

Web Directions e-government brainstorm

GROUP 1

1. Using Campaign Monitor to send newsletters to staff
2. Using Web 2.0 to send relevant newsletters
3. Providing a list of resources which can be beneficial to the target audience
4. Interactive campus maps with Google Maps
5. Distribution of TV campaigns through Youtube
6. Video/imagery competitions via Flickr
7. Using Digg to lift the visibility of the website
8. Use testimonials (videos) to add value (via Youtube)
9. Trialing scenarios on intranet to test viability
10. Share meeting notes/project documentation through a wiki
11. Roleplaying situation via virtual worlds
12. Public policy/policy change by wiki
13. Using a wiki to create a list of terms and definitions
14. Using Facebook groups to publicise events
15. Using Web 2.0 tech to gain an understanding of a target market
16. Using Facebook to resolve issues (assess interest) provide reasoning & solutions
17. Deliver alerts & info through Twitter
18. Use blogs to raise the public profile of certain staff
19. Use blogs to enhance the 'human' feel of CEOs and execs
20. Allowing staff to create profiles & distribute knowledge with wikis
21. Allow similar staff to collaborate across areas/depts/jurisdictions
22. Using Web 2.0 communities to filter information being discussed in the social sphere
23. Using Web 2.0 to develop policy (wikis/blogs/forums)
24. Allowing public to review/comment/discuss policies and guidelines with wikis & blogs
25. Using Web 2.0 to generate content by peers for peers
26. Using Web 2.0 to provide the right answer instead of leaving it up to Google & Wikipedia
27. Measure interest via online petitions
28. Allow users to interface with government systems via mobile phones (pay bills, check app'ts)
29. Allow users to access/share info remotely via mobiles
30. Put media out there to be mashed/modified with Web 2.0 to engage & attract
31. Use web appts to manage project teams & deliver meeting notes
32. Run online meetings & summits to allow for a wide range of inputs
33. Provide podcasts to accompany static media
34. Provide rich-media Google maps with more than just the default list of features
35. Deliver training packages through Youtube
36. Use Web 2.0 tech to determine the next feature story on uni news website
37. Use Web 2.0 voting to identify concerns
38. Using wikis to allow stakeholders & clients to maintain involvement in the project lifecycle
39. Using tags to create links & relationships between related info & solutions
40. Using wikis to create truly dynamic contact lists with attached profiles
41. Use online link websites to share online web apps across project teams
42. Submit issues online to be raised at government meetings
43. Provide support via online web chat applications
44. Share imagery resources via Flickr across project teams & department
45. Link online & mobilis services together to create smart web apps
46. Video key influential people to help distribute knowledge & solutions

47. Mashup Flickr photos of buildings and landmarks with Google maps
48. Use RSS & email to syndicate minutes, notes, project updates to team members
49. Mash up wildlife, flora, environmental database information with Google maps
50. Google map speed camera locations

GROUP 2

1. Manage competition lists (Campaign Monitor)
2. Using something like Backpack & CM & Google Maps showing locations – to support World Youth Day
3. Wiki for translations
4. Emergency services - Twitter: fallback SMS & Facebook groups/IM
5. Second life for topic specific oral history or storytelling
6. Freebase.com for dev whole of gov't taxonomy
7. Wiki for tech document development
8. Rating system for internal posts/blogs/vod & pod casts, and other information
9. Target key demographics through Facebook eg learner drivers, international students
10. Blog/forum for technical support
11. Provide open authoring access to entire web presence (via permission based authoring tools & accreditation)
12. Provide NING-like ability to establish own groups to pull in own tools – for internal groups & projects
13. Provide Ning-the group for adoptions (??-educating and other)
14. Syndicate content via S for public health facts on spot problems
15. Use moblogging to publish videos & photos from school excursions
16. Use moblogging to share info on home modifications re disability support
17. Support faceted taxonomies that include user-generated navigation, labelling of descriptions of content
18. Integrate user-tags into 'related links' areas
19. Gov't idea generator-an open 2020 thing-but use ratings and/or % of confidence, to percolate ideas up
20. Expose all gov't visual assets to Flickr and allow (including other institutions) users to progressively classify
21. Promote statewide publishings events & aggregate other info via mashups (eg world youth day or awareness raising days/events)
22. Float internal ideas for dev in areas past internal staff voting/rating system. Have rating groups that ensure diversity
23. Global Corp Challenge: Flickr RSS to site for participant photos
24. Distributed 'how to' videos to engage with Gov't services, by categories (publish via Youtube)
25. Use Google or other taggable map service to locate Gov't services. Adel mashup of ratings for certain Gov't services
26. Make all gov't data available via APIs to the community
27. Grants mashup cross-govt
28. Provide a mashup with Flash visualisation indicating Dept web publishing activity – able to drill in & navigate to individual items (internet & intranet)

GROUP 3

1. Fire alerts by Twitter
2. Fan page on Facebook – org
3. Group page on Facebook – alumni
4. Flickr to share photos/manage
5. Communicating with stakeholders – collaboration site
6. Alerting people to new content – RSS
7. Delivery of video – Youtub & Facebook
8. Delivery of sound – podcast
9. Delivery of library to internet – Amazon
10. Understanding of material/collections – blogs
11. Delivering non-digital material – digitisation
12. Delivery to remote audiences – podcasting
13. Communicate with remote audiences – SMS
14. Sharing tags with communities – delicious
15. Collect photos – Flickr
16. Building internal information product – Wiki
17. Contributing/collaborating to a central doc – wiki
18. Communicate across timezones – Wiki/blog
19. Controlled dissemination of information – collaborative site
20. Spatial information on projects – map mashup
21. Spatial information on org. locations – map mashup
22. Space for stakeholders to discuss issues – collab/gov't dept
23. Finding & sharing information – link manager/aggregator
24. Create communities – Facebook
25. Gathering information from a large number of sources – Wiki?
26. Collecting photos – Flickr
27. Making historical collections accessible – digitise & publish
28. Enhancing collections – tagging
29. Public relations – Youtube
30. Education and information – Youtube
31. Informing policies & gathering feedback – Wikis/blogs
32. Appealing to a broader audience – Web 2.0
33. Motivate communities – websites eg GetUp
34. Monitoring public opinion – Google News & alerts
35. News from communities – Technorati
36. How do we know that people/public think? – discussion forum/blog
37. Facilitate public discussion – blog
38. Create/build stakeholder relationships
39. Direct access to individuals/orgs – blogs (eg Ministers)
40. Share info (web based) across space – delicious
41. Reaching new audiences – Facebook/myspace/Youtube
42. Gauging your org against competition – Facebook/Myspace (interest/no. friends)
43. Call to action/petition – blogs/Facebook
44. Finding champions/evangelists – Twitter/Google blogs/Technorati
45. Media links to stakeholders – delicious
46. Integrate different sources of info – Flickr/blogs
47. Wasting money/time/resources when offices are across space-collaborate site/wiki
48. Locational data mining – Google maps mashup
49. Instant press release/video – Youtube
50. Sharing info/presentations from org – Slide Share
51. How to combine/mashup different types etc info – mashes – tools on Yahoo

GROUP 4

1. Wiki/collaborative space to informing about chemical registration processes
2. Island in second life to promote tourism
3. Chemical dump in second life
4. Business.gov.au shop in second life
5. Virtual meetings of safety advisors – Facebook, meet-up
6. Flickr as a source of business images
7. Interactive/virtual classrooms – Wiki, Facebook, Youtube, podcasts
8. Chemical users – what products can be used for particular things – NING
9. Virtual airports – to assist pilots
10. Input from public regarding new regulation development – wiki
11. Photo library (Gov't)
12. Policy exchange library (Gov't) Qld health
13. Tender documentation process – exchange library/repository
14. Get target communities involved in discussion – Get up!
15. The Pilot Project (CASA) call to action – Get up!
16. Flight path – map
17. Collaborative flight control – bypass the tower!
18. Flight path mashups in Google
19. Flygreen! Minimal footprint eg Londong-NY etc Facebook
20. Public consultation/collaboration
21. Safety management DVDs – Youtube
22. Aviation safety seminars – youtube
23. Outing of bad aviation operators
24. Mapping flight paths/real estate
25. Aviation safety advisor blogs
26. Flickr – red bull airshow photos

GROUP 5

1. Youtube – video of Minister’s message for staff
2. Google maps to identify state office location
3. Basecamp – interdepartmental document collaboration
4. SMS services to alert customers of upcoming focus groups
5. Email marketing campaigns through Vision 6
6. Customer service queries managed through a blog
7. Set up a wiki to share information internally
8. Flickr to display a series of trademarks
9. Facebook group to help small business – smart start
10. Google maps to identify disability services in a certain area
11. Twitter – for walkers in N.P to advise of track conditions
12. Staff profiles listed in Facebook group to identify remote staff
13. Use creative commons to display a range of ‘how to’ videos for dept. processes
14. Maps to identify seminar locations
15. Blog to comment on draft certified agreement
16. Blog for project communications
17. Slide share – share presentations from recent international visits to staff
18. Share large docs/files with sendo IT (??)
19. Record project outcomes with a wiki page
20. Service desk knowledge posted on a wiki
21. New staff induction information on a wiki page, Youtube hosted video
22. Delicious to bookmark various online tools (search engine)
23. Facebook group for registered patent attorneys
24. Open ID for users to log into Centrelink support website

GROUP 6

1. Project team wikis
2. Before & after on Flickr
3. Subject (Gov't) area blogs
4. Size of Dept – integration – mashups (data, people, topics)
5. File/report transfer – extranet etc
6. Releasing data sets for mashups ext
7. Cross Dept mashups
8. PM blogs
9. Web 2.0 collab. WordSpace
10. Consultation on policy via social net tools
11. Capturing oral history
12. Provenance for objects in a collection
13. Avatars to promote issues
14. Internal IM
15. Groups – social (bikers – SP list), area, topics
16. Social clubs within depts – groups
17. Reporting on training etc – blog/wiki
18. Overcoming interaction between shy staff – topic, blogs
19. Invite comments on potential policies – wikis
20. Sharing discussion papers – using tags etc
21. Discoverability of data – tags
22. Wikipedia content – increasing visibility etc
23. Sustainable living – Facebook group
24. Heritage – wikis/groups
25. Education – schools blogs
26. Internal training – Youtube etc
27. Media releases – tailored for Myspace/Facebook
28. Twitter for multi-jurisdictional exercises
29. SMS alerts
30. Dept RSS feeds
31. Monitoring real time searches – trends
32. Inviting comment on corporate documents – wiki
33. QTB's – wikis!
34. CA negotiations – comments/feedback
35. GIS mashups
36. Locations at offices & services – Google maps

GROUP 7

1. ACT elections – hard to set up parties – Facebook groups
2. Custom relationship management – twitter to say 'I'm off to see defence today'
3. Website feedback gets lost – feedback to a ?? so everyone can see them
4. Important discussion never got started – newsletter article- have comment threads
5. Buses run late – use Twitter for instant bus delay. Traffic reports – Twitter for input. Google maps for shorts
6. Create non-emergency channels so they are connected in time for emergencies
7. Emergency-only channel – Twitter/SMS/email
8. Hospital emergency – webcom waiting room status
9. Blog written by call-centre staff
10. Intra-conference blogs – twitters another dimension to the conference
11. Add comments to online regulations
12. Add comments to online website
13. Use Flickr to create social history of Canberra
14. Manage photos to create Canberra 1963 on Google maps
15. Create social space to share historical photos
16. Shared catalogues of personal libraries of books & DVDs – extension of public library. Library may only allow onsite viewing
17. Google maps for birdwatching
18. Google maps/Flickr for lost pets
19. Online lost & found for pets
20. Recycling Sunday – post photos of good stuff
21. Politicians Twitter each time they meet a lobbyist
22. Whole of government discussion forum
23. Video colliding cars to show black spots on local roads
24. Write creative-commons for gov't licence

GROUP 8

1. Get executives to create Youtube rap
2. Podcast news & features
3. ABN lookup Business location map on Google maps & everyblock
4. Youtube videos of Business testimonials
5. Business forum/community to share experiences
6. Wiki page on setting up a business
7. Help business in second life
8. Link to open source collaboration/other tools
9. SMS alerts for news & features
10. Blog for current issues affecting business
11. Creates links on news to 'add to' Facebook, delicious, Myspace etc
12. Create mobile website
13. Mashup of services from states & federal agencies
14. Viral marketing campaign or new products/services
15. Add an e-petition service on business consultation website
16. Vodcast news
17. Use Technorati to see what our users are interested in – issues
18. Encourage a business philanthropy community
19. Create our own Myspace style 'my business space' website

GROUP 9

1. Photos of facilities & campsites via Geomap on web – Google map – improve maintenance
2. Wiki on each of parks & their features
3. Flickr site for images, including copyright/usage requirements – greater access of N. P to images
4. Facebook groups for N.P activities (bushwalker, camper, birdwatcher) – communities of interest, good & bad points re parks
5. Twitter site for park alerts
6. RSS feeds
7. Blog for improvements/capital works suggestions, changes to management etc, N.P could start a question/issue
8. Forums
9. Maintenance (agency centric)
10. Needs (user centric)
11. Safety (staff & visitors)
12. Growth indicator – map for park acquisitions
13. Youtube/channel for holiday videos – Flickr
14. SMS alerts re closures & emergencies
15. Create your own park in second life
16. Downloadable data sets for GPS including audio of natural features
17. Vodcasting N.P information & tools
18. Create a mobile layer for park features
19. Podcasting eg best practice camping

AQIS

1. Create a blog to find out what stakeholders want
2. Talk to business.gov.au re 'transaction manager' online forms (& gov't forms & smart forms)
3. Forum (blog) for importers to encourage best practice/network
4. Register/subscribe/ess to maintain contact with importers
5. Newsletter
6. Mashup of services from AQIS, customs, NICNAS

NZ

1. 'Controlled blog' re social media – but being done in old way. Trial unmoderated version
2. Promote by cross-linking
3. Set up competition outside the firewall – risky but generates interest
4. Set up community on NING
5. Run a base camp (unconference)
6. Youtube advert
7. Send out v-cards
8. Put competition on Twitter
9. Set up Facebook group