

# Better Futures

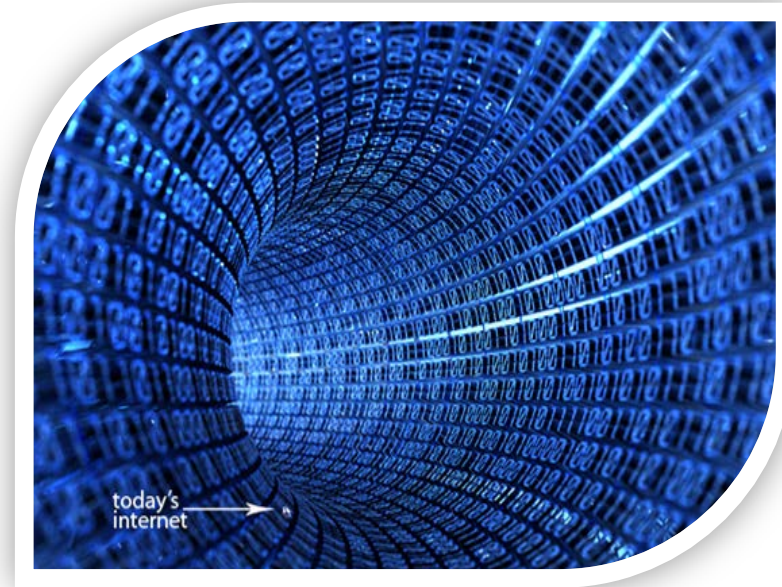
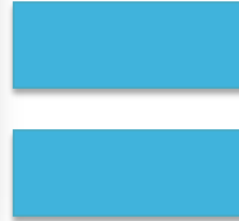
For Australian Communities  
Using Digital Technologies

.

!IDEA 11 Conference  
Melbourne  
December 2011

Peter Croger  
Director

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The direct contribution of the internet to the Australian economy is worth approximately \$50 billion or 3.6% of Australia's Gross Domestic Product (GDP) in 2010. This contribution is of similar value to the retail sector or Australia's iron ore exports.

*Access Economics 2011*

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# FORCES OF CHANGE ON COMMUNITIES

Economic Instability

Globalisation

Demographic Change

Climate Change

Environmental Degradation

Disruptive Technologies

.....

**As Laurence Johnson said...**

***The Network connects us***

***The Network will change us***

***The Network will help us***

***The Network is us***

***The Network is everywhere***

***The Network is transparent***

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# Digital Strategy



# Narrative



# Infrastructure



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Local Information

Key Economic Sectors

ICT Sector & Digital Workforce

SME Sector

Online Government Services

Connected Households

Engagement of the Socially Excluded

Community Health & Wellbeing

Community Education & Skills

Community Safety & Security

Vibrant & Sustainable Living

Democracy & Open Government



Twelve  
Key  
Digital  
Futures  
Focus  
Areas

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# Connected Households



**KICKSTARTER**



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# Local Information



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# Vibrant & Sustainable Living



Australian Government  
Department of Immigration  
and Citizenship

ImmiTV



StoryCorps<sup>®</sup>  
Every voice matters.

The Street Party *site*

PledgeBank  
*I'll do it, but only if you'll help*

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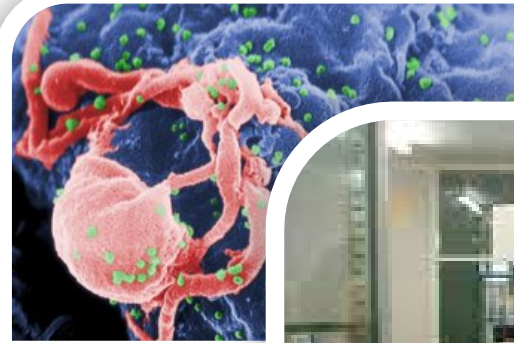
# Community Health & Wellbeing



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# Community Education & Skills



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# Community Safety & Security

MELTON COMMUNITY  
SAFETY REGISTER



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# Engagement of the Socially Excluded

COMMUNITY FOOD SECURITY COALITION



BRISBANE SENIORS ONLINE ASSOCIATION INC.



**AbilityOnline**  
*Shine On*

**Life  
Over 50**



**Foodbank**  
An Australia Without Hunger

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# Democracy & Open Government

 **BudgetAllocator**

**mashup**  
AUSTRALIA



**WriteToThem**

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# Online Government Services

**Arkansas.gov**  
Official Website of the State of Arkansas

Welcome |

**cycleinstead**  
on the Bikedirect network  
journey planner

 **TORONTO**

**City Council  
ON AIR & ON LINE**



**FixMyStreet**

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# Key Economic Sectors



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# SME Sector



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# ICT Sector & Digital Workforce



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Key Economic Sectors

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Priorities?

Actions?

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# Some final thoughts

Broadband & digital technologies are catalysts for new thinking

Many communities are starting to imagine better futures

Leaders and champions are really important

Local communities are part of your “demand side”

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