

Attachment 2B

Synthesis of consultation and engagement

THE MYGOV USER AUDIT DREW FEEDBACK FROM FOUR ENGAGEMENT SOURCES TO INFORM THEIR FINDINGS

The below provides an overview of the objectives, samples, timings and sub themes/insights captured across all four myGov User Audit engagement channels. This includes key quotes aligned to the core themes (discussed on page 2 in more detail).

User Survey Data U User Survey Results – preliminary analysis MyGov user audit survey data and engagement – statistical analysis	Submissions S User Audit – Qualitative Feedback Report	Focus Groups F myGov User Audit Research Report	Round Tables R Peak Body – Research analysis report
<p>Objective: The purpose of the user survey was to investigate the overall experience of using myGov.</p> <p>Sample: 723 user survey responses.</p> <p>Timing: Survey open from 13 October 2022 to midnight on 10 November 2022.</p> <p>Sub themes / insights: Survey data illustrated respondents were particularly concerned regarding the need for a more seamless experience online. Frustrations particularly included myGov needing a broader range of linked services and its inbox currently acting separately from that of its linked services:</p>	<p>Objective: To consult with the public through an open and accessible written feedback process to gain community input into the future of myGov and validate direction and effort.</p> <p>Sample: Over 91 user, peak and industry written submission responses. 15 submission responses from Australian Government agencies. 5 submission responses from State and Territory governments.</p> <p>Timing: Submissions open from 13 October to midnight on 10 November 2022.</p> <p>Sub themes / insights: The need for a seamless experience and in-person support were prevalent themes throughout the user audit. Quotes from qualitative responses surrounding these themes included:</p>	<p>Objective: To determine how well myGov is performing by validating the user experience. Focused on discussing equity and equality, reducing disadvantage, and identifying how to make government services more inclusive.</p> <p>Sample: 12 qualitative research groups. The 12 sample groups represented the ‘more vulnerable users including Indigenous Australians, those from rural and remote areas, people experiencing significant life events and multicultural Australians’.</p> <p>Timing: Sessions held across 8-10 November 2022.</p> <p>Sub themes / insights: The insights provided by the research focus groups saw the emergence of a new core theme; external and internal communication.</p>	<p>Objective: To gain the peak body perspective of what myGov should be and future priorities to benefit Australians.</p> <p>Sample: 4 peak body round tables with organisations with representation across the health, civil society (social services), multicultural and disability and carer sectors.</p> <p>Timing: Sessions held across 7-11 November 2022.</p> <p>Sub themes / insights: Insights provided by peak bodies heavily highlighted the importance, needs and issues surrounding platform access. This saw accessibility and access to support emerge as a prevalent core theme.</p>

“myGov is less of a service itself and more of just a portal which links/direct me to other government services... but there is still no centralised system to access them.”

“Joined up services based on life events like the birth of a child, so customers only need to provide their information to government once and the information is shared across jurisdictions”

“Communication of targeted benefits based on personal data that government has e.g. You are listed as living in a flood affected area – here is a list of supports that may be of benefit to you...”

“Using myGov can be a difficult process for those who require more time to complete tasks... These users are logged out of the system before they are able to complete what they’re working on as the current timeout setting is not long enough for their needs.”

“There should be a call back request option for those who work and are unable to get through on the phone during their half hour lunch break”

THERE ARE SIX OVERALL THEMES THAT CAME THROUGH FROM THE RESEARCH

The results from the four engagement sources, described on the previous page, were synthesised and consolidated to form six key themes. These themes were:

Core theme	Overview	Source
Seamless experience	To improve the seamless experience of the platform, engagement results indicated the need to promote interoperability between departments, a standardised learning process and architectural alignment between the platform and linked service. The desired state of myGov is a user-friendly and intuitive platform, fit-for-purpose across digital devices, with enhanced and uninterrupted consumer capabilities and a defined onboarding process for service agencies.	U S F R
Accessibility and access to support	Respondents are clear that enhancing accessibility to myGov for all Australians, and being able to access help through non-digital channels are critical. Identified methods to improve online accessibility and common issues encountered by general users and priority populations. Respondents clearly highlighted the need for improved in-person support (an increase in the scope and timing) and a seamless complaint handling process.	U S F R
Personal data and information security	In light of recent, large scale security breaches, industry and users require assurance that their personal data and information is appropriately protected whilst enabling a personalised service experience. Transparency regarding data collection, appropriate safeguards and the ability to change consent preferences were common themes amongst respondents.	U S F R
Digital identity	Engagement highlighted multiple concerns regarding digital identity, from privacy to the risk of excluding certain priority populations due to verification issues. There is a strong belief that the power to establish and share identity details should remain with the user. State governments want clarity from the Australian government on their authority and enforcement of identity protection laws.	U S F R
Ongoing governance and implementation of myGov	Engagement across government raised multiple issues with governance arrangements and increasing state and agency use of the myGov platform. States and Australian Government agencies also clearly identified the need for federal accountability for a national digital identity system.	U S F R
External and internal communication	Respondents identified a range of opportunities to improve communication with users and about myGov more broadly.	U S F R

THEME 1: SEAMLESS EXPERIENCE


The below breaks down the core theme of **seamless experience** into its associated sub-themes, with the attached descriptions of what they entail.

Core issue

A user friendly and intuitive platform

Sub-theme	Overview
Display and technical improvements	<ul style="list-style-type: none"> Improvements to the look, feel and navigation of the site are required for it to be more user-friendly across devices. Consistency required across linked services is required to enhance functionality and accessibility for users. If bringing together multiple layers of government services in myGov, users prefer clear signpost to know where they are and when they are leaving myGov.
Service delivery	<ul style="list-style-type: none"> myGov is well recognised as a digital front door for individuals. Feedback on access for businesses varied – some wanted myGov to work for business, others want to keep business access separate to individuals. A beginning-to-end online experience for healthcare providers is not accounted for. Healthcare providers often needing to move offline for additional support, rather than being provided with a seamless digital experience through myGov. Create accessibility to Australian government services through state-based service platforms, with architectural alignment.
Service integration	<ul style="list-style-type: none"> Offer more linked services through myGov in order for the platform to become a centralised access point. Integration of myGov and linked member service support channels – should be easy to get help Peak bodies would like clarity on plans for, e.g., the health industry to partner with myGov in the future.
Capabilities	<ul style="list-style-type: none"> myGov Inbox operates separately from inboxes of linked services, rather than a centralised inbox for all government communications. Opportunity to leverage as an alternative delivery model for customers who do not have an account with member platforms. Secure communication, the Tell Us Once capability and transparency regarding money owed are key capabilities users value. Promotion of interoperability through a centralised place to make registrations, form lodgments, update information, pay or make a claim to the government.
Learning process	<ul style="list-style-type: none"> Some people prefer the user experience to remains consistent and not require repeated learning following system updates or added services.
Tailored experience	<ul style="list-style-type: none"> Recognised as a possible benefit, but if implemented incorrectly a tailored experience can result in negative consequences such as missing important information and being unable to properly use myGov.
Synthesising government apps	<ul style="list-style-type: none"> The variety of different government apps causes significant issues for users, as each requires individual learning in order to effectively engage with it. Calls for myGov to connect and integrate with linked service apps.

Insights

 of respondents found their experience with myGov negative

“ I do find myGov a pleasant experience to navigate, it is really just a front end for the services linked. Thanks, keep up the good work. ”

“ Every time if there is problem to login to myGov Account, only option is to reset and re-create myGov account and link the service again. This is not a practical solution. ”

“ I have noted that the site is being regularly updated and is becoming much more user friendly. ”

THEME 2: ACCESSIBILITY AND ACCESS TO SUPPORT

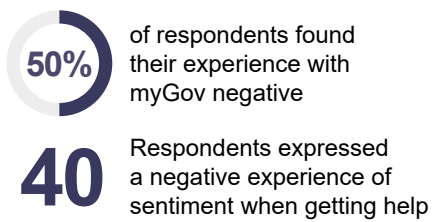
U S F R

The below breaks down the core theme of **accessibility and access to support** into its associated sub-themes, with the attached descriptions of what they entail.

Core issue

Support from humans, services accessible to all Australians	
Sub-theme	Overview
Accessibility issues	<ul style="list-style-type: none"> Accessibility is particularly important for priority populations so that they can use myGov and seek support when they need it. Information on myGov should be in plain English. Some users require extended time to complete tasks before being logged out of the system. Develop options to assist with accessibility for people facing challenges meeting multi-factor authentication requirements. Enabling the use of screen reader technology and optimising the platform for larger keyboard devices. Provision of offline support to interact with myGov for those who do not have digital access, or will not use digital services. Service resilience and platform architecture to enable access 24/7 and avoid downtime.
Support from third parties	<ul style="list-style-type: none"> Users want to be able to give access to third parties to support their use of myGov and help them make decisions, whilst maintaining control of what the third party support person can see and do and control access to private information.
Help resources	<ul style="list-style-type: none"> Many users find myGov's online help center and automated telephone system challenging Users want to be assisted by a person who is knowledgeable and timely in their support.
Seamless complaint handling	<ul style="list-style-type: none"> Calls for a defined and integrated complaint handling process that directs a complainant to the responsible area across member services.
Coaching	<ul style="list-style-type: none"> Provide digital, face-to-face and over the phone or live video coaching with experts to step users through setting up myGov for the first time or after being locked out.
Available in languages other than English	<ul style="list-style-type: none"> Translation of content, videos in Auslan, and support over the phone and in-person for languages other than English, including in Auslan.
Live chat vs chatbots	<ul style="list-style-type: none"> Users have a strong preference for live chat over chatbots.

Insights



“ Be available in languages other than English including Auslan and provide easily accessible support from a real person in languages other than English including Auslan. ”

“ Assumption that people will always have access to working mobile/internet isn't always the case. People need other options. Phones need to be promptly answered. ”

THEME 3: PERSONAL DATA AND INFORMATION SECURITY

The below breaks down the core theme of **personal data and information security** into its associated sub-themes, with the attached descriptions of what they entail.

Core issue

Security assurances and transparency	
Sub-theme	Overview
Security	<ul style="list-style-type: none"> Australians are concerned about their personal data security, particularly in light of current cyberbreaches of large corporations. Low confidence in the ability of government to protect personal data and respond quickly if there was a breach. The redress process for data and security breaches must be established at the national level. Users want assurances that data collected by the government and shared between agencies will not occur without user knowledge and will not be used against them. Maintain the current security signposts, such as multifactor authentication, clear when moving in and out of myGov.
Personal data collection, management, security and transparency	<ul style="list-style-type: none"> Collect only necessary personal data, implement security monitoring and transparency regarding how and when data collection occurs. Users have the ability to opt-in and censor personal information. Peak bodies believe that recent data hacks of large corporations are one of the main reason why cohorts do not trust online platforms and are less inclined to share their information. Data security is particularly important to people in vulnerable positions facing a higher risk of harm from other people in their lives.
Security safeguards	<ul style="list-style-type: none"> Concerns regarding information security for those who share devices, have limited internet or mobile connection in a community/household/low socio-economic area, requiring them to share log-in details to access myGov without proper nominee arrangements in place.
Consent	<ul style="list-style-type: none"> Provide genuine and consent options so users have ownership over their myGov platform and data. The user must consent to using data to personalise experience, tailoring should be for the benefit of the user, rather than being detrimental. Ensure that users can easily update their preferences regarding data sharing over the course of their lives.

Insights

27% of respondents to the user audit survey strongly agree that they are concerned about the security of their account

30% of respondents to the user audit survey disagreed or strongly disagreed that myGov protects their informatio

“ Even big corporations like Optus are being hacked ”

“ The (Australian Government agency) notes that some users may have concerns about providing additional information to government and allowing personal information from multiple sources to be linked or aggregated. Recent cyber security incidents in the commercial world may contribute to such concerns ”

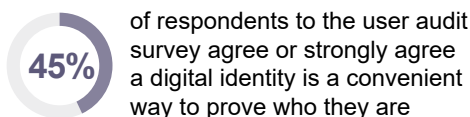
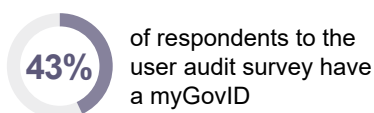
THEME 4: DIGITAL IDENTITY

The below breaks down the core theme of **digital identity** into its associated sub themes, with the attached descriptions of what they entail.

Core issue

Personal control of a secure digital identity	
Sub-theme	Overview
Control over transactions and credentials	<ul style="list-style-type: none"> With data breaches and privacy concerns top of mind, concerns remain over how digital identity may impact future transactions. People need assurance that proving their digital identity will be a secure process for customers, giving them the power to choose how and when they share information.
Single verification	<ul style="list-style-type: none"> A desire for a single point of verification so that users can update their details across life events and more easily access services. Single verification will assist individuals to have an improved experience across platforms and jurisdictions.
National ID system	<ul style="list-style-type: none"> Relying on a single digital trusted identity system may create an increased cyber security risk rather than having a system comprised of many trusted digital identities. Industries with already established digital capabilities can support the government in the development of the framework. Digital identity should help with community disaster recovery plans where consumers have lost physical forms of identity.
State involvement	<ul style="list-style-type: none"> State and territories are seeking a commitment to continue state based digital identity systems and to allow for future interoperability with Commonwealth services. Need for greater clarity regarding state law's role in enforcing the proposed digital identity system.
Digital identity ecosystem	<ul style="list-style-type: none"> A call to embed digital identity technology across all government services, as a method for organisations and individuals to access government services using a more secure digital channel. Government digital should compliment that already established by industry (integrated infrastructure) to enable interaction and exchange of customer data rather than re-shelling.
Appropriate identity documents	<ul style="list-style-type: none"> Verification becomes an issue for refugees and those with multiple versions of their name to source documents to satisfy identity verification requirements. Consideration needs to be made to ensure that as many Australians can access a digital identity.

Insights



“I do not wish to see a Digital ID system in Australia as the movement towards this system is unnecessary and places the Australian population at severe risk of losing their freedoms and privacy.”

“Digital Identity must be embedded in myGov and is critical to increase integrity of myGov accounts prior to connection with an agency. We need to move away from the password and email mechanism of creating a myGov account. There are too many dormant myGov accounts that have been abandoned due to lock out.”

THEME 5: ONGOING GOVERNANCE AND IMPLEMENTATION OF MYGOV



The below breaks down the core theme of **ongoing governance and implementation of myGov** into its associated sub-themes, with the attached descriptions of what they entail.

Core issue

Lack of clear roles, responsibilities and incentives to onboard

Sub-theme	Overview
Whole of government approach	<ul style="list-style-type: none"> • Need to cut through bureaucracy and join up state and federal government services so Australians don't need to understand the structures of government to get support.
Legislative and non-legislative safeguards	<ul style="list-style-type: none"> • Recent data breaches have increased Australian's expectations of how their information and data is handled and stored. • Legislative safeguards need to be in place to protect against data misuse. • There also needs to be support for enabling technology and innovation developments and appropriate customer support.
Federal accountability	<ul style="list-style-type: none"> • Need for better accountability from Government about its commitments and promises to Australians. • Need for a single governing body to administer and support national digital identity verification.
State and Territory involvement	<ul style="list-style-type: none"> • Needs to be a commitment to join state and federal services to deliver better services for Australians. • Architectural alignment needs to occur across Commonwealth and state platforms to enable better interoperability of services. • Need for state and territory involvement in governance and decision making to ensure cross-jurisdictional alignment and agreement on changes and direction.
Limited/lack of use	<ul style="list-style-type: none"> • Some agencies have chosen not to onboard to myGov due to cost, time and technical barriers. • Agencies manage more Australians through their own websites and mobile apps than via myGov. • Agencies are seeking more clarity and information about myGov decision making and the capability prioritisation processes.
Delivery costs	<ul style="list-style-type: none"> • Agencies pay high fees to onboard and use myGov. • Member services are not directly funded for uplift when myGov goes through enhancements. • Clarity and consultation is required regarding the myGov funding model.

Insights



of respondents to the user audit survey have a myGovID



of respondents to the user audit survey agree or strongly agree a digital identity is a convenient way to prove who they are

“myGov governance arrangements need to better accommodate delivery of state-based services to be more inclusive of jurisdictions so that individual state and territory Ministers have a more equal role with the Commonwealth in decision making and regulation”

“Given its role as delivery lead and the largest government service connected to myGov, Services Australia should not be responsible for governance and assurance of myGov against whole of government standards as well as being responsible for determining the services that connect to myGov.”

THEME 6: EXTERNAL AND INTERNAL COMMUNICATION

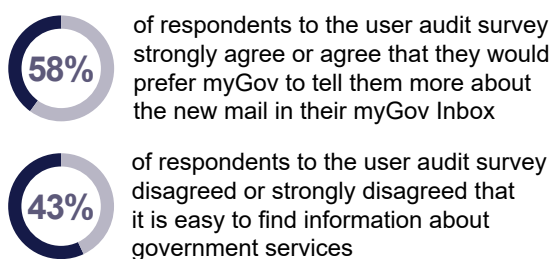


The below breaks down the core theme of **external and internal communication** into its associated sub-themes, with the attached descriptions of what they entail.

Core issue

Personal control of a secure digital identity	
Sub-theme	Overview
Use of trusted intermediaries	<ul style="list-style-type: none"> Use of face-to-face service providers (including non-government services) to build trust with and communicate complex information to priority population cohorts who are users of myGov.
Offered services	<ul style="list-style-type: none"> Need for clear information to be communicated about MyGov vs MyGovID, use contexts and linked terminology (i.e. pop-up explanations). Communication about programs and payments users may be eligible for based on their life stage/circumstances. Promote widespread awareness of available services through mainstream and social media channels.
Urgency alerts	<ul style="list-style-type: none"> myGov notifications should indicate how urgently action is required by the recipient.
Meaningful improvements	<ul style="list-style-type: none"> Clear communication regarding commitments to improving the service experience with greater clarity regarding purpose, consistency of delivery, improved accessibility and accountability from government.
Security	<ul style="list-style-type: none"> Simple messaging about security protocols in myGov to reinforce vigilance online.
Tips and hints	<ul style="list-style-type: none"> Include a 'did you know?' section to inform users on common FAQ topics such as how to change preferences, linked services, how messages and alerts are received.
Community wide events	<ul style="list-style-type: none"> Alerts regarding support available related to crisis events - 'you are listed as living in a flood affected area – here is a list of supports that may be of benefit to you'.
Major platform changes	<ul style="list-style-type: none"> Communication campaigns to alert people to major changes, news alerts in myGov – i.e. the launch of an app.
Future vision for myGov	<ul style="list-style-type: none"> Communicate where myGov is going, opportunities and benefits.
Digital identity	<ul style="list-style-type: none"> Users need to understand digital identity before signing up. Clear explanations regarding how digital identity works, why, when and how digital identity is beneficial and needed.

Insights



“People expect a certain level of communication for a service of myGov’s reach and stature. If there are widespread changes, people expect these to be signalled at a national level via mainstream channels. Where there are changes that are personally relevant to individuals, direct communication is expected.”

“Proactive communication from government that alerts people to potential programs or payments they may be eligible for...[is desired]”