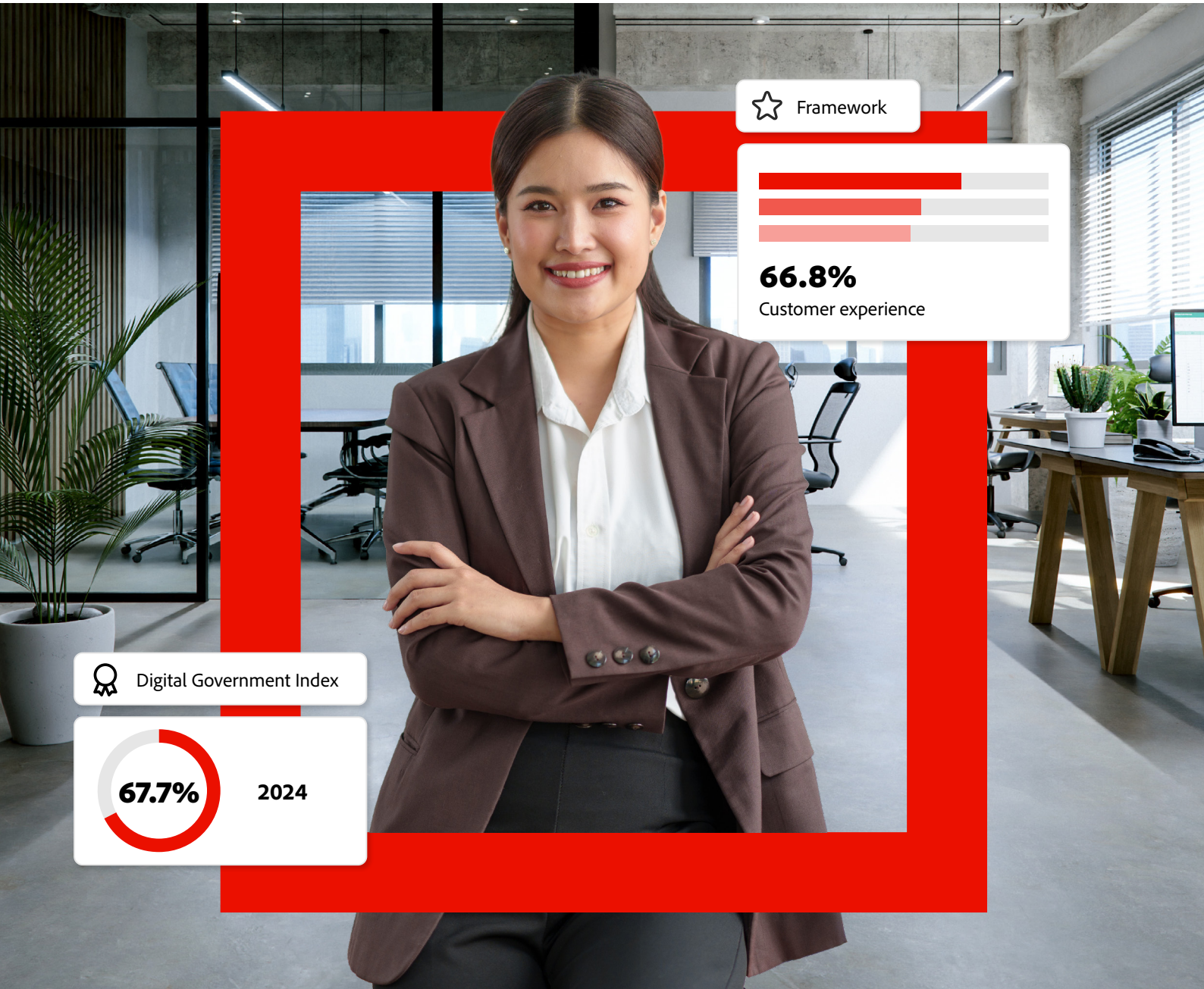
Adobe

Digital Government Index for Australia.

Creating a virtuous circle of inclusion, trust and digital public service adoption.

Third edition



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Adobe foreword

In the fast-moving digital landscape, Australian government agencies' commitment to enhancing the reliability, accessibility, and trust in online public services has never been more crucial.

Adobe's renamed Digital Government Index marks an evolution from previous editions. Formerly known as the Government Digital Performance and Inclusion Benchmark, we have expanded our evaluation of how effectively government websites deliver intuitive, equitable and user-friendly citizen experiences.

Since our last report, many agencies have made strides towards delivering digital citizen experiences that foster efficient and inclusive access to services.

Initiatives like the MyID national identity program aim to provide secure, seamless access to state and federal services, while other agencies take their lead from the Digital Inclusion Standard[1] to enhance equitable access to digital government experiences.

An example is the New South Wales Government, which prioritises accessibility as a core element of both its new Digital and Digital Inclusion strategies[2]. It aims to leverage digital technology to simplify interactions with citizens, enhance service delivery, and build trust—a crucial goal in the age of AI.

A common objective across departments and agencies is to encourage the uptake of digital services while removing barriers, which can benefit citizens and government. To assess and quantify the economic impact of delayed digital service adoption, Adobe commissioned research from Mandala.

Mandala's modelling found that accelerated adoption could reduce government service costs by $12 billion over the next decade, saving citizens 800 million hours through improved access and potentially contributing a further $19 billion to the economy.[3]

However, increasing the rate of digital participation is only achievable under certain conditions. Mandala's analysis shows that citizen usage climbs only when online services are efficient, accessible, reliable and secure.

These attributes map to metrics we have tested in Adobe's *Digital Government Index*, including the key pillars of Customer experience, Site performance, and Digital equity. These metrics form a baseline understanding of how effectively citizens can find, access, engage with, and transact with digital public information and services.

At an aggregate national level, Australian government agencies have recorded a moderately lower score this year, including a fall in key measures that suggest it's now harder for citizens to find and read the information they need.

We have broadened our evaluation to explore additional aspects of accessibility beyond WCAG 2.1 standards and how effectively agencies personalise experiences to meet diverse citizen needs. Both measures reveal that inconsistent accessibility and limited personalisation hinder citizens' ability to fully benefit from government services.

Once again, leading governments worldwide share common attributes and confirm that the benchmark is much more than just a ranking system. It outlines a pathway to enhance citizen experiences and capabilities needed to bridge the digital divide—key aspects of experience-driven government.

We assessed the maturity of platforms, tools and technology used to deliver digital services, showing that those higher on the curve consistently achieved better scores. This confirms that having the right digital capability and technology stack is vital to delivering next-generation experiences.

[1] Australian Government. Digital Inclusion Standard
[2] New South Wales Government. NSW Digital Strategy 2024
[3] Mandala 2024. Assessing the benefits of accelerated digital delivery of government services.

Above all, we look at these metrics as part of a holistic approach to effective digital government and higher participation. That's only possible when public services are designed for everyone but tailored to the individual and accessed on citizens' terms.

Without substantial improvement in the benchmark measures, the accelerated path to digital public service transformation and citizen usage will remain elusive, leaving significant potential benefits to government and citizens untapped.

John Mackenney
Director
Digital Strategy Group APAC
Adobe

'The key to the high rankings of Services Australia's 2 flagship digital products, myGov and the agency website, is their people-centred design. Both are built on complementary life events models, which is a major factor in their positive ratings. These models focus on presenting information in a way that aligns with people's life events, making it easier for them to navigate and get what they need.'

The Hon Bill Shorten MP, Minister for Government Services

The value of accelerating digital service adoption.

While government services continue to move online, the question remains – are services being designed and deployed to maximise value to citizens and government? The Adobe Digital Government Index (DGI) has shown persistent barriers to user adoption of digital government services over time. In 2024, Adobe commissioned Mandala to evaluate the benefits of accelerating the service delivery shift from traditional to digital channels.

In its reporting[4], Mandala found that while over 90% of citizens prefer to interact with public services digitally, government isn't keeping pace. In 2023, just 79% of service interactions were online. Considering this, the analysis compared two scenarios: government's current digital adoption trajectory and an accelerated pathway where citizen take-up of all government services matched the rate of the best-performing agencies.

Mandala confirmed digital government services that exhibit four key attributes are adopted faster, in some cases generating more than twice as many monthly visits per person than peer services. These attributes include:

Efficiency
Quick and easy for users to interact with

Accessibility
Multi-lingual and easy for all to understand

Reliability
Works on all devices and amid high demand

Security
Protects privacy and improves cyber resilience

Comparing the current and accelerated scenario, where government increases adoption by ensuring services are designed to exemplify these attributes, there were clear economic and efficiency benefits. These include:

$12 billion

In service delivery cost savings for government over 10 years, which can be reinvested in 70m additional assisted services for vulnerable Australians.

800 million

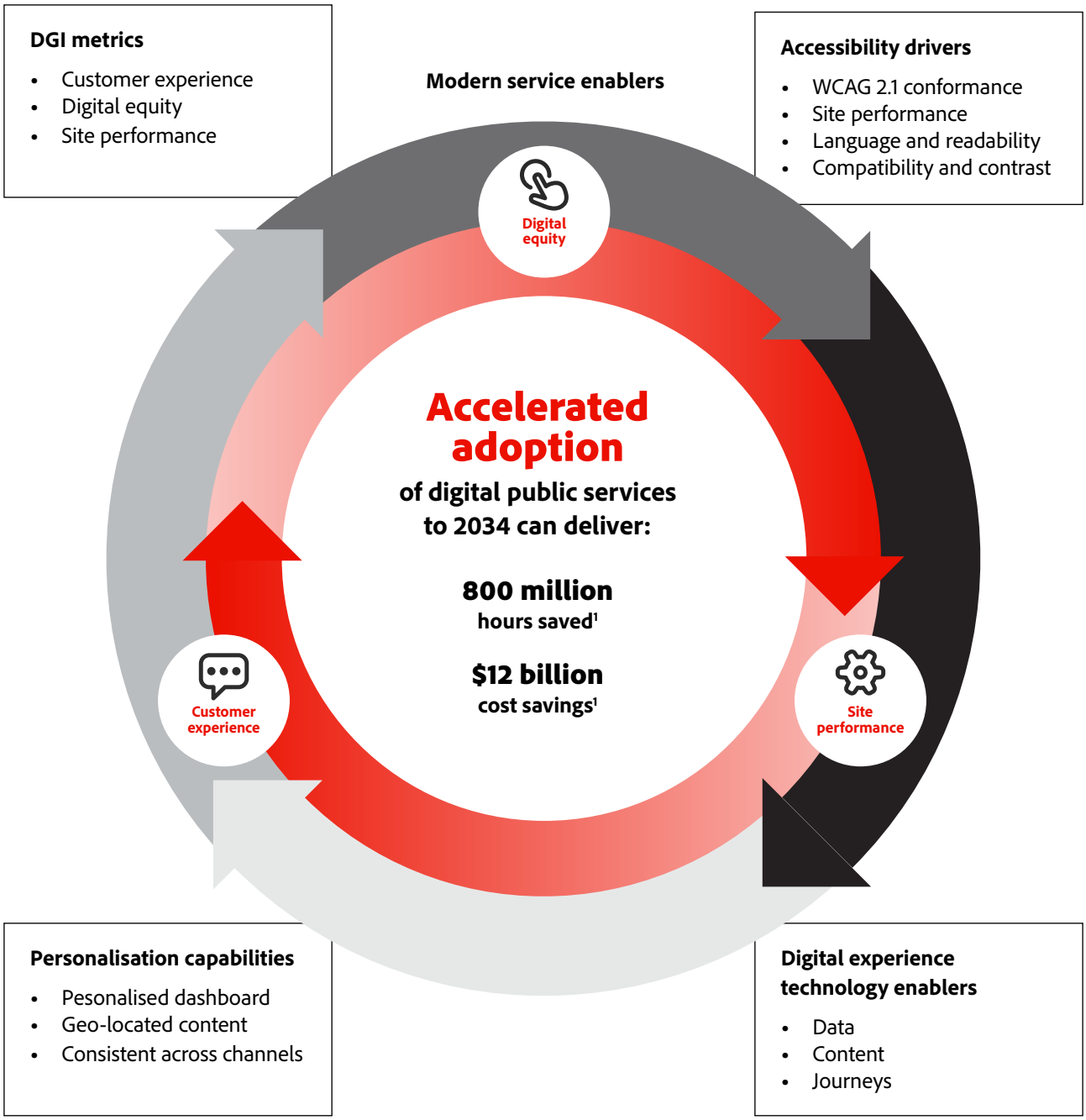
Hours saved by citizens over 10 years when seeking and accessing government services. This is worth $19 billion to the Australian economy.

[4] Mandala 2024. Assessing the benefits of accelerated digital delivery of government services.

Evaluating the performance and impact of digital government.

Adobe's DGI framework assesses how effectively government websites deliver intuitive, equitable and user-friendly experiences to Australian citizens. The metrics are linked to Mandala's four key attributes for accelerated service adoption and reveal opportunities to enhance performance and inclusion and capture more economic and social benefits.

Digital service performance, inclusion and adoption flywheel



The index framework.

Adobe's Digital Government Index (DGI) marks an evolution from previous editions. Formerly known as the Government Digital Performance and Inclusion Benchmark, we have expanded our evaluation.

The index score is produced by assessing eight performance metrics within three categories associated with effective and inclusive online sservice delivery: Customer Experience, Site Performance and Digital Equity. In this edition, a deeper analysis of crucial experience enablers, including accessibility, personalised interactions, and digital maturity, has been conducted.

This industry-first framework is applied to agencies' websites at a Federal and State Government level, highlighting the strengths and weaknesses of digital service delivery. It reveals distinct opportunities to uplift citizen experiences and enhance outcomes.

The Digital government index framework

Digital Government Index (DGI) score (0-100)

Basic 0-39	Emerging 40-59	Intermediate 60-79	Advanced 80-89	Cutting-edge 90-100
Limited usability with paper forms, navigation issues and minimal accessibility	Mixed digital and paper forms, inconsistent navigation, and mobile site errors	Enhanced navigation and digitised forms with some accessibility	Tailored experience with accessible, mobile-friendly, intuitive design	Fully personalised, accessible, and multilingual one-stop digital portal

Three key pillars averaged to produce DGI score

Customer experience score (0-100)

Assesses the citizen digital experience, including tailored self-service interactions that are defined and directed by previous visits.

Measures:

1. Desktop experience
2. Mobile experience

Site performance score (0-100)

Examines a site's findability, quality, responsiveness and optimisation. Measures smooth and fast operation across all device types.

Measures:

1. Site speed
2. Site health
3. Site authority

Digital equity score (0-100)

Evaluates whether services are available and accessible to all citizens, regardless of language, literacy or operational diversity.

Measures:

1. Accessibility conformance
2. Readability
3. Language

Personalisation deep dive

Assessing capabilities such as personalised account dashboards, pre-populated forms, geo-based content, personalised emails based on previous activity, and authenticated access.

Tech maturity deep dive

Identifying the underlying technology platforms, tools and solutions being used to power government sites across the technology stack, including capabilities that support data, content, and journeys.

Accessibility deep dive

Broadening the scope of accessibility testing to include factors beyond WCAG 2.1 compliance across site efficiency, web accessibility errors, and dedicated support service.

THE INDEX RESULTS

Australia's index score edges backwards, as UK takes top global position.

In recent years, Australia's national DGI score has experienced a material rise. This movement reflects the ongoing focus on digitising public service delivery to keep pace with citizen demand. Mandala notes that nine in 10 citizens prefer to interact with government digitally, while 79% of Federal government interactions occurred online in 2023.

The aggregate DGI reading that averages all Federal and State agency scores has risen from 58 out of 100 in 2021 to 67.7 today. This saw Australia's index rating move from emerging to intermediate, largely thanks to a 30% uplift in the Digital equity pillar in the same period as access and inclusion were further entrenched within digital policy imperatives.

Digital Government Index for Australia

67.7/100

2024
DGI score
-1% ▼ 2023: 68.4/100

Customer experience score
2024
66.8/100
+2% ▲ 2023: 65.6/100

Site performance score
2024
62.8/100
-1% ▼ 2023: 63.2/100

Digital equity score
2024
73.6/100
-3.6% ▼ 2023: 76.4/100

Basic	Emerging	Intermediate	Advanced	Cutting-edge
0-39	40-59	60-79	80-89	90-100

Comparing the 2023 and 2024 DGI scores shows that the rate of improvement is plateauing. The national score has recorded a marginal 1% fall this year, pulled lower by a 3.6% drop in the Digital equity score. While this appears negligible, the increasing agency focus on narrowing the digital divide means any stagnation of key metrics deserves examination.

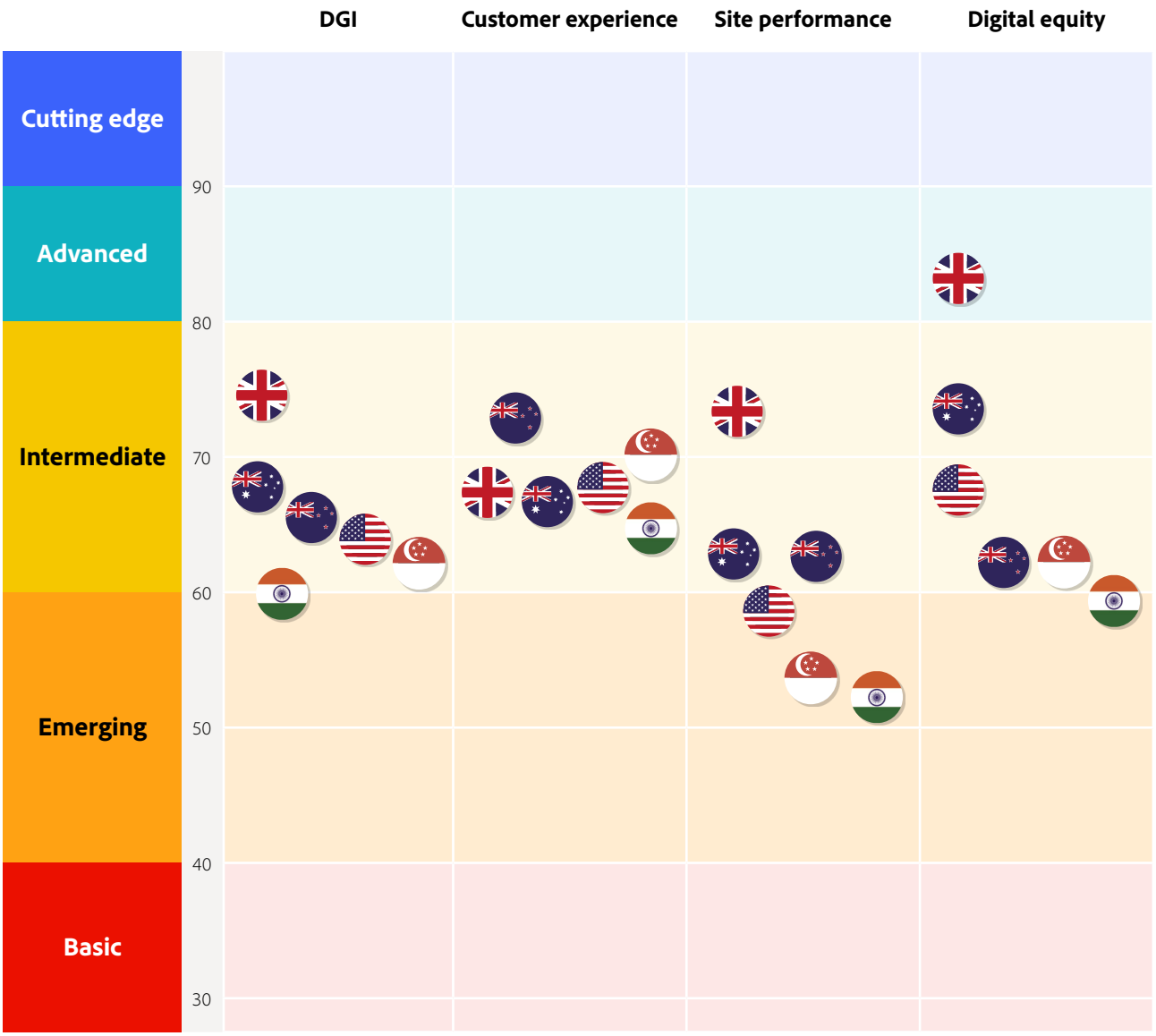
Even more telling is that Customer experience scores have remained essentially flat since 2021, moving from 65.5 to just 66.8 in three years. These scores are based on the feedback of real citizens, with continuing evidence that their interactions with government websites can be complicated and, at times, frustrating.

As always, the national DGI conceals a wide variation across individual agencies, with scores ranging from 58.6 to 77.6. Looking at the strategies among leading agencies and those recording more substantial gains reveals why some are performing better than others.

From a global perspective, Australia achieved the second-highest index score, trailing only the United Kingdom, which secured the top position among the six countries studied. The UK's advanced Digital equity score and relatively high Site performance scores contributed to its lead over Australia. Additionally, many other countries improved their scores as most transitioned into the intermediate range.

The worldwide DGI analysis extended to 102 agency websites in 2024. For the second consecutive year, myGov achieved the top score of all global websites ahead of French Administration and French Retirement rounding out the top three. Each of these top-rated websites shared common traits: they acted as a front door for easier citizen access to the government services ecosystem, had strong accessibility credentials and were more likely to offer more personalised journeys than their peers.

Global Digital Government Index scores



PERFORMANCE DRIVERS

Government websites become harder to find and interpret.

Customer experience

Customer experience measures the ability to deliver seamless user experiences that enable self-service and build trust. User testing was conducted on mobile and desktop devices. Relative to 2023, desktop speeds are still outstripping mobile, although the variation has narrowed. Improvements in the mobile experience have marginally boosted the CX score, with all but one agency website now mobile-friendly.

		2024	2023	Annual change
Desktop CX score	Desktop friendliness and responsiveness	66	67	**-0.1%** ▼
Mobile CX score	Mobile friendliness and responsiveness	67	65	**+3%** ▲

The evaluation additionally examines digital diversity by focusing on the experience of individuals whose unique circumstances influence how they interact with websites. This can include visual, cognitive, motor, and hearing impairments or variances. The results show that the experience for the digitally diverse lags in both desktop and mobile environments, while the gap is wider for mobile.

67
Desktop users without accessibility needs

66
Desktop users with accessibility needs

69
Mobile users without accessibility needs

65
Mobile users with accessibility needs

Leaderboard – Services Australia

Services Australia achieved the highest Customer experience score, with user testing showing a range of between 89 and 96 across mobile and desktop and for citizens with and without accessibility needs. Users consistently find Services Australia reliable and easy to navigate, with clear information that addresses individual needs at every step.

Site performance

Site performance examines a website's speed and functionality across device types. There has been a moderate decline, mainly attributable to falling site health and authority scores. Site authority continues to be impacted by the fragmentation and duplication of information across multiple sites, ultimately making it harder for citizens to find what they need. Meanwhile, site speed has increased overall, but the gap between mobile and desktop loading remains significant.

Poor site health and authority also have growing adverse implications in the age of AI. As usage of AI-driven search and AI summarisation of web content increases, information may be drawn from healthier sites with higher authority. This can raise the prospect of non-government sources featuring in AI-generated search results, which can be seized upon by scammers misrepresenting themselves as government agencies.

Adobe's Future of Trust study[5] shows that Australians consider misinformation as one of the biggest threats to society, and 77% say it's becoming more difficult to verify whether the content they consume is trustworthy. By raising these site performance measures, agencies can ensure they stem misinformation and make it easier for citizens to find official sources.

		2024	2023	Annual change
Site speed	Optimised file and image sizes and reduced server response times	63	61	**+7%** ▲
Site health	Domain quality and errors	75	81	**-8%** ▼
Site authority	Findability of sites via search	57	64	**-11%** ▼

[5] Adobe. Future of Trust Study 2024.

Leaderboard - myGov

The myGov website excels in Site performance with fast load times, reliable navigation, and optimised content for high traffic demands. It ranked among the top agencies for site authority and site health and improved its overall score in the past 12 months.

Digital equity

Ensuring websites are accessible caters to citizens with varying needs or those using assistive technologies and makes online content and services more usable for all. This notion is at the core of the Web Content Accessibility Guidelines (WCAG) standard with high levels of conformance seen across all agencies.

However, offering accessible digital services moves beyond compliance. Here, the availability of digital and assisted translation services has fallen year-on-year, which can impact the many citizens who speak a language other than English at home.

A greater decline was registered for the readability of government sites, with only three of the 17 agencies in the study achieving a score above 50.

As we will explore shortly, there are more aspects of accessibility to consider when designing services with all citizens in mind. Many of these are enshrined in the Digital Transformation Agency's (DTA) Digital Inclusion Standard and Digital Access Standard to be applied to new digital service proposals from 2025. For now, this still leaves many websites lacking for parts of the diverse population.

		2024	2023	Annual change
Accessibility conformance	Adherence to Web Content Accessibility Guidelines (WCAG) 2.1	94	95	**-1%** ▼
Language	Availability of multiple languages	67	73	**-8%** ▼
Readability	Flesch Kincaid reading ease	40	52	**-23%** ▼

Leaderboard – NSW Government

Aside from WCAG 2.1 conformance, the NSW Government achieved a perfect score for language with web translation for 73 languages. The site also features 'Easy Read' resources—simplified guides on a range of support services that counter readability issues experienced elsewhere in the site. The recently released NSW Digital Strategy and Inclusion Strategy further prioritises these and related initiatives.

STATE AND TERRITORY SCORES

NSW maintains top ranking, but WA and TAS close in.

The field of DGI scores across Australia's States and Territories has narrowed in the past 12 months, as last year's leaders dipped while lower-ranking states quickly gained ground. New South Wales continues to lead the states and territories despite its score essentially remaining flat. A lower Site performance score was offset by the highest Digital equity and Customer experience readings.

Western Australia and Tasmania have moved to second and third place, respectively, after sitting at the bottom of last year's rankings. Both fast-moving states scored improvement across all measures, with WA seeing the greatest gains in Digital equity—a result that aligns with the implementation of its Digital Inclusion in WA Blueprint initiative[6]. For Tasmania, an increase in the Customer experience score may be supported by the progressive deployment of its Our Digital Future strategy[7]. This aims to foster securely managed IT systems and technology to support efficient and effective delivery of public services.

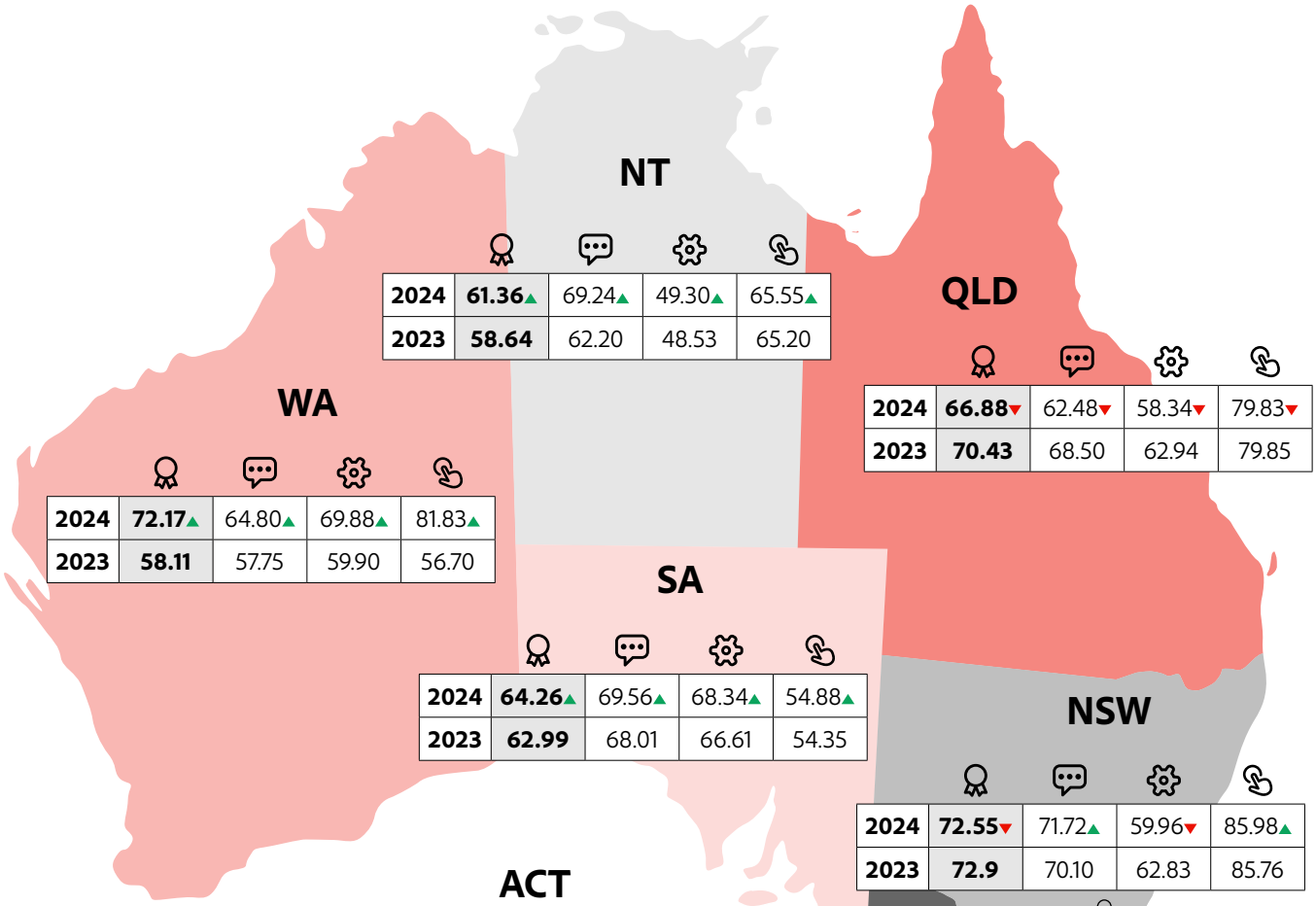
After a rapid uptick in 2023, Queensland has fallen back to fifth place behind the ACT, thanks to sizeable Customer experience and Site performance declines. South Australia, Northern Territory and Victoria all posted modest improvements, though the latter two showed a significant decrease in Digital equity.

[6] Government of Western Australia. Digital Inclusion in WA Blueprint 2024
[7] Tasmanian Government. Our Digital Future 2020.

"The NSW Government is committed to digital equity, ensuring all residents can access and benefit from digital services. We're not just building technology; we're building a fairer, more connected society where no one is left behind on their digital journey."

The Hon. Jihad Dib, Minister for Customer Service and Digital Government, NSW Government

Digital Government Index scores by State and Territory



NT

2024	**61.36**▲	69.24▲	49.30▲	65.55▲
2023	**58.64**	62.20	48.53	65.20

QLD

2024	**66.88**▼	62.48▼	58.34▼	79.83▼
2023	**70.43**	68.50	62.94	79.85

WA

2024	**72.17**▲	64.80▲	69.88▲	81.83▲
2023	**58.11**	57.75	59.90	56.70

SA

2024	**64.26**▲	69.56▲	68.34▲	54.88▲
2023	**62.99**	68.01	66.61	54.35

NSW

2024	**72.55**▼	71.72▲	59.96▼	85.98▲
2023	**72.9**	70.10	62.83	85.76

ACT

2024	**69.40**▲	62.28▼	64.78▲	81.13▲
2023	**65.26**	68.53	50.88	76.38

VIC

2024	**61.24**▲	68.32▼	52.56▲	62.85▲
2023	**58.66**	69.19	49.8	57.01

TAS

2024	**70.23**▲	69.79▲	64.52▲	76.38▲
2023	**58.24**	58.68	59.2	56.85

- **Digital government index**
- **Customer experience**
- **Site performance**
- **Digital equity**

ACCESSIBILITY DEEP DIVE

Expanding citizen engagement through better access.

29%
of Australians with disabilities struggle to use the internet due to poor web accessibility[8]

4x
Audience reach and benefit when services are designed with edge users in mind[9]

45%
of Australian adults are unable to read beyond a primary school level.[10]

22%
of Australians speak a primary language other than English at home.[11]

Governments at all levels are sharpening their focus on digital accessibility. New mandatory inclusion and access standards are being progressively introduced to drive whole-of-government outcomes. These policies and standards aim to design and deliver digital services that cater to the needs of a broader range of citizens. Many state governments also view accessibility as a core plank of digital citizen experience improvements and, in some cases, the driving force behind broader service usage.

Not only is it intuitive that addressing these access barriers will help increase the uptake of digital public services, but evidence in other industries shows the extent. A study by the Centre for Inclusive Design indicates that when products and services are inclusively designed, they can reach and benefit up to four times the size of an audience. Conversely, millions of Australians could be excluded without this approach.

Expanding the boundaries of accessibility

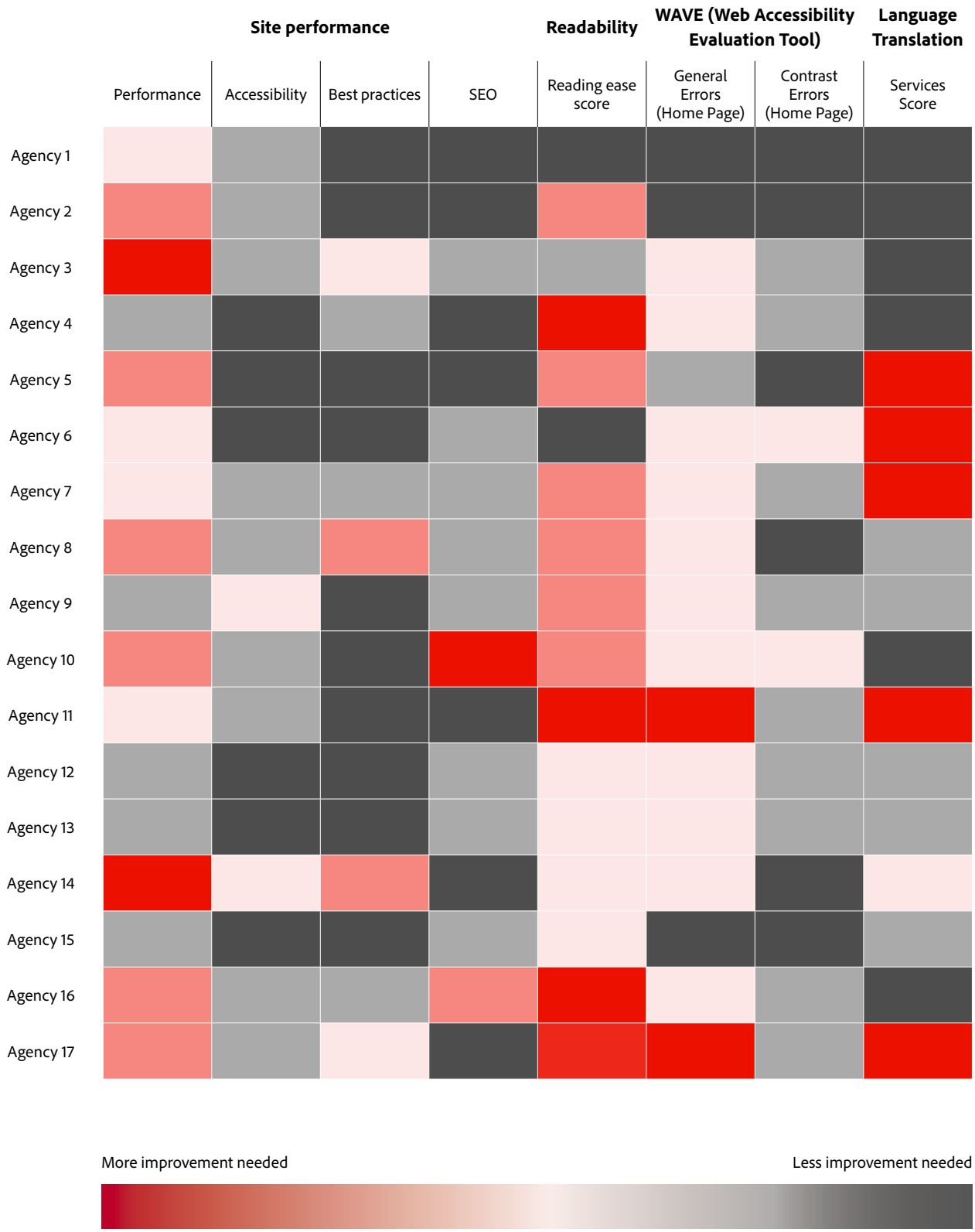
W3C's Web Content Accessibility Guidelines (WCAG) 2.1 recommendations form an important global standard encompassing more than 70 criteria. There is also opportunity to expand on those technical standards, applying accessibility principles just as rigorously to other facets of the digital experience.

For Adobe's research, we include WCAG 2.1 conformance, availability of language translation and readability testing in our core benchmark evaluation. To better reveal multi-dimensional accessibility performance, we add site efficiency factors that boost usability in low broadband regions, best practices for website errors, trust and safety, search engine optimisation to aid findability, compatibility with assistive technologies and presence of contrast errors.

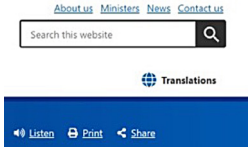
When testing all 17 agencies against these combined metrics, mixed performance was revealed, with scores ranging from 62 to 96. The heatmap overleaf de-identifies agency results but shows common areas of stronger and weaker performance.

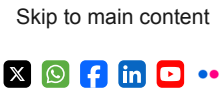
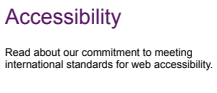
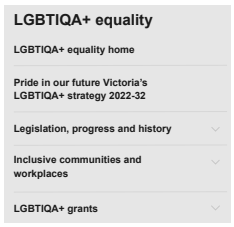
[8] Australian Bureau of Statistics
[9] The Benefit of Designing for Everyone, Centre for Inclusive Design, Sydney May 2019
[10] Australian Bureau of Statistics
[11] Census 2021

Agency performance on broader accessibility measures



Although few agencies outperformed on all measures, many examples of best-practice features and approaches exist. While not exhaustive, these include:

Feature	Language selection	Screen reader	Low colour contrast	High colour contrast
Best practice	Comprehensive in-built language translation tool on homepage for non-native English speakers.	Enables users to navigate and interact with content on website.	Limited use of colour to reduce colour contrast issues.	Increased colour contrast across the site enables vision-impaired users to access information and forms, buttons and links.
Example				

Feature	Dedicated support services	Skip to main content	Accessibility guidelines	LGBTQI+ support
Best practice	Dedicated accessibility support for citizens who need it.	Improve user experience for people with disabilities by reducing navigation.	Shows commitment to inclusivity and that the site is designed to be usable by everyone.	Dedicated portal for LGBTQI+ support, services and groups.
Example				

Enhancing capabilities to accelerate service adoption.

Having a baseline for the detailed drivers and barriers of inclusive services allows us to consider the best levers to enhance digital service delivery. Here, the ability to personalise citizen experiences and the technology stack that supports it are essential enablers.

Designing services for everyone, tailored to the individual.

Offering personalised access to relevant online services and information can boost citizen trust and confidence. In fact, nearly three-quarters of Australians (74%) are comfortable with the government offering personalised digital services using data it already holds[12]. After all, if governments can connect citizens with the most relevant information using their channel of choice and centred around individual needs, the experience is more likely to meet modern expectations.

Adobe measured personalisation by evaluating how effectively agencies provided relevant experiences at various touchpoints throughout the user journey. Personalisation capabilities were assessed across all 17 agencies, simulating first-time and repeat visits over multiple days. A set of 11 metrics were tested, including the following:

Availability of a personalised account dashboard

Relevance and consistency of content across channels

Ability to pre-populate forms with personal information

Use of geo-based personalisation

Delivery of personalised emails related to previous activity or relevant services

Ability to provide authenticated (logged-in) experience to repeat visitors

Home page personalisation based on previous activity

Cross-channel service recommendations

The personalisation evaluation shows a broad cross-section of capabilities. Agencies scoring in the upper range offering key components such as simplified login, form pre-population, personalised dashboards, and consistency across channels. In contrast, those at the lower end provided few or none of these features.

[12] Trust imperative 3.0 BSG

Best-in-class personalisation in action

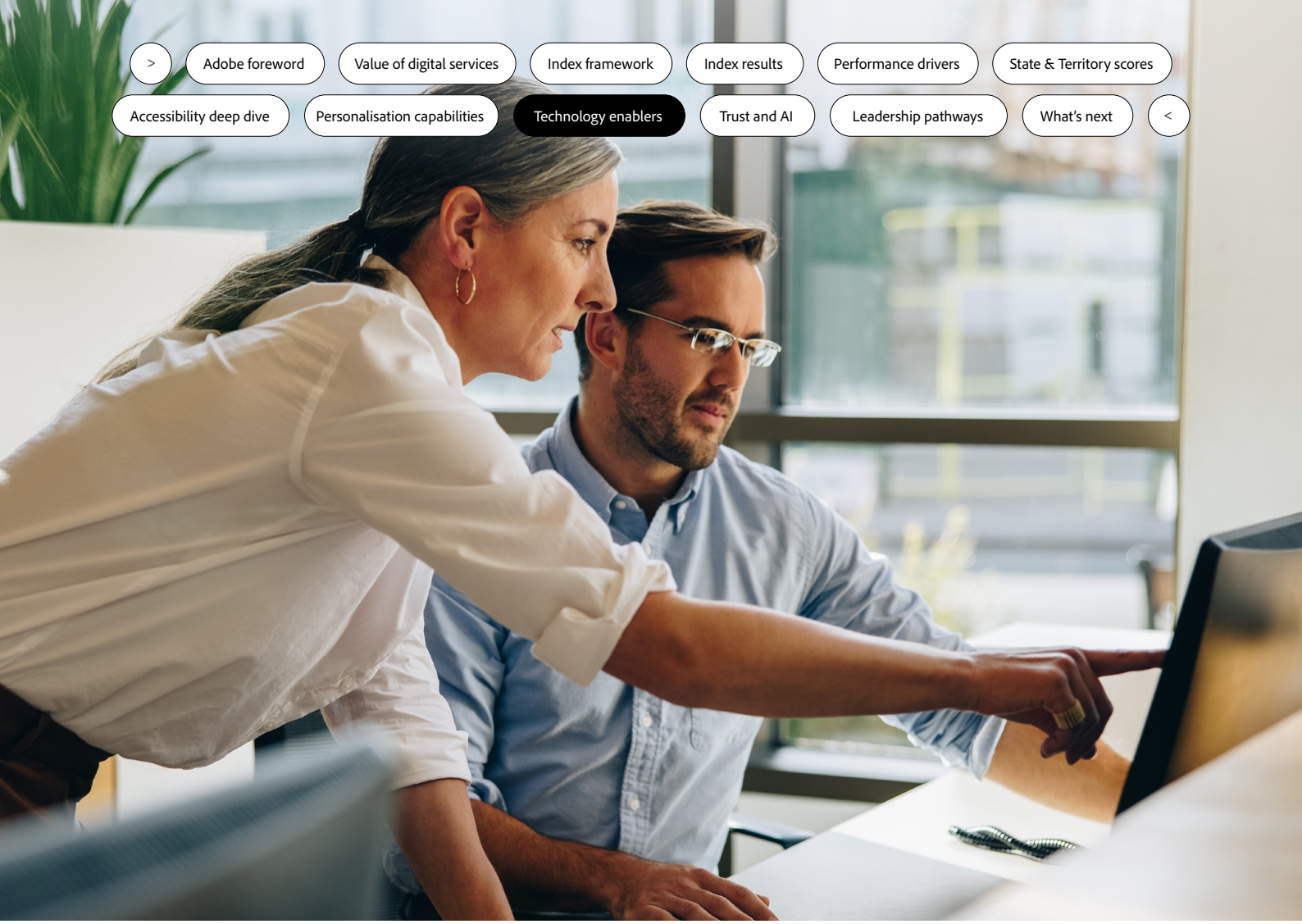
Best practice features offer visitors a tailored experience that aligns with their needs and behaviours. Examples include personalised home and profile pages based on individual interests, search history, and browsing patterns, making it easier for them to find and engage with the content they seek. myGov and NSW Government rated highly for personalisation capabilities, with some of the applications including:

myGov

- A unified user dashboard experience on desktop and mobile app
- Launched a personalised homepage, making it easier to see messages and link services in one place
- Created a digital end-to-end statutory declaration process using a digital ID

NSW GOVERNMENT

- Tailoring content on the homepage to assist NSW citizens in finding right service or program
- Launch of OneCX program to have information organised around citizen needs and user journeys
- Relevant content based on location, including 'events in your area'



The technology building blocks for experience-driven government.

Agencies are using a range of technology solutions to enable performant government websites and the delivery of accessible and personalised services. Using third-party tools, Adobe assessed the presence of software solutions across 17 agencies that form a complete, mature technology stack that can deliver modern, personalised citizen experiences. These are categorised into three areas—data, content, and journeys.

Data informs agency performance through analytics and user profile information, while consistently branded, tagged and managed content enhances accessibility and the user experience. Journeys connect data and content to orchestrate the delivery of relevant messages across channels like email, social media, and advertisements.

While there was a cross-section of technology solutions used by agencies, there was a correlation between maturity and a higher DGI score. The top three ranked agencies on the index also ranked as equal top three in overall technology maturity, and all have enterprise-level analytics and tag management.

Agencies with higher index scores have also implemented at least one enterprise-level content management, data management, or personalisation and optimisation solution. Finally, the analysis shows that very few agencies have a data management platform or powerful campaign orchestration capability. This may hold back more personalised, data-driven citizen experiences while enhancing efficiency and scalability.

Maintaining trust in the age of AI.

Advancements in generative AI continue to reshape the landscape for public information and service delivery. A range of existing and emerging applications can both add and detract from the citizen experience, many of which are the focus of current policy development.

On the one hand, generative AI and automated content creation can help agencies deliver timely and relevant experiences centred on citizen needs. It presents an opportunity to unlock the personalisation capabilities discussed in this report while reducing costs for government and time for citizens.

On the other hand, the widespread use of AI-generated content and questions surrounding ethical and responsible training and usage of new tools has raised the spectre of mistrust. The spread of deepfakes and misinformation, sometimes with malicious intent, has eroded public trust.

This was confirmed in Adobe's Future of Trust Report[14], where 82% of Australians said they are concerned that the content they consume online is at risk of being altered to fuel misinformation. Over three in four say it's becoming more difficult to know whether a source is trustworthy, and 81% agree it's important to know if something has been AI-generated when viewing it.

In the context of the DGI findings, this era of AI presents several emerging challenges and opportunities for governments:

Authority in the world of AI-driven search

- **Opportunity:** Increase representation of official government sources in AI-generated search results and summaries that now feature in many widely used general-purpose AI tools.
- **Response:** Improve site health, site authority and content quality.

Creating personalised experiences at scale

- **Opportunity:** speed and scale up content production and create variations and support pathways that meet the needs of all citizens.
- **Response:** Embed generative AI to tackle known bottlenecks in the content creation process, ensure consistency and delivery at the right time.

Stemming the tide of harmful deepfakes

- **Opportunity:** Restore trust in AI and combat misinformation when sharing public information across government sites and channels.
- **Response:** Use tools to ensure the provenance and integrity of content, including content credentials for creators and citizen viewers.

Developing resilient and secure platforms

- **Opportunity:** Develop Secure, performant and resilient platforms for citizen engagement that address data privacy and content integrity risks.
- **Response:** Use AI to automate content verification, ensure compliance with security standards, and monitor for unauthorised changes to maintain content integrity.

[14] Adobe. Future of Trust Study 2024.

Pathways to experience-driven government.

Australian government departments and agencies can improve their index scores by taking practical steps. These can accelerate citizen adoption of digital services and help capture the significant economic and social benefits.

Objective	Challenges	Response	Impact
Improve access to government services	• Slow site speed creating barrier to access	• Ensure site reliability and stability to support increased site traffic	**Reduced:** • Call Centre Volumes • Pages per visit • Returning visitors **Visit duration** • Abandoned forms • Customer complaints **Increased:** • Transactions initiated • Transactions completed – NPS – Trust
Improve findability and consistency of government information	• Low search authority impacting findability of content and representation in AI-driven search	• Single source of truth for content across all areas and level of government • Create content once and deploy across all interactions for a consistent experience • Distributed authoring and approval capabilities • Use AI to ensure adherence to brand and tone guidelines • Use tools to verify the source of AI-generated content	
Improving citizen experience on mobile	• Content not optimised for mobile • UX is not optimised for mobile • Mobile features are not utilised fully in design	• Delivery of varied content to support device type • Design for all device types with a growing focus on mobile	
Improve citizen experience to provide timely government services	• Citizen is required to provide information multiple times • Citizen is unclear of eligibility for assistance • Citizen is unable to complete application process online • Citizen has unable to re-engage with life journey from where they left off	• Enable users to fill, sign, and submit applications online • Use context to ensure each citizen experience is relevant and personal • Increase enrolments using digital automation and streamlining the experience across devices • Use generative AI to produce content variations and information tailored to diverse needs and channels • Connect and share citizen data across government based on privacy and consent	
Provide information that can be understood by all Australians	• Content not available in all languages • Content is not suitable for lower literacy levels • Content is not tailored for individual groups	• Provide content in all languages utilising AI or translation services integrated in content management solutions • Use AI-driven voice functionality or natural language chatbots with multi-lingual support • Provide the ability to have content served in easier to read formats or in video • Personalise content based on preferences and behaviours of citizens to ensure timely support	

What's next.

Every year, Adobe's DGI evaluation enhances our understanding of digital government service delivery in Australia. While earlier assessments showed significant improvements, recent results have remained static, highlighting that effective digital public service delivery continues to pose challenges for most agencies. This is especially evident in the Customer experience dimension, which is noteworthy given the considerable effort and investment in creating inclusive and accessible services at both the State and Federal government levels.

We work directly with government departments and agencies to embed the index framework, help them establish ownership across citizen journey stages, and better understand the use cases for generative AI. In doing so, we are open to sharing our benchmarking results. To understand how your performance compares and discuss specific opportunities, please contact John Mackenney at mackenne@adobe.com for a preliminary discussion.

Methodology

Adobe's Digital Strategy Group undertook the Australian analysis for the annual DGI between June to September 2024. It covered the official websites for the following departments and agencies:

Australian Government, myGov, Services Australia, NDIS, Australian Taxation Office, Department of Health and Aged Care, Department of Veterans Affairs, Australian Trade and Investment Commission (Austrade), New South Wales Government, State Government of Victoria, Queensland Government, Government of South Australia, Western Australian Government, ACT Government, Northern Territory Government, Tasmanian Government, Brisbane City Council.

Each of the three dimensions below is assigned a score from 0-100, with the average producing the overall index reading.

Customer experience: 1050 user testing via script with citizens aged between 18 and 65, testing mobile and desktop user experience across 10 categories.

Site performance: Using third-party tools such as Google PageSpeed and SEM rush to measure the speed and functionality of 17 government websites across devices.

Digital equity: Using third-party tools such as axeDevTools, Web FX and manual analysis to assess the accessibility and inclusion of 17 government websites

Further analysis was undertaken to evaluate the following capabilities with associated methods including:

- **Accessibility:** In addition to the Digital equity measures above, testing for site performance measured the impact of accessibility across desktop and mobile using Google PageSpeed Insights and compatibility and contrast via Skilltide.
- **Personalisation:** User testing for first-time and repeat visitors three days after initial visit. Covering a range of elements from account dashboards, display, content, communications and visual elements.
- **Technology maturity:** The Enterprise Architecture assessment is powered by ObservePOINT, built With, WhatCMS.