

Press Contacts

Julie Cleeland-Nicholls
Adobe
jcleelan@adobe.com
+65 97766 711

Clarice Hurren
Edelman
clarice.hurren@edelman.com
+614 88 972 392

Report reveals government digital transformation could deliver benefits to citizens and government worth \$26.6 billion

Sydney, AUSTRALIA – July 27, 2015: A new report by Deloitte Access Economics commissioned by Adobe, reveals the next stage of public sector digital transformation in Australia has the potential to deliver benefits to citizens and government worth four times as much as the cost.

Australians conduct around 800 million transactions at federal or state government level every year, including completing tax returns, registering for or renewing passports or drivers licences and receiving benefits payments.

However, in an era in which mobile and digital interactions are almost ubiquitous, 40% of these transactions are still completed through traditional channels such as phone and mail. If this percentage could be reduced to 20% over a ten-year period, it would deliver productivity, efficiency and other benefits to government and citizens valued at an estimated \$26.6 billion (including savings in time, convenience and postage for citizens), achieved at a cost of around \$6.1 billion which would be invested in new ICT systems, initiatives to improve Australian digital literacy and transitional costs. This equates to net benefits of \$20.5 billion, or \$2,000 per Australian household.

The [Digital Government Transformation: Unlocking the Benefits of Digitising Customer Transactions](#) report was launched today in Sydney by Federal Minister for Communications, the Hon Malcolm Turnbull; with Deloitte Access Economics partner John O'Mahony and Paul Robson, President of Asia Pacific for Adobe.

Speaking at the launch, research author John O'Mahony said: "Australia has experienced considerable and well-documented digital disruption in recent years. Digital disruption is now accelerating within government, with key organisations like the Australian Taxation Office, Medicare, and state government agencies using digital channels to interact with citizens. Government organisations can respond to pressures to improve productivity, save costs and better meet citizen needs by going digital."

"This report makes the economic case for digital transformation within government. The report highlights the challenges government faces in going digital – policy bottlenecks, budget constraints, meeting the needs of citizens who are not digitally savvy, navigating privacy and security issues, and managing change for a large workforce."

"Citizens won't want to interact with government via a website or mobile app unless it's a great experience. It needs to be well-designed, simple and end-to-end, so they don't log onto a website, only to be told to print off a hard-copy form and post it into a government department."

"Beyond the economic benefits of digitising government transactions come a host of conveniences for citizens," said Adobe's Paul Robson. "Digital transactions are faster, more flexible and typically deliver higher customer satisfaction than traditional transaction models such as mail or phone. The public expects an efficient, effective and convenient experience when

engaging with government departments, no less than in any other interaction they undertake. The technology to make this possible is available, and departments across Australia are evaluating possibilities and options.”

The report will be the centerpiece of the Digital Government stream at Adobe’s annual Digital Marketing Symposium, to be held in Sydney on July 28 2015. More than 1,500 marketers from leading brands including Australia Post, NAB, Qantas and AMP, will attend the sell-out event; including 150 attendees at the Digital Government stream who will hear from speakers including Dominic Perrottet, NSW Minister for Finance, Services and Property; Paul Shetler, the newly-appointed CEO of the Digital Transformation Office; and Adobe Fellow and VP of Enterprise Technology David Neuscheler on open source for government.

To follow Adobe Digital Marketing Symposium 2015, follow #AdobeSymp.

About Adobe Systems Incorporated

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/au

About Deloitte Access Economics

Deloitte Access Economics is Australia’s pre-eminent economics advisory practice and a member of Deloitte’s global economics group.

###

© 2014 Adobe Systems Incorporated. All rights reserved. Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.