2009

Senator Kate Lundy

[PUBLIC SPHERE 2: GOVERNMENT 2.0 BRIEFING PAPER]

This Briefing Paper is an overview of the perspectives and discussions from the Public Sphere above. The public consultation, event and reporting of outcomes was facilitated by Senator Kate Lundy as an initiative to encourage more open consultation for public Policy. Input to the briefing paper includes the blog comments, blog posts, and event input including the talks, Twitter feed and live-blogging. All details at Senator Lundy's website: http://www.katelundy.com.au/

Public Sphere 1

Topic: Government 2.0: Policy & Practice

This topic was around Government 2.0 policy and practice in Australia, and how creating an even more participatory form of government will improve the effectiveness of public administration, enable communities to better help themselves, promote renewed engagement in the democratic process and enhance our capacity to respond to emerging complex social, geopolitical and environmental challenges.

The report is made up of six parts:

- An open letter from Senator Lundy about this Public Sphere.
- Topic Briefing - the basic perspectives gathered through the Public Sphere are organised into categories, and links available for further reading. General crowd responses are marked in italics at the bottom of each idea
- Recommendations arising from the Public Sphere topics.
- References – links, case studies, photos and other Australian and international references arising from this Public Sphere.
- Event Briefing - information about the event itself, participants and media/blog coverage and recommendations for future improvements to the Public Sphere methodology.
- Copyright information – Additional information about the Creative Commons licence of this document, as referenced on the first page by the Creative Commons icon.

Please note - photos from the day are throughout the report, however please note photos of speakers and the event are not necessarily aligned to the content of the pages they are on. Full acknowledgements of photo origins are under the photo section of the document.

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Open Letter from Senator Lundy

Let me begin by thanking every single person who has contributed in some way to the success of the second Public Sphere. I am confident the outcomes contained in this wiki will make a significant contribution to government policy considerations surrounding new directions with the Government's use of Web 2.0 applications, social media and open methodologies.

The format of a Public Sphere is designed to optimise input and interactivity of participants using social media and online tools around a core public policy topic: the aim being to capture the clever ideas, insights and experiences of citizens: professionals, activists and innovators, that would not necessarily be able or willing to present their ideas to government through more traditional and time-consuming means.

To create an opportunity for peer review, the content from all sources including presentations, twitter feed and the blog are brought together into a wiki where a first draft is posted, edited and then reviewed hopefully by all contributors and participants in the Public Sphere. In the end, the final collaborative document emerges. This is the document I am proud to present to you.

I think it is fair to say it represents the wisdom of the crowd that participated in this Public Sphere topic. This was quite a crowd too. In addition to the 35 speakers, there were 170 attendees, 400 watching the live video stream and over 1500 watching the live wall (Twitter, Flickr and liveblogging feeds). These people and others constituted 41 blog commenters, over 20 bloggers, 300 people tweeting and 22 wiki contributors.

The success of the day was built on the quality and substance of the presentations. It was these that inspired and prompted discussion, comment and analysis across the range of social media. From these core ideas along with the surrounding discussions on Twitter and blogs, recommendations have taken shape in the truly open, transparent and collaborative environment of the wiki.

All of the presenters gave their own time on the day, as well as before and after. Presenting at a Public Sphere in many cases also meant blogging, not to mention the near impossible challenge of limiting one's presentation to 5 or 15 minutes!

These technical and physical logistical challenges were tackled with the leadership of my talented staff, led by the co-founder of the Public Spheres, Pia Waugh. I also acknowledge we had the help of sponsors ([TransACT](), [Cisco](), [BizCubed]() and [Agileware]()) and parliament house staff. I am also grateful to a number of presenters and a few additional volunteers who not only formed a bit of a brains trust, but were happy to help troubleshoot on the day including Craig Thomler, Rae Buerckner, Stephen Collins, Andrew Boyd, Jeff Waugh (who also created our "live wall") & Nathanael Boehm. Also my thanks to Prime Minister Kevin Rudd who Tweeted the Public Sphere on the day! It was great to see interest and participation from such a broad range of our community.

Finally, I was really pleased that Ministers Tanner and Ludwig took the opportunity to launch the Gov 2.0 Taskforce at the Public Sphere. Their recognition and support of the event was backed up by the Chair of this new Taskforce, Professor Nick Gruen, who issued an invitation to the Public Sphere #2 to provide the outcomes to the Taskforce.

The recommendations have been drafted in a way that each provides an action item for government. It is our intention to now organise a suitable presentation of the Public Sphere outcomes contained in this wiki to the Government, through the Gov 2.0 Taskforce.

Thank you for helping make Public Sphere #2 such a success!

Kate Lundy

Senator Lundy   **Public Sphere tags**   **Zach Zeus from BizCubed**   **Veejay from TweetMP**

Minister Tanner   **Sabman and attendee**   **Public Sphere Camp crowd**

Public Sphere Camp Sponsors   **Rob and Alex**   **Reem and Diana from LG Web Network**

Minister Tanner and Minister Ludwig at Public Sphere Camp

Topic Briefing

This briefing overview is a culmination of the ideas and challenges discussed as part of the Public Sphere topic. It is derived from blog comments and links, Twitter discussion, and the speeches presented at the workshop. Some input to the wiki was not discussed on the day, but is clearly marked as such.

1. General ideas

Several speakers spoke about some high level benefits and general ideas around Web 2.0 technologies and online community approaches for government.

a. Wisdom of the crowds - harnessing mass innovation

Many participants spoke about the value of harnessing large and interested communities to develop more informed positions or policies. Online networking and collaboration was seen as a way to:

- speed up the pace of innovation and action,
- allow much broader participation in government consultation,
- create opportunities for community collaboration with government on projects, and
- lower the barrier of entry so the average busy Aussie can easily contribute.

The difference between the online approach and the traditional government models, is that traditional government models usually involve top down, clearly structured groups who go and get information, whereas online knowledge is created by people who are in a common space with the same issue, simply by someone starting a discussion. Government has the opportunity to engage with these discussions and communities.

As Beth Noveck, Deputy CTO for Open and Transparent government in the Obama administration has noted: 'Political philosophers from Aristotle to Rousseau to Rawls have suggested that when groups engage in the public exchange of reason, they produce better ideas'.

Online "Social Media" tools have created the opportunity to create new community collaboration, as well as facilitating traditional groups such as church congregations, clubs and Parents involved in School and Children's Sports. One speaker mentioned the difficulty in tracking down and creating focus groups. Social Media provides an opportunity, which is much more direct than traditional Media for informing and engaging the community.

This means that Citizens are developing the capacity to engage online, and are increasingly expecting to engage online with government agencies and representatives.

However, it is not simply a matter of putting it online and they will come. Leichhardt Council published their Budget and Strategy as a 300 page PDF document, on their website, and received [one response](). Melbourne City Council is exploring the use of a Wiki for consulting the community on their Strategy and Budget and, in the US, the White House has implemented an [IT Dashboard](). The information and engagement needs to be accessible both technically and literally.

Ultimately, it will be the effectiveness of online communities and consultation that will influence takeup. For example how quickly "my street is fixed", to quote Nicholas Gruen, Chair of the Government 2.0 Taskforce. There are also efficiencies (in time and dollars) to be gained from online Citizen engagement. These efficiencies need to be passed on to Citizens, ie - discounts for online communication and local content.

To many of the participants - who are themselves already digitally literate - this perspective was a given.

b. General Australian public participation

There is a perspective that Australians don't really want to engage in the political process, however many projects (including the ABC program Q&A) have shown that actually, when given the opportunity, many Australians want to engage with politicians, in political debate, and in public discussions.

In order to increase online participation and engagement, the focus needs to be shifted from simply informing Citizens towards finding ways to empower and collaborate with them. This could include crowdsourcing (similar to the Public Sphere methodology) for policy development, for legislative development (e.g. the New Zealand Police Act wiki), for local community forums (online town-hall meetings) and other normal government consultative processes.

Roxanne Missingham – Parliament House Library & APH website

Other examples of Crowd Sourcing include the National Library of Australia's Historic Australian Newspapers, 1803 to 1954 and the National Archives of Australia Mapping our ANZACS projects. During and after the Public Sphere, a few people spoke about how libraries could be seen as consistent physical Public Spheres.

Engaging Citizens may mean removing the perception of government being separate from Citizens. Governments could be seen more as facilitators rather than doers. That is, rather than government being expected to provide services government will become viewed more as a mechanism to enable Citizens to assist and provide services to each other. The more governments remove themselves from the provision of services and the more they are viewed as the agents of cooperation the more Citizens will engage.

For example through the use of simple but specific tools for:

- voting (e.g. vote up or down on individual sections of current or proposed policy and legislation)

- directory with few or no limits on listings other that practical tracking of age (listing date) and usage (click through count) for ranking
- understanding the individual by capturing relevant data about usage/comments/votes to improve analysis and communication (e.g. IP address, user email, geo-IP)
- innovation policy that ensures we remain open to new channels/innovations e.g. twitter hashtag creation is open to all, other new alternatives will evolve over time

It was mentioned on Twitter a concern that actual success metrics need to be identified for successful Government 2.0 strategies.

There was a strong feeling from participants that any barriers to civic participation must be reduced and engagement itself kept relevant.

c. Location as a driver for community interest

Communities' interests in the activities of government are often determined by their location. Apart from broad national issues, Citizens wish to know what is happening in their neighbourhood, their suburb, town and then state or territory. Providing information at a local level would assist in better informing the Citizen, giving them the 'evidence' on which they can provide their own informed input. Making public sector information available in a manner that supports this 'geographic sphere' of interest would provide considerable benefit to every individual. The ability to access information from a range of departments and agencies across all tiers of government but centred on the local community would help focus the community on local needs and issues. Such a community capability would also need to be able to extend the area of interest in order to support comparisons with other areas.

Many of the issues raised by participants in the Government2.0 Public Sphere cover community issues and while this may also include communities of interest, it also includes physical communities. Both geographic and content based frameworks will be required to provide suitable access mechanism to meet community public sector information needs. Opportunities should be taken to foster "pull" demand from communities, rather than focusing all government resources on "push" of material - operating as equal partners.

The same principles can be applied to communities that are geographically dispersed - nationally and internationally.

d. Transparency and accountability of Government

During this Public Sphere there has been much discussion about the importance of opening up normal government processes to be more transparent and accessible by normal Citizens by leveraging online tools and methodologies. Some participants suggested that online and transparent processes would lead to improved Citizen trust and willingness to participate in the process. More open access to public sector information (PSI) was an important part of this (see the "Facilitation public and private innovation" section).

As part of transparency in government, public access to the recordings of the public sittings of parliament and senate should be available in an easily accessible and searchable form. The video records provide more insights into actual events and speeches than transcripts (such as Hansard) do.

Since they are public records, they should be accessible to anyone. This should be applied to federal as well as state government. Whether the recordings are made accessible through systems that reside within government or through an independent third organisation such as OpenAustralia, is a matter or discussion.

Participants wanted to see a more open and transparent approach by government online, particularly at a political level. There was a lot of community interest in this issue and several talks.

e. Social Inclusion

The Australian Government's social inclusion agenda as outlined in the Social Inclusion Principles states that governments should give people a say in what services are provided and how they work. To quote Principle 4,

> "A greater voice, combined with greater responsibility":

> "Achieving social inclusion depends on the active involvement of the entire community. Providing opportunities for citizens and communities to identify their needs and give feedback about the design and delivery of policies and programs will be important."

> "Individuals and service users must have a say in shaping their own futures and the benefits and services that are offered to them. Detailed feedback from users and community members and genuine and inclusive consultation are important sources of information to improve policy settings and service delivery."

> "Where people are part of a democratic community and able to access opportunities, benefits and services, they also have an obligation to use their best efforts and take personal responsibility for taking part and making progress."

> "Organisations—both government and non-government—also have responsibilities to listen and respond, and to make sure their policies, programs and services help to build social inclusion."

To be socially inclusive, the legislative and administrative parts of government need to engage with their constituents, to ensure policies and programs designed to implement the policies do and are

Andrew Boyd from SMS Management and Technology

seen to meet and adapt to changing needs and expectations.

Electronic tools can keep the community informed and enable broad engagement in a timely and effective way for those who have the capability to use them. So in utilising the opportunities available with online tools and communities, the social inclusion agenda should be complemented by a digital inclusion agenda, both in terms of access and

ICT literacy.

The reality of remote Indigenous communities which have little access to Internet, and where they do the level of training and education to allow them to effectively engage is a sobering reminder of the need to 'close the gap'. The implementation of greater online citizen engagement provides both a responsibility and opportunity to correct such disparate standards.

This topic was not discussed specifically at great length during the event, however was referred to several times in talks and community chatter. It appeared to be a given that online approaches could not replace traditional models but rather complement them, as the former might reduce the representation from those who are not digitally literate or who have appropriate access online. There was however the feeling that online and low barrier engagement would generally improve representation and improve social inclusion.

f. Creation of online and accessible archive of Government publications

One of the undercurrents it seemed to be was not just open access but any access (and long term access) to public sector information. Research funded by government – whether through grants or commissioned – is too often locked up in scholarly journals with horrendous subscription prices or simply not published at all. Some of the important papers published are not even online – that [ANAO report](#) found that "proportion of tabled papers that exist online has not exceeded 90 per cent in any year (from 2000-2008)" p 35. While the National Library has developed a national Australia archive (Pandora) it is not mandated or funded to create a proper archive of government publications – and should be! Otherwise things are often not published, or only up temporarily, at the whims of web managers (and more problematically for the public when there is an election all Ministers speeches and much else is pulled). These also relate to the first recommendations – Pandora exists and is a framework for a comprehensive as opposed to selective repository.

This was not explicitly spoken about during the Public Sphere event, or online, but was a late idea submission.

2. Citizen and business engagement

a. Risks and opportunities

Several speakers discussed the different levels of public engagement in Australia and other countries such as Canada. Australia was seen to be less politically engaged and the point was made that a strong democracy needs an informed and active Citizenship. Michael De Percy brought up the importance of looking at current methods of communication, and then evaluating the existing ways of dealing with issues, to ensure that outdated methods don't stifle Citizen engagement.

There are different risks involved in leveraging online networks; however this is a necessary part of such communications and needs to be dealt with rather than avoided. It was pointed out that conflict in online communities is often part of the natural process of establishing the norms of that community and should not be met with knee-jerk reactions from government.

Citizen engagement needs to be done in new ways, but this should be done with deep consideration of the type of engagement and consultation required, rather than simply jumping into the most recent and popular web tools. Many participants warned that Twitter doesn't equal Gov 2.0, and it (along with other tools) should be a small part of a broader Gov 2.0 strategy that complements other mechanisms. There would need to be a balance between engaging in existing online communities where a lot of people already congregate (outreach) and creating platforms for drawing Citizens into a conversation.

There are considerable advantages for government to use existing communities - the familiarity that people have with the community, government being another member rather than the dominant player, the potential for richer and more effective dialogue. However, this approach has risks which most governments are unwilling to accept, and in general participation is in communities where government controls the environment; this places an additional responsibility on those operating these fora to respect the interests of the participants. For example, when New Zealand released the Police Act consultation using a wiki, there was no requirement for participants to identify themselves; this was essential to gather input from those who have a high level of fear over identifying themselves to the Police.

Raul Vera from Google

Anonymity can be useful but also can be a risk, as there is less accountability from the contributors but also the opportunity to hear what people may really think. Completely anonymous contributions would need to be weighed against the risk of people trying to anonymously misdirect the outcomes.

Elected politicians have always placed a special emphasis on connecting with those that they represent; this has been through electoral offices, letters and emails, phone conversations, and their daily interactions with individuals, both in an official capacity (when opening a new facility) or casually (for example taxi drivers or the person in the next seat on an airplane). For these purposes, the new channels of communications such as blogs and their related comments, Facebook, and Twitter, are no more than an additional way of interacting with the public. Successful politicians will listen and talk in these fora and incorporate the ideas in their positions and decision making.

It was mentioned by a later speaker that Twitter growth in Australia is currently 800% per month.

The responsibilities of both Citizens and governments were raised: the responsibility of Citizens to keep themselves engaged, and the responsibility of the government to facilitate and encourage an informed and engaged Citizenry. Some people questioned the ability for Citizens in the general community to make decisions, while others pointed out that making it easier to contribute broadens the knowledge available to help others make better informed decisions. For instance, government could use online tools for policy development, for planning specific projects, for fiscal reporting to the public just to name a few examples. Citizens could mashup local government news, could create analysis tools for ATO reporting, could great mapping tools for government facilities just to name a few.

Given the many distribution channels for information, and the resulting empowerment of Citizens and forced disclosure from media and government organisations, it was argued that governments need to be proactive in engaging online, rather than simply being reactive to the online community which will continue to discuss and share knowledge regardless.

For example, video is an excellent documentation and communication mechanism. Government agencies should be encouraged to provide their public communications in such form where appropriate. Video is always more accessible to citizens than long documents of text.

The facilitation and harnessing of ideas and energy from the general community is a powerful way to help ensure that government policies and directions are better informed and based on real-world concerns, experience and evidence provided via access to public sector information. However, the consensus of the participants appeared to be that if the process isn't transparent, and people don't feel like they are being listened to (a perception that might for example be influenced by whether they receive personal or generic responses to their comments), then they wouldn't bother engaging.

Business engagement is about government understanding the needs of business, and then - similar to the Citizen engagement already described - engage with businesses taking into account their needs and constantly reassessing based on ongoing feedback.

A simple way of looking at online Citizen engagement, is looking at the Internet as a conceptual and continual feedback loop.

One Twitter participant made the following comment which seemed to sum up the Australian perspective on political engagement:

> "...it's fair to say that prior to #publicsphere, my interest in politics, & political process, was minimal, because I didn't feel heard."

There were many opinions on the day about risk and opportunities, however the risks discussed were generally seen as part and parcel of online engagement, and less risky than not engaging at all.

b. "Iterative policy learning" through decentralised spaces

One suggestion which was well-received was the idea that public policy could be more iterative, and reactive to changing trends. Part of this suggestion was that policy development could be decentralised to community groups and policy centres, done in open collaboration with Citizens directly for more informed and appropriate policy outcomes. This would also mitigate direct risk by government, but would mean government empowering external organisations in this way.

This process involved an ongoing consultative process, iteratively resulting in new policy amendments over time, instead of a stop-start process, where each instance of policy change was treated as a discrete and unrelated instance initiated and concluded by the government rather than being Citizen-driven, and having no 'corporate memory' carried over between consultations to inform the process.

This idea had a mixed response. Some people felt it defeated the purpose of a directly engaged government, whilst others felt it may be useful in helping government accept more Citizen input by mitigating risk and reducing fear of the unknown. Several people commented liking the idea of a

Michael De Percy from the University of Canberra

forum approach to public policy. One concern on Twitter was that perhaps an online forum would encourage "question time" style discussion, which may be less productive.

One Tweeter's comment about community collaboration captured the idea that citizens need to be engaged from the beginning of a process - "Before you collaborate to develop the solution, you need to collaborate to define the problem".

Input NOT drawn from Public Sphere Gov2.0 but offered to Wiki later - Looking at multi-stakeholder, bottom up, consensus driven models for policy development in international fora, may also contribute to our analysis and discussion here, e.g. IETF, ICANN, ISOC, auDA etc., and whilst such effective models are admittedly relatively "new" and still evolving into best practice models, the

experience of the At-Large Movement within ICANN was reported to the 2008 IGF meeting in Hyderabad and showed trends where we can see measurable

improvement in 'resistance to change' and that shorter periods of debate and counterpoint was required the earlier community interests and input from communities of interest are engaged in both identification of needs and particularly in policy development where traditionally tensions are seen between the economics of supply of services and those users or consumers of these services... Future analysis of cost benefits to this early outreach and integration with "the community edges"

will show in some opinions, both significant savings in time and expenditure as well as wider community "buy in" or ownership of both process and outcome. Further exploration here could and should positively influence our development of a best practice Open Government Model...

c. Facilitating public '''contributions''' to government data

In several talks, it was specifically mentioned the issue with geospatial data becoming easily and quickly outdated, and the need to have a collaborative process that can take public contributions to the data to keep it up to date.

This approach has already been used successfully in jurisdictions such as the Northern Territory, where input from non-government organisations and the public has helped improved the accuracy of Northern Territory Geological Survey (NTGS) data. WA has established a community mapping project and Victoria has provided access to qualified users to their state mapping database to enable edits and modifications to be undertaken. Such mechanisms can be used to provide significant public benefit. For example, the Public Toilet Database which is used by many people when travelling could provide a mechanism for the community to add comments and indicate errors such as hour toilets are open, cleanliness etc. Open Street Maps is another example where a global mapping system has been developed based on community participation.

Community contributions can provide a significant benefit in the speed of change of information and previous examples of community input to mapping activities is one example. However, there needs to be some level of caution, especially in potential 'life and death' situations where it is important that authoritative (qualified) information is used for decision support by officials, and community contributions are qualified before being added to government data.

In relation to government data, most of the Public Sphere discussion has focused on access to and reuse of government data. There was some discussion on government collaboration with and partnering with industry and the community, particularly in response to emergencies such as the Victorian bushfires, however this idea of public contribution to government data was not discussed massively during this Public Sphere.

d. Encouraging public institutions to engage with Citizens directly

Peter McEvoy gave a speech about Q&A and about how the ABC are always looking for clever ideas from the community. It raised the question about whether all public institutions should be trying to engage with Citizens more directly using online tools. Peter made the comment that "encouraging active citizenship is absolutely core business for the ABC".

People were very supportive of Q&A and the ABC, and appeared to generally want more direct engagement from public institutions.

e. Public Servant participation

Several speakers and comments on the blogs and Twitter talk about the importance of Public Servants being able to participate online, both as Citizens in a democracy, and (where appropriate)

in their roles as Public Servants to engage with the community and for transparency and accountability.

Privacy, confidentiality, authority/record keeping, audit trail and continuity requirements also need to be met. There are questions around if a Citizen discusses a problem on Twitter whether they also need to report it "in writing". Mechanisms for doing this (and getting a result) online are also required and should be regularly reported on an Agency Dashboard.

One speaker talked about the importance of training Public Servants in online consultation techniques, including how to address complex issues promptly in brief readable postings.

Engaging in existing community groups worked well in one implementation of the Cool Communities Project and the project was extended. However, poor community engagement resulted in a poor outcome for the introduction of Mangroves into Rozelle Bay.

It was generally felt the government needs to give permission for public servants to participate online. Currently strict interpretations of certain policies, such as who may speak to the media or where the line is between operational and policy comments, make it safer for public servants to remain disengaged.

Owen Cameron from CCRSPI

This is definitely a complex area as the boundary between personal and work persona becomes increasingly blurred. Most government agencies restrict the use of the Internet by staff in some form; blocking access to sites and giving a variety of reasons - security, inappropriate use, perceived "productivity drain" and others. Some people felt it is important that information collected and created by the state is protected from unauthorised access, and that confidential and personal information is held securely; but this needs to be balanced with the need to give people the tools they need to do their job. As digital natives enter the public service, access to social media will increase in importance. It will be important to develop the concepts of official and personal persona for public servants to engage in on-line communities.

An appropriate governance framework is required to enable public servants to use third party online social media sites to innovate. One potentially useful example is Local Notes (Local History Team, Leichhardt Council).

The general community response to this issue was very strong, and indeed there were many people in the Public Service who wanted to watch and contribute to the Public Sphere event, but couldn't due to technical and policy limitations. It is an issue that definitely needs to be dealt with.

f. Internal government policy limitations

The delivery of Government services using online and Web 2.0 mechanisms, including social networking is currently limited by ICT policy (loads of websites banned in government agencies) and general communications policy (public servants expected to not engage online). Several times the point was made that political back pressure may artificially retard the efforts of public servants trying new things. Politicians therefore must become informed about and willing to engage in new methods of communication and services delivery and then give permission to public servants to experiment.

Also government needs to shift from an IT security-focused approach to a people management philosophy around Internet access. The same process occurred with telephony, where previously locked down phones gradually made their way onto every desk despite significant concerns that they would be used as time-wasters as businesses and government realised that having access to communications tools improved productivity and that any specific individual performance issues could be easily managed by using standard HR approaches and did not require a general technology lock-down.

There was also discussion about the policies around the use of Government facilities, and how the use of the committee room recording for Public Sphere was a great use of the facilities.

This topic was seen by attendees, particularly those who work in government as very important.

3. Delivery of government services

a. Reducing cost of Government

Internet and web technologies can help with open government, and can also reduce the cost of government at the same time.

As an example Tom Worthington suggested to the 1998 Constitutional Convention that the Federal Parliament could be partly run online. As well as providing better access for the citizens, this would potentially also reduce the financial cost and environmental impact of Parliament. MPs and Senators could then do part of their business online and so spend more time in their electorate, rather than in Parliament House. Since 1998 there has been a rapid uptake of ICT to improve business productivity and even the public service has been required to provide "productivity bonuses". Tom proposes it is time for parliamentarians to change their work practices, increase their productivity and lower costs and he writes about it here http://www.tomw.net.au/twcl97c.htm#parliament.

Opportunities to reduce the cost of government may result from both direct participation (e.g. improved and more effective policy making or better governance) and also indirectly by meeting the service delivery gap (delivering more services with the same or less government resources) by allowing communities to help themselves. Another aspect of reducing the cost of government will be through the application of Web 2.0 approaches to information technology in government itself and the way government data is made accessible.

This topic was not discussed during the Public Sphere event nor on Twitter or the blog because of the focus on policy and open government, however it does contribute to the topic.

b. Citizen centric services

Web 2.0 tools, geospatial data, and social networking tools can all help with consultation, collaboration, design and delivery of government services that are centred on each Citizen

individually and based on their specific needs. Lynelle Briggs spoke about the need to create a single place where Citizens get everything they need without a barrage of documents to read, and endless handoffs to other people. Dr Cameron also spoke about the opportunity to think of new ICT media as supporting alignment with Citizen needs, and as such supporting the capacity for government's ability to deliver effective services. He mentioned that it is really a way of thinking which will naturally create the necessary changes, rather than trying to dive into the changes.

Generally people were very interested in this topic, and some of the challenges around geospatial data, metadata, community consultation around improving services and how agencies would need to overcome technical and policy limitation around social networking to be able to deliver more citizen-centric services.

John Haining from Michael Johnson Assoc.

c. Good Internet access for Citizens

Several participants spoke about the need for good bandwidth to facilitate online engagement, delivery of services and to leverage public access to PSI. This is easy to understand as without good connectivity, high bandwidth usage services such as video and teleconferencing are very difficult.

One Twitter participant said the following, which becomes additionally important when the online environment becomes important for direct Citizen engagement with government:

> "at what point, then, does connectivity become a fundamental right, the same as shelter, food, water and freedom?"

This topic was met with a lot of support from the participants, and the National Broadband Network (NBN) was mentioned favourably. Participants saw fast Internet access as a fundamental requirement to a sustainable and inclusive Government 2.0 strategy and implementation. A few Twitter participants mentioned filtering as a barrier to good online participation and collaboration. Hooking up very local civic facilities ie. all public halls, neighbourhood & community centres to the NBN & offering wifi could bridge the gap between local community groups/organisations and online communities

d. Speed and reliability of news delivery

Several speakers mentioned how "official sources" of government information are often too slow to get the most up to date news, and a current key example was the difference between ABC reports that an Iranian march was cancelled, compared to live Twitter conversations about when and where the march was going to happen. Raul Vera from Google spoke about how government agencies are

not necessarily able to deal with an enormous and unexpected rush of traffic (such as when the Victorian bushfires happened).

The idea put forward was that by opening up data and working in collaboration with the community and industry, the load can be shared, and useful resources can be created rapidly in a distributed fashion. This can be extremely important when looking at what the community needs and how the community deals with natural disasters.

Social media tools and communities are happening anyway, so it was suggested that agencies are better off engaging in the conversation to a) help provide good information, b) collaborate for mutual benefit and c) to participate in a genuine conversation.

The community generally felt that without public consultation, the Australian public sector risks being ignorant of the community needs, and as such less capable of delivering the services and information required.

e. Improving access to and permissions around government data for the benefit of government

The idea was put forward that if government data was more accessible, then the ability to share government data between agencies would assist in each agency being able to deal with Citizen issues by having access to data beyond their remit. It would also make government aggregation of data and information for both internal and external needs much easier, leading to both service and productivity benefits.

The sharing of data between government organisations and across jurisdictions will provide more evidence to make improved decisions, better inform the creation and evaluation of policy and improve service delivery activities. For such sharing to take place, an investment in standards and standards based frameworks will be required to ensure that we are linking 'apples with apples'. It is essential that the data being shared is adequately described to ensure correct use of that data.

Matthew Landauer from Open Australia

Matthew Landauer spoke about this topic, and the general feedback was positive around the idea. Other sections of this document deal with privacy and security implications of data however Matthew's point was that with improved accessibility to Government data, all of government will see productivity and efficiency improvements.

f. Citizen authentication

Authentication was spoken about by Kevin Cox, and mentioned in passing by a few other people. It was seen to be a technical challenge in creating citizen-centric services.

Authentication could be based on presence, rather than identifying surrogates such as id numbers. This could lead to the possibility for more Citizen-centric service delivery (because the Citizen can determine how much to reveal about themselves when accessing information) and it would be more private than using identifiers. Citizen authentication by presence enables access with anonymity but with responsibility. Depending on the reason for access the government could specify the degree of anonymity allowed. For example, electronic voting requires a Citizen to identify themselves so that they can prove they have the right to vote and that cannot be anonymous as a Citizen is only allowed to vote once. Having proven they have the right to vote then voting itself is made anonymous and untraceable and voting is done by the Citizen directly through their presence. This electronic process mirrors the traditional voting mechanism with voter registration, polling places and casting of secret votes.

Authentication mechanisms can be partially based on a Citizen having access to government information about themselves. A Citizen who establishes an electronic presence can partially prove the presence represents them by showing that government has records about them by asking for access to those records. If a record of the person already exists in government files then that partially verifies the identity of the electronic presence. The level of authentication required for different access can vary depending on the access required. For example, the right to vote may require access to birth records, school records, Citizenship records plus verification by one or more members of society who have the right to vote and who personally know the Citizen.

This was presented in a very short speech and there wasn't a lot of discussion about it, however there was some community agreement that Citizens should be able to determine how much of their personal/private data was shared and with whom.

g. Citizen permission for specific data use

The idea was put forward that the government should allow a Citizen to access to their own personal

Crispin Butteriss from Bang the Table

and private information stored by the government (eg - licence, address, etc). Access by the Citizen to private data held in databases is embodied in the Privacy Commissioner's privacy principle number 6. Electronic access facilitates this existing right. Once a person has access then the Citizen can provide the data or parts of the data in an anonymised format to other government agencies, or other useful web 2.0 initiatives that the Citizen themselves determines. This would require stringent authentication mechanisms as outlined above, but would give Citizens more trust in how their data was being used.

Tasmania and Victoria are developing government wide change of details capabilities to support improved public interaction with all government agencies. The technology they are using will be available to all Australian governments at low or no cost and by simply having the correct information governments can provide a more

effective and accurate interaction with its Citizens. For example, by having a correct address can remove many problems when departments deal with the public. A Citizen profile in the Australian Government Online Service Point (AGOSP) could provide a similar advantage to those dealing with Australian Government agencies. However Citizen profiling can violate privacy principles and are unnecessary if the Citizen is given easy mechanisms to check and change their own data such as address without requiring a Citizen profile record to be maintained.

4. Facilitating private and public innovation

There was a lot of discussion around the access to and use of PSI (Public Sector Information), however this topic also covered other ground including open software, open systems and open methodologies. All with the practical outcome of better facilitating private and public innovation.

a. Open and usable Government data and systems

There was a lot of discussion, and general support from speakers and other participants about the importance of open, easily accessible and usable data for public and private innovation. Components of such a strategy could include:

- **Permissive copyright** - ensuring all appropriate government data (except where there are security or privacy concerns) is available under an appropriate permissive licence, such as Creative Commons. Ideally the PSI should be redistributable, reusable, modifiable and able to be commercialised to make it as open as possible for private and public innovation.
- **Open standards** - ensuring all government data is stored in openly documented and free formats, for both more accessibility to data and future sustainability of the data.
- **Open APIs** (Application Programming Interface) and protocols - Government systems should require and develop with open and documented APIs such that Citizens can create interoperable systems.
- **Open Source** - where possible leveraging Open Source software and communities for government systems (particularly where trust and transparency are important, such as election systems), and to ensure all ICT software (proprietary or open source) put in place doesn't limit the opportunity for other systems, hence reducing competition.

Many studies on access to PSI have indicated specific or anecdotal evidence of the significant benefits of making PSI more accessible. These range form innovation benefits to better informed Citizens. Studies in Australia include the recent Innovation Review and the OECD is developing a strong view of the benefits arising from improving access to PSI.

In the Australian Government, low or no cost access to spatial data has been a policy since 2001. A policy exists, together with a governance framework, and related administrative structures. Additionally, various tools and capabilities have been developed to support access to government spatial information. The capabilities and also lessons learnt from this successful policy should be used to develop a broader PSI access policy.

Key elements of the points above was reflected in the final report of Victorian Government's Inquiry into Improving Access to Victorian Public Sector Information and Data

(http://www.parliament.vic.gov.au/edic/inquiries/access_to_PSI/EDIC_ACCESS_TO_PSI_REPORT_20
09.pdf).

Public.Resource.Org published eight principles for open government data in 2008, developed by 30
e-government advocates, all from the private sector, academe or NGOs, from the US. Government
data shall be considered open if it is made public in a way that complies with the principles below:

1. Complete - All public data is made available. Public data is data that is not subject to
   valid privacy, security or privilege limitations.
2. Primary - Data is as collected at the source, with the highest possible level of
   granularity, not in aggregate or modified forms.
3. Timely - Data is made available as quickly as necessary to preserve the value of the
   data.
4. Accessible - Data is available to the widest range of users for the widest range of
   purposes.
5. Machine processable - Data is reasonably structured to allow automated processing.
6. Non-discriminatory - Data is available to anyone, with no requirement of
   registration.
7. Non-proprietary - Data is available in a format over which no entity has exclusive
   control.
8. License-free - Data is not subject to any copyright, patent, trademark or trade secret
   regulation. Reasonable privacy, security and privilege restrictions may be allowed.
9. Compliance should be reviewed to ensure ongoing compliance.

Brian Fitzgerald from QUT

*Many participants were quite passionate about the data aspects of
this, particularly those in existing projects trying to use PSI to create
better transparency, better access to Citizens, or simply for
interesting community projects. Eg's include Open Australia and
TweetMP. Several people spoke specifically about Open Source.*

*Some of these points were discussed during the Public Sphere event
and in the various online discussions, however the Public Resource
eight principles were not. Generally people believed that open
standards, open APIs and open data were very important, and some
people spoke about the benefits and in some cases importance of
open source in government.*

*Several participants were concerned about the Government use of
lock-in technologies and closed standards (Microsoft was
specifically mentioned a number of times).*

b. Accessibility

The point was made both over Twitter and during the event that accessibility to online engagement
is an issue, whether due to basic accessibility non-conformance, usability, regional and remote
network infrastructure or compatibility of technology. For instance, most people in Government

departments or public education could not fully participate in the Public Sphere event remotely due to social media websites being blocked, old versions of software such as flash, or strict firewalls.

It was seen as important that online engagements complement other mechanisms for government interaction, to avoid cutting anyone off from participating democratically. There was however quite a lot of interest in opening up normal consultative approaches, such that all submissions are publicly available for viewing and comment, regardless of how they were submitted to the process in order to improve transparency and accountability. It was also thought the "old media" resources and organisations will continue to play a role for some time, although there are some mixed feelings on this.

c. Geocoding and Timestamping government data

Several people spoke specifically about geospatial data, and the value of such data to Citizen-centric services, to public/private innovation, to helping the community as a whole deal with natural disasters (such as the Victorian bushfires).

Some 80% of all government information can be linked to a location. The use of this location component of most data has many benefits to government and also to its Citizens. A framework that enables data to be joined together as a consequence of the location it is linked to will benefit both government business and better inform the community. Technology is now at a point where such a framework is possible. Technology is no longer an issue, and the problems to be resolved mostly concern the political will to develop such a framework.

Shoaib Burq from GeoLabs

Geocoding of government data creates opportunities for innovation with mapping and in particular creating Citizen-centric services both from government agencies themselves, and from the community. Timestamping is extremely important for understanding the timeliness of data and the most recent information. These needs to be built into the public information policy.

Having the will to make data available is only half the problem. Once it is made available the data needs to be discoverable and accessible. This requires an open standards approach through such things as standards based metadata structures and common registries and semantics. To be discoverable and accessible an appropriate framework is required. The spatial community has developed a range of standards and protocols to support this including a data directory covering in excess of 50,000 spatial data sets for Australia.

Where possible location may easily be included to existing government data by extending simple and lightweight standards. For example rather than creating a separate service for providing the location of an event, government RSS/ATOM feeds can include location by adding simple GeoRSS tags. Similarly search interfaces to government websites may be extended for location information by

using the OpenSearch's Geo-extension. The philosophy of using existing standards and keeping the standards simple and light-weight can add proportionately greater value than the effort required to implement heavy and specialised standards. This is because light-weight standards are easier to understand by a larger proportion of the Citizens and parsed by well known search engines. As a result the data becomes easier to find using standard geographic search interfaces such as web mapping services and aggregators like Google-maps and Yahoo-maps, and easier to use in custom geospatial projects.

d. Culture change in government

The Australian Government is the number one ICT procurer in the country, and in many ways sets the tone for the entire ICT industry and market. Government needs to stop seeing itself as being appropriately behind everyone else in order to avoid risk, and rather understand that it has a responsibility to be at the cutting edge of technology in some areas in order to best serve and engage with its Citizens.

There also needs to be in government a recognition of social media as a legitimate form of communication and Citizen engagement, rather than ignored or feared. It was mentioned that government is moving in the right direction, but much too slowly, and that governance and legislation evolution therefore also moves too slowly.

If risk was encouraged in government employees (at least as a small part of their normal work) rather than punished, and if a culture of openness and transparency was encouraged rather than closed protectionism, then there would be significant improvements in delivery of government services, in Citizen engagement and in facilitation public and private innovation with government data.

Another way of talking about this issue is in terms of radical trust, by the government, in the people. (In most cases the risks are easily managed.) It may be that we need a top-down policy leadership, from the Prime Minister, Ministers and the Secretaries of departments, in order to trigger this culture change – because the required change is seismic.

Several speakers spoke about the culture change needed in government, with a great amount of support and agreement from the local and remote participants. There was a lot of cynicism around the capacity of government to engage, and towards some previous efforts, such as the 2020 summit (which was seen to be quite closed and inaccessible to the general community), and the perceived over importance placed on lobbyists and industry.

There were many public servants in the room, and when one speaker called for access to social networking tools in government agencies, there was a lot of support for the idea, and obvious frustration about the current closed situation in most agencies.

e. ICT skills development for Citizens and representatives

All Citizens need better ICT skills (including social networking) in order to better engage online in communities and with government. This would ideally include instruction in good "netiquette" to assist Citizens to engage online in a constructive and collaborative fashion. Michael De Percy, a seasoned lecturer mentioned that less than 5% of his recent university students have the ability to

engage effectively online. Figures also show that Australian Citizens are increasingly engaging online, and this year for the first time Australian Citizens spent more time online than with any other media, so these skills are extremely important to get right.

A schools program is needed to ensure that teachers and their pupils develop the skills needed to effectively engage online with government and understand their roles and responsibilities as prospective citizens.

Government employees as part of their normal professional development should also be well educated in social media tools, and allowed to engage in such environments. Policy needs to be modified to be permissive with sensible guidelines, rather than completely shut down.

Several speakers spoke about the ability to leverage online communities, methodologies and tools for faster and more effective learning.

The ABS data shows Australia's adult literacy to be in need of improvement - the minimum required for individuals to meet the complex demands of everyday life and work in the emerging knowledge-

Peter McEvoy from QANDA & the ABC

based economy" was not met by approximately 7 million (46%) Australians aged 15 to 74 years in their most recent survey (2006). Interestingly 40% of those who did not achieve functional literacy used the internet however 70% of those that did have literacy used the Internet. Public libraries have an increasingly large role (show by NSW and Victorian research) in supporting those in the community who needs to access government services/information – particularly those with low literacy or slow broadband access or for affordability reasons don't have the Internet at home.

The community should also expect to be able to get access to quality information – while Australians now have access to Australian News & Business Information, General Reference, Health Information through libraries (including access from home) in 2009, the consortia had increased to offer access to approximately 8,500,000 Australians through 1,193 libraries. Includes Australians served by public, academic, school, TAFE, special, state and national libraries – an equal number of Australians had access only to freely available resources of highly variable quality – particularly for health issues! (see http://era.nla.gov.au/index.html)

Skills were not discussed at great length in talks during this Public Sphere topic, however there were a few mentions particularly on the Twitter feed, and it is likely that the participating audience are quite ICT literate themselves and that this point which was raised by several contributors to the wiki was a given, hence the lack of lengthy discussion.

Lots of people on Twitter talked about how it should be mandatory for all Ministers to be ICT literate, and all Public Servants (particularly thought involved in policy development and in community consultation).

Recommendations

Please note: Once finalised, these recommendations will be put into an online endorsement system for final quality control and we will publish any prioritisation that emerges.

1. General recommendation

a. Research and policy

There were two sets of recommendations regarding research and policy.

Firstly that public policy could be iterative, and reactive to changing trends by being decentralised to community groups and policy centres. This process involved could include an ongoing consultative process, iteratively resulting in new policy amendments over time, instead of a stop-start process, where each instance of policy change was treated as a discrete and unrelated instance. This would mean policy was done in open collaboration with Citizens directly for more informed and appropriate policy outcomes.

Nerida Hart from LWA

Secondly, several participants (including on blogs) suggested the following specific research could be completed to assist in creating a cohesive and effective government 2.0 strategy for Australia:

- A visualisation of government responsibilities / functions to enable us to see the whole and explore the component parts - excellent writeup here http://catherinestyles.com/2009/06/28/a-government-2-0-idea/
- A collaborative wish list of what Citizens want from government; this would ideally be sourced from and by the community - for example http://makeit.digitalnz.org/voting
- A Central "User Controlled" Data Store that is easy to prototype and easy to integrate is described here http://smartmobtoolkit.wordpress.com/2009/07/03/imagine-if-you-controlled-your-data/ - this also relates to the "Data about an individual should be available electronically to the individual" discussion below and the "Citizen permission for specific data use" and "Citizen centric services" discussions above.

b. Accepting public contributions to Government data

Where useful and possible, government agencies should facilitate accepting updates to data from the general public, such as updates to mapping information or to information sheets. Where possible this could be streamlined though WIKI style or automated revision systems to simplify the process of accepting changes, while also tracking who contributed what and the ability to roll back changes.

c. Creation of archive for Government publications

The Government should create a proper archive for Government publications, including research and reports. Perhaps the existing Pandora project at the National Library could be funded to expand to all Government?

2. Citizen and business engagement

a. All elected representatives to engage with Citizens online

All elected representatives should build into their normal activities an online Citizen engagement and communications strategy which takes a mature approach to genuine Citizen engagement rather than simply using some current popular tools. This should also extend to each government portfolio.

b. Policy reform around Government departmental access to and use of social networking tools

All Citizens should have access to Social networking tools which offer new and useful ways for Citizens to interact with government departments.

Employers, including Government Agencies, need to develop policies that permit online participation whilst encouraging appropriate employee discretion and distinction between personal use and that on behalf of their employer. The development and publication of a standard policy, would provide the benefit of consistency to employers and employees.

Great quote from Twitter feed quoting Lynelle Briggs:

> "public service can't be innovative in a straight jacket" and "we cannot serve if we just stand and wait"

c. Crowdsourcing (particularly online) integration into normal Government consultative processes

If social networking tools and methodologies become part of the normal workflow and government processes, then it won't be an overwhelming workload for public servants, and it will become simply part of the process.

d. Government partnership and empowering of community projects

There are many projects where Citizens and organisations have innovated to create a new service to the community. It would be useful for government agencies to be constantly on the lookout for such initiatives and to then engage with and empower these initiatives where they provide genuine value to the community. This means government working in partnership with the community rather than trying to reinvent and own each project. This

will distribute the load, particularly in the case of unexpected issues such as natural disasters.

Using and participating in the development of Open Source Software provides a powerful opportunity to draw on and share experience and implement the associated business practices. Apache Web Server, Firefox, Moodle (education) and Sahana (disaster management) are four compelling examples. The collaboration on the development of software and its reuse would also improved the integration of the three layers of Australian Government.

While not discussed in any depth during Public Sphere, it is worth noting that we should also encourage and expect to see greater levels of social entrepreneurship to help facilitate such government-community partnerships and to help drive community initiatives. Such social entrepreneurship is also likely to encourage long term innovation and will promote the long term sustainability of such initiatives. For example, OpenAustralia] recently incorporated and formed the [[http://blog.openaustralia.org/2009/07/07/announcing-the-openaustralia-foundation/.

Sally Rose from Open Forum

Community projects can be both thematic and geographically focussed. It is important that data provision mechanisms address both needs.

3. Delivery of government services

a. Government 2.0 support for agencies

There needs to be a common place to get advice and direction around Government 2.0 technologies, methodologies and strategy development to ensure consistency and best practice (development) for government planning. Perhaps this could be a specialised group in AGIMO supported by an advisory group with specialists from the broader community. Strategic documentation and policies in this space need to be developed with government needs in mind.

b. Review of cost of running Parliament

A review should be conducted about how Parliament is run and how online tools might potentially be used to reduce the cost, the environmental impact and to improve flexibility of working hours in how Parliament runs.

c. Upgrade all government Web browsers to reasonable standards compliant browser

The application of open (W3 Web Standards) and the standardisation on cross platform software, such as Firefox 3.5 would ensure government web applications are accessible across government agencies and by their clients.

Currently in Parliament House and many government agencies, the IE6 Web browser is still the standard, in some cases for compatibility with legacy internal Web-based applications. But because even IE6 itself has been superseded by two major version upgrades many sites, including Twitter, Facebook, Digg and YouTube, will soon be dropping support for this obsolete Web browser. All government employees should have access to a modern, secure Web browser in which they can actually use Web 2.0 applications and in the future access HTML 5 based Websites.

d. Encourage all public institutions to engage directly with Citizens

All public institutions should have an online engagement strategy according to their line of business and user needs.

e. Delivery of government data in subscribable formats

Adopting Standards across government agencies for informing and engaging with the community, in an integrated and consistent manner would make it easier for Citizens to engage with government in an informed way. Technologies such as Mailing lists and Newsfeeds (RSS/ATOM) are now accepted standards, with a variety of tools available to enable individuals to subscribe and aggregate information to keep abreast of developments in specific areas that are of interest to them.

Where possible, all government data (such as news, events, updates) should be able to be aggregated or subscribed to using standard technology approaches such as email or news feeds (eg: RSS or ATOM). This would both make it easier for Citizens to stay up to date, but would also make it possible for public and private groups to aggregate government updates in Citizen-centric ways.

The standards should be applied in all levels of government, and all agencies. For example, in the UK of local governments the Mash the State initiative, encourages and enables all local councils to provide RSS feeds.

f. Geocoding and timestamps of all possible government data

All government data should include open standard geodata and timecoding to facilitate better use of the data, and better transparency and accountability.

g. Make all government held data searchable and accessible

The creation of a searchable mechanism that taps into every government data repository (excluding perhaps privacy or security specific information) would assist government agencies to leverage internal data to help create better Citizen-centric services. This could also be the start of an Australian version of http://data.gov for public access of particular data sets. The Australian government funded Research Data Australia provides a model and web technology for making data collections available.

It is important that to meet these the objectives or search ability etc, that we do not re-invent the wheel. Capabilities can be developed using existing frameworks and technologies from both within Australia and overseas. The American data.gov site is one obvious standards based example to follow.

h. Standardisation of Australian postcodes

Ben Searle from the Office of Spatial Data Management

There are many different definitions of the Australian postcodes, however this is a barrier to useful mapping and Citizen engagement and must be definitively standardised.

The issue of standard geographies is an important one and while post codes are important, there are many other types of geographic boundaries used to support information management activities. The Australian Bureau of Statistics has recently revised its Australian Standard Geographical Classification. This should form the basis for any geographic boundary classification framework, because without such a framework the value of using a spatial context for information will be significantly reduced.

4. Facilitating private and public innovation

a. Permissive copyright as general case for Government data

All government data, unless there is a specific security, privacy or commercialisation business case, should be automatically licensed under an appropriately permissive Creative Commons license. This needs to be integrated into the national information policy for all agencies in levels of government.

b. Permissive copyright as general case for Government developed software

All software developed by or for government, unless there is a specific security, privacy or commercialisation business case should be automatically licensed under an appropriately permissive OSI approved license. This needs to be integrated into the national information policy for all agencies in levels of government.

c. Government requirement for open standards, open APIs and open protocols in all ICT procurement

All government ICT procurements should require open standards, open APIs and open protocols to ensure interoperable and sustainable systems.

A recommendation has also been made that API's should take the central place in policy for http://smartmobtoolkit.wordpress.com/2009/07/03/apis-accessibility-and-mobility/][Accessibility, Equity of Access and Mobility. This recommendation was specifically in response to a call for feedback on the http://webpublishing.agimo.gov.au/][AGIMO Web Publishing Guidelines, however the recommendation should be considered in the broadest http://data.gov.au sense. (Yes, this URL is not yet active!). This relates to the "Open and usable Government data and systems" and "Accessibility" discussions above and the "Make all government data searchable and accessible" discussion below.

d. Availability of PSI in free and openly documented standards

All government data needs to be available in free and openly documented standards such that anyone is able to use the data, and use the data in a variety of software products.

e. Data about an individual should be available electronically to the individual

All data on government files held about an individual should be made available to the individual in an electronic form. When data about an individual is changed or added or removed the individual should be made aware of the changes. Mechanisms should be in place for individuals to challenge, correct and remove information, except where there may be legal requirements or record keeping. For instance a Citizen should not be able to modify their criminal record, or records of previous addresses, but should be able to view all data.

f. Government costing of PSI

Access to all government PSI should be as close to zero cost as possible, unless there is a good business case reason. PSI, if it is collected for government purposes should normally free to access as the cost of collection will outweigh the income generated. In some cases where government presently charges for access to data as a way to assist the collection and quality of data the users of the data should contribute towards the cost if they earn a profit

from the use of the data. This can be achieved through business models based on a shared profit royalty model and the generated revenue can go back to ensuring quality and currency of the data. Without this revenue, the quality of the data may suffer and it may no longer be useful to either government or its Citizens. Many studies have indicated that the funds generated through sales are much smaller than the social, economic and environmental benefits from making data 'freely' available, but agencies

Martin Stewart-Weeks from Cisco

must be funded to continue to the collection and management of this data or Citizens and other bodies may be enlisted to help provide the data.

g. PSI needs to be quality checked

Government data such as geospatial data should be checked, and also able to be updated (either publicly, or through public mechanisms) in order to better ensure integrity of the information. As with personal data the public using the data is often the best source for checking. The public could be notified individually when data in areas of interest to them is changed and may be enlisted to verify changes providing who makes the changes are appropriately identified and qualified to make changes and additions.

5. Culture change in government

a. Education about social networking tools and Government 2.0

The active education of politicians and senior management staff in government and government agencies about social networking and the benefits/importance of Citizen engagement and collaboration. This would include practical information and advice to assist government management staff and politicians to develop mature and pragmatic Government 2.0 strategies for their agencies and offices.

b. Citizen skills development

All education institutions should integrate into their curriculum extensive ICT skills, including online engagement, good netiquette and good basic computer administration. This will empower Citizens to better engage with government online. Consideration should be given the the large proportion of citizens who have no computer skills an d some form of basic training should be offered by Government to create a truly equitable platform for engagement.

c. Public sector skills development

All public servants should have social networking and online engagement. Online tools should also be considered for education and communication within the public sector. Some university courses are now teaching on-line communication to public servants using e-learning.

There is also a role for governments in hosting online social networking (as in providing ICT infrastructure, to complement the access provided in libraries and schools etc) for community facilitators. For example, the Link mailing list and ICT Governance Forum mailing lists are hosted by Universities and facilitated by members of the public.
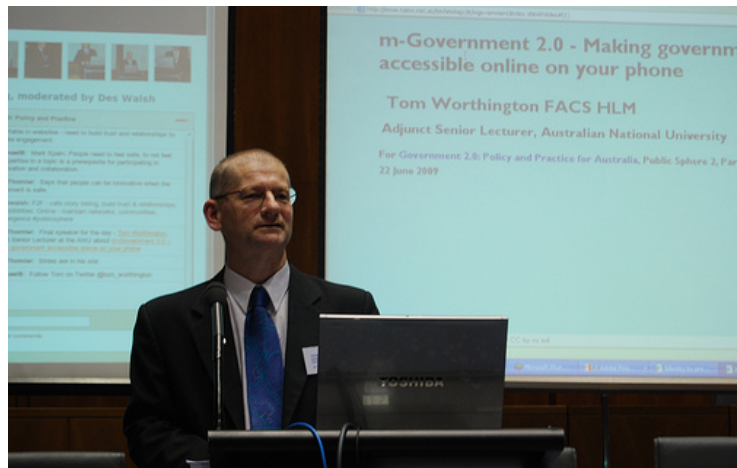
Tom Worthington from the Australia National University

It is now the default for Companies to publish and provide their shareholders with their annual reports on their websites and provide continuous disclosure to the ASX, who makes the information available to the market, a similar framework should be considered for the Public Sector.

The current sources of Guidance for Public Servants Circular 2008/8: Interim protocols for online media participation (APSC and Protocols for Online Media Participation (AGIMO) are under review.

Misconceptions Surrounding PDF Accessibility http://raebuerckner.com/?p=49

References

1. Mind Map

A nice mind map was put together by [Mark Schenk](#) which covers some of the event proceedings, we've [put it online here](#) and an image is below:
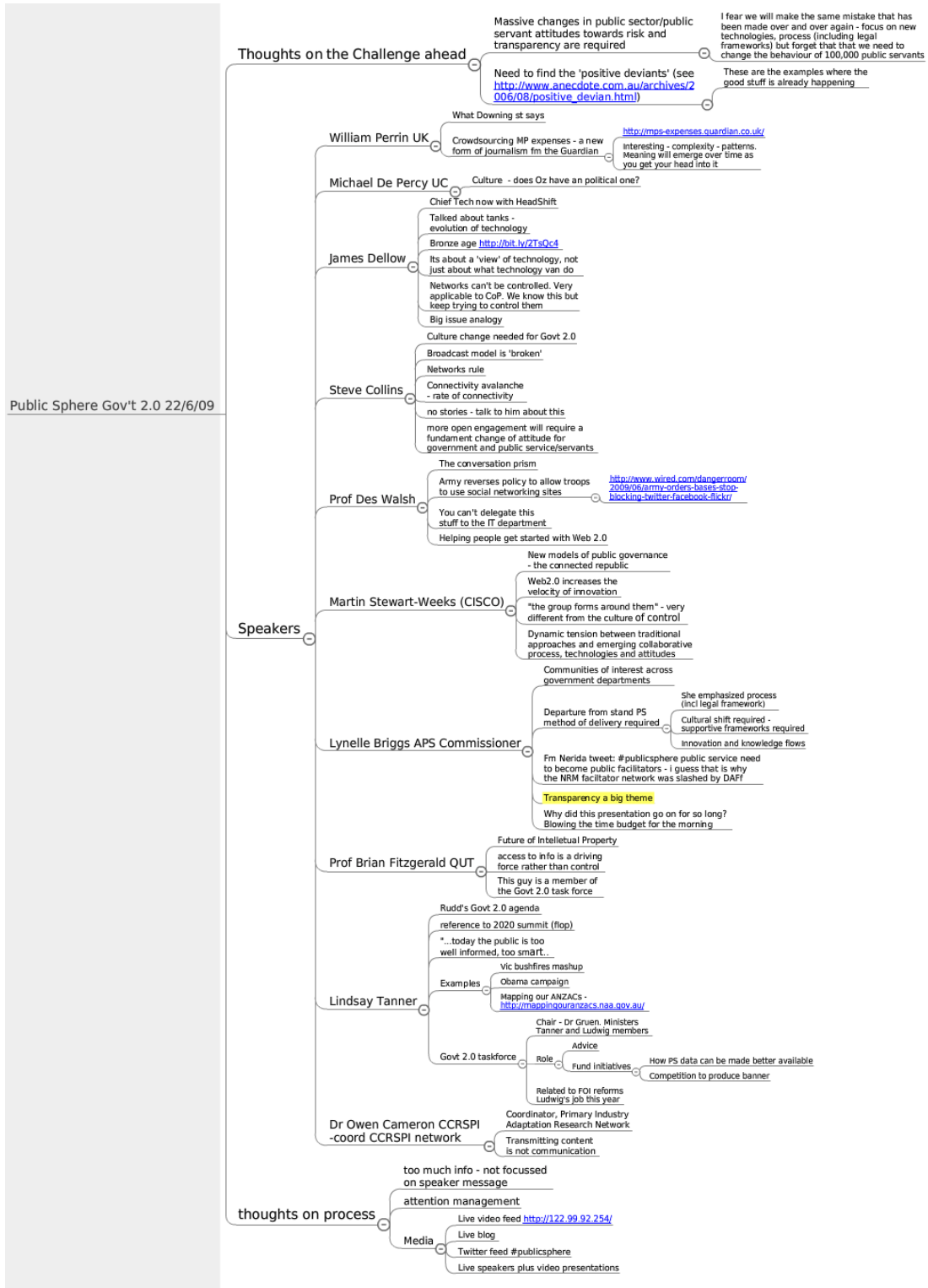
2. Case studies

a. Australian

- Dr Owen Cameron's talk had several case studies - http://vimeo.com/5331202

- Nerida HArt - LWA case study - http://vimeo.com/5331526

- Justin Freeman gave several case studies (Defence, ACIAR and LWA) - http://vimeo.com/5331391

- Marghanita Da Cruz gave a case study of the "Annandale on the web" - http://vimeo.com/5331588 and http://ramin.com.au/marg/local-community-engagement-2-0-public-sphere-2.shtml

- Reem Abdelaty and Diana Mounter gave the Local Government Web Network case study - http://vimeo.com/5331608

- Crispin Buttress gave a case study from Bang the Table - http://vimeo.com/5331889

- Sally Rose gave a case study on Open Forum - http://vimeo.com/5332242

- Open Australia - Aggregating and making accessible political reporting from Hansard

- Australian Nation Building website for prioritising issues

- ABCs QANDA show - http://www.abc.net.au/tv/qanda/

- NSW Government initiative for exploring trends of baby names - http://www.nsw.gov.au/explorer. asp

- Australian Centre for International Agricultural Research - http://www.aciar.gov.au/

- Online bush fire mapping system from Australian Government in 2003

Des Walsh

- Regional Knowledge Resource Kit & NRM Search Engine

- Got Gastro - a community project mapping the NSW Food Authority's name-and-shame lists

- Community project to determine who your elected representatives are

- Open Forum

- "Real-time NSW Road Accidents & Incidents"

- Western Australia digital maps

- New South Wales maps and other information

- Articles by Craig Thomler - Gov 2.0 initiatives in Australia part 1 & Gov 2.0 initiatives in Australia part 2

- Gov 2.0: A case study from Australia

- News story withh a few examples

- Mapping our ANZACS - a great National Archives of Australia project done in collaboration with the community

b. International

- Open government data projects
  - [United States open data initiative](#)
  - [United Kingdom open data initiative](#)
  - [Socrata](#) - "Opening Government. One Dataset at a Time"
  - [Open Data Catalogue](#) - New Zealand Government
- [Social Media Club](#)
- http://downingstreetsays.com/ - Early political mashup, and wake up call to UK Government about Citizen engagement and participation.
- [My Society](#) - UK based website for Citizen political engagement
- [Us Now](#) - a UK documentary about the power of mass collaboration, government and the Internet
- [NHS Patient Opinion](#) - a UK example of both social entrepreneurship and the use of open government to improve health service delivery

James Dellow from Headshift

- [Crowd-sourcing MP expenses in UK](#)
- [Mash the State](#) initiative providing RSS feeds for all local councils in the UK
- [Social media test: Obama](#)
- [New York - Big ideas website](#)
- [Tool for determining available map data on Wikimedia](#).
- [http://www.patientopinion.org.uk/Public story sharing about the National Health Service - UK](http://www.patientopinion.org.uk/)|
- [Transparency: Access to Information](#) - Office of Science and Technology Policy (US)
- [US Government Youtube channel](#)

3. Additional Resources & Usergroups

a. Australia

- Australian Government 2.0 Taskforce - http://gov2.net.au/
- User groups and forums
  - [Australian Government 2.0 Taskforce blog](#)
  - [Government 2.0 Group on Govloop](#)
  - [Government 2.0 mailing list](#)
  - [Gov 2.0 Ning Group](#)
- Openly available geospatial data (from OSDM) - http://www.osdm.gov.au/Finding+data/default.aspx
- Andrew Boyd's talk on user experience design - http://vimeo.com/5332054

- Lynelle Briggs talk on Citizen-centric delivery of government services - http://vimeo.com/5331012
- Miriam Lyons from the Centre for Policy Development on "open sourcing policy development" - http://www.slideshare.net/policydev/open-source-policy
- Open data model by Open Australia - http://wiki.openaustralia.org/index.php/Open_Data_Model
- Government 2.0 people on Twitter
- Australian politicians on Twitter - includes differentiation between fake and real Australian politician Twitter accounts
- GILF - licensing framework for Queensland, includes 6 Creative Commons and 1 GILF Restrictive licence
- Community Technology Centres Association - connecting rural and regional Australia
- Canberra Open Street Map community
- Australian Library and Information Association

b. International

- New Gov 2.0 Hub blog and website by Nat Torkington from O'Reilly (NZ)
- The Conversation Prism - http://theconversationprism.com/
- Don't Tweet your political career away by accident
- Steven L. Clift's Democracies Online Project.
  - Steven Clift: http://stevenclift.com/?page_id=172
  - Democracy Online: http://dowire.org/
- Copies of white papers and an open forum discussing public sector reform and renewal - http://www.theconnectedrepublic.org and this section on Government 2.0 http://theconnectedrepublic.org/tags/Government%202.0

Damien Donnelly from TweetMP

- USA IT Dashboard (example of better transparency into Gov spending - http://it.usaspending.gov/
- Power of Information Taskforce Report - UK Government
- Clay Shirky talk from TED about social networking
- Development of manifesto of open and transparent Government for Europe
- taxpayer funded data must be freely available to the public
- Improving Access to Government through Better Use of the Web - W3C Web interest group
- Uservoice - user feedback website including forums
  - Example of uservoice for Policy recommendations for public services 2.0 - UK
  - Example of uservoice for UK government public consultation on what the Minister for Digital Engagement should do

- [Foundations of Openness paper](#) defining the pillars of and metrics around openness. By Pia Waugh in collaboration with Oxford University
- [City Futures project](#) - UNSW
- [Government Data and the Invisible Hand](#). A proposal on how to make the government more transparent by Ed Felten
- [The Four Pillars of an Open Civic System](#) - by John Geraci
- [Otto Scharmer's conceptual framework called Theory U](#)
- [US military use of social media, with broader application to Gov 2.0](#)
- [Gov 2.0 ideas crowdsourced in the UK by IDealGov community](#)
- [Open Video conference](#)
- [Building a vision for Government 2.0 (Roadmap)](#) - US

4. Blog posts about the day

a. Before the event

- Diana Mounter - [Public Sphere: Government 2.0](#)
- Tom Worthington - [A comment in a forum announcing the event](#)
- James Dellow - [Zen and the art of Social Media Guideline Maintenance](#)
- Matt Crozier - [The Technology Dinosaurs](#) - about access to the web at work.
- Kevin Cox - [How to make a privacy-friendly national ID card](#) & [The electronic 'me'](#)
- Michael De Percy - [Can Australian civic culture accommodate Gov 2.0?](#)
- Stephen Collins - [Culture change for Government 2.0](#)
- Matthew Hodgson - [Toward Government 2.0](#)
- Craig Thomler - [Social Media and the Federal Government - Perceived and Real Barriers and Potential Solutions](#)

James Purser from Collaborynth

b. After the event

- Pat Allan - [PublicSphere: Open Government](#)
- Rob Manson (@nambor) - [Imagine you controlled YOUR data](#)
- Rae Buerckner (@rbuerckner) - [How does a Conservative Australian Government Change it's Spots & Adopt Social Media](#)
- Pia Waugh - [Government 2.0: Where to begin (3 part blog post)](#)
- Des Walsh - [Government 2.0 at Barcamp Brisbane](#)
- Tom Worthington - [Analysis of Government 2.0 Taskforce](#)
- Senator Kate Lundy - Has written several blog posts and speeches on this topic - [Three Pillars of Open Government](#), [Conversations at Copyright Futures](#), [Is citizen-centric government on the way?](#), [Speech for CeBIT Access conference](#), [Speech for Metadata conference](#) & [Speech for Copyright Futures conference](#)
- Lisa Harvey (Gov 2.0 Taskforce member) - [Government 2.0 Taskforce](#)

- James Purser - A Public Sphere Summary & Further Musings On Public Sphere 2
- Zemanta - Government 2.0 and Web 2.0 in schools & Public Sphere #2: Government 2.0: Policy and Practice
- Michael De Percy - Wikis to broaden policy debate
- Justin Freeman - Successful Government 2.0 Public Sphere Event
- Rae Buerckner - The Public Sphere, Gov 2 – The Twitter Stream & How does a Conservative Government Change it's Spots & Adopt Social Media
- Damian Donnelly - TweetMP addresses the Public Sphere
- Wiki Government - Book recommended by Roxanne Missingham and critiqued by Tom Worthington
- James Dellow - Patrolling the Web 2.0 borderline & Government 1.0 is dead. Prepare for the Age of Government 2.0!
- Martin Boyce - How libraries can add value to the Government 2.0 process
- Stephen Collins - The Public Sphere
- Serguei Golobokov - Written piece about Government 2.0 contribution

Marghanita Da Cruz from Ramin Consulting   **Mark Spain from Global Learning**   **Kevin Cox from GreenID**

John Shanahan from Colmar Brunton   **Nick Gruen, Chair of the Gov 2.0 Taskforce**

Event Briefing

1. Content and Schedule

The schedule from the event including videos, slides and transcripts is available at http://www.katelundy.com.au/2009/05/29/public-sphere-2-open-government-policy-and-practice/#schedule.

Time	Who	Role	Subject
0900	Senator Kate Lundy	Senator for the ACT	Opening remarks and welcome. Video & transcript
0905	William Perrin	Secretary of the Power of Information Taskforce	Gov 2.0 in the UK: Policy and Status *. Transcript and Original video from the day
0915	Michael de Percy	University of Canberra	Citizen Engagement & Policy Learning: Forming, storming, norming and performing Video, slides, transcript, & blog post
0930	James Dellow	Headshift	If it isn't broken, why fix it? Video, slides & transcript.
0945	Stephen Collins	Founder Acidlabs	What culture change is needed for Government 2.0? Video, slides & transcript
1000		Break and networking	
1015	Des Walsh	Former APS and NSW public servant	Why parliamentarians and public sector managers need to participate actively in social media (briefing papers and slideshows won't cut it). Video, slides & transcript.
1030	Lynelle Briggs	APS Commissioner	All those who stand and wait – putting citizens at the centre. Citizen-centric public engagement Video & transcript.
1040	Martin Stewart-Weeks	eGovernment Head CISCO	New models of public governance in The Connected Republic. Video, slides & transcript.
1055	Dr Owen Cameron	Program Manager, CCRSPI (Climate Change Research Strategy for Primary Industry) Coordinator, Primary Industry Adaptation Research Network	New media and NRM policy consultation – meeting, listening and hearing to enhance service delivery. Video, slides & transcript.
1110		Break and networking	

1130	**Minister Tanner**	**Minister for Finance and Deregulation**	**The Rudd Government and the Government 2.0 agenda.** **Video** & **transcript**.
1130	**Minister Ludwig**	**Special Minister of State and Cabinet Secretary**	**The Rudd Government and the Government 2.0 agenda.** **Video** & **transcript**.
1120	Professor Brian Fitzgerald	Professor of Intellectual Property and Innovation, QUT	Copyright Strategies for Government 2.0. Video, slides & transcript.
1130	Peter McEvoy	Executive Producer Q&A	Old media/New media – tools for political engagement Video & transcript
1200		Lunch	
1240	Nicholas Gruen	Chair of the Government 2.0 Taskforce	Impromptu Q&A about the new Government 2.0 Taskforce. Video & transcript.
1250	Justin Freeman	Agileware	Bringing Web 2.0 to Defence and other Government agencies. Video, slides & transcript.
1255	Zachary Zeus	BizCubed	Open Tools for Open Government Video, slides & transcript.
1300	Raul Vera	Engineering Manager, Google	Victorian bushfires case study: Lessons learned for online public engagement Video, slides & transcript.
1315	Nerida Hart	LWA	Case study: Knowledge for Regional Natural Resource Management program Video, slides & transcript.
1330	Marghanita da Cruz	Consultant	Local Community Engagement 2.0 Video, slides & transcript.
1345	Reem Abdelaty & Diana Mounter	Local Government Web Network	Challenges in Local Government (NSW) with regard to Gov 2.0, community engagement and other aspects of government online Video, slides & transcript.
1400		Break and networking	
1410	Matthew Landauer	OpenAustralia	Open access to government data, open source software in government Video, slides & transcript.
1425	Damien Donnelly	TweetMP	Ways of increasing civic engagement through Twitter Video, slides & transcript.
1430	Ben Searle	Office of Spatial Data Management	Spatial data for Gov 2.0 – the role of Government Video, slides & transcript.
1445	Roxanne Missingham	The Parliamentary Library	APH website – Federal experience of digital engagement with citizens Video & transcript.

1500	Dr Crispin Butteriss	Bang the Table	Bang the Table – Local government experience with online public consultation Video, slides & transcript
1510		Afternoon tea	
1525	Andrew Boyd	Independent consultant	The importance of user experience in Government 2.0 Video, slides & transcript.
1540	Sally Rose	Open Forum	National Human Rights Committee online forum Video & transcript.
1555	James Purser	Collaborynth	Open source, Open standards, Open Government Video, slides & transcript.
1610		Break and networking	
1620	John Shanahan	CEO Colmar Brunton	Online communities – linking the citizens and customers into decision making in a totally new way. Video, slides & transcript.
1625	Kevin Cox	GreenID	Identity by presence versus identity by name. * Video, slides & transcript.
1630	Shoaib Burq	GeoLabs	Opening of geographic data Video, slides & transcript.
1635	John Haining	Director of Innovation for Michael Johnson Associates	Helping government understand the Web 2.0 needs of businesses. Video, slides & transcript.
1640	Mark Spain	Global Learning	Community participation in building a sustainable future. Video, slides & transcript.
1645	Tom Worthington	Adjunct Senior Lecturer at the ANU	m-Government 2.0 – Making government accessible online on your phone. Video, slides & transcript.
1700	Senator Kate Lundy	Senator for the ACT	Closing remarks and farewell Video & transcript.

The Information for this briefing paper has been collated from the talks, blog posts and comments linked on the Public Sphere #2 - Government 2.0 page, from the community liveblogging on the day and from the Twitter transcript of #publicsphere between the 20th and 25th June 2009.
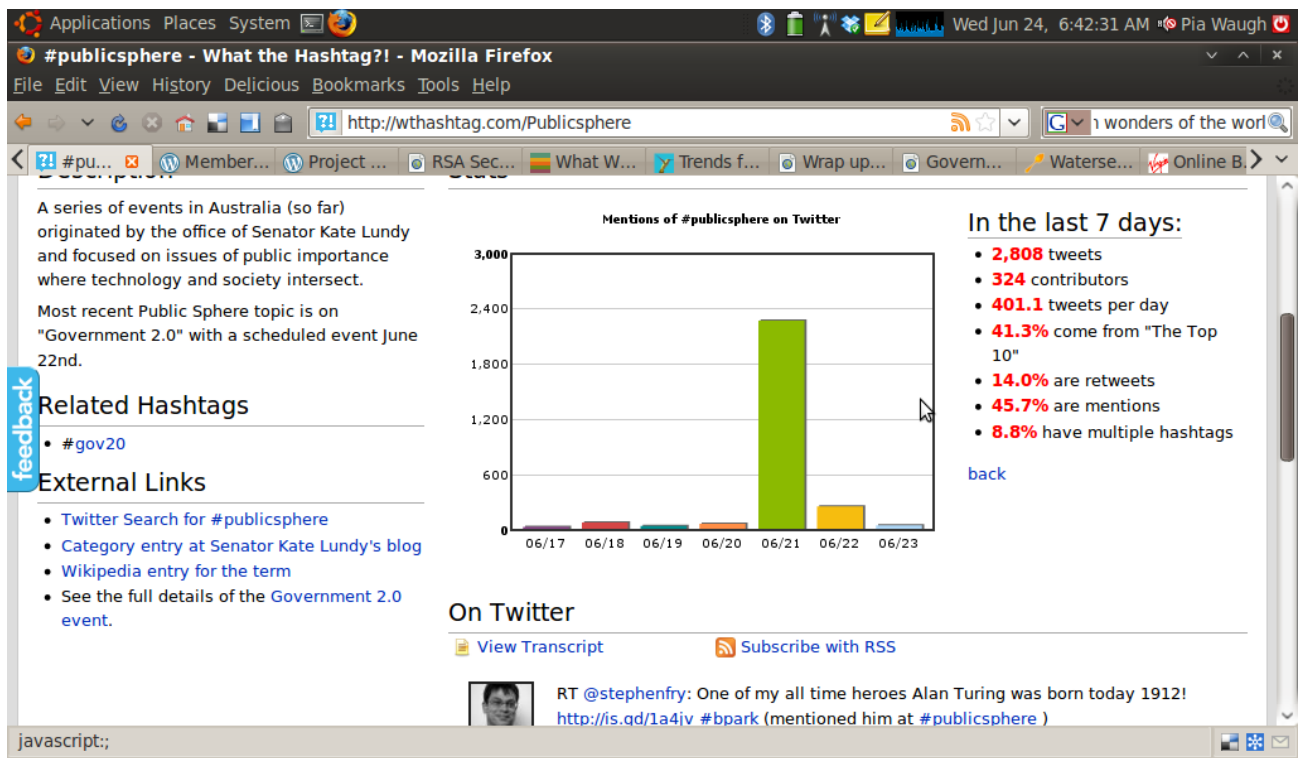
2. Participation

This Public Sphere was quite large, and had 600% growth from the first Public Sphere.

a. Event statistics

- 41 individual commenters (116 comments)
- 170 physical attendees to Public Sphere Camp, including 33 speakers
- By the end of the event there were 292 people Tweeting, with 2503 tweets, this increased to over 330 ppl and over 2800 Tweets by the end of the week. Several participants commented that it was "empowering" and "epic" that Senator Lundy was asking them to "keep tweeting". Prime Minister Kevin Rudd also did a Tweet about the event (#team)
- 400 people watching the video livestreaming.
- Over 1500 visited the "Live wall" (which aggregated the Twitter, Flickr and liveblogging feeds).
- There were people from remote, regional and metro Australian locations and also from overseas watching the video and Twitter stream and actively participating during the day. Countries participating included Australia, New Zealand, the US, UK and Canada. There were also people from several countries throughout Asia and Europe watching the Live wall including China, Singapore and the Netherlands.
- A dinner was coordinated by volunteers for the night before the event which saw about 30 people attend including many speakers.

Twitter statistics from the day

b. Briefing paper statistics

- Created by the office of Senator Kate Lundy – Pia Waugh, Kate Lundy, Annika Hutchins
- 22 community contributors, contributing over 7000 words
- 120 individual wiki page edits
- 14,161 words in final document

- Contributors – ShoaibBurq, KatherineSzuminska, Marghanita da Cruz, benrogers, Cheryl Langdon-Orr, MattJones, sskabo, PeterJCooper, KevinCox, JamesDellow, SilviaPfeiffer, joanneryan, NathanaelBoehm, CathStyles, LaurenceMillar, TomWorthington, KerryWebb, Rob Manson, Rae Buerckner, BenSearle, MiriamLyons, CraigThomler

- Final PDF to include additional items:
    - Graph of wiki statistics
    - Photos from the day
    - Graphs from Twitter

Wiki Wordle

http://www.wordle.net/gallery/wrdl/1018718/Public_Sphere_2%3A_Government_2.0_Wordle

Wiki Statistics

There were in total (as of the publishing of this briefing paper) 1677 page views of the briefing paper, and 120 individual page edits.
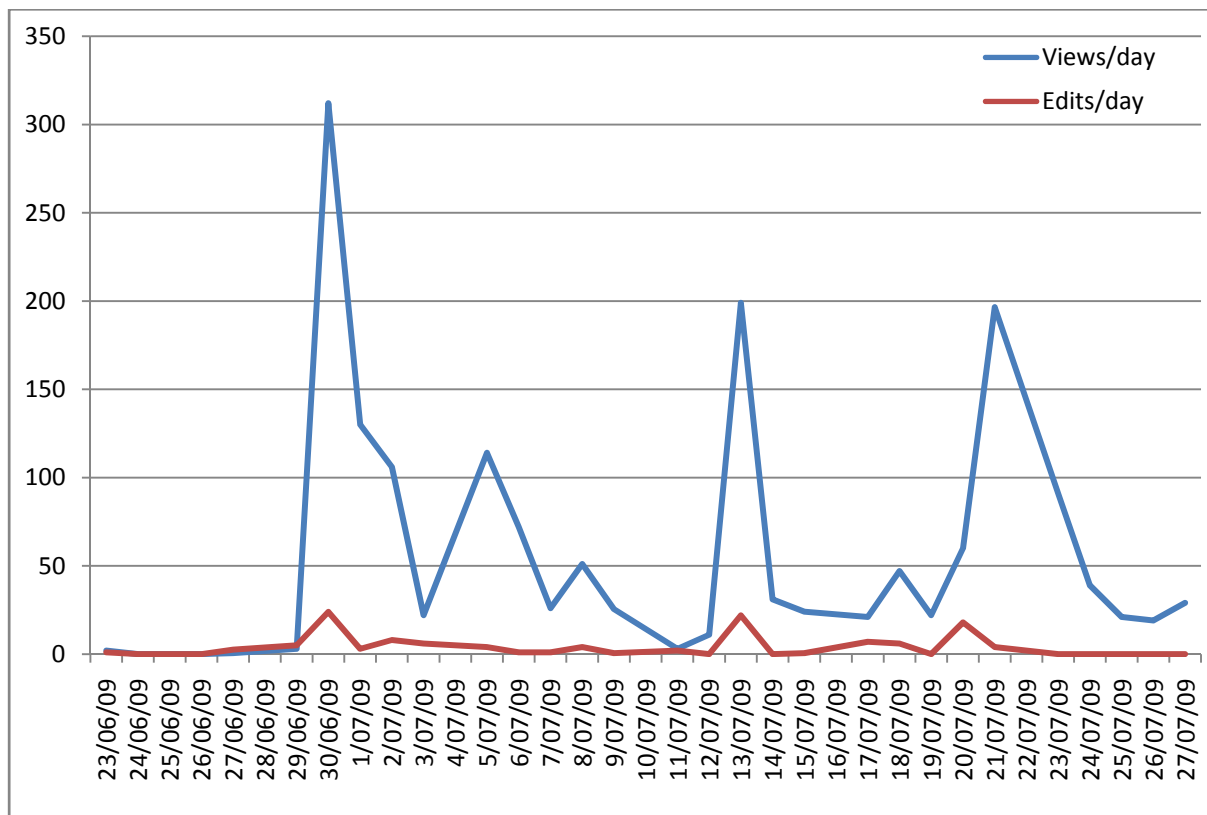
3. Publicity

We put out several blogs, press releases, and have some good coverage of the Public Sphere in the lead up to and after the event. We also extended invitations to various politicians, experts and community groups relevant to the Gov 2.0 space.

The Twitter community in particular were instrumental in helping promote this Public Sphere by retweeting the website links and inviting new people (politicians, experts and the broader community both in Australia and internationally).

News media coverage:

- Govt unleashes web 2.0 taskforce - ZDNet
- Government launches Web 2.0 taskforce - ITWire
- Wikis to broaden policy debate - The Australian IT
- Government 2.0 Taskforce: first a logo design contest - Crikey
- Kate Lundy 2.0: Geared for government - ITWire
- Aussie websites join Twitter, White House for e-gov award - Government News
- Govt opens up to participatory ICT - Canberra Times

4. Photos from Public Sphere Camp

Sets of photos

- Stephen Collins - http://www.flickr.com/photos/trib/sets/72157620154728850/ - Includes all speaker profiles
- Nathanael Boehm - http://www.flickr.com/photos/purecaffeine/tags/publicsphere/
- Allison Young - http://www.flickr.com/photos/alegrya/tags/publicsphere/
- Justin Freeman - http://www.flickr.com/photos/62428481@N00/sets/72157620185215545/

Acknowledgements of photos used in report in order of usage:

- Senator Lundy - http://www.flickr.com/photos/purecaffeine/3649344081/
- Tags for Public Sphere - http://www.flickr.com/photos/alegrya/3650663072/
- Zach Zeus on the laptop - http://www.flickr.com/photos/alegrya/3650663072/
- Veejay from TweetMP - http://www.flickr.com/photos/purecaffeine/3649343969/
- Minister Tanner - http://www.flickr.com/photos/trib/3649709394/in/set-72157620154728850/
- Participants at Public Sphere Camp - http://www.flickr.com/photos/purecaffeine/3650147982/
- Crowd at Public Sphere Camp - http://www.flickr.com/photos/trib/3649428606/in/set-72157620154728850/
- Sponsors of Public Sphere Camp - http://www.flickr.com/photos/62428481@N00/3652023860/in/set-72157620185215545/
- Rob and Alex - http://www.flickr.com/photos/purecaffeine/3650147390/
- Reem and Diana speaking at Public Sphere Camp - http://www.flickr.com/photos/purecaffeine/3649870773/
- Minister Tanner and Minister Ludwig - http://www.flickr.com/photos/trib/3648901711/in/set-72157620154728850/
- Roxanne Missingham - http://www.flickr.com/photos/trib/3650242080/in/set-72157620154728850/
- Andrew Boyd - http://www.flickr.com/photos/trib/3649440977/in/set-72157620154728850/
- Raul Vera - http://www.flickr.com/photos/trib/3650231284/in/set-72157620154728850/
- Michael De Percy - http://www.flickr.com/photos/trib/3649497166/in/set-72157620154728850/
- Owen Cameron - http://www.flickr.com/photos/trib/3649699076/in/set-72157620154728850/
- John Haining - http://www.flickr.com/photos/trib/3650254818/in/set-72157620154728850/
- Matthew Landauer - http://www.flickr.com/photos/trib/3649433673/in/set-72157620154728850/
- Crispin Butteriss - http://www.flickr.com/photos/trib/3649439457/in/set-72157620154728850/
- Brian Fitzgerald - http://www.flickr.com/photos/trib/3649766132/in/set-72157620154728850/
- Shoaib Burq - http://www.flickr.com/photos/trib/3649449255/in/set-72157620154728850/
- Peter McEvoy - http://www.flickr.com/photos/trib/3648977011/in/set-72157620154728850/
- Nerida Hart - http://www.flickr.com/photos/trib/3650233006/in/set-72157620154728850/
- Sally Rose - http://www.flickr.com/photos/trib/3650246804/in/set-72157620154728850/
- Ben Searle - http://www.flickr.com/photos/trib/3650240572/in/set-72157620154728850/
- Martin Stewart-Weeks - http://www.flickr.com/photos/trib/3649675730/in/set-72157620154728850/
- Tom Worthington - http://www.flickr.com/photos/trib/3650258062/in/set-72157620154728850/
- Des Walsh - http://www.flickr.com/photos/trib/3649550826/in/set-72157620154728850/
- James Dellow - http://www.flickr.com/photos/trib/3649525120/in/set-72157620154728850/
- Damien Donnelly - http://www.flickr.com/photos/trib/3650239044/in/set-72157620154728850/
- James Purser - http://www.flickr.com/photos/trib/3649444489/in/set-72157620154728850/
- Marghanita Da Cruz - http://www.flickr.com/photos/trib/3649430661/in/set-72157620154728850/
- Mark Spain - http://www.flickr.com/photos/trib/3650256600/in/set-72157620154728850/
- Kevin Cox - http://www.flickr.com/photos/trib/3650251606/in/set-72157620154728850/
- John Shanahan - http://www.flickr.com/photos/trib/3650250120/in/set-72157620154728850/
- Nick Gruen - http://www.flickr.com/photos/trib/3649424189/in/set-72157620154728850/
- Pia Waugh - http://www.flickr.com/photos/purecaffeine/3649342827/

5. Lessons learned

a. Format

People generally liked the 15 minute time slots for talks, however a lot more discussion time needs to be factored in, probably slightly less talks, and more direction given to speakers to ensure content is about what they would submit to a government consultative process on the topic. Generally the buzz created, and online participation in the topic was excellent.

The number of questions over these mediums slowed when it became clear that there was limited time for speakers to answer. At future events it may be beneficial for speakers to continue addressing online questions after their presentation, either through providing a written response to all questions after the event into a public forum, or via an online chat approach immediately following their talk, as is now common for television and radio programs.

Physical layout of the event could move away from the lecture theatre delivery towards small groups people sitting together. This gives greater opportunity for engagement & discussion. Ask people to move the furniture when they arrive. This first act could be a powerful message, especially in Parliament House.

Aim higher over a shorter time-frame. It would be great to give public sphere camp a really specific problem with limited scope to solve during the camp. Asking people for help and agreeing to act on the resulting decisions and outcomes, clearly and immediately demonstrates the importance of the meeting and the trust involved in the relationship. Also, getting things done is addictive and habit forming. Perhaps structured time for specifically working on project/policy development based on results from the day.

It would be useful to add the Twitter names/blogs of speakers to the schedule prior to the event. Might be worth asking speakers to fill in a public form with name, blog/website, biography and talk title to make proposals more consistent and easier to put online when scheduling. Perhaps might be worth looking at putting up a wiki page with time slots and people schedule themselves, which also means a limited number of slots that won't go over.

Public Sphere events held on a Monday isn't convenient for most people.

b. Technical

We need to work on more testing of Internet access in the room, and ensuring the live streaming is consistent and accessible through port 80 (for strictly firewalled sites).

The live streaming of video was effective and much appreciated by remote participants and the Twitter hashtag and collaborative liveblog received a number of comments.

The video presentations were well received and where possible it would be desirable to have speakers providing a video available to answer questions during or after their presentation at least online.

There was segregation in the room between connected (to quote Lindsay Tanner - the front bench) and unconnected individuals. Those with laptops or mobile internet devices were able to tap into a much richer information stream, whereas those without such devices were limited to the presentations. It would be interesting at a future event to provide all participants with an internet connected device for use during the course of the day to allow them to participate fully and explore the potential of a simultaneously live and virtual event.

One of the things, we are exploring here - is how to present an online briefing paper and consultation documents. Could I suggest we go for shorter pages and keep a topic to the page in Wikipedia style. In future the wiki will be split into a few sections which will encourage easier contributions, but also hopefully avoid duplication.

Also the blog page got a bit too long - some people found it took too long to load.

Adding the ability to edit sub-sections at a time might make editing the wiki less scary. Those with laptops & other devices might be willing to share, and online/offline communities can thus form with feet in both camps. There are some that believe providing online connectivity devices would be good to encourage better participation, however some believe it may reinforce a disempowerment by providing the technology.

Need to figure out network requirements for video streaming (estimated data throughput and minimum speed) to give users better experience.

c. New tools to test

- Google question moderator - http://moderator.appspot.com/
- Ideascale - http://ideascale.com/
- Inkling Markets - http://inklingmarkets.com/
- Nation builder - http://au.nationbuilder.com/
- Tweetboard for threading twitter conversations - http://tweetboard.com/alpha/

Pia Waugh with her thank you present from Kate

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