

Queensland

Good jobs  
Better services  
Great lifestyle

# OUR THRIVING DIGITAL FUTURE

Queensland's Digital Economy Strategy



Queensland  
Government



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## Acknowledgement

We respectfully acknowledge the Aboriginal and Torres Strait Islander Traditional Owners and Elders of the lands and seas on which we meet, live, learn and work.

We acknowledge those of the past, the ancestors whose strength has nurtured this land and its people, and who have passed on their wisdom. We acknowledge those of the present for their leadership and ongoing effort to protect and promote Aboriginal and Torres Strait Islander peoples and cultures. We acknowledge those of the future, the Elders not yet born, who will inherit the legacy of our efforts.

We recognise it is our collective efforts, and responsibility as individuals, communities and governments, to ensure equality, recognition and advancement of Aboriginal and Torres Strait Islander Queenslanders across all aspects of society and everyday life.





## Minister's message

If there's one thing the last few years have shown us, it's that priorities and needs can change quickly.

Queensland's Digital Economy Strategy is our plan to boost Queensland's digital transformation through investment in digital skills, technology and services to ensure we all thrive in our increasingly digital world.

We also know Queenslanders rely on digital infrastructure in nearly every aspect of their lives, which is why we've developed a strategy to fast-track the state's digital growth.

*Our Thriving Digital Future: Queensland's Digital Economy Strategy* will deliver a host of social and economic opportunities to ensure Queensland will always be a place where we love to live, work and play.

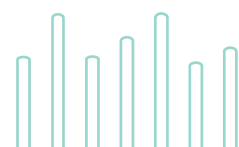
One of our greatest economic opportunities will come from hosting the Brisbane 2032 Olympic and Paralympic Games, and we must ensure we have the digital infrastructure needed to shine on that global stage and beyond.

Having access to digital technology is essential. It powers everything from commercial opportunities to social connection, education, employment and accessing healthcare. And our government is committed to building the digital economy for all Queenslanders to ensure we're all positioned to take advantage of the benefits it can bring.

With this digital strategy to guide us, we'll support all Queenslanders to be better connected, adapt to challenges, embrace innovation and grow.

By doing this, we'll put Queensland in its strongest position yet to ensure our state becomes a true force in the global digital economy, and that we're capable of capitalising on the many opportunities ahead.

**The Hon. Leanne Enoch MP**  
Minister for Communities and Housing  
Minister for Digital Economy  
Minister for the Arts



# Our vision: A thriving digital future for Queenslanders

The rate of digital transformation happening globally is fundamentally changing the way businesses and governments operate. It's not only changing the way we work but fast-tracking our willingness to adopt new technologies and our capacity to deliver products and services online.



Digital activity accounted for **5.9% (\$109 billion) of total economy value added (\$1,857 billion) in 2019-20**, compared to 5.6% (\$101.5 billion) in 2018-19.<sup>1</sup>  
(Australian Bureau of Statistics, 2021)



In August 2021, nearly **40% of employed Queenslanders were working from home** - up from 5.3% in 2011.<sup>2</sup>  
(Australian Bureau of Statistics, 2021)



Queensland's technology workforce is **more than 114,000 people** strong - more than half of those people work in non-digital industries.<sup>3</sup>  
(Deloitte Access Economics, 2022)



**Online purchases in Queensland have almost doubled** since the previous year<sup>4</sup> - a stark contrast to 2015 when more than half of Australian businesses didn't have a website and only one third received orders through the internet.<sup>5</sup>  
(Australia Post, 2021)  
(Australian Bureau of Statistics, 2018)

The 2022 CSIRO report into global megatrends shaping our world identified the impact of digitisation and the opportunities enabled through a strong digital economy including increasing digital inclusivity, connecting regions through increased connectivity and ensuring we can meet the demand of the digital workforce.<sup>6</sup>

We have an exciting opportunity to work together to present Queensland as an attractive place to do business, and to show that we're at the forefront of developing and capitalising on digital technologies.

This Strategy sets the focus and direction for a thriving digital economy, building on what's already being done well and preparing us for the inevitable challenges ahead. The Strategy serves as a roadmap towards a thriving digital economy by 2032, leveraging existing and future government strategies and commitments to progress the Queensland Government priorities for Queensland communities to deliver good and secure jobs, better and connected services and protect and enhance the Queensland lifestyle.

Through its ambitious digital transformation program, the Strategy will be pivotal in:

- positioning Queensland as an attractive place to live, work and do business
- creating jobs and ensuring Queensland meets the needs and expectations of industry
- delivering better services for all Queenslanders
- helping address social and economic exclusion for the most vulnerable
- celebrating Queensland's lifestyle.

The Strategy aligns with significant Queensland Government plans and initiatives contributing to a connected, inclusive and thriving digital economy including:

- *Good People. Good Jobs: Queensland Workforce Strategy 2022-2032*
- Queensland Government objectives for the community – good jobs, better services, great lifestyle
- *Advance Queensland: Innovation for a Future Economy 2022-2032 Roadmap*
- *Communities 2032*
- State Infrastructure Strategy 2022
- 10 Year Human Capital Outlook from the Public Service Commission
- Path to Treaty
- Local Thriving Communities.

*Our Thriving Digital Future: Queensland's Digital Economy Strategy* constitutes a blueprint for a fairer, more inclusive and more resilient Queensland – ensuring that all Queenslanders are equal partners in the opportunity-rich future that only digital technologies can deliver.

The *Our Thriving Digital Future: 2023-2026 Action Plan* will detail the initiatives required to achieve our objectives over the first four years. Action plans will be developed across the life of the Strategy to comprehensively delineate activities that will deliver on our ambition for a Queensland that is at the forefront of digital technology development.

## First Nations peoples

A thriving digital economy is one where Aboriginal and Torres Strait Islander peoples are engaged, connected, included and thriving through digitally-enhanced businesses and communities. The Strategy, and related initiatives, supports Local Thriving Communities and Path to Treaty, and aligns with the national Closing the Gap agenda.





# Focus areas

This Strategy is founded on three focus areas and aims to accelerate the development, embedding and optimisation of digital technologies in Queensland over the next decade:

## Digital Customer

We will ensure Queensland Government services are customer-centric, and that all Queenslanders can access the necessary digital services they need to be connected, independent, and engaged in all facets of their community.

- We will respond to those who are most vulnerable or isolated - including seniors, those from culturally and linguistically diverse backgrounds, people living with disability, people living in remote and discrete communities and marginalised young people - so that they have the necessary tools and digital skills to access services and connect with others.
- We will include our customers in the design of digital services and ensure services are trusted, secure, responsive and easy to use, and supported by appropriate levels of cyber security.
- All Queenslanders will be able to safely access a range of online government services including healthcare, education and employment.
- We will create a contemporary, consistent and integrated system that delivers a simple 'one government' experience, making it easy for individuals and businesses to access government's services, reducing duplication and customer effort.

## Digital Market

As a government, we will build the necessary environment that Queensland businesses need to maximise the opportunities digital technologies can bring. We will work with organisations, industry bodies, academia and other governments to ensure Queensland-based businesses have access to the talent they need to thrive.

- We will address the biggest challenge to growing our digital economy – increasing quality connectivity by working with other tiers of government and telecommunications providers to deliver more reliable digital infrastructure across Queensland. Connectivity improves access to education, innovation, healthcare, employment and goods and services. By building regional resilience and confidence, we will attract new businesses and enable industries, increase employment opportunities and empower people to flourish.
- We will develop talent, test innovative solutions and identify new opportunities to digitise Queensland's industries. We will support increased collaboration, partnerships and knowledge-sharing opportunities to create a thriving economy, enabled by digital technologies.
- We will continue to invest in research, development and commercialisation to grow the digital economy. We will ensure the right policy settings are in place to attract global investment and increase the number of skilled people in Queensland to foster and drive innovative and competitive businesses and industries.

## Digital Government

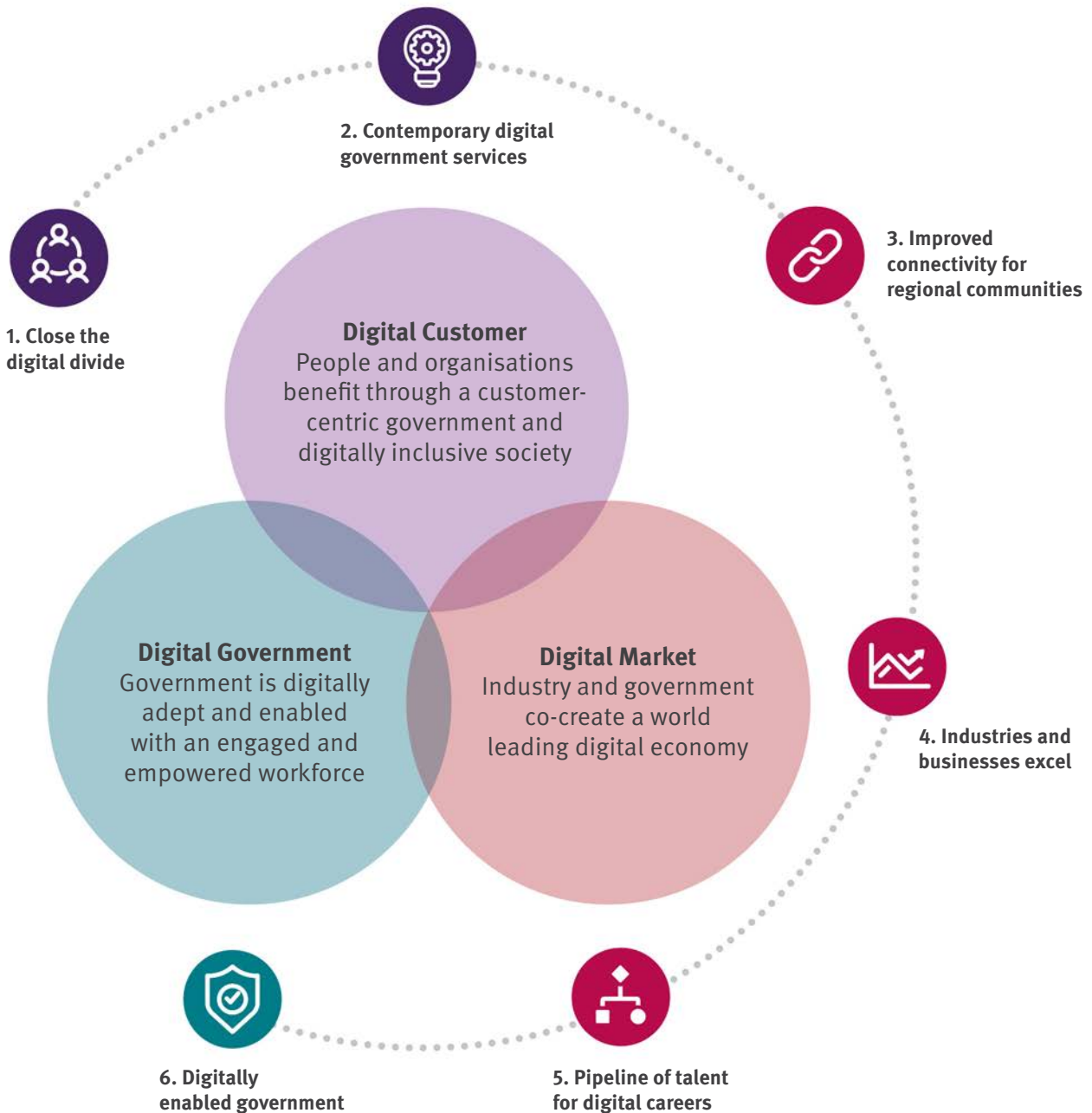
We can create change and influence a strong digital economy by transforming how we deliver services. We will continue to upgrade the ways we adopt, embed and utilise digital technologies to meet changing community expectations.

- We will streamline and integrate government services to ensure our websites and apps are easy to use. We will also modernise our approaches to funding, procuring and delivering digital services and technologies to allow us to adopt new technologies.
- We will advance the way we do business by modernising our technology and systems, and improve our use of data to inform how we design and deliver public services.
- We will reduce duplication and optimise use of public funds, by developing core and common systems that improve outcomes and remove systems that no longer meet needs.



# Our priority outcomes

Six priorities have been identified, which will guide our actions, drive partnerships and build a thriving economy, underpinned by digital technologies and capabilities.





# Priority outcomes



## 1. Close the digital divide

Our priority is to close the digital divide by promoting access, affordability and ability so that everyone can enjoy the economic and social benefits of a digitally-enabled economy. Digital technologies offer significant social and economic benefits for those who are able to confidently and easily access and use them. The impacts and effects of digital inclusion extend beyond the digital realm to support social and economic change.

### Our goals for 2032

All Queenslanders are able to enjoy the economic and social benefits of a digitally-enabled economy.

All Queenslanders, especially our most vulnerable, benefit from policies, programs and services that effectively and efficiently respond to their needs.

The urban-rural digital divide in Queensland has been significantly reduced.



## 2. Contemporary digital government services

Our priority is to put people and businesses at the heart of government service, program and policy design so that services are trusted, easy to use and get the best outcomes.

### Our goals for 2032

Government uses insights-based decisions to enhance and design policy, programs and services that are responsive to our customers' and communities' needs.

Government has suitable services available online to maximise the opportunity of the Brisbane 2032 Olympic and Paralympic Games that are accessible, intuitive, and easy to use for everyone on any device.





### 3. Improved connectivity for regional communities

Our priority is that regional communities have better, more reliable digital infrastructure so they can connect, grow and prosper. Connectivity improves access to education, innovation, healthcare, employment and goods and services. Regional resilience and confidence will be improved by working with other tiers of government, telecommunications providers and local communities to bring more reliable, scalable digital infrastructure across Queensland. Innovative solutions to connectivity challenges in the state will be explored in order to ensure people, jobs and industries can flourish regardless of location.

#### Our goals for 2032

Greater connectivity improves people’s access to employment, education, health and social services and enhances community and social connections.

Regional businesses can compete locally, nationally and internationally through improved and reliable digital connectivity.

Queensland has a resilient and diverse system of networks and technologies that keep Queenslanders safe during times of disaster.



### 4. Industries and businesses excel

Our priority is that existing and emerging businesses and industries will have access to, and support to adopt, digital technologies to help them adapt, grow, compete and innovate. We want to enable all Queensland businesses to take advantage of the opportunities that digital technologies bring. We will work with organisations, industry bodies and academia to ensure Queensland-based businesses have access to the talent they need to tackle digital-age challenges.

#### Our goals for 2032

Queensland’s industries are transformed by effectively embracing and using new digital technologies.

Queensland is competitive in supporting and attracting new businesses and innovative digital start-ups.

Use the Brisbane 2032 Olympic and Paralympic Games as a catalyst for a digital legacy that attracts business and investment as well as enhancing Queensland’s liveability.



### 5. Pipeline of talent for digital careers

Our priority is to develop a pipeline of digital talent to grow good, secure jobs for Queenslanders, boost the economy, and ensure businesses and industry have the digital skills they need to be competitive in the marketplace. While the pandemic has sped up the rate of digital transformation across Australia, it has reduced the number of digital professionals, mainly due to a fall in skilled migration. This offers an opportunity for Queenslanders to take on a digital career, upskill or change careers, especially in highly specialised fields such as cyber security, engineering and data analytics. It also offers the state an opportunity to increase the talent pool by attracting skilled workers to Queensland and upskilling under-represented cohorts, including Aboriginal and Torres Strait Islander peoples, those with disability and those in remote and regional communities.

#### Our goals for 2032

Queensland has a highly-skilled, growing and adaptive digital workforce that meets the needs of business, industry and community.

The Queensland public sector workforce is a leader in digital skills and the delivery of innovative digital services.



## 6. Digitally enabled government

Our priority is to ensure the Queensland Government is digitally adept and enabled, continuously adapting and transforming the way government operates, manages its data, and invests in digital technology to shape and lead the progression of a thriving digital economy.

### Our goals for 2032

Queensland Government operates as ‘one-government’ when prioritising digital investment and our digital maturity improves every year.

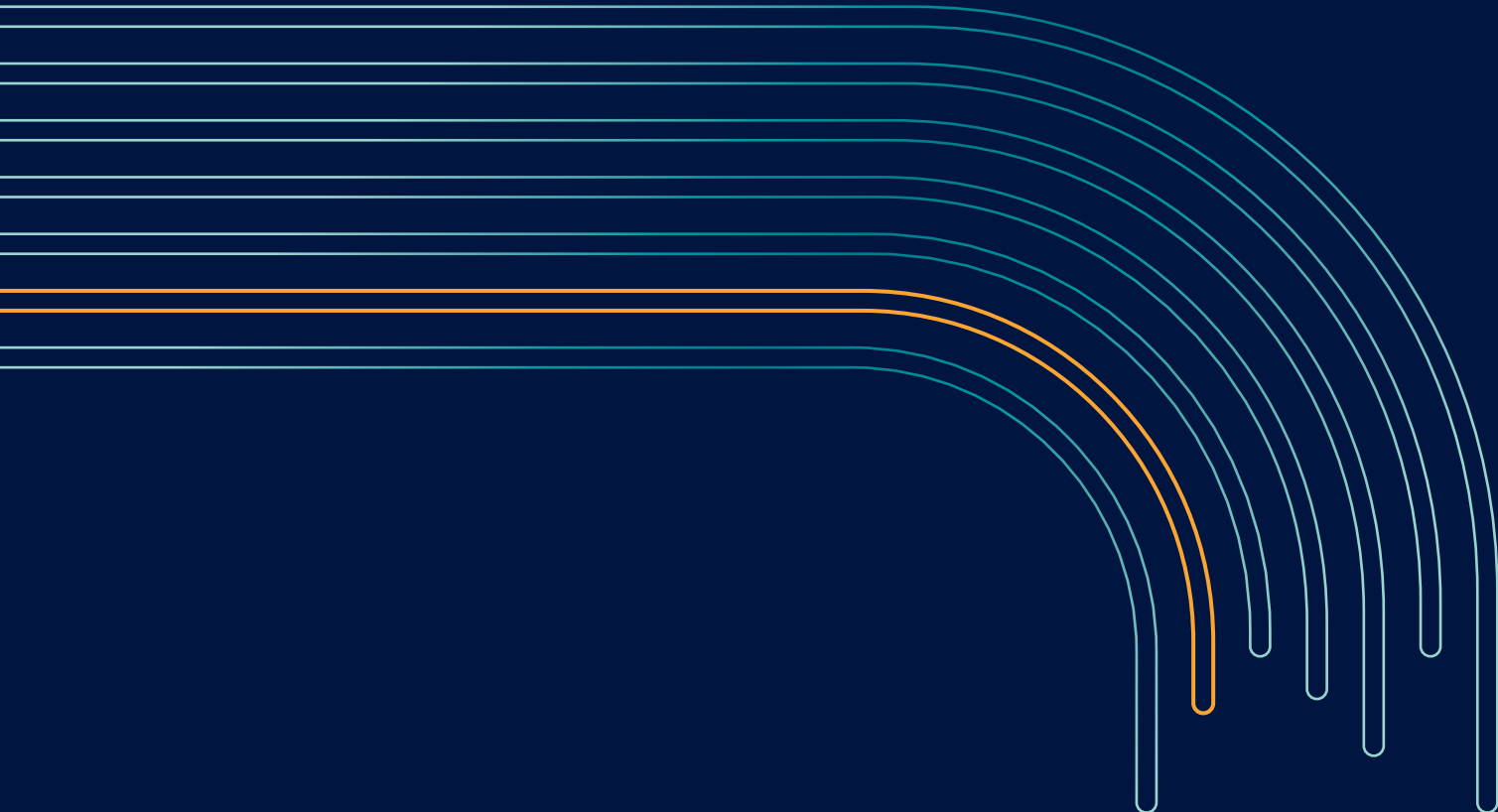
Common, connected digital platforms reduce duplication and complexity and enable responsive service delivery.

Policies and legislation enable the Queensland Government to safely share and use its data more effectively and efficiently.



### Notes

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[qld.gov.au/DigitalEconomy](https://qld.gov.au/DigitalEconomy)



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