

**DRAFT DIGITAL
STRATEGY FEEDBACK
JUNE 2004**





draft digital strategy feedback

INFORMATION FOR SUBMITTERS

This draft Digital Strategy is the government's vision for New Zealand to become a world leader at using information and technology. It focuses on how ICT can enable New Zealand's cultural, social and economic development and provides an integrated framework for initiatives that will encourage 'smarter' use and uptake of ICT by communities, businesses and government.

Your input is sought on both the general direction and the specific action plans contained in this document. For example, do you agree with the emphasis on maximising the benefits of ICT to individuals, communities and businesses outside the ICT sector itself?

There is a wide range of actions outlined in this draft Digital Strategy. Prioritisation of key actions will be considered during the consultation and final report stages. Implementation of these actions will be subject to the normal Budget process.

We want your feedback on which actions you feel are most important to address the outcomes in each chapter of the report. In addition, tell us if you think there are other actions that are missing that need to be considered alongside the ones we have listed. Your feedback will be used to finalise the Strategy. The finalised Strategy will be published later this year. The actions outlined in the Strategy will be implemented over the next five years in order to achieve our vision.

There are seven parts to the feedback form to be completed. Each part deals with one chapter taken from the Digital Strategy. These are listed below:

1. Vision and framework
2. Content
3. Confidence and capability
4. Connection
5. Communities
6. Businesses
7. The government

Please submit your responses by 5.00pm on 15 August 2004.



YOUR CONTACT DETAILS

Please provide your name, address and other contact details below. Or, if you are officially representing a group or organisation such as a primary school, research institute, business, iwi, health and disabilities provider, library or voluntary group, please provide brief details of that organisation such as its name, your position, membership numbers and organization being represented.

The Library and Information Commission Nga Kaiwhakamarama i nga Kohikohinga Korero (LIAC) is an unincorporated body consisting of six members and the National Librarian as an ex officio member. LIAC's purpose is to provide advice on library and information issues to the Minister Responsible for the National Library.

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OFFICIAL INFORMATION ACT 1982 AND PRIVACY ACT 1993 REQUIREMENTS

Please note that the contents of submissions provided to the Crown in response to the Digital Strategy will be subject to both the Official Information Act 1982 and the Privacy Act 1993. If the Crown receives a request for information contained in a submission, it may be required to consider release of the submission, in whole or in part, in terms of the criteria set out in these Acts. In providing your submission, please advise if you have any objections to the release of any information contained in your submission. If you do object, please specify the parts of your submission you would wish withheld, and the grounds for withholding.



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1 VISION AND FRAMEWORK

1.1 Do you agree with the vision? Yes/No? Why/Why not?

- LIAC congratulates the Government for its 'whole of government' approach to a national Digital Strategy and agrees with aiming for the vision that *“New Zealand will be a world leader at using information and technology to realise our (its) economic, social and cultural goals”*
- The strategy sits well with the LIAC vision of **“Aotearoa New Zealand - a leading information democracy”**
- Whilst being positive about the general direction and structure of the report LIAC believes that specific aspects could be strengthened. These are outlined in the feedback below
- In the final document LIAC would like to see the key headings in both English and Māori.

1.2 Are the focus areas raised in this Strategy appropriate to achieve this vision? Do you have alternatives?

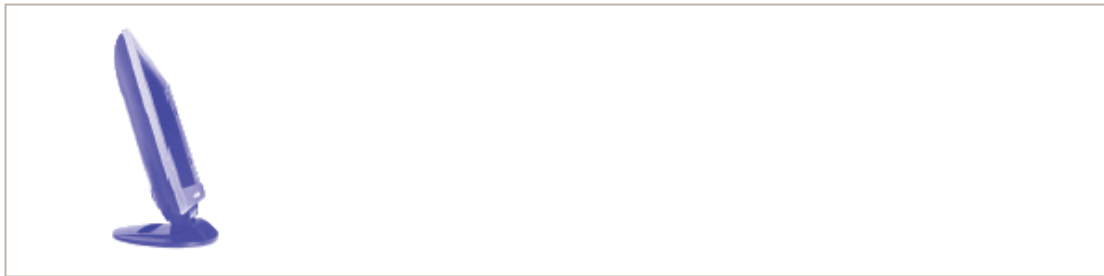
- LIAC supports the framework of the draft Strategy and the identification of the three 'C's – content, confidence, connection - but suggests that there are two further 'C's that would strengthen its ability to achieve the vision:
 - **Continuity** – the Government is investing \$24 million in preserving the nation's digital memory (the digital repository project led by the National Library) over the next few years. This recognises the importance of ensuring the **continuity of content** and could be more clearly identified in the Strategy.
 - **Collaboration** – It is encouraging to see the collaborative approach that is implicit in the Strategy with the overlap of communities, business and government. The principles and philosophies of the Review of the Centre could be brought out more explicitly throughout the Strategy e.g. co-

operation between state sector agencies, collaboration between central and local government.

- Mātauranga Māori is the aspect that distinguishes a New Zealand Strategy from that of any other country. The opportunity to incorporate it, particularly within the content area, appears to have been overlooked. LIAC has a particular interest in this area due to its statutory responsibility for advising the Minister of the National Library on library and information issues including mātauranga Māori. The Digital Strategy provides a unique opportunity to incorporate mātauranga Māori into the way New Zealand articulates its digital future.

1.3 Does this Strategy address the key opportunities and challenges that New Zealand faces in becoming a world leader at using information and technology?

- To become a world leader more attention needs to be paid to:
 - the unique significance of mātauranga Māori
 - the role of the business sector in achieving the outcomes
 - the fostering of entrepreneurial connections
 - a collaborative approach to achieving a nationwide sharing of content which is on, or about, New Zealand (digital and print)
- To achieve the Strategy goals there will need to be new kinds of institutions, which are capable of integrating the vision with reality. To that end LIAC suggests the creation of a new entity, **New Zealand Online**, which would offer a strategic framework for the achievement of the overall Strategy
- **New Zealand Online** could offer contestable funding to projects and initiatives, which demonstrate how the three C's of content, capability and connection could be advanced. The contestable fund could support 'imagination points' i.e. projects, which if scaled on a regional or national basis could see the New Zealand government offering the framework for a world-class, digital infrastructure
- LIAC suggests that **New Zealand Online** could also use project funding to research the feasibility of a New Zealand-wide creative commons, thus offering a policy and implementation framework which would see New Zealand take world leadership in the creation of community and citizen- based information democracy



2 CONTENT

2.1 To what extent will the draft **outcome statement** contribute to achieving the vision?

- LIAC agrees that the vision will be advanced if the outcome statement is also achieved i.e.:
“Through the effective use of ICT, the social, cultural and economic value of New Zealand's stock of content will be unlocked, giving New Zealanders seamless and easy access to the information that is important to all aspects of their lives.”
- The outcome statement is aligned with LIAC's vision and work programme that has been recently signed off by the Minister for the National Library. To achieve its vision of **“a leading information democracy”** LIAC is focusing on
 - Mapping the information landscape (high level advocacy)
 - Imagining the information society (capacity building)
 - Informing Aotearoa New Zealand (meeting community needs)
- LIAC would like to emphasise that unlocking content is a first step but that content only becomes knowledge when it can be retrieved, evaluated and used.
- Libraries are able to maximise the use of knowledge by organising content and assisting the shift to knowledge based rather than resource based societies.
- Moreover knowledge, unlike many resources, is not depleted with use. Its value tends to grow the more it is disseminated and used.
- LIAC recommends reference to the “Investing in Knowledge” initiative of its international reference body, the Museums, Libraries and Archives Council in the UK which states that:
“Museums, libraries and archives lie at the heart of our society, both as storehouses of knowledge and as trusted sources of expertise and scholarship. They have the capacity to do much more to make an even bigger difference to people's lives.”

Investing in Knowledge offers a ready-made route to the future, to the knowledge society and to the knowledge economy. It is an investment in the future wellbeing of society.” <http://www.mla.gov.uk/action/iik/00iik.asp>

*2.2 Are there other key **issues** in this focus area you would like to see considered?*

- The meaning of ‘seamless access’ needs more explanation. LIAC assumes that seamless access (p.24) means ease of access and elimination of unnecessary barriers (such as prohibitive cost, multiple sign-ons, unreliable connection, slow downloading etc).
- The Strategy will need to consider the nature of emerging new, and potentially quite different digital institutions (such as New Zealand Online) that could provide a national framework for access to all New Zealand content.
- As stated earlier the Strategy could be strengthened by including reference to mātauranga Māori – and will need to address issues and protocols around the ‘release’ of Maori knowledge
- The Strategy pays insufficient attention to a significant area of digitisation and digital content, namely that of broadcasting and the expanding areas of audio and video assets.

2.3 Of the actions proposed, which do you see as most important to achieving the outcome statement?

- LIAC applauds the prominence given to creating and implementing a National Content strategy. We suggest that LIAC could make an important contribution as a reference group
- Metadata and interoperability standards have been given appropriate recognition and are essential to the outcome of ‘unlocking’ content
- A gap analysis is a crucial step and this should include mātauranga Māori and the audio and video assets mentioned earlier
- LIAC has been linked with the Creative Commons action and endorses the need to explore the potential of a creative commons as a means of increasing access to research information and management of digital rights. It would be useful to develop a programme that educates people about the concept and nature of the creative commons. LIAC’s involvement in this action could fall into the wider reference role that it is offering for a National Content Strategy.
- LIAC welcomes recognition of the importance of easy access to scientific and other databases

2.4 Are there **other specific actions** that you think should be considered? By whom and by when?

- Public libraries have much to offer in assisting the rollout of the Strategy to all sections of the community
- In order to deliver the strategy consistently across the country, libraries need to be viewed by central and local government as a core community asset.
- Changes to the legislation concerning the provision of consistent and equitable levels of public library service would be required to ensure that they could be used as a vehicle to advance the vision of the Strategy. It would also safeguard the future of public libraries as a core local government function.



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3. CONFIDENCE AND CAPABILITY

3.1 To what extent will the draft **outcome statement** contribute to achieving the vision?

- The outcome that “All New Zealanders will have the necessary literacy skills to maximise their opportunities using digital means” is absolutely crucial. However it would be better to specify this as e-literacy rather than just literacy, since conventional literacy will not be sufficient to meet the vision
- Without all New Zealanders having the necessary e-literacy skills (i.e. both information literacy and IT literacy) a large group of people will be effectively disenfranchised
- Already there is a large group who might be considered ‘information dispossessed’
- LIAC’s vision “Aotearoa New Zealand, a leading information democracy” means that in practical terms it should be as easy for a child in Eketahuna to access information as a researcher in Wellington, or a CEO in Auckland.

3.2 Are there other key **issues** in this focus area you would like to see considered?

- Yes. New teachers are reported to be struggling in schools because of limitations in ICT literacy and this situation must be addressed. We are pleased to see that ERO intend to review the ICT capability of New Zealand schools.
- The National Library’s Strengthening School Libraries programme and school library guidelines are examples of what can be done in the way of practical projects to assist schools.
- There is a need to minimise the jargon and terminology that further alienates those who are not confident in e-literacy
- LIAC considers an e-literacy confidence plan must incorporate the following phases in order to achieve its goal:

- enable all New Zealanders to have the ICT training and support that they need to use the necessary tools
- provide them with the skills to become really smart searchers/foragers of information (information literacy)
- enable them to bring these skills into the creation of their own content, both individually and communally

3.3 Of the actions proposed, which do you see as most important to achieving the outcome statement?

- The actions proposed in the summary document are not clearly linked to the corresponding section in the full report, other than as challenges
- The expansion of training programmes and e-learning actions (in the summary document) are consistent with the areas that LIAC has identified

*3.4 Are there **other specific actions** that you think should be considered? By whom and by when?*

- LIAC recommends the development of a community ICT support strategy led by public library networks. A core service under the proposed change in responsibilities for public libraries would offer the following:
 - Phase 1: comprehensive training programmes offered to all New Zealanders in the use of basic ICT tools (ICT literacy)
 - Phase 2: comprehensive training programmes for all New Zealanders to enable them to make optimum use of New Zealand information resources (information literacy)
 - Phase 3: community training programmes in the creation of content (e-literacy)
- Phase 3 is the equivalent in conventional literacy terms, of being able to write as well as read
- In this regard LIAC recommends building on similar projects in other countries e.g. the 'People's Network' in the UK. This initiative "has ensured that there is an Information and Communications Technology (ICT) learning centre in every UK public library, as part of the broader government campaign to get the UK online" <http://www.peoplesnetwork.gov.uk/infra/background.asp#1>
- A gap analysis would identify areas of highest priority for training



4. CONNECTION

4.1 To what extent will the **draft outcome statement** contribute to achieving the vision?

- LIAC applauds the outcome that *“New Zealand will have an information and communications network infrastructure that provides the level of connection necessary to meet the high demands of an information-empowered society. It will meet the requirements of all users and will be readily accessible and affordable”*.
- LIAC is delighted to note the ambitious benchmark targets that have been set for broadband speed by 2010 but is sceptical about New Zealand's ability to achieve them given that it in recent years it has fallen so far behind other developed countries and has a regulatory environment that differs from those countries that have been more successful.
- LIAC endorses the Strategy's recommendations which encourage competition in order to promote investment, drive innovation and keep prices as close to cost as possible, but in our view the broadband targets section of the Strategy is that which is most at risk of failing. There is significant ground to be made up, with respect to speed, uptake and cost
- LIAC fears that the vision of the whole Strategy, including the acceleration of regional development will suffer from the potential failure to deliver in the area of connection
- Closer investigation of the lessons learnt from Project PROBE (and the expectation that it will deliver broadband to all schools) need to be explored. While PROBE is a commendable concept and ambitious vision, community consultation indicates it may not deliver and this has affected public confidence in the project

4.2 Are there other key **issues** in this focus area you would like to see considered?

- Public libraries have a crucial contribution to make in achieving the connection, as well as the confidence and content, outcomes
- LIAC recommends that the Benchmark Targets schedule (p. 50) include public libraries and schools in the user group in order to extend connectivity and capability into the community

- Public libraries should be viewed as connecting infrastructure for rolling out the knowledge society rather than just as physical buildings. In many areas they are the corner stones of communities and can be used as virtual hubs to provide broadband access. This has occurred in the UK where public libraries, having achieved 90% broadband coverage, are now being used to pilot wireless access for rural communities
http://www.mla.gov.uk/news/feature_article.asp?articleid=699

4.3 Of the actions proposed, which do you see as most important to achieving the outcome statement?

- Raising awareness of broadband and achieving broadband targets is required
- LIAC supports funding the delivery of broadband access for all public libraries and CABS

*4.4 Are there **other specific actions** that you think should be considered? By whom and by when?*

- LIAC sees value in exploring the potential of the Advanced Network to be extended to public libraries to achieve the connection outcome, particularly in rural communities
- LIAC suggests that in areas where there is not a physical public library, a virtual community e-library service should be based in the local school, with the support of the National Library and/or the nearest public library



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5. COMMUNITIES

5.1 To what extent will the **draft outcome statement** contribute to achieving the vision?

- LIAC suggests the outcome *“ICT will be an important tool for realising the social, cultural and economic ambitions of our communities and citizens”* is a necessary but not sufficient outcome to achieve the vision.
- The role of communities in accessing, creating, sharing and preserving digital content is also required

5.2 Are there other key **issues** in this focus area you would like to see considered?

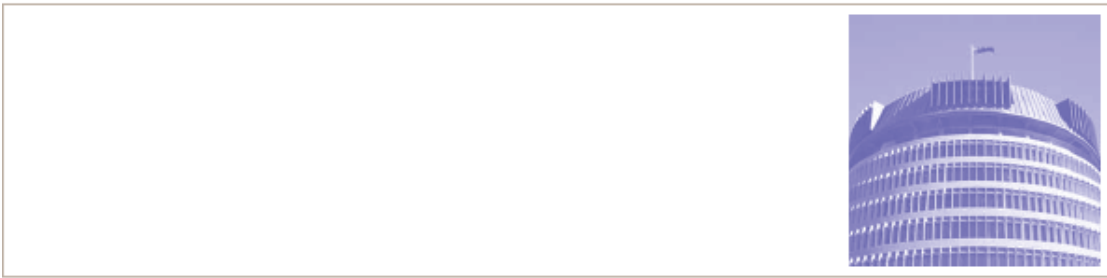
- LIAC believes that communities have a strong contribution to make in the development of digital content
- Examples of local digital content include local history, health information, community organization directories, community broadcasting

5.3 Of the actions proposed, which do you see as most important to achieving the outcome statement?

- Promoting community-based models of excellence in the use of ICT, but extending this to the full range of e-literacy, is important

5.4 Are there **other specific actions** that you think should be considered? By whom and by when?

- LIAC suggests that working with Local Government to advance the Digital Strategy is essential to maximising the uptake in communities



6. BUSINESSES

6.1 To what extent will the draft **outcome statement** contribute to achieving the vision?

- LIAC suggests that the outcome statement “*New Zealand businesses in all sectors will have the necessary knowledge, management capability, and access to content and ICT infrastructure to create innovative products and processes and increase productivity. The ICT sector will contribute 10% of New Zealand's GDP by 2012*” is necessary but not sufficient to achieve the vision
- The World Development Report in 1999 stated that “*For countries in the vanguard of the world economy, the balance between knowledge and resources has shifted so far towards the former that knowledge has become perhaps the most important factor determining the standard of living – more than land, than tools and labour. Today's most technologically advanced economies are truly knowledge-based.*”

6.2 Are there other key **issues** in this focus area you would like to see considered?

- The contribution of business to the achievement of the Strategy, rather than just a recipient needs to be highlighted
- The ICT sector has been specifically identified but the full range of knowledge industries are critical to the advancement of the Strategy e.g. financial services, publishing, broadcasting

6.3 Of the actions proposed, which do you see as most important to achieving the outcome statement?

- LIAC believes that the role of business in meeting the content, confidence and connection outcomes is critical

6.4 Are there **other specific actions** that you think should be considered? By whom and by when?



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7 THE GOVERNMENT

7.1 To what extent will the draft **outcome statement** contribute to achieving the vision?

- LIAC endorses the whole of government approach and the outcome statement that *“Information, service delivery and government processes will be integrated across agencies to ensure that the New Zealand government is responsive, citizen-centric and cost-effective. Information and services will be customised to the needs of citizens and businesses, and accessible from a single point of contact. Agencies will adopt a whole-of-government perspective when designing and implementing services”*
- This is interpreted as aiming for cultural as well as technical interoperability

7.2 Are there other **key issues** in this focus area you would like to see considered?

- LIAC encourages the extension of e-government initiatives and recommends that it is demand driven rather than supply driven
- LIAC suggests that the e-health outcome should include the development of digital patient information services
- LIAC notes the role of the tertiary education sector in the areas where it is not government funded (e.g. international and off-shore education), has been overlooked and suggests that it makes a significant and independent contribution, which should be acknowledged in meeting the vision of the Strategy

7.3 Of the actions proposed, which do you see as most important to achieving the outcome statement?

- LIAC believes that there must be careful monitoring of the expenditure on the Strategy actions to ensure that they are achieving citizen-centric outcomes

7.4 Are there **other specific actions** that you think should be considered?

- LIAC has addressed other areas (e.g. digital preservation of mātauranga Māori, e-literacy for the creation of digital content by individuals, and adequacy of broadband) under the content, confidence and connection sections
- LIAC encourages collaboration between communities, business and government to advance the Digital Strategy for the benefit of all





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PLEASE SEND YOUR COMPLETED FEEDBACK FORM TO
ONE OF THE FOLLOWING AGENCIES: