

DIGITAL STRATEGY

AT A GLANCE...

OUR DIGITAL VISION:

Combining human ingenuity with technology to connect our community with services, facilities, and resources to enhance the quality of life for all. Connecting our city socially, economically, and spatially.

Council has an important role to play in providing opportunities for our community to participate in a digital economy and society. Investing in technology and data also enables council to deliver our services digitally to inform decision making and improve our service delivery.

The pandemic has demonstrated the impact access to the internet and technology has on the health and wellbeing of our community. Individuals, families, and the community require affordable and reliable access to the internet and technology to be able to work, participate in education and training, order groceries and to seek medical or health assistance.

CONNECTIVITY

Individuals, households, and businesses can connect to the internet to make the most of the opportunities that the digital world brings.

Why is this important?

Creating a connected city impacts the health and wellbeing of our community and improves liveability and amenity. It enables our community to be more connected, resilient, and cohesive.

How will we make a difference?

We will support digital inclusive practices in our operations and service delivery.

We will work with providers to connect our community to the digital world.

Some objectives we will work towards include:

- » Advocate for increased resources to support digital learning programs that deliver digitally skilled, confident, and literate communities.
- » Work with stakeholders to develop Local Neighbourhood Digital Hubs and community connectivity programs.
- » Promote digital safety in our practices and community.

INNOVATION

Technology and data are used to plan and develop innovative solutions for our city.

Why is this important?

While there is risk in innovation, the lifecycle of information technology is decreasing, therefore we must work to meet expectations of accessing technology across all community and customer engagements.

How will we make a difference?

We will ensure that innovation adds sustainable value and leverages service delivery improvements.

We will work with others to bring in fresh perspectives and create sustainable technological outcomes.

Some objectives we will work towards include:

- » Work with other councils to develop a Greater Hobart Digital Twin to collate and make available data for urban planning and asset management.
- » Lead by example by investing in technological solutions that change the way we work and deliver improved services to our community.

GROWTH

Support and grow a digital economy and workforce including attracting start-up enterprises.

Why is this important?

Providing the opportunity for our community to live and work locally builds our economy and supports sustainable practices.

How will we make a difference?

We will partner with stakeholders to engage in growth of the digital economy.

We will work to attract, nurture, and retain skilled, creative, innovative people within our community.

Some objectives we will work towards include:

- » Identify opportunities to reduce digital infrastructure gaps in our community to support economic growth.
- » Engage with businesses to establish operations within our city.

PLANNING

Design and build technology into council buildings and assets.

Why is this important?

Sensitive, ethical, and sustainable integration of technology provides the community and council with insights into how the city functions and opportunities to enhance our urban and transport planning, and our safety and emergency responses.

How will we make a difference?

We will ensure that information technology is involved in design and planning across our business areas to deliver improved outcomes for our community.

We will recognise internet access as an essential service in our planning and asset management standards.

Some objectives we will work towards include:

- » Review our planning process to include opportunities to address digital challenges posed by a digital economy and society and drive innovation.
- » Include sensor technology into our asset management and planning, design, and construction programs to better inform decision making.

ACCESSIBILITY

Ratepayers, visitors, businesses can access council services and information online, anytime, anywhere.

Why is this important?

We understand that our customers want to engage with us when it's convenient and use modes that are available when required. However, as we move towards an ever-increasing digital environment, it is important that we provide inclusive digital services that do not become barriers to accessing council services.

How will we make a difference?

We will work to provide digital solutions to our services that allow community-wide engagement.

We will consult with our community when considering digital services.

Some objectives we will work towards include:

- » Provide customer-oriented information and communication technology service delivery.
- » Ensure that in expanding technological solutions to service delivery we retain practical alternatives to those in our community who cannot access services in this way.
- » Ensure digital services comply with international accessibility standards, e.g. equal access for people regardless of vision, dexterity.

