locationindex

Location Index

Communication Plan 2018-19

1 Overview

The Location Index (Loc-I) brings together geospatial data from across a number of government sources, making it openly available to government policy developers and decision makers via one central location.

This program introduces a new approach to the analysis of Australian Government data enabling users to integrate location data from across portfolios and information domains to analyse accurately, effectively and efficiently.

Developed by the Data Integration Partnership for Australia (DIPA) Loc-I follows the multi-agency partnership's focus to maximise government data and improve policy advice through supporting the creation of a coherent set of integration-ready datasets managed by existing custodians and ready for reuse in future analysis.

The program utilises the collective resources of Geoscience Australia, CSIRO, the Australian Bureau of Statistics, Department of Agriculture and Water Resources and the Department of the Environment and Energy to support the delivery of Loc-I. This). The Communication Plan supports the delivery of this project by raising awareness of the benefits that Loc-I will bring through DIPA and building the case for further development as a core APS data capability with broader application.

2 Objectives

2.1 Business objectives

To ensure that Loc Index (Loc-I) is clearly and consistently represented by all program partners with stakeholders, users and more broadly across Government, this Communication Plan will:

- assist in providing a clear understanding of what Loc-I is, why it has been developed, who should use it and what benefit it will bring to users

- position Loc-I as a new and innovative approach to the analysis of Australian Government data

- support Loc-I as best practice methodology for accessing, analysing and interrogating Australian Government data and encourage policy and decision makers to utilise this service to support key decision making

2.2 Communication objectives

1. To raise awareness of the value of translating and connecting different methods of referencing location across government data will improve productivity, provide insights and reduce costs

2. To improve the reputation of location base agencies as suppliers of trusted and reliable location information, and increase their influence with industry and other government agencies

3. To improve the consistent delivery of location information and seamless integration with data on people, business and the environment

4. To increase key organisational leaders' awareness and understanding of, and support for, Loc-I to improve productivity, insights and reduce costs of referencing location across government data.

5. To demonstrate how Loc-I will deliver on policy outcomes, including open data, digital economy, service delivery, and interoperability

6. To encourage jurisdictions to apply the Loc-I governance, standards and framework and to create location base information in the form that supports Loc-I objectives (DIPA objectives)

7. To align user needs and expectations with Loc-I program objectives and outcomes and ensure changes are communicated.

3 Activities to achieve the Objectives

The Loc-I Communication Plan aims to:

1. deliver a clear explanation of Loc-I Ithat is understood by a range of audiences

2. support program partners in articulating Loc-I capabilities and offerings, why and how it provides users an enhanced ability to analyse and interrogate spatial data

3. identify key stakeholders and users for Loc-I and tailor priority messaging to support understanding of how Loc-I can be used to improve decision making

4. provide program partners with the tools to clearly articulate Loc-I's priorities and purpose via:

    a. a suite of key messages for use when communicating information about Loc-II

    b. a range of communication channels relevant to engaging with specific audiences and stakeholders.

This document outlines:

1. the focus of communication activities to support Phase One, up until 30 June 2019, in line with key program objectives

2. key stakeholders to engage with in order to drive the development and success of Loc-II

3. a hierarchy of messaging to support the communication and promotion of Loc-II

4 Observations – SWOT

STRENGTH	WEAKNESS
• Brings together socio-economic, statistical and environmental data from across a number of government sources as Open Data available via one central location • This project is supported via DIPA • Collaborative agreements exist between key stakeholders	• Lack of quality data may impact quality of integrated assets and analytics • Barriers to accessing data may reduce ability to undertake timely analytics at the scale required • Redeployment and/or loss of trained staff resources due to higher priority project work may impact scope and schedule • Insufficient analytical capability within APS may reduce analytical outputs • Scope Creep - may extend beyond DIPA requirements • Capability to host of production infrastructure will require funding • Need to define enduring infrastructure, ongoing governance of reference systems
OPPPORTUNITY	THREAT
• The program develops an agreed and consistent way - or ways - to translate and connect different methods of referencing location across government data and benefit users • Is there potential for Loc-I to have broader applications than what is has initially been designed for • Develop new capabilities across Commonwealth agencies such as standardised governance, communities of SME enabling information sharing.	• Government agencies' silos will create barriers to access and implementation • Existing infrastructures will not support Loc-I Loc-Iimplementation • Culture change in data management and data policy will create resistance • Data privacy impact on data access and support for program • Ongoing funding for infrastructure may not exist.

5 Target audience

Through targeted communication activities …

See Attachment 1 for an outline on audience opinions.

Primary	
Data Custodians	**Peak Industry Users**
- Geoscience Australia - Australian Bureau of Statistics - Department of Environment and Energy - Department of Agriculture and Water Resources - Local, state, territory and Commonwealth government agencies, including but not limited to: - NSW Department of Primary Industries - PSMA	- Spatial - State Government - Commonwealth Government - Local Government

Secondary
- Tourism   - Transport and Storage   - Financial Services   - Construction   - Health Care and social assistance   - Wholesale and Retail   - Forestry   - Education   - Engineering   - Environmental   - Urban Design   - SurveyingEnergy   - Insurance services   - Agriculture   - Media content   - Property Development   - Telecommunication   - ICT   - Defence   - Financial Services   - Imagery   - Aeronautical   - Specialised Public

6 Stakeholders

The Loc-I program has two key stakeholder groups who have varying degrees of influence on the project:

See Attachment 2 for an outline on stakeholder opinions.

Primary

Loc-I Partners
• Geoscience Australia, National Location Information Branch • Department of Industry, Innovation and Science • ANZLIC Secretariat • Australian Bureau of Statistics • CSIRO • Department of Environment and Energy • Department of Agriculture and Water Resources

External Stakeholders		
Primary		

• Commonwealth Government agencies:
  – Department of the Prime Minister and Cabinet, DIPA Board
  – CSIRO, including Data61
	• State and territory organisations:
	  – NSW Department of Primary Industries
		• Physical Environment Analysis Network (PEAN) technical working Groups
		• Loc-I technical reference group
		• Linked data working group
		• PM&C Central Analytics Hub
		• Bureau of Meteorology
		• PSMA

Secondary		
• FrontierSI • UNGGIM • International Organisation for Standardisation – OGC and ISO. • Intergovernmental Committee on Surveying and Mapping (ICSM) • ANZLIC and ANZLIC contact officers • Statistical Spatial Forum • DIPA technical working group • NCRIS		

7 Communication approach

The communication approach focuses on strategic stakeholder engagement and the use of communication products to assist with stakeholder interactions. Research to interview analysts to understand user needs and user requirements will underpin the communication approach.

7.1 Targeted communication

Communication will be targeted to specific audiences at appropriate times rather than attempting to communicate to everyone at once. This approach will assist in creating a more proactive and outcome-based engagement, instead of ad-hoc activities.

Key communication stages and activities include:

- engaging and influencing existing, new and potential stakeholders (as necessary, depending on their current knowledge of the Loc-I program)
- engagement target audiences and end users
- engagement with government departments and agencies

8 Key messaging

Key messages have been developed to clearly communicate each aspect of what Loc-I has been established to achieve and its offerings. They are linked to capabilities, the solutions these capabilities may provide and the benefits of utilising Loc-I over current data analysis methods.

8.1 Overarching messages

8.1.1 Location Integration Capability (Loc-I)

- The DIPA is an important catalyst to address cross-portfolio data use needs around location-based data. It will take time and committed resources to deliver the full benefit, but important advances can be achieved in DIPA timeframes.
- Loc-I will provide a framework that over time will provide a consistent way to seamlessly integrate data on people, business, and the environment.
- Loc-I will include a number of approaches to identify and link spatial features such as addresses, administrative boundaries and natural assets (e.g. soil, vegetation, species).
- This will enable rapid and repeatable analysis of cross-portfolio information to improve the way Government uses information about location to provide an evidence base for decision-making.
- Delivering the full benefits of a location spine will take time and resources. The proposed analytical projects under the PEAN will make a contribution to the development of the location spine.

- Developing an agreed and consistent way - or ways - to translate and connect different methods of referencing location across government data will improve productivity, insights and reduce costs

8.1.2 Loc-I Infrastructure

- Loc-I will deliver the infrastructure to support cross-domain data linkage and analysis – opening up substantial opportunity for providing a richer set of information to develop, analyse and evaluate policy, programs and service delivery by government.
- Open up a new approach to analysis of Australian Government data that was not available before
- support the integration of data from different domains in a consistent and reliable way to support cross-portfolio policy analysis
- Support the creation of a coherent set of integration-ready datasets managed by existing custodians and ready for reuse in future analysis.

8.2 Messaging for a technical audience

- Standards are essential for data discovery and access.
    - Persistent identifiers, vocabularies and ontologies will lead to enabling information to become Linked Data.
- The Loc-I consists of:
    - A framework for authority on representation of: location, location indexes (and mappings between them) and supporting vocabularies and definitions of the authority's roles and responsibilities the people, organisations and governance structures responsible for maintaining the foundation spatial data
    - Policies and standards that support intelligent and widespread use of Loc-I
    - Applications that enable users to interact with the indexes and relationships to support data integration and analysis

8.3 Messaging for data suppliers

- Intelligent decision-making is heavily dependent on the ability to join business information, statistics or other datasets with location.
- A set of guidelines that recommend how data should be 'spatially enabled' at the point of collection, or later, using one of the authoritative location referencing systems
    - sustainable resourcing
    - data custodians can improve location referencing in their datasets for future use.
    - improved ways of doing business, reducing cost and time in collection, management and delivery
    - a greater number of users and re-uses of the data
    - governed and managed federated supply chains
    - communities of subject matter experts to enable information sharing.

8.4 Messaging for users

- Loc-I will benefit you through:
    - enabling fast and easy access to the spatial referencing
    - enabling stable, persistent and repeatable access
    - reducing complexity in using data
    - increasing interoperability with other datasets
    - improving decision making through the use of trusted data
    - providing transparency in how the data was made and what is planned for the datasets future.
- We want to make sure our datasets and data products meet your needs.

8.5 Partner agency messaging

Loc-I partner agencies do not have independent communication plans. Any communication would be done in partnership rather than independently. Geoscience Australia could leverage Loc-I partner agencies' social media and web channels to further distribute messaging.

9 Communication toolkit materials

The following information and communication products will be developed to support the delivery of the Loc-I project by each of the parties involved:

Product / Channel	Description	Appropriate Audience
Digital		
Websites:		
GA.gov.au		Public
ABS.gov.au		Public
DoEE		Public
CSIRO		Public
ANZLIC		Public
PM&C		Public
ICSM		Public
Email distribution lists		
Print		
• Media releases • Pitches to sector media, such as Spatial Source • Brochures and other collateral for use at conferences and events − Existing: business cards linking to the website.		

10 Communication and engagement opportunities

The following plan outlines the strategic approach to informing and influencing stakeholders outlining opportunities identified throughout the next ## months.

Opportunity	Engagement Type / who will be there	Tactics and supporting materials	Time frame
AGCC	Conference		14-18 October 2018 Adelaide
3rd Cloudera Government forum	Conference		4 December 2018 Canberra
SSSI ACT/NSW Regional Conference	Conference		2 November 2018 Canberra
Locate 2019	Conference		8–10 April 2019, Melbourne
ANZ Disaster and Emergency Management Conference	Conference		TBC
Tropical Agriculture	Conference		11–13 November 2019, Brisbane
Insurance Council of Australia Annual Forum	Conference		7 March 2019, Sydney
Flood Plain Management conference	Conference		14-17 May 2019, Canberra
GovInnovate Summit	Conference		9–11 October 2018, Canberra
Geospatial World Forum	Conference		2-4 April Amsterdam 2019

National Resource Management conference	Conference		8-9 April 2019
ANZLIC/ICSM meetings	High-level meeting		Quarterly
Loc-I Governance Board Meeting	High-level meeting		Monthly
Loc-I Technical Project Management meeting	technical meeting		Fortnightly
DIPA Board Meetings	High-level meeting		Quarterly
Australian Government Linked Data Working Group.	High-level meeting		Monthly

11 Sensitivities

Ownership of Data

That data custodians are not be asked to surrender control or management of their datasets.

Privacy of information

Confidential and private data will be protected through DIPA and Loc-I programs

12 Communication tactic matrix

Product	Description	Appropriate Audience
APILinked data product - supporting descriptive files are available from https://github.com/CSIRO-enviro-informatics/loci-dataset-download for the spatial products and https://github.com/CSIRO-enviro-informatics/addressescatchments-linkset	This deliverable comprise the attached products: - GNAF downloadable Excel - ASGS downloadable Excel - Geofabric downloaded Excel - Prototype of an initial Linkset between GNAF and the Geofabric (ac-10rows.csv	Key Stakeholdes
Loc-I presentation template	https://govteams.sharepoint.com/:p:/r/sites/locationindex/_layouts/15/Doc.aspx?sourcedoc=%7BC0783AB9-1DA5-4B44-94D6-B712C89EB485%7D&file=Presentation_Loc-I.pptx&action=edit&mobileredirect=true	Key Stakeholdes
Pean Website	http://www.environment.gov.au/pean	

13 Communication and stakeholder engagement opportunities

The following plan outlines the strategic approach to informing and influencing stakeholders outlining opportunities identified throughout the next 3 months.

Opportunity	Engagement Type / who will be there	Tactics and supporting materials	representative	Time frame
Research Data Analyst from PEAN	Data Analyst	Interview reports/material	CSIRO/GA	Dec 30
PEAN - Nth Aus	Workshop	Meeting to support the Nth Aus project	GA/DoEE	Nov 28
website development		Collaborate on PEAN and Loc-I Co-Branding	GA/DoEE	Dec 5
PEAN Impact Forecasting Workshop	Workshop	Meeting for the *Supporting Development of a Natural Disaster Impact Forecasting Capability* project	GA/DoEE	Dec 10
Meeting with DPC	Meeting	Information Update Loc-I	ABS, GA , CSIRO	Nov 30
Lyndon Pritchard PMC	Communications	Video presentations	GA	Dec 10
Marilyn Chilvers Data Analytics Centre, NSW Treasury & NSW Dept of Family & Community Services	More conversation with State jurisdictions, continuation of DPC meeting	Information Update Loc-I	ABS, GA , CSIRO	TBC

14 Evaluation of this communication plan

- Evaluate and update this communication plan on a 2 monthly basis, taking into account lessons from the previous year.
- Review communication plans of other collaborating agencies
- Create a shared environment with collaborating agencies to communicate activities and updates

Loc-I will deliver the infrastructure to support cross-domain data linkage and analysis – opening up substantial opportunity for providing a richer set of information to develop, analyse and evaluate policy, programs and service delivery by government. Policy analysis will also benefit from being more consistent and comparable, and will be repeatable over time.

This will: open up a new approach to analysis of Australian Government data that was not available before support the integration of data from different domains in a consistent and reliable way to support cross-portfolio policy analysis
- expand the Australian Government's data and infrastructure foundation by increasing the stock of reliable, data linked by location and removing barriers to sharing
- support the creation of a coherent set of integration-ready datasets managed by existing custodians and ready for reuse in future analysis.

Measured by:
- increased number of location based datasets indexed and linked to support repeatable data integration in the future
- demonstrated ability to integrate two or more core government datasets with different location reference frames to support defined policy research and analyses (delivered through DIPA Policy Delivery Plans)
- uptake of the Loc-I infrastructure and methodologies by other DIPA analytic units
- collection of 'success stories' demonstrating how new insights can be gained to inform policy and program development
- estimated savings in time and costs when repeating queries