



DIGITAL STRATEGY

2018-2022

INTRODUCTION

Smart phones and digital technology has brought significant change to the way customers communicate and access services.

Customers have more power and connectivity in their hands and are rightly demanding more efficient and effective ways of interacting with all levels of government.

Yarra Ranges Council is excited by these opportunities and is committed to ensuring that our service delivery is making the most of digital advancements.

Digital transformation will make it easier and more convenient for customers to connect and do business with Council. It will also improve efficiency.

The strategy sets a vision to deliver innovative customer solutions, through the adoption of digital opportunities.

The goals and flagship initiatives outlined in the strategy will ensure we provide contemporary, accessible services to our customers and the community.





VISION

Council uses digital thinking to deliver innovative customer solutions.

This puts the customer at the heart of Council's decision making, service design and delivery.

Council will leverage digital technologies and new ways of working to deliver services and make it easier to connect and do business with Council.

STRATEGY GOALS

- ▶ Our customers find it easy to do business with us
- ▶ Our digital services transform through new thinking and evidence-based choices
- ▶ Our people are empowered by digital technology to connect, collaborate and innovate
- ▶ Our data is quality, secure and informs the decisions
- ▶ Our systems are integrated and provide a single source of truth

PRIORITY PROJECTS

▶ **WEBSITE REDEVELOPMENT**

Redevelop our website to ensure it is customer centric, user friendly and accessible, allowing our customers to easily find information and access Council services.

▶ **IMPLEMENT EMERGING TECHNOLOGIES**

Research and implement digital solutions that make it easy for customers to complete transactions and engage with council.

▶ **USER EXPERIENCE FRAMEWORK**

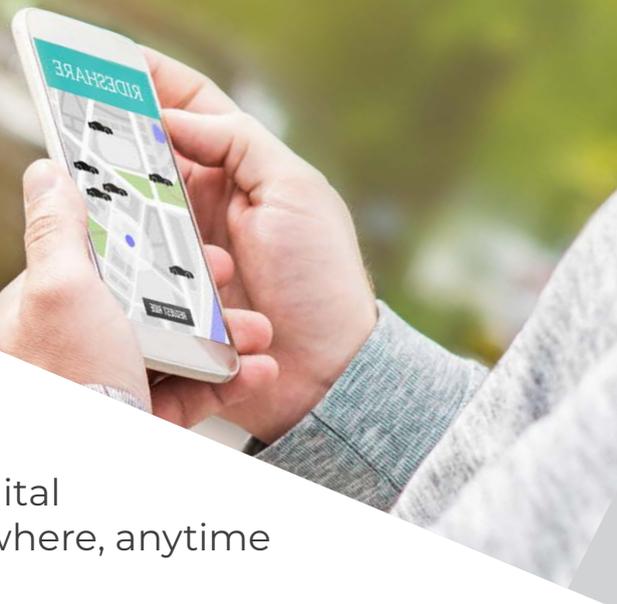
Develop a User Experience Framework that will provide meaningful and relevant experience to customers using a product such as a website or an application.

▶ **SMART CITY INITIATIVES**

Implement Smart City initiatives to be more efficient, solve challenges and provide new opportunities for public private partnerships.

▶ **DIGITAL CAPABILITY FRAMEWORK**

Implement a program to equip our employees with the skills and knowledge to succeed in a modern workplace and deliver services in a contemporary way to our customers.



▶ **DIGITAL MOBILITY PLAN**

Support the organisation’s transition to activity based working by implementing digital solutions that allow employees to work anywhere, anytime and on any device.

▶ **DATA GOVERNANCE FRAMEWORK**

Improve the quality of data captured and used by Council and ensure we are making data based decisions about delivering efficient, effective services to the community.

▶ **ENTERPRISE SYSTEMS**

Implement integrated business systems that enable the end to end digital services and improved data.

▶ **CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM**

Implement a Customer Relationship Management System, with a single view of customer, to better respond to and meet customer expectations.

▶ **MASTER DATA MANAGEMENT SYSTEM**

Implement a master data management system to provide a golden record of customer.

HOW WILL WE KEEP THIS UP TO DATE?

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• We will regularly review the progress and outcomes of this strategy to assess how we are tracking.

It is a living document and it will be adjusted as needed to ensure it remains contemporary and achieves our vision.

FIND OUT MORE

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