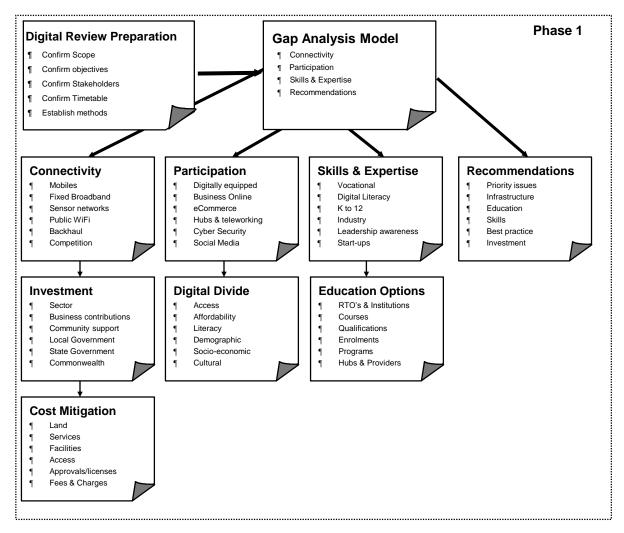
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Phase 1 – Gap Analysis Phase 2 – Solution Plan Phase 3 - Action Plan & Road Map p Develop solutions to address capability gaps a Determine digital capability by community ¤ Define Key Focus Areas (KFA) for each year Develop solutions to address skills gaps Determine digital participation by community ¤ Develop action steps under each KFA Determine digital capability across sectors ¤ Identify solution partners and opportunities for pilots/trials ¤ Identify resource requirements for each participation across sectors ¤ Identify funding/support program opportunities. ¤ Identify infrastructure gaps and deficiencies Align actions to external development ¤ Undertake co-investment mapping ¤ Identify skills gaps and deficiencies activity ¤ Develop engagement & awareness plans ¤ Identify any best practice cases ¤ Scope pilots & trials p Develop set of target outcomes ¤ Identify key stakeholders and providers *Use of Consumer Framework for ¤ Develop high level business case **Digital Participation** ¤ Allocate responsibilities *Use of Optimi assessment tool kit

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 OPTIMI DIGITAL





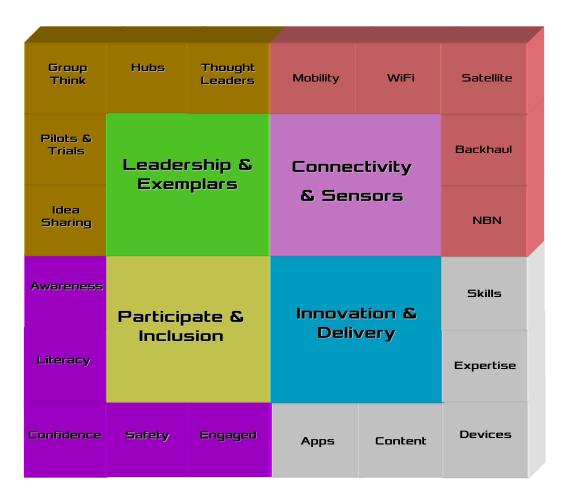
Initial 12 Month Action Plan

3 Year Improvement Road map

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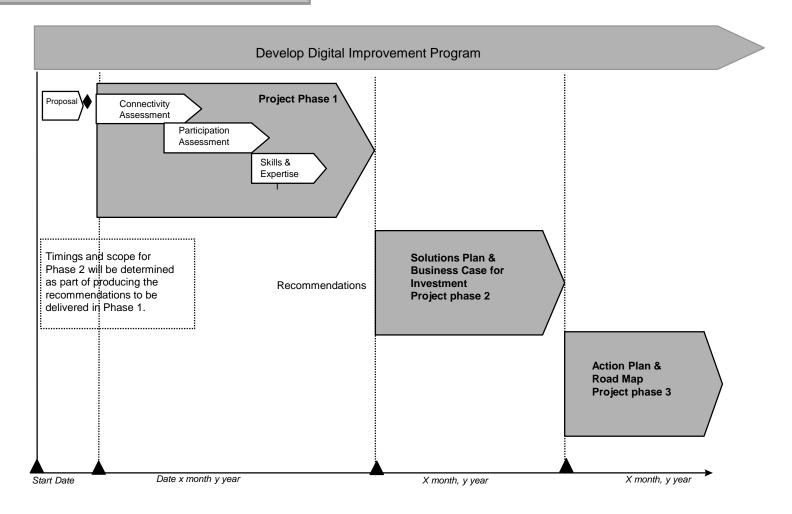
Optimi Digital believes that any effective digital improvement program begins with the establishment of a committed local working group. The right governance process will lead to the best outcomes. Optimi Digital can assist with the formation of such a group and also provide a range of services to assist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

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

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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