



Baw Baw Shire Council

Digital Roadmap

2018-2021

Introduction	3
Digital @ Baw Baw.....	3
Our Digital Vision	3
Overview	4
What does the data tell us?.....	4
Implementation.....	5
Prioritisation	5
Digital Roadmap 2018-21.....	7
Digital Roadmap 2018-21 Initiative Details.....	8
2018-2019 Initiatives.....	8
Unified Communications	8
Digital Planning Toolkit.....	8
Electronic Document Management	8
Facebook Messenger Chat Launch	8
Business Case for Core Systems Replacement.....	8
Online Lodgement Portal for Planning Application	8
Launch of New Website	8
Automated Chat Bot Pilot.....	9
Launch of Multiple Chatbots.....	9
Pilot of Digital Engagement Platform.....	9
2019-2020 Initiatives.....	10
Online Booking System for Community Facilities.....	10
Launch of Digital Engagement Platform.....	10
Core System Replacement Project	10
Customer Portal	10
Pilot of Internet of Things Technologies	10
2020-2021 Initiatives.....	11
Completion of Core System Replacement Project	11

Introduction

Baw Baw Shire covers an area of 4031 square kilometres and has an estimated population of 48,479¹. This Shire is growing rapidly with 13.1 percent¹ increase in population between the 2011 and 2016.

Community expectations of local government are also increasing. Rising use of social media means that the community can easily express dissatisfaction if the experience does not meet their expectation. This is aligned to the growing perception of residents as 'customers', rather than merely ratepayers, who expect the same levels of service from government as from commercial transactions².

Digital @ Baw Baw

Baw Baw Shire Council defines 'digital' not as a thing, but as a way of *doing* things. It involves continually adapting and using a mixture of people, process and technology to deliver ongoing change that ultimately benefits our community.

Our Digital Vision

Our customers can access services when they need them, and on the devices they use every day.

¹ **Source:** Australian Bureau of Statistics 2016 Census of Population and Housing

² **Source:** KPMG Local government – a challenging future (2017)

Overview

Our Digital Roadmap supports the delivery of the Organisational Excellence objective outlined in the Baw Baw Shire's Council Plan 2017-2021.

The roadmap charts the direction Baw Baw Shire will take to achieve our digital vision:

Our customers can access services when they need them, and on the devices they use every day.

Supporting the roadmap is the implementation of the organisational Culture Plan and our Customer Experience Strategy 2018-2021.



What does the data tell us?

The way customers interact with Baw Baw Shire is changing. While phone remains the primary method, with 66% of customers choosing to call us, 18% of customers now choose to interact us with online using our website. Online has seen a major increase from just 6% in 2017 and with the launch our of Live Chat service is predicted to increase.

Further, the 2016 Australian Bureau of Statistics census shows that 80% of dwellings in Baw Baw Shire have some form of access to the internet. By enabling services online, the majority of our community will be able to do business with Baw Baw Shire from their home or any other internet connected place.

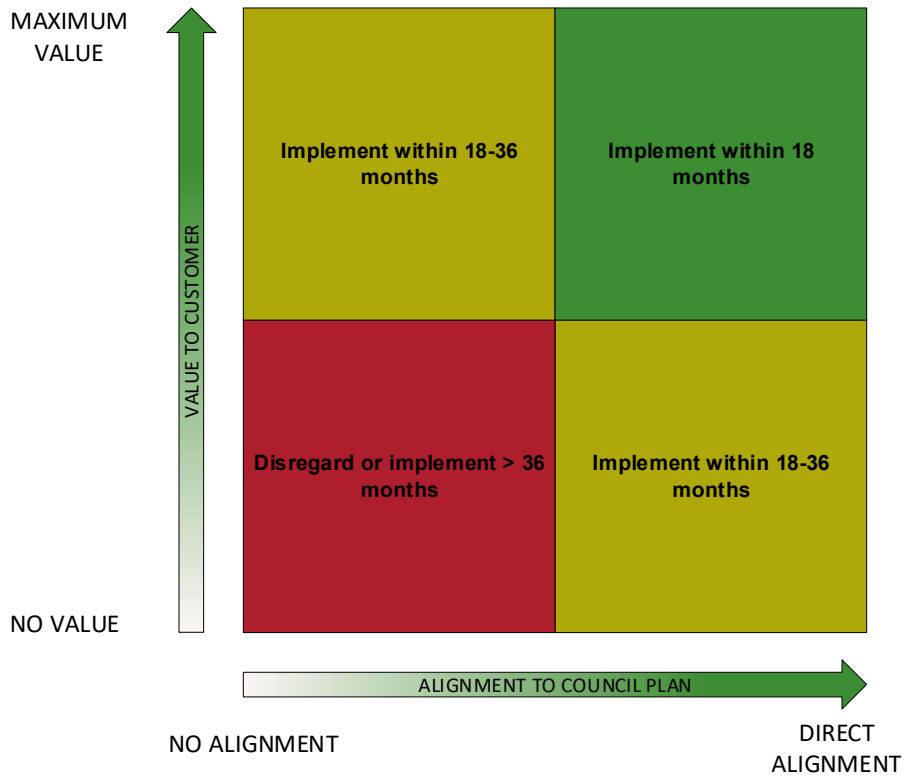
While our phone and face-to-face services will always be available, moving services online allows for us to serve the customer quicker, our costs to reduce and for those savings to be re-directed into our capital works program which ultimately benefits the community.

Implementation

Our Digital Roadmap will be implemented over 2018-2021. Like our Council Plan 2017-2021, the roadmap will be updated annually to reflect progress on our initiatives, and new initiatives to be added to reflect the ever-changing external environment and more specifically, advances in technology.

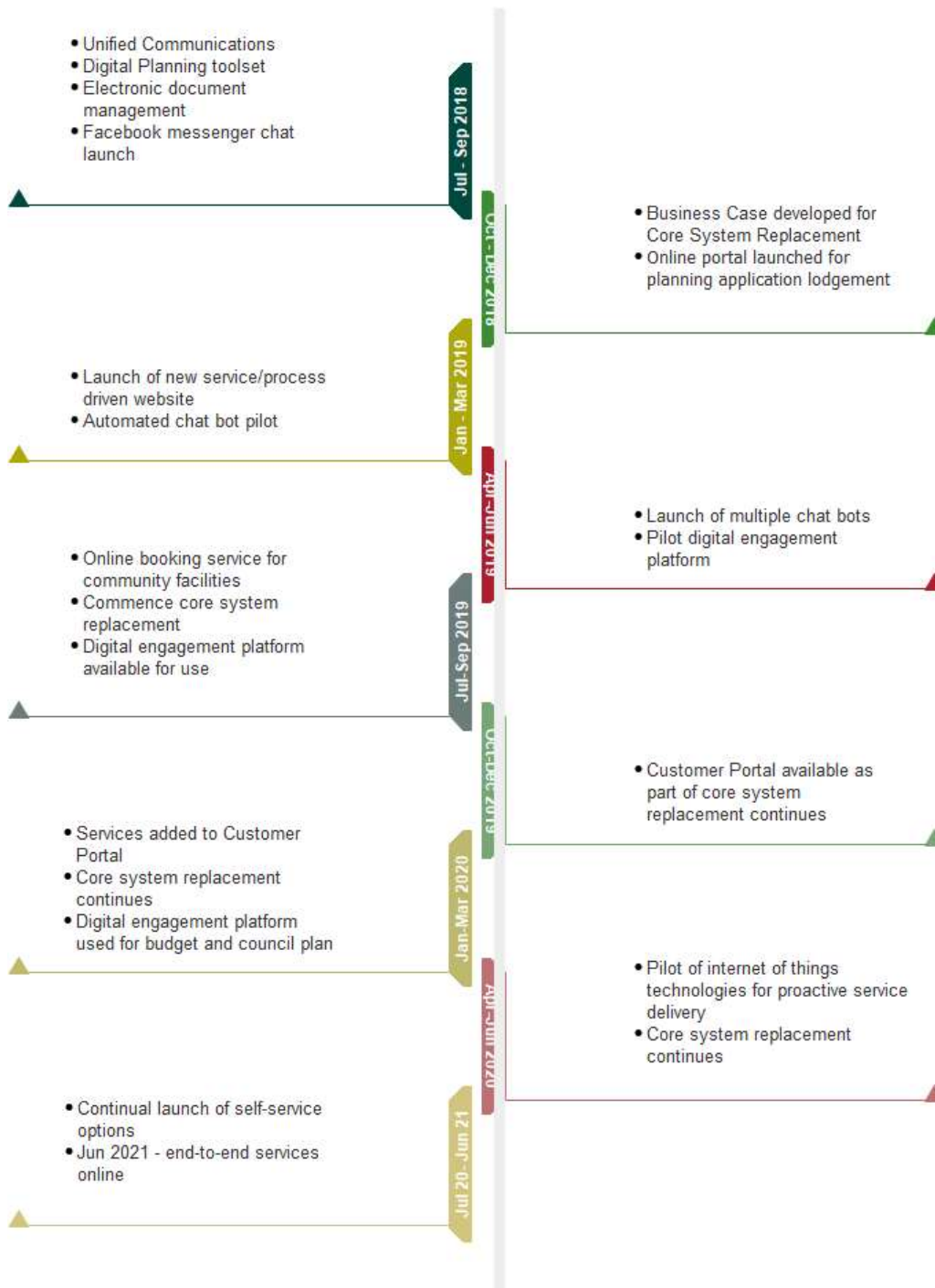
Prioritisation

The following matrix will be used to guide the priority of initiatives on the Digital Roadmap. Those initiatives that align directly to a strategy in our Council Plan 2017-2021 and maximum value to the customer will be implemented first, while initiatives that have limited or no alignment to our Council Plan 2017-2021 and provide customers with limited or no value will either be disregarded or implemented last.



Digital Roadmap 2018-21

The following represents the deliverables on our digital roadmap.



Digital Roadmap 2018-21 Initiative Details

2018-2019 Initiatives

Unified Communications

Skype for Business and Enghouse contact centre implemented across the Shire.

Outcome: Improved speed to answer for our customers and ongoing monitoring and reporting.

Digital Planning Toolkit

Implementation of Trapeze and digital touch boards for the review and digital stamping of endorsed plans.

Outcome: Improved planning permit turnaround times.

Electronic Document Management

Electronic document workflows created for all customer processes.

Outcome: Improved response times for customers and ongoing monitoring and reporting.

Facebook Messenger Chat Launch

Integrate Facebook Messenger to our Live Chat.

Outcome: Customers can interact directly with our staff using Facebook Messenger.

Business Case for Core Systems Replacement

Development of business case for the replacement of our property and rating, financial and customer relationship systems.

Outcome: Business case presented to Council for inclusion in the 2019-2020 budget.

Online Lodgement Portal for Planning Application

Implementation of electronic lodgement portal for planning permit applications.

Outcome: Customers can electronically lodge planning applications and receive status updates further improving planning permit turnaround times.

Launch of New Website

Development of new website and content that is easily accessible by all customers, and service not functionally driven.

Outcome: Customers can quickly find information on our website.

Automated Chat Bot Pilot

Creation of an automated chat bot for 'What is my bin day'.

Outcome: Feedback from chatbot pilot used to inform the creation of further chatbots.

Launch of Multiple Chatbots

Chatbots developed for our top 10 customer enquiries.

Outcome: Customers receive answers to their enquiries 24 x 7.

Pilot of Digital Engagement Platform

Implementation of a digital engagement platform that council and community can use to promote clear, open and two-way communication and feedback.

Outcome: Platform used in the development of a strategy or plan.

2019-2020 Initiatives

Online Booking System for Community Facilities

Implementation of an online booking system for community facilities such as public halls and spaces.

Outcome: Customers can easily reserve and book community facilities.

Launch of Digital Engagement Platform

Digital engagement platform launched and available for use as another way to reach community members who would not normally engage with the council on key community projects.

Outcome: Increased engagement with the community. The platform used for engaging with the community on the Council Budget and the Council Plan.

Core System Replacement Project

Dependant on the business case, commencement of a core system replacement platform that will enable the service and processes to be performed end to end online.

Outcome: Commencement of project.

Customer Portal

Launch of a customer portal that will become the foundation of how people can digitally transact with Baw Baw Shire.

Outcome: Customer portal available with real-time status updates of customer requests.

Pilot of Internet of Things Technologies

Develop a project using automated sensors to solve a problem.

Outcome: Determine the applicability of using automated sensors within Baw Baw Shire.

2020-2021 Initiatives

Completion of Core System Replacement Project

The core system replacement project will run over a two year period.

Outcome: All customer services available to be performed online end-to-end improving overall customer experience.