



Australian Government  
Digital Transformation Agency

# Driving agile change in the Australian Public Service

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Delivery Manager

**dta**

**dta.gov.au**



PREPARATION

DEVELOPMENT

DELIVERY

MON

GovX  
AY

DTA Summit  
NB-B

DTA COLLABORATION  
PLANNER  
AY

APS ACTION PLAN  
NB-B

data.gov.uk by BECA  
LAUNCH

0365 intranet  
JR

DIGITAL CAREERS  
PATHWAYS  
PJ

BLOCKCHAIN  
AB

DIGITAL EMERGING

INTERNATIONAL  
BRANDING  
AB

- Int ans
- visual guide on a page
- Ham

What happened?



**Leadership**  
**CEO/Executive Board/SES**

**Executive**  
**SES/EL2 & EL1**

**APS Officers**



**Not,  
we can't.  
How might  
we?**

# The DSS

Rules and guidance on building digital services.

Not mandatory for small-scale informational sites.

# Digital Service Standard

**The Digital Service Standard helps digital teams build government services that are simple, clear and fast.**

**01**

Understand user needs. Research to develop a deep knowledge of the users and their context for using the service.

**02**

Establish a sustainable multidisciplinary team to design, build, operate and iterate the service, led by an experienced product manager with decision-making responsibility.

**03**

Design and build the product using the service design and delivery process, taking an agile and user-centred approach.

**04**

Understand the tools and systems required to build, host, operate and measure the service and how to adopt, adapt or procure them.

**05**

Identify the data and information the service will use or create. Put appropriate legal, privacy and security measures in place.

**06**

Build the service with responsive design methods using common design patterns and the style guide.

**07**

Build using open standards and common government platforms where appropriate.

**08**

Make all new source code open by default.

**09**

Ensure the service is accessible to all users regardless of their ability and environment.

**10**

Test the service from end to end, in an environment that replicates the live version.

[dta.gov.au/standard](http://dta.gov.au/standard)

public dashboard.

available channels if needed, without repetition or confusion.

or phase out existing alternative channels where appropriate.

[dta.gov.au](http://dta.gov.au) @DTA  
Date: 1 May 2016  
[dta.gov.au/standard](http://dta.gov.au/standard)



# Simple, clear and fast public services

[Help and advice](#)

[Our projects](#)

[About us](#)

[News and blogs](#)

[Digital Transformation Strategy](#)

[Contact us](#)

## Digital Transformation Strategy

Vision 2025: We will deliver world-leading digital services for the benefit of all Australians.

[Digital Transformation Strategy](#)

## Our priorities

We want to improve people's experience of government services. This means improving skills in government and helping agencies create services that are simple, clear and fast.

[Our role and focus](#)

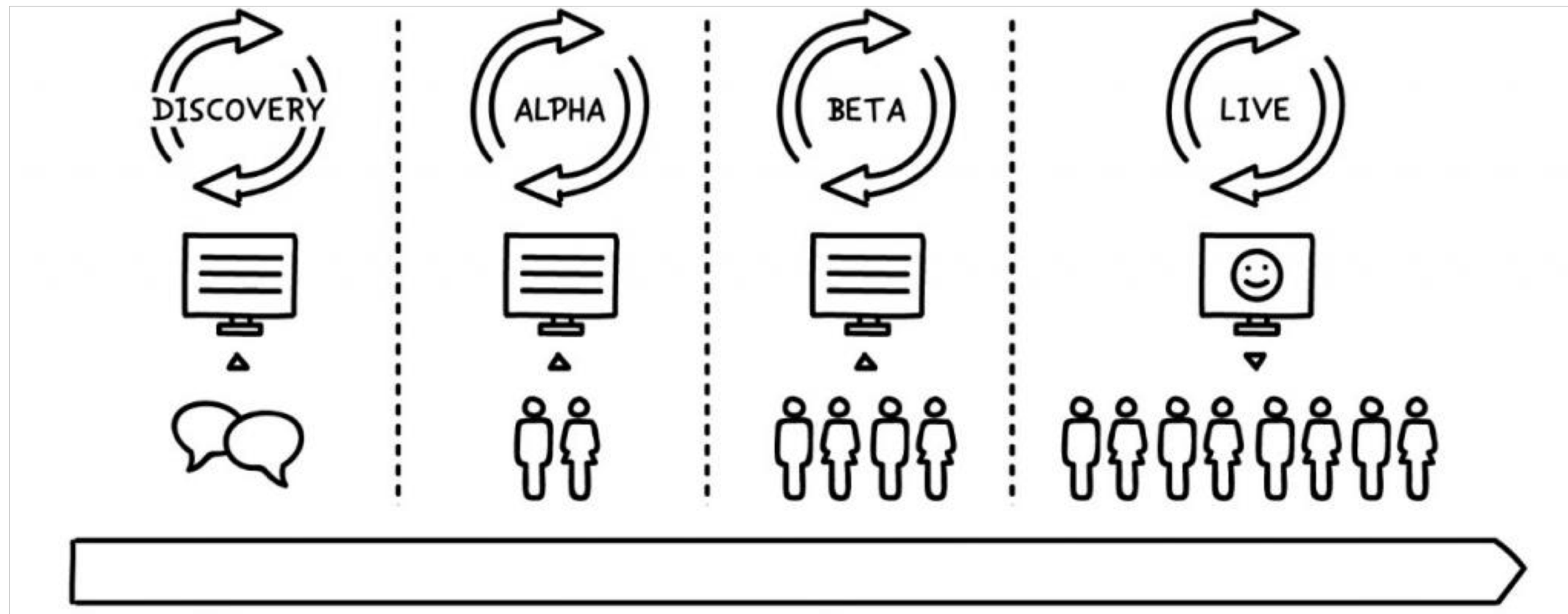
# **Digital Service Standard Criterion 3**

## **03**

Design and build the product using the service design and delivery process, taking an agile and user-centred approach.



# The Service Design and Delivery Process



Show Project Description

To do ... Doing ... Waitin

Board view showing tasks in 'To do', 'Doing', and 'Waitin' columns. Each task card includes a title, progress bar, status, and assignee.

- To do:**
  - Review ICT Contract Capped Term and Value Policy (so, 28 Jun)
  - Update menu system to take into account accessibility changes.
  - Update RSS options
  - Update Mailchimp signup
- Doing:**
  - Fair criteria (so, 28 Mar)
  - Investigate adding a scheduling module to beta.dta.gov.au
  - Policy document library (David ...)
- Waitin:**
  - Upd

Task list view header with 'Add Task' button, 'Add Fields' link, and user icons.

- Minister and Parliamentary content workshop second round
- Communications < Content review (24 May)
- Engage a content designer < Content (24 May)
- Communications to close down Google Drive < Communications (Friday)
- Launch of new SharePoint intranet < Communications (28 Jun)
- Review and quick user testing of content < Content (28 Jun)
- Content review < Content (30 Jun)
- HR migration < Content review (24 May)
- Business Services Team (redirects) < Content review (24 May)
- Finance < Content review (31 May)
- Ministerial and Parliamentary < Content review (7 Jun)
- Digital Products and Services < Content review (14 Jun)
- CoLabs < Content review (14 Jun)
- Beta process with content owners < Governance (14 Jun)
- Beta governance documents < Governance (28 Jun)

The various faces of Asana

not comfy  
READ THINGS ON PHONE  
OPEN BLINDS  
Turn on radio

PROJECT

To DO

DOING

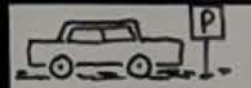
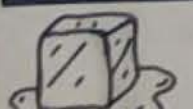
REVIEW

DONE

Stock

Savings

# First iteration of the board



PREPARATION

1

2

**Harnessing existing organisational experience**

**Don't make perfect  
the enemy of better**

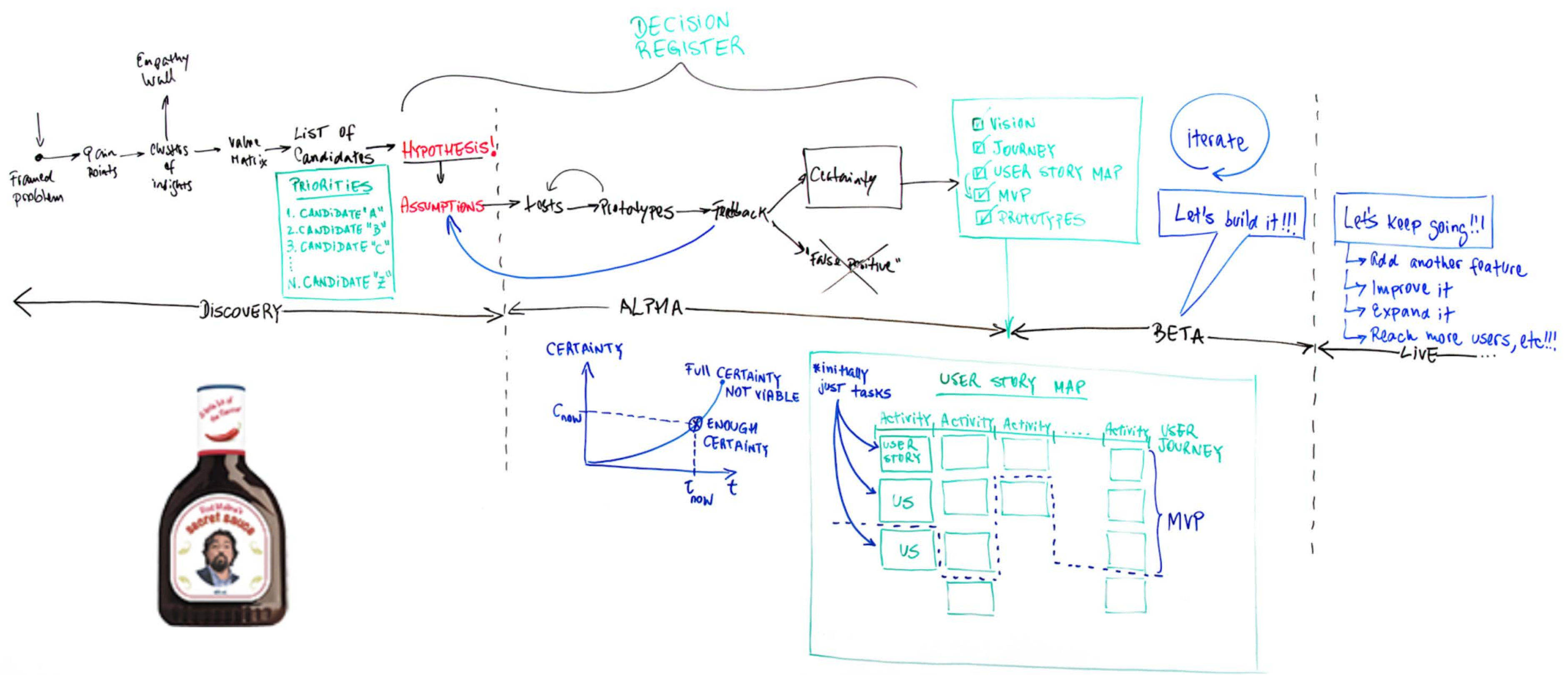
**(me, apparently, via Gretchen Rubin and Voltaire)**

# Bringing the team on the journey

(Image from RiotAct!)



# The 'Rodley Map' and :secret\_sauce:



Owner?

# A cadence without rhythm

Early

Oct



Hmmm...



# Publication & Promotion of Digital Transformation Strategy

## PREPARATION

met with business owners  
talked to business owners in to help content  
Back and forth with Giraffe.  
INITIAL DESIGN + PDF TEMPLATES  
Negotiate placement/location of content  
Video creative brief

## VIDEO STORYBOARD

Source voice over for videos

## ANIMATED VIDEO x 4 PRODUCTION

VIDEO PUBLISHING YouTube

managing CEO Approvals for videos

Creation of new content type.

Development of roadmap.

CSS changes to accommodate new patterns.

Building the landing page

## DEVELOPMENT

received content

Testing of new functionality

put content into website

Editing on-line content

DTS AT A GLANCE PRINTED POS.

MULTIPLE CHANGES TO CONTENT

## PDF PRODUCTION

Embed videos in content

Writing transcripts for videos

## VISUALS FOR SOCIALS

Risk management plan for social

## DELIVERY

Making it live at the right time

SOCIAL MEDIA POSTS

## MONITORING

content changes after we were "done"

MONITORING SOCIAL MEDIA

## CLOSE

Pay invoices for video

Hypothesis

# Journey mapping the Digital Transformation Strategy

Content classification process

We enable, create and produce the right content for the DPA, our stakeholders and users, so we support our strategic objectives.

PREPARATION

DEVELOPMENT

DELIVERY

FINAL APPROVAL<sup>+</sup>  
waiting for someone else  
NOTIFICATION/CLOSE  
REVIEW/MAINTENANCE

**Board workflow stages**

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Tap on.  
Tap off.  
Travel smart  
with MyWay.



**Buying tickets**

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# String theory

AWS

KJ

PS Innovation  
Council chat

DTA Board  
dean + ...  
conclusion

AS

KJ AS KJ

SENATE EXPANDED  
4 April 2017

RZ KJ

TESTING STRATEGY

SB KJ

ACTION PLAN

SB TL KJ

BREIT grant  
challenge

SO TL

AIAA Speech  
NYC

KJ

Digital Careers  
Reviews

RJ

BLOCKCHAIN

AS

INT. MOMENTS  
DAY

NC KJ

AS

EDC

Digital  
Innovation  
Alert

RI

AS Innovation  
Chair speech  
+ BS

KJ

CULTURE Strategy

AS

AIAA - Librarians  
video screening  
- digital literacy  
- CAT

RJ TL

CLOSE

AS

KJ

AM TL

Minister  
talking points  
for event media

KJ

Digital initiatives  
media Release  
& supporting loans

KJ

AV

KJ

Digital  
CoP  
concepts

SB

AS

AV

KJ

AS & SEK INNOVATION  
SHOW

SE TL

Digital  
CoP  
concepts

SB

AV

KJ

AS

ADC

AS

AS

AS

SALVAGE

Policy  
Review

AS

AS

AS

AS

AS

AS

AS

AS

AS

AS

AS

AS

AS

AS

AS

AS



SALISAGES



# The Sausage Factory

**Choose obvious  
over clever,  
every time.**

TO DO

BLOCKED

DOING

REVIEW/APPROVAL

DONE

EXPEDITE

BAU

# Our current board

As of two weeks ago



**Don't **assume** anything.**

**Make **change** the rule.**

Only **new** mistakes.



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# Thank you.

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