

E-commerce down under - the Australian experience



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The agenda

- Current status in Australia
- How we got there
- What we still need to do





The cast of players

- Users
- Businesses
- Government
- Business/industry groups
- Education sector
- The Internet industry
- Sorry, but these Australians will not appear in this play....





The scene

Australia: 21,500,000 people 2,988,902 square miles
Malta: 420,000 people 121 square miles

Source - Wikipedia





Current status - users

nielsen
online

Australia: Average Web Usage
Month of September2008
Home/Work Panel

Sessions/Visits Per Person	43
Domains Visited Per Person	64
PC Time Per Person	43:46:12
Duration of a Web Page Viewed	00:00:55
Active Digital Media Universe	11,883,683
Current Digital Media Universe Estimate	16,355,402





Current status - users

In the last 12 months have you undertaken any of the following activities?

	Internet users last 12 months	All Australians
Paid for purchases or bills	71%	63%
Made bookings	70%	62%
Undertaken banking	70%	62%
Ordered goods/services	64%	57%
Read a blog	44%	39%
Supplied personal information online	43%	38%
Used a social networking site	41%	36%
Downloaded or streamed video content	35%	31%
Bought through an online auction site	33%	29%
Used the internet to make phone calls	25%	22%
Belonged to an online community	22%	20%
Written a blog	16%	14%
Sold through an online auction site	14%	12%
Uploaded a video onto the internet	11%	10%

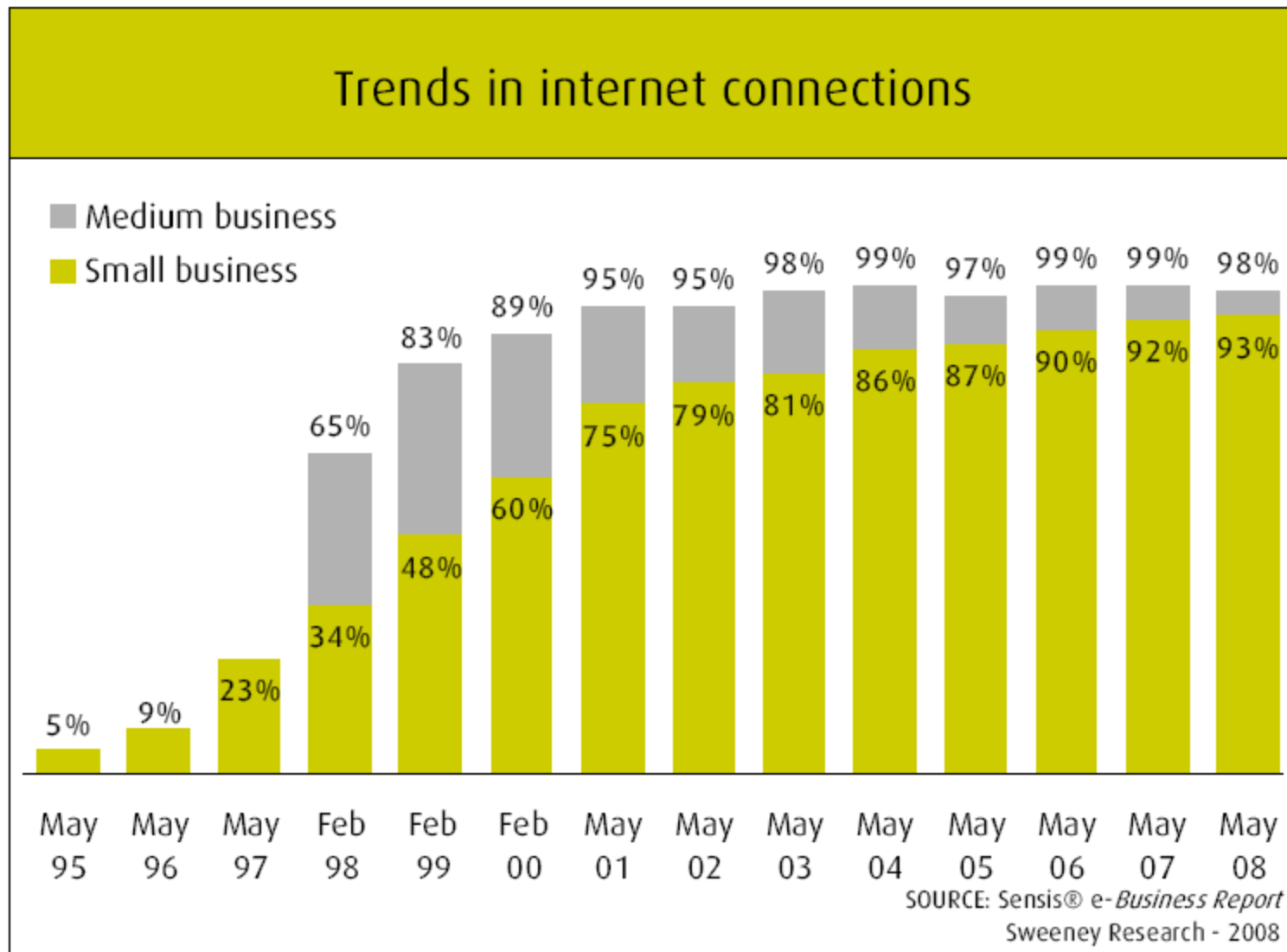
Q. In the last twelve months have you undertaken any of the following via the internet?
Base = All consumers

SOURCE: Sensis® e-Business Report
Sweeney Research - 2008





Current status - business





Current status - business

Accessing the internet

Do you currently have broadband access to the internet?

	Total	Small Business	Medium Business
Yes – have broadband	94%	94%	97%
No – do not have broadband	5%	5%	3%
Don't know	1%	1%	0%

*How do you currently access the internet?
(Amongst those with broadband access)*

	Total	Small Business	Medium Business
DSL/ADSL	56%	56%	57%
Cable	19%	19%	19%
Wireless	12%	12%	12%
Satellite	1%	1%	1%
Don't know	12%	12%	11%

Base = SMEs with internet access

SOURCE: Sensis® e-Business Report
Sweeney Research - 2008



Current status - business

What are the essential applications?

	All SMEs	Small Business	Medium Business
To communicate via email	87%	87%	87%
Internet banking	75%	74%	82%
To get reference information or research data	67%	67%	71%
To look for information about products and services	67%	66%	70%
To pay for products and services	57%	57%	57%
To access directories such as Yellow™ directories	53%	53%	58%
To receive payments for products and services	53%	53%	55%
To streamline communications with customers and staff	51%	50%	65%
To place orders for products and services	49%	49%	50%
To access and use online catalogues	46%	46%	51%
To take orders for your products and services	46%	46%	42%
To use a website to advertise or promote business	43%	43%	48%
To monitor your markets or the competition	27%	26%	33%
To promote the business using email marketing	19%	18%	28%
Advertise your business on other websites	11%	11%	15%
Use online auction sites	8%	8%	6%

Base = All businesses with internet

SOURCE: Sensis® e-Business Report
Sweeney Research - 2008



Current status - government

E-government

- AGIMO
 - better practice checklists
- National Archives
 - Record keeping

The screenshot shows the AGIMO website interface. The header includes the Australian Government logo and the text 'Department of Finance and Deregulation Australian Government Information Management Office'. The main navigation bar contains links for Home, Recruitment, Ministers, Publications & Reports, Policy & Legislation, Contact us, and Help. The main content area features a large heading 'The Australian Government Information Management Office' and a sub-heading 'e-Government Strategy'. Below this, there is a list of key areas: meeting users' needs, establishing connected service delivery, achieving value for money, and enhancing public sector capability. The sidebar on the right includes a search box, a list of popular searches (e-Government, Fedlink, Gatekeeper, Blackberry, Style Manual), a section for events (Managing the Australian Government's IT requirements), and a list of quick links (australia.gov.au, Web Publishing Guide, Government Directory, GovDex, AGIMO Archive).

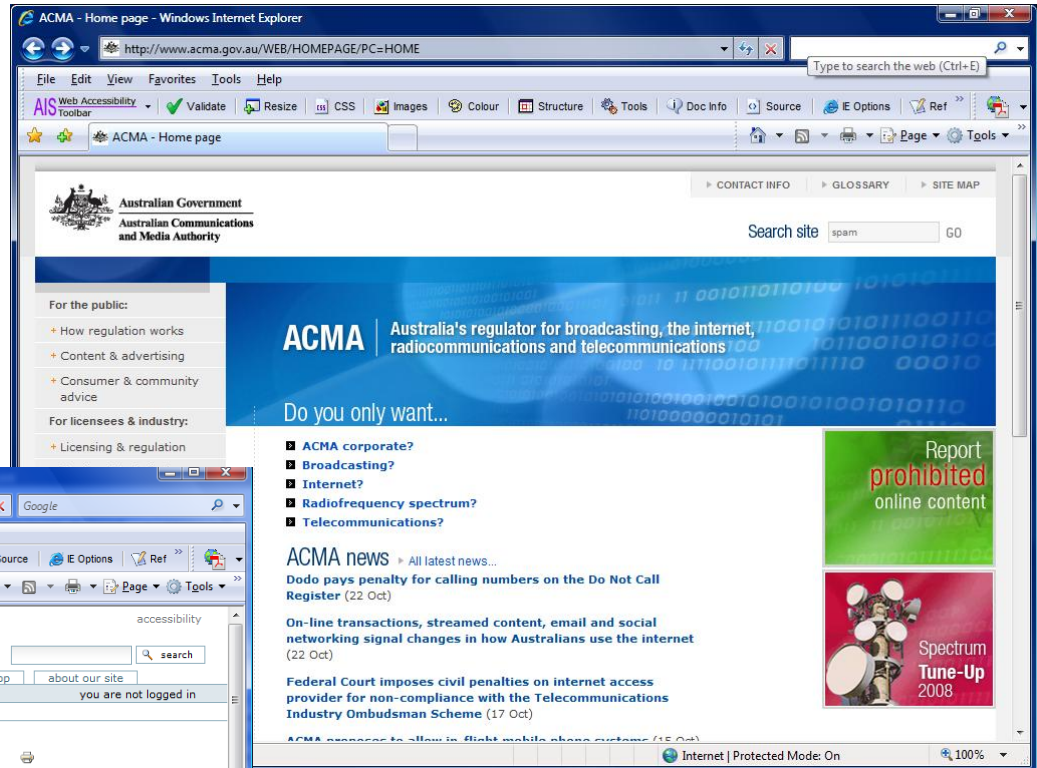




Current status - government

Regulation

- Spam
- e-security
- copyright

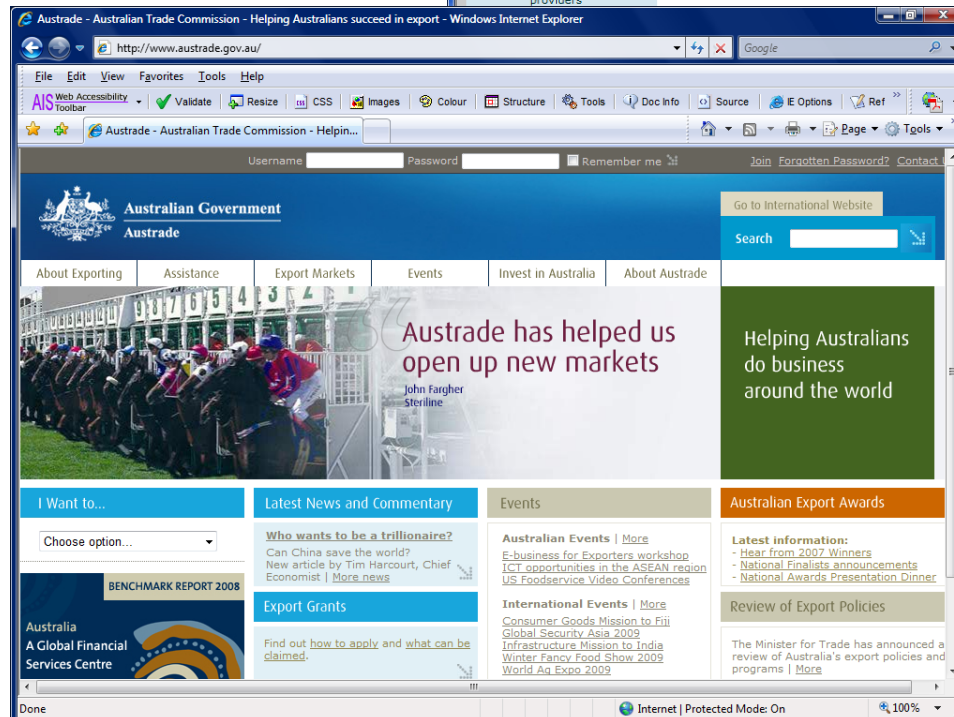
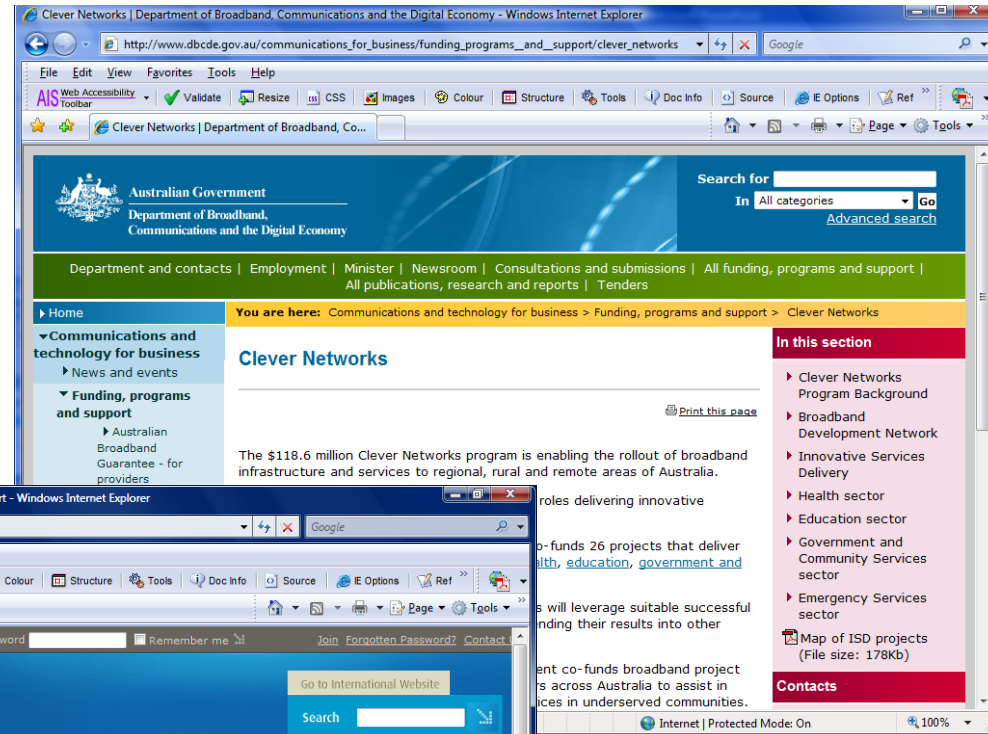




Current status - government

Policy & programs

- Broadband eg Clever networks program
- Training and awareness – Austrade
- Removing barriers





Current status – industry groups

- Awareness raising
- Capacity building
 - eg Tourism

ATDW | Tourism e-kit - Windows Internet Explorer

http://www.atdw.com.au/tourism_e_kit.asp

File Edit View Favorites Tools Help

AIS Web Accessibility Toolbar Validate Resize CSS Images Colour Structure Tools Doc Info Source IE Options Ref

ATDW | Tourism e-kit

Tourism e kit

The complete Tourism e-kit	Tutorial Ref No.	Estimated Review Time	Click on Icon to Download
Complete Tourism e-kit This download will deliver you all the tutorials detailed below in one document		11 Hours	
The basics <i>What can I benefit from the internet and how do I use it to my advantage.</i>			
Internet: Planning my success Find out how travellers book online and what to do to be successful online	1	15 mins	294Kb
Initial Assessment of my website A short questionnaire that shows you the health of your website.	2	15 mins	264Kb
Web Strategy; assessment and components This fact sheet will help you assess your e-readiness level.	3	25 mins	585Kb
Web strategy; cost and timings How much does it cost to have a successful online strategy	4	25 mins	239Kb
Finding a good web professional	5	25 mins	

Done Internet | Protected Mode: On 100%



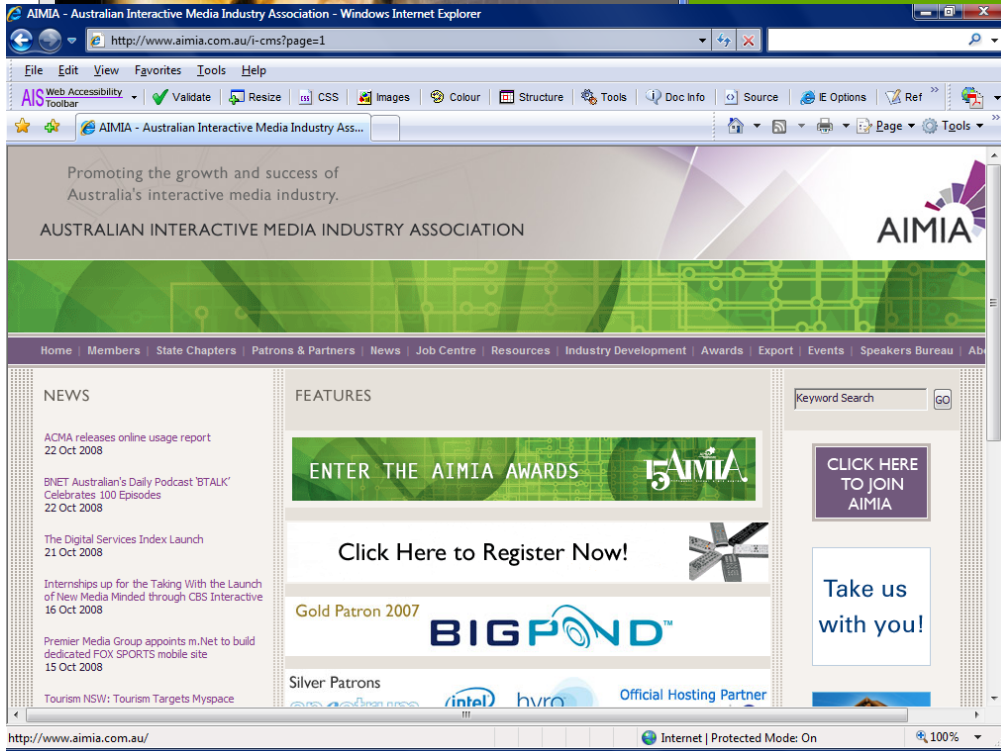
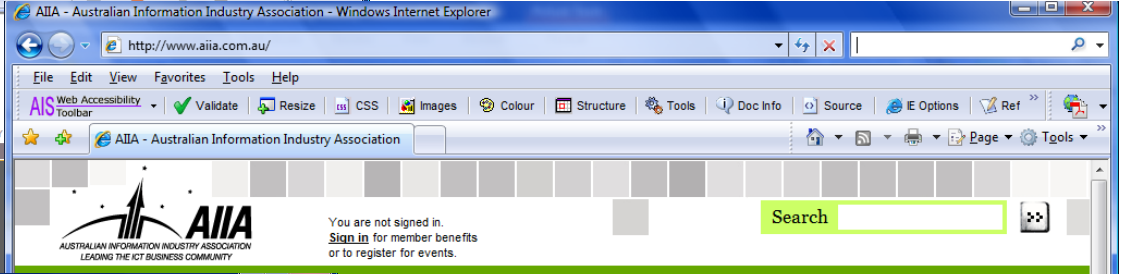
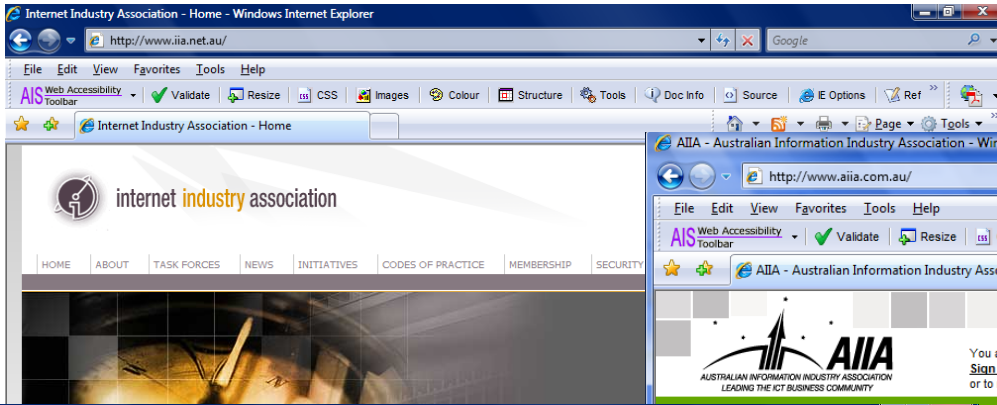


Current status - education sector

- Researching
 - access, nanotechnology
 - website usability
 - e-marketing
- Educating
 - information management
 - responsible use
- Training
 - Web developers
 - Web designers
 - animators



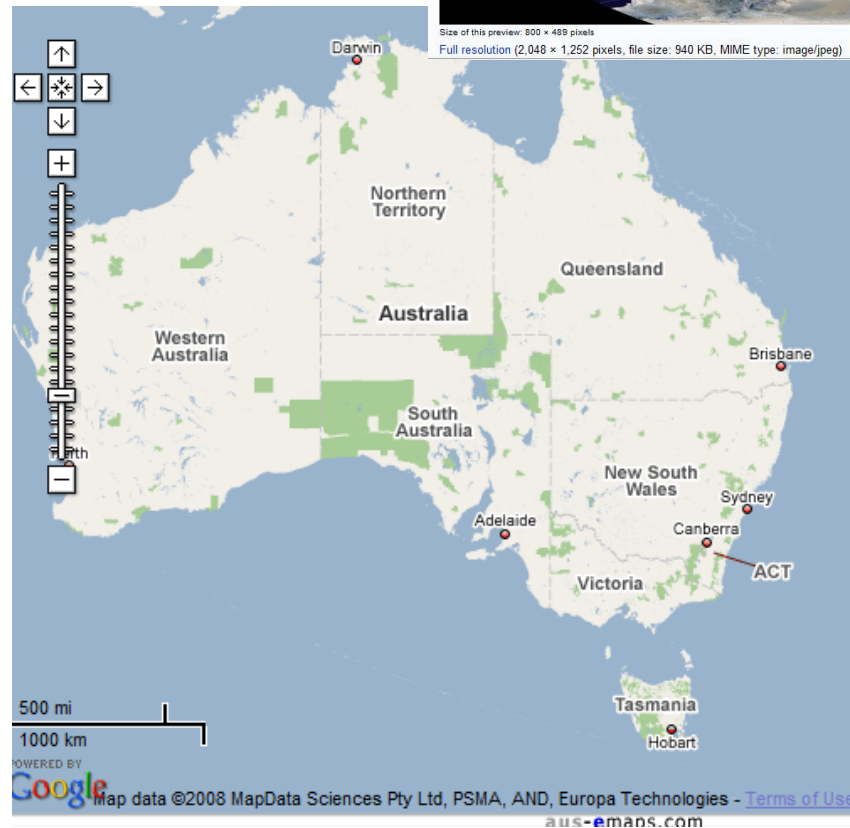
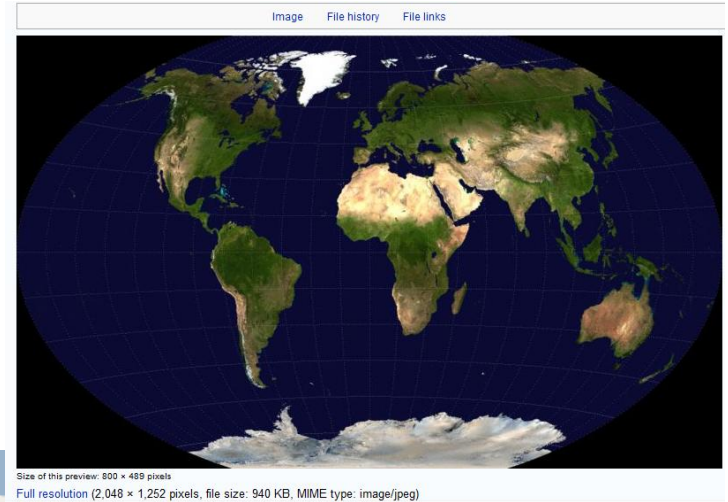
Current status – ICT industry





How we got there

- It solves a problem for us - population distribution and distance
- It makes business sense.

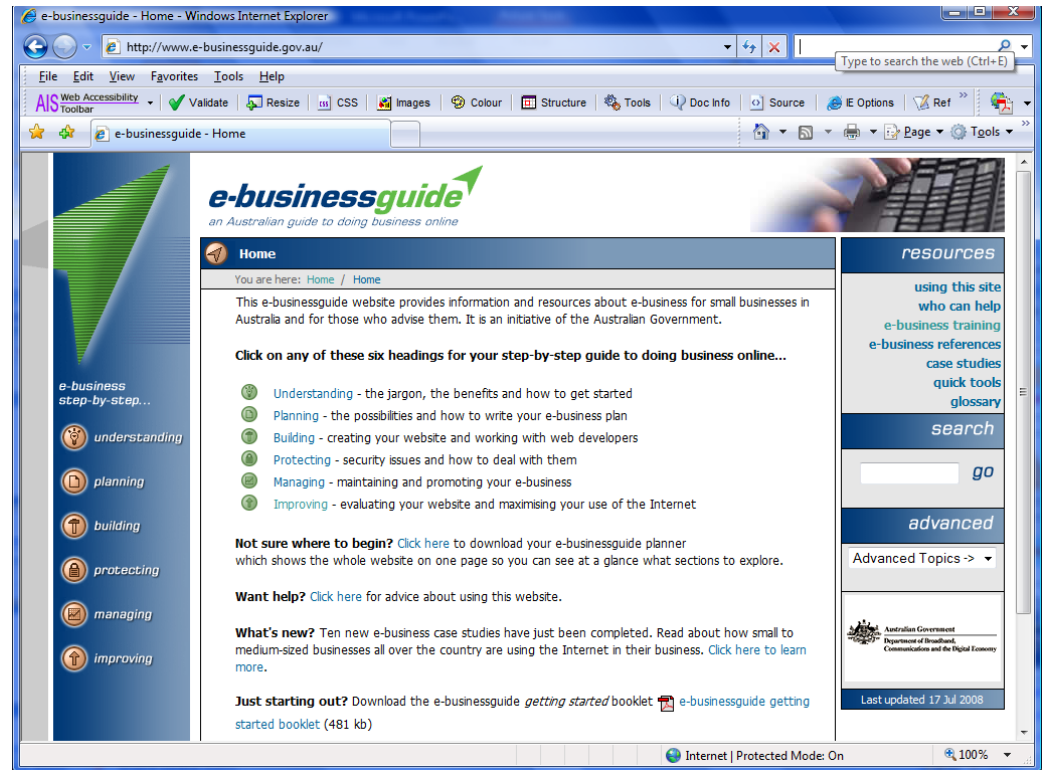




How we got there

Government initiatives

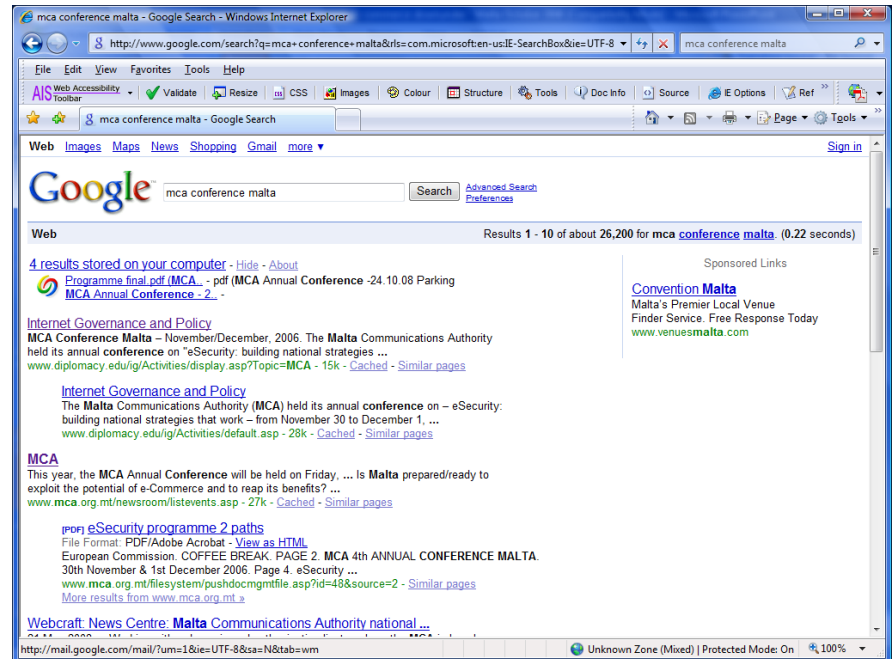
- Creative Nation – 1994
- OGO > NOIE > AGIMO
- Policy development
- Capacity building
 - e-business - 2003
 - e-security - 2005





How we got there

- Banks encouraged us to get online
- Google made it easier
- Keep up or sink
- Global pressure





The future – critical success factors

- Get faster Internet access and make it cheaper
- Make websites easier to use
- Improve Web developers' skills and practice
- Businesses need to be more strategic:
 - capacity
 - integration
 - culture
 - imagination





The future – critical success factors

- We need to keep monitoring trends –
 - Google
 - Web 2.0 – social networking
 - means of accessing the Web
 - convergence of technologies

Telecommunication equipment ownership				
	2007	2008		
	All SMEs	All SMEs	Small Business	Medium Business
Fixed line telephone (landline)	96%	96%	95%	100%
Standard mobile telephone (no internet access)	81%	70%	70%	78%
A LAN network supporting your business	51%	56%	54%	93%
3G mobile telephone (with internet access)	36%	52%	51%	74%
An advanced telephony system (eg. PABX or IVR)	27%	31%	29%	79%
Satellite navigation system (in-car or hand-held)	19%	30%	30%	41%
VOIP (Voice over internet protocol)	17%	17%	17%	27%
Blackberry/mobile e-mail	11%	14%	12%	35%

SOURCE: Sensis® e-Business Report
Sweeney Research - 2008





Summary

- Current status in Australia
- How we got there
- What we still need to do

