

Your Digital Darebin Communications Plan

March 2024



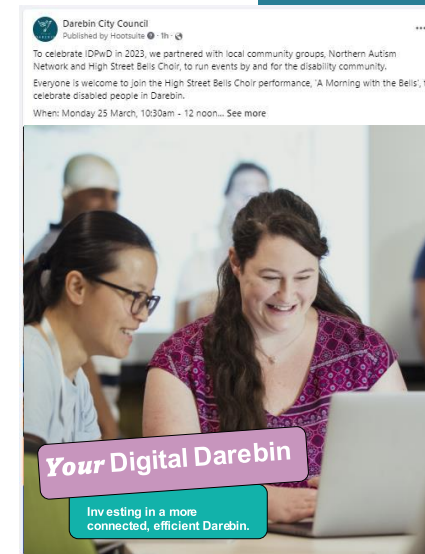
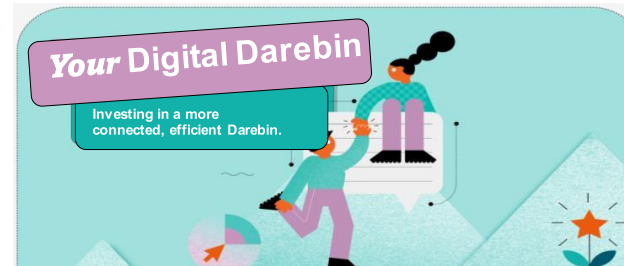
Narrative

Your Digital Darebin – investing in a more connected, efficient Darebin.

- We're investing in technology and processes to place you – our customers – at the centre of everything we do.
- You have told us that it can be hard to interact with us. We want to do better.
- The world is changing, technology is now part of doing business. We want to be leading that change.
- We're making a big commitment: a \$36.4M investment over the next 4 years in better technology and processes to improve your services.
- We'll be making it quicker, easier and more reliable for you to get your jobs done, on your terms – anytime, anywhere, anyway.
- This investment will also help protect your privacy and keep your information safe.
- It's a significant investment, but an essential and strategic one to help align Darebin with best practices and sector standards.
- Keep up-to-date with what is happening and find out more about *Your Digital Darebin* in your preferred language at darebin.vic.gov.au/digitaldarebin

Indicative Campaign Creative

- Creative will utilise a light, vibrant and aspiring look and feel.
- Photography will represent Darebin's diverse community and highlight the benefits experienced as the result of the *Your Digital Darebin* project.



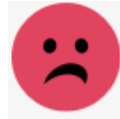
Your Digital Darebin Benefits Example



This is Ari who lives in a share house in Reservoir

Current Process:

- Ari submits a simple service request to Council.
- Multiple staff are involved to enter the request into different systems.
- This takes up valuable staff time.
- As there are multiple systems, staff cannot see the interactions that Ari has had with Council – for example, we don't know if Ari has a library membership, animal registration or rates due.
- Ari is not informed about the status of his service request. They need to call Council multiple times to find out.



Your Digital Darebin Process:

- Ari submits a simple service request to Council. They can do this through any channel at any time.
- A staff member inserts the request into one system and the request is actioned.
- Ari is updated frequently with the status of the job.
- When Council is speaking with Ari, they can see all their Council related information and can assist with other enquiries that Ari may have, and Ari's information and privacy is protected.



KEY CUSTOMER PAIN POINT

Poor communication, lack of or no response from Council!

Customers have told us:

“There is zero follow up and no follow through ever”

“Council has not replied to my emails or calls a number of times. Seems like they are being ignored.”

“I never received a response, and the issue was never resolved despite emailing and phoning”

Your Digital Darebin will see customers informed at every step of the process.

Based on employee surveys, it is estimated that over 40% of an average employee's day is spent inputting and extracting data and working with IT issues.

Your Digital Darebin will free up staff time so they can provide a more enhanced customer experience and we can invest more in the services that matter to you most.

Frequently Asked Questions

Why is Council making this large investment in technology?

Like many other businesses, Darebin is investing in technology to improve services. Darebin provides over 100 services to our community, with many enabled by technology. Our technology and process have not kept up with industry standards. This investment is essential so that we can ensure our systems can support better service delivery. At present, it is difficult for customers to interact effectively with Council. This technology gap has been identified by the Audit and Risk Committee, Minister and independent experts in Local Government.

How much is the investment?

Council is investing \$36.4M investment over the next four years to improve the customer experience.

Why is this investment taking priority over investing in Council facilities or services?

Not investing in this technology and process upgrade is not an option: if we do nothing, we are at risk of not maintaining our services and not protecting customers' data. Council needs to be able to support service delivery and comply with statutory financial and data privacy requirements. While it is a significant investment, the program will be structured and implemented in four distinct phases to ensure that benefits are realised as soon as possible.

What are the benefits I will see as a customer?

- Easier interaction with Council through the channel of your choice
- Better communication so you know where your job is at
- More efficient service, quicker and more reliable
- The savings realised in staff time will be reinvested in an enhanced customer experience
- Cyber-security risks will be better managed, and your data better protected



Frequently Asked Questions

How do you know things aren't working for customers right now?

Through our Customer Satisfaction Survey, other research and feedback from our community and staff, we know that improvements can be made and there are opportunities to increase customer satisfaction levels. The Audit and Risk Committee, Monitor's Report and independent experts in Local Government have also told us things could be improved.

How will you ensure the project is delivered on time and within budget?

Many other organisations are investing in transformation programs of this size and have delivered the expected benefits in the expected timeframes. The investment will be released in stages after reviewing benefits realisation. Successful program delivery will be realised through strong oversight and governance, a clear benefits realisation plan and suitable controls.

Why is this costing so much money?

This is a large investment, yet comparable to what other businesses are having to pay in order to keep up with technology changes. Council has under-invested in suitable technology over the years. Council has benchmarked with other Councils and has confirmed that this investment is in the expected range of what a project of this size would cost.

What will staff do with the extra time they have?

Time savings realised by this project will be redirected into allowing staff to have more time to solve complex customer enquiries. Further savings will be reinvested into enhancing service delivery where it is needed most.

