HELLO
WE ARE THE DIGITAL AND DESIGN COMPANY FOR PUBLIC SERVICES
Where it all started
We can do better
Design process

Discover Define Design Deliver
It’s iterative by nature

DESIGN

EVALUATE

PROTOTYPE
Where we work

- America
- ALBANIA
- Armenia
- UK
- Moldova
- UAE
- Australia
- Indonesia
TRANSFORMING LOCAL GOVERNMENT
Lei | 26 | Logan

“I don’t have a plan yet... it’s all about the visa right now. And taking care of him. The marriage didn’t work, but I still care about him. He is ill.”

Lei is from China. She moved to Australia to study English. She met her husband, James here and they’ve been married for three years. He is violent, paranoid, uses Ice and has severe mental health problems (a history of schizophrenia in his family). She has left James with the assistance of DV connect several times. She feels responsible for his care, and his parents often call and ask her to go back to him because they’re worried about him.

She is currently on a bridging visa and unable to work.

**Needs:**
To build her independence and get her life back on track - regardless of the role she wants to play in her husband’s life.

**Blockers:**
Being systematically dependent on her husband and feeling responsible for his recovery.
Services involved

- Insurance companies
- banks
- utility providers
- landlord
- schools
- Dept. of Immigration
- CentreLink
- Dept. of Housing
- Child Protection
- Healthcare
- Civil Court
- Family Law
- Criminal Law
- Lawyers
- Legal Aid
- Women’s Legal Service
- Refuge
- DV NGOs and charities
- Community Housing
- Community-based services
- Children
- Family
- Work
- Friends
- Community

3rd party
Gov
Legal
Non-Gov
Personal Life
The lived experience
Stepping stones to safety

Where will I end up? How will I cope alone?
I can’t speak English I can’t get there
This is normal I’m lonely
I can’t worry my family
I’ll just see how this week goes
I’ll call them tomorrow

SAFETY
His family needs help
He’s got all the money
He’ll get the kids
It’s too hard It’s my fault
I’ll be waiting forever

I’ll be deported
I’ve changed my mind
I can’t answer the phone
He needs me
He’s really sorry this time
Imagine a future that doesn’t exist: what might really help Lei?

- A background check on James at the point of applying for her De-Facto visa
- Sharing of information between agencies about her case
- Info pushed towards Lei from services she already has a relationship with
- Collaborative risk assessment across all services (NGOs and Dept)
- James’ services communicating their knowledge of his behaviour to help predict risk
- Coaching and support on her legal rights
- The support of third party agencies to take away the burden of financial worry.
- Playing a role in James’ rehabilitation in order to make better decisions

Someone to walk the path with her, every step of the way.
We have to do better…

COMPLEX PROBLEMS NEED CAREFUL DESIGN
An integrated (re)design approach
21st century services have changed our lives
Learning from ‘start-up culture’ to make it happen

1. Agile, small teams
2. Iterative and experimental
3. Networked but autonomous
4. Emphasis on pace and delivery
Public services are *beginning* to do the same
Designing out social isolation through food
Redesigning case management in Australia
Redesigning family violence services
Through a scaleable approach to change

1. **DISCOVER TO UNDERSTAND**
   - Vision
   - Place
   - Role of council
   - Constraints

2. **DEFINE BRIEFS**
   - Service reviews
   - Journey design

3. **DESIGN**
   - Business model
   - Incubation
   - Specification
   - Service Design
   - Prototype

4. **AGILE DELIVERY**
   - Provide
   - Spin out
   - Invent
   - Commission

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FUTUREGOV
Backed up by the digital infrastructure to make it happen
A simpler journey for Lei

I need a family violence intervention order

Welcome to the "keeping you safe" team. How can I help?

Confirm risk

Confirm housing

Help with logistics

Join the dots

- Book removals
- Arrange for needs to be met
- Or provide the money

- Immigration
- Health
- Centrelink
- Banks

Provide choices and arrange

Book appointments

“I’m online as well.”
WHAT DOES THIS MEAN FOR LOCAL GOV?
Assess your organisation’s (digital) maturity and change readiness
Think about what you need - pick the right approach for you
Think about how to equip people for the journey
Make something - show people what the future looks like
IT’S MORE THAN JUST PROCESS
Mindset change

- Needing Certainty → Embracing the unknown
- Working alone → Collaborative teamwork
- Few Large Bets → Many Smaller Bets
- Business Centred → Customer Centred
- Thinking in silos → Team diversity
- I'm an expert → Beginners mindset
- Business as usual → Experimentation
- Fail = cost → Fail = learning
It’s not about websites

It’s not about transactions

It’s about reinventing organisations around the needs of citizens
MODERN SERVICES DESIGNED AROUND THE PEOPLE WHO USE THEM SUPPORTED BY ORGANISATIONS.
Put government in the driving seat - do it or be done to
THOUGHTS, FEEDBACK OR QUESTIONS?
THANK YOU

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