Victorian Government Digital Management Committee (DMC)

## What this document covers

This first half of this document covers the terms of reference for your Digital Management Committee (DMC). (Your department may call the DMC something else, such as a Digital Reference Group).

The second half of the document considers the roles of your DMC.

Terms of reference

## The Victorian government departments and agencies this applies to

You’re required to have a DMC if you are:

* a Victorian Government department
* The Environment Protection Authority
* The State Revenue Office
* VicRoads
* Victoria Police

If you’re a department, DMC’s have the authority to decide which of your agencies your DMC needs to cover. All agencies, statutory authorities and other bodies that sit under a department should automatically fall under that department’s DMC.

## Purpose of your Digital Management Committee (DMC)

Your DMC is the central point of digital leadership, governance and approvals for your Victorian Government department and agency. Your terms of reference are designed to help your department or agency manage its entire digital presence, that is, websites, social media channels, mobile applications, and third party software.

Please note, this includes your internal digital presences.

## Role of your DMC

Your DMC’s essential role is to provide standards compliance oversight and best practice leadership for your organisation’s digital assets —for their entire lifecycle.

To help you understand what this means in practice, we’ve used **six themes**:

1. **Communicate your role within your department or agency**
2. **Monitor and report on digital assets**
3. **Develop practitioner skills and guide best practice**
4. **Implement the WoVG Digital Standards Framework**
5. **Manage digital strategies and activity**
6. **Approve digital activity and assets**

## 1. Communicate your role within your department or agency

* Promote the role and responsibilities of DMC through your department’s or agency’s Intranet or other communication channels suited to your audience (we recommend you connect through both IT and Strategic Communication areas of departments or agencies)
* Promote the use of the WoVG Digital Standards Framework
* Identify and communicate opportunities for cross-agency collaboration or WoVG approach (or both). (For example, feed your crucial findings and questions to the Digital 7 Group[[1]](#footnote-1), and participate in the WoVG Digital Yammer group [[2]](#footnote-2) to build on an already vibrant community of professional practice).
* Note that the How-to guides often refer readers to their local DMC — so it’s crucial to find ways to make your DMC easy to find and contact.

## 2. Monitor and report on digital assets

* Keep an accurate list of the websites and other digital assets (for example Facebook pages, Twitter feeds) in your department or agency portfolio, including each asset’s name, URL/account and contact information
* Make sure your agency contributes each year to the WoVG Digital Services Report
* Ensure Key Performance Indicators (KPIs) for your digital assets are linked to business objectives and are measurable.
* Review your agencies digital assets every year against their original business case, or their current KPIs and objectives
* Inform the Digital 7 Group of your agency’s progress in adopting the WoVG Digital Standards Framework. Equally importantly, how well the framework serves your digital practitioners to deliver a better online experience.

## 3. Develop practitioner skills and guide best practice

* Make sure digital activity in your department or agency is consistent with WoVG strategies, policies and standards
* Discover where you need to develop the digital skills in your department or agency, and create the opportunities to develop them
* Act as a facilitator of the 12 Digital Design Principles (refer to the last page for the complete list) and best practice expertise.

## 4. Implement the WoVG Digital Standards Framework

* All members of your DMC need to be familiar with the WoVG Digital Standards Framework, namely:
  + 12 Digital Design Principles
  + internal and external standards
  + recommended best practice
  + the How-to guides.
* Your DMC also needs to assess how well the WoVG Digital Standard Framework supports your organisation to deliver your services (not just digital) — and ultimately your audiences.

## 5. Manage digital strategies and activity | for example, a social media strategy, content strategy, consultation strategy, or large technical investment

* Manage and support your department’s or agency’s overarching digital strategy.
* Manage and coordinate your agency’s digital activity effectively — from conception to decommissioning.
* Where needed assist to define digital strategy objectives and review the digital strategies your department or its agencies develop.

## 6. Approve digital activity and assets| from concept to decommissioning

* Make sure the digital assets and digital activity (such as social media) in your department or agency meet their business goals and align with the 12 Digital Design Principles.
* Assess, guide and rule on digital applications, for example, websites, domain names and social media accounts.
* Before launch of any digital service, make sure the product owner submits a Quality Assurance Checklist (using the DMC Digital Service Approval Form) and gives your DMC access to a test or staging environment.
* Keep a watchful eye on digital assets for their state of currency. Recommend the unusable and the unused be either decommissioned or refreshed.
* Make sure when digital assets are decommissioned, the owner completes the statutory records management tasks.

Scope of your Digital Management Committee’s work (DMC)

The DMC will oversee all digital service-related design, development and resourcing (for both your department’s or agency’s internal and external digital environments).

Your DMC’s work covers:

* new and re-developed websites
* significant web applications
* , social media channels, collaborative services, and mobile app. development.

## Manage applications for new websites, social media presences, mobile apps, and domain names

Members will discuss and approve (or decide not to approve) applications for websites and domain names. Your DMC should also decide on new social media presences, new mobile apps and significant website redevelopment proposals.

In reviewing applications, your DMC must be sure the digital presences:

* have a strong business justification and align with your department’s or agency’s service delivery objectives
* align with WoVG digital policies, principles and standards (including those for digital branding; user experience, accessibility, privacy, financial transactions, and security)
* refer to the re-use of existing work/works when useful; and
* accurately report costs, especially for whole-of-life costs.

## Promote best practice and the 12 Digital Design Principles

Your DMC will advise on digital strategies and how to link the digital, communications and IT strategies related to ICT services. It will look for ways to embed the 12 Digital Design principles in your organisation’s culture of digital service design and management.

## Your alternative to a establishing a separate DMC

An existing governance body in your agency may adopt your DMC’s functions (for example, a Knowledge Management Committee) — but only if it can cover the complete range of your DMC’s responsibilities.

Member roles for your Digital Management Committee (DMC)

## DMC Chair

A senior individual needs to occupy the Chair and they also need to be a member of the ‘DMC Members’ list (below). Ideally the Chair will be the CIO or SCO.

## DMC Coordinator

Your DMC will nominate one of its Members to act as your DMC Coordinator. Your nominated DMC Coordinator must have proven knowledge of, and experience with, digital services.

In addition the general responsibilities as a member of your DMC, your DMC Coordinator will:

* act as a point of contact for department or agency DMCs;
* distribute WoVG policy, the Digital Standards Framework, guidelines, templates and other documents when needed;
* manage and support the department’s or agencies WoVG compliance reporting process;
* when unable to complete these duties, delegate to an individual to act on their behalf.

## DMC Membership

At the very least, your DMC membership should include :

* the Chief Information Officer (or equivalent);
* the Senior Communication Officer (or equivalent);
* one or more senior business representatives from portfolio areas
* the corporate website/online service delivery manager; and
* one or more website owners/managers.

At the very least, your DMC Members’ responsibilities are to:

* adopt a whole of department/agency view;
* encourage and follow the WoVG Digital Standards Framework;
* attend meetings of the DMC or delegate a representative;
* make sure when your department or agency decommissions a digital asset it meets the statutory requirements for records management.
* ensure any delegate is adequately briefed and can respond on their behalf; and
* approve (or not approve) applications for digital-presences , for example, websites, domain names, and social media presences .

## Observers may attend DMC meetings

The Chair may invite other individuals (for example, presenters, technical experts, or owners of business cases/applications needing your consideration), to attend and participate in the business of your DMC relevant to their attendance.

Meeting management

## How often your DMC should meet

The DMC meets once a month, and only if it has specific agenda items to consider.

## Minutes of meetings

Your DMC coordinator will document, email and archive minutes.

## Other ICT practitioner forums you may work with

Your DMC may also wish to consult or inform other groups/forums of your activities:

* Digital 7 Group
* WoVG Information Management Group
* CIO Council
* WoVG Senior Communication Executives Meeting
* Victorian Government digital-related reference groups, as required
* Yammer, for example, the WoVG Digital Group

## For more information

For more information, please contact contact@dpc.vic.gov.au

The 12 Digital Design Principles

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| The government’s digital presence should be: |
| 1. Easy to use: Make digital the first choice for our customers |
| 2. Simple: Leads directly to the most used services and information |
| 3. Available: 24/7 access |
| 4. Useful: Designed to solve problems |
| 5. Consistent: Works the same way for common functions, like data collection |
| 6. Joined together: Integrated between agencies |
| 7. Mobile: Designed for mobile and tablet first |
| 8. Complete: Support customers to complete activities online, without manual steps |
| 9. Clear: Use clear, active language |
| 10. Fast: Quick to submit, and provide an efficient end-to-end service |
| 11. Aware of history: Able to provide a record of past interactions where appropriate |
| 12. Aware of user: Able to use known information from previous interactions with government.  (Source: Information Technology Strategy, Victorian government 2016-2020) |

1. Digital 7 Group is made up of one representatives from each of the seven departments. It meets quarterly. [↑](#footnote-ref-1)
2. WoVG Yammer Group is active (and supportive) digital practitioner group. Follow [this link](https://www.yammer.com/vicgov-digital/#/home) to join. [↑](#footnote-ref-2)