



Engagement Summary - Open Data Charter

Engagement around how Open Data is managed in New Zealand

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Purpose of this document

This document is a summary of engagement undertaken between August and September 2016 to explore with stakeholders across New Zealand to explore what principles New Zealand should release our open data and information under, and the potential impacts of adopting the International Open Data Charter.

It summarises the engagement approach taken and input received during the process. The input received is broken down into key points, both online and offline, during the two stages of engagement. Some high level outcomes of the engagement are documented along with some lessons learned about the engagement process.



Image 1: Photograph of participants listening to LINZ's Open Data team at the ODC workshop in Auckland.

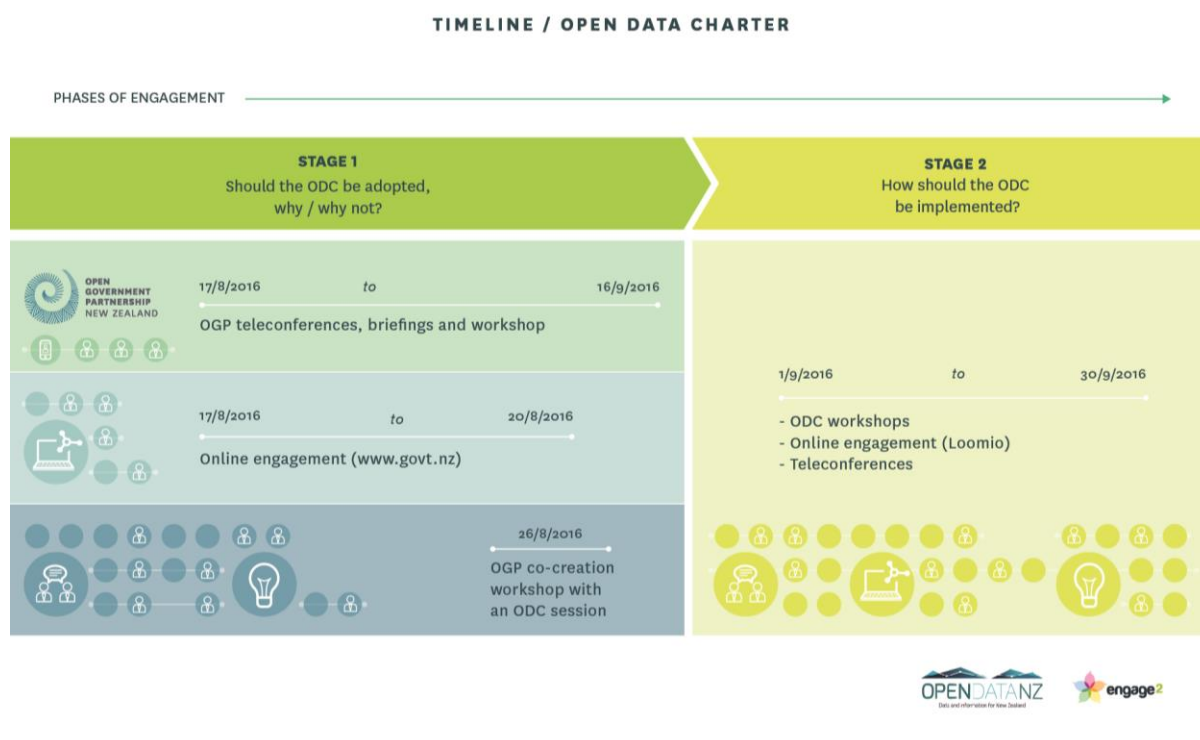
Approach to engagement

Engagement included a two-stage approach that ran throughout August and September 2016. The process was designed to give interested and potentially affected parties with the opportunity to provide their thoughts about whether New Zealand should adopt the Open Data Charter and the impacts if it is to be adopted.

The objectives of engagement were to:

- Raise awareness about the Open Data Charter and that the New Zealand Government is considering its adoption
- Explore with stakeholders the differences, similarities, and potential impacts of the Open Data Charter in relation to the New Zealand Data and Information Management Principles (NZDIMP) which currently guide the release of open data in New Zealand
- Investigate the extent to which the current NZDIMP is being used
- Ensure a good understanding of the potential impacts of the Open Data Charter for government officials, so they can be considered in recommendations to Cabinet and during implementation if the Open Data Charter is adopted.

The two stages of engagement and the methods used are outlined in the timeline below.



A stakeholder analysis was carried out to determine who might be interested and the best channels to use to engage and promote opportunities to participate. Engagement was actively promoted to stakeholders through email updates, blog posts and social media to encourage participation through both online and offline methods.

During Stage One were invited to share their thoughts about whether the Open Data Charter should be adopted. During Stage Two participants were invited to comment on proposals put forward by LINZ and proposals other participants.

Different online channels were used during Stage One and Stage Two to accommodate the two different purposes of engagement. During Stage One, channels for engagement were largely two way – stakeholders could submit their input but could not comment on each other's feedback. During Stage Two, online engagement was designed to encourage discussion among stakeholders and a community manager helped to facilitate three-way engagement. Participants could suggest their own proposals and start discussion threads on channels and comment on each others.

Offline engagement during both stages consisted of teleconferences and workshops designed to provide information and encourage input. During Stage one these events aligned with the State Services Commission engagement for the Open Government Partnership (OGP). LINZ participated in the Open Data teleconference and discussions about Open Data at the OGP Co-Creation Workshop. During Stage Two LINZ ran it's own teleconferences and workshops on the Open Data Charter specifically. These workshops were designed to inform participants about the principles NZ open data will be released under and what currently exists and ensure a range of stakeholder perspectives were considered. Participants were encouraged to provide feedback on current developments and the impacts of the new policy overall and details that should be further explored.

As input was gathered, it was shared across online and offline channels so participants could consider each other's viewpoints when providing their thoughts. For example: input collected online was shared during each of the teleconferences and workshops, and input gathered through these offline methods was shared online to help the discussion evolve between engagements.

All input collected during the engagement [has been released as open data](#) and a summary of input received during each stage is collated below.

The focus of engagement was redefined during Stage Two in response to stakeholder request to provide less information about comparisons of policy documents and more information about how open data is currently managed in across New Zealand.

How engagement was promoted

- 131 stakeholders were added to a database. This database was populated through a stakeholder analysis and an online assessment of keywords, and discussions within members of our team who have engaged people and organisations in New Zealand about related topics and input from the client.
- 3 email updates were sent encouraging 131 people and organisations to get involved. 44.1% opened these emails
- 2 emails were sent from Eventbrite inviting stakeholders to workshops
- 7 emails were sent from LINZ to stakeholders on their lists including open data champions
- 2 blog posts were posted on the NZ Government Webtoolkit

- 1 Media release from LINZ
- LINZ used the 'Open Government Ninjas' wiki group to promote engagement around the Open Data Charter. Input gathered through these channels was shared at the teleconference and workshops and on the online engagement platforms to encourage further discussion beyond these groups
- 5 Open Data Charter-related discussions were posted on the online wiki for the 'Open Government Ninjas'
- The Open Data NZ Team promoted the project and the use of the #ODCNZ hashtag on social media 30 times between 1 August and 7 October 2016.

How stakeholders used channels set up for engagement

- 88 people from 37 organisations contributed to the discussion
 - 9 people contributed in Stage One
 - 34 people contributed in Stage Two online
 - 24 people participated in teleconferences
 - 57 people attended the two workshops: 6 during Stage One, 51 during Stage Two.

Teleconferences

- During Stage One: 12 people attended the Teleconference for the Open Government Partnership on Open Data where the Open Data Charter was discussed
- During Stage Two: 18 people registered to attend the teleconference, and 15 attended including 3 from the project team.

Face-to-face engagement

- During Stage One: 6 people participated in Open Data Charter discussions at the Open Government Partnership workshop in Wellington on 24 August.
- During Stage Two:
 - 11 people attended the workshop for government Data Champions in Wellington
 - 22 people attended the Wellington workshop for stakeholders from outside the New Zealand Government
 - 18 people attended the Auckland workshop.

Online engagement

- 44 people created profiles on the two tools used for online engagement
- During Stage One: 9 people shared their views about whether the Open Data Charter should be adopted

- During Stage Two: 35 people signed up to use the online tool and 19 people provided 82 comments on 3 proposals and 16 discussions.
- The major referrals to the online tool used during Stage Two engagement included:
 - 35 via LinkedIn
 - 24 via Eventbrite
 - 18 via psi.govt.nz
 - 28 via Google (NZ and AU)
 - 12 via Beehive
 - 12 via Govt.nz
 - 6 ninjas

Email

- In addition to the 131 stakeholders who received emails inviting their input into the project, 43 people registered themselves for email updates
- Only 1 person provided input by email.

Social Media

- #ODCNZ hashtag was used 63 times between 1 August and 7 October 2016, only 30 of these uses were from the Open Data NZ team.

Input gathered throughout engagement

Key points raised

There was a large amount of support for the adoption of the Open Data Charter (ODC) overall. The key points raised by participants across both Stages of engagement included:

- The difference between data and information and the need to consider whether a separate approach would be need to be taken to ensure principles around 'open information' were not lost
- The need to revise the New Zealand Data and Information Management Principles (NZDIMP) and the Declaration of Open and Transparent Government, and provide New Zealand context and agency-relevant guidance
- The need for a central government team to coordinate and support changes across government and to work with agencies and work with other levels of government was raised by both government officials and stakeholders who do not work for government
- Whether users should have to register when downloading data – the focus of this discussion was around registration as a barrier to entry and as a tool to understand use, demand and develop business cases for open data
- The costs of opening data and the need for free access
- The importance of understanding the demand for open data
- The need to improve data literacy and build capability across government, private and community sectors for use of open data
- That engagement and supporting data users (including government itself) is an area that requires resource and is not covered under current policies.

Summary of input received during Stage One

Input gathered offline

Offline engagement during Stage One aligned with the State Services Commission engagement for the Open Government Partnership (OGP). LINZ participated in the Open Data teleconference and discussions about Open Data at the OGP Co-Creation Workshop. Input gathered through these events has been considered in the development of Open Data actions in New Zealand's [National Action Plan](#) for Open Government and influenced online engagement around the Open Data Charter during Stage One and the Open Data actions being considered for the OGP became part of the discussion in Stage Two of the Open Data Charter engagement. This input is summarised in the State Services Commission's [engagement report for that project](#).

Input gathered online

There were 9 comments made online during Stage One only. These comments included:

- Majority (7 out of 9) of participants see value in adopting the Open Data Charter
- Majority (6 out of 9) of participants were not aware of NZ Data & Information Management Principles (NZDIMP) prior to the consultation.
- Of the seven participants that work in government, four have used NZDIMP when releasing open information and data
- Three participants supported adopting the Open Data Charter and losing NZDIMP
- Five participants supported adopting the Open Data Charter and keeping NZDIMP
- One participant supported keeping NZDIMP and did not support the adoption of the Open Data Charter.

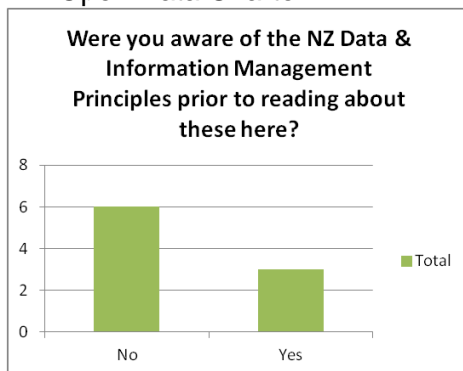


Figure 3 Graph of responses to Q1 during Stage 1

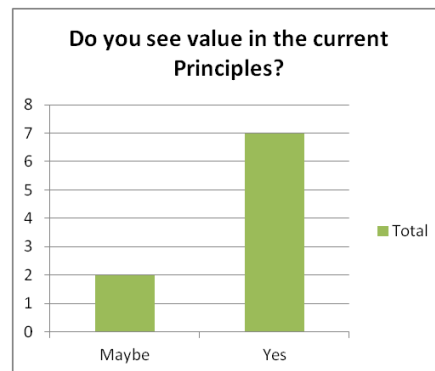


Figure 4 Graph of responses to Q2 during Stage 1

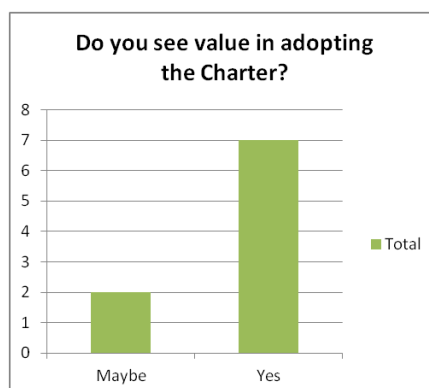


Figure 5 Graph of responses to Q3 during Stage 1

Summary of input received during Stage Two

Input gathered offline

Summary of input received during teleconferences

After a briefing about how open data is managed by the New Zealand Government participants:

- Asked which other NZ Government agencies were involved in the Government's approach to open data
- Asked how the Open Data Charter might be used/affect local government and encourage the release among them
- Asked whether the Open Data Charter might improve accessibility, readability and search-ability
- Offered LINZ the opportunity to leverage their efforts to build capability in the research sector.

Summary of input received during workshops



Figure 1: Attendees at the Wellington workshop

- 51 people attended 3 workshops in Wellington and Auckland.
- The agenda and overview of the workshop and raw data collected are available online: <https://www.ict.govt.nz/guidance-and-resources/open-government/engagement-activities/open-data-charter/#feedback>.

Below is a summary of the input received under the key themes discussed:

- General:
 - Need to understand relationship between data and information
 - NZ should continue to learn from other countries
 - Do not charge for data use.

Below is a summary of the input received and key points raised by participants across all of these threads:

- On whether the Open Data Charter should replace the NZ Data & Information Management Principles (NZDIMP) participants felt that:
 - The local context and guidance must still be accounted for in some way
 - The Open Data Charter is citizen/user centric. NZDIMP is government/supply centric
 - The NZ Data & Information Management Principles could be modified to become the operational guide for agencies when implementing the Open Data Charter
 - Open data and open information should be dealt with separately
 - A transition to the Open Data Charter may be required from the NZ Data & Information Management Principles.
- When discussing costs and funding models participants:
 - Noted the cost of opening open government data
 - Felt that free access for users is important for equity, accessibility, transparency and accountability especially given the digital divide
 - Highlighted the importance of data about data use (and potentially data users) as a useful input into future business cases and funding proposals.
- When discussing the registration of data users, participants felt that it:
 - Could be a barrier to use - that some users would not want to provide their details
 - Would be useful to get registration data to help government understand the demand and business case for releasing datasets and open data more generally
 - Will help government understand the demand for data and how to prioritise datasets for release
 - Could help inform targeting of education and engagement programmes.
- When discussing the need for a government lead for open data, participants felt that New Zealand Government should consider:
 - Setting standards and ensure interoperability and protection of personal data
 - Supporting development of capabilities across government
 - Developing guidance and provide support to agencies
 - A whole-of-government view of data supply and use.
- The discussion about standards focused on:
 - Their importance for interoperability

- Aligning the proactive release of data with data on request
- The need to apply standards across all agencies and levels of government (including local government), but take into account local contexts, types of data, privacy and protection of personal data etc
- Accounting for ownership, stewardship and custodianship of data and information.
- Key points raised about engagement, education and promotion of the use of open data during engagement included:
 - Promotion of the use and value of using open data more widely
 - The need to engage users to prioritise datasets for release
 - The need to engage education sector to promote data literacy
 - The need to engage with local government to encourage release of data – use the Open Data Charter as a lever
 - Training on how to use data for evidence-based decision making and how to treat data for privacy etc required across government
 - Methods and tools used for engagement with the Open Data Charter were also discussed, with alternatives and more conventional methods suggested.

The image below maps daily visits to the online engagement platform used during Stage Two.

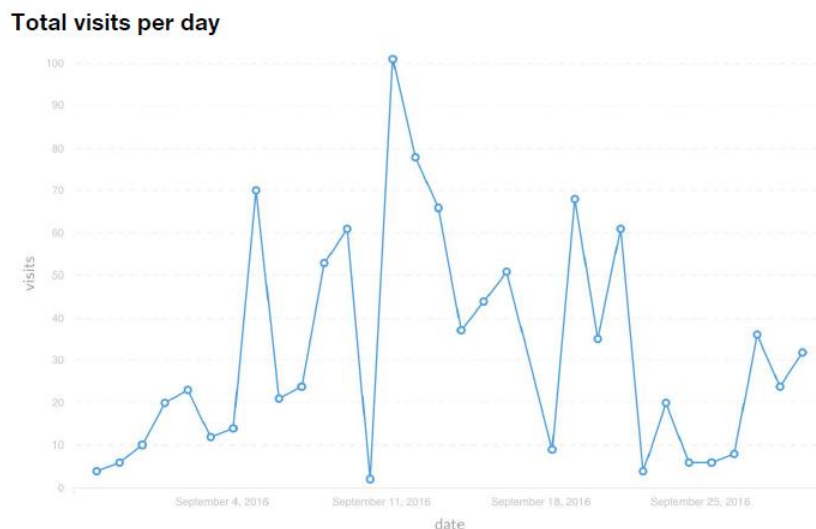


Figure 6 Graph of total visits to the online engagement tool during Stage Two engagement

Feedback about the engagement process

During Stage Two we received this input about the engagement specifically:

- Two people suggested complimentary tools for Stage Two. These tools were investigated and the project team felt the current approach was sufficient and that adding more tools to the mix would confuse participants
- Two members of the Open Government Ninja's community felt that more traditional methods such as emails and submissions should be used to collect input. The project team subsequently promoted these channels as additional options for submissions.
- Some of the online participants during Stage Two felt that the comparison approach was confusing and complicated, and that discussion should be more focused on the future use and management of open data. As a result, LINZ moved away from discussing the comparisons between the New Zealand Data & Information Management Principles and the Open Data Charter instead highlighting how the open data system as a whole might be managed differently in the future.

A [full summary of input received at the workshops](#) is available online. Overall:

- 62% of participants felt the workshops were about the right length
- 67% participants at the Auckland workshop said it is 'extremely likely' they would attend a similar event again in the future, with most saying information presented was new
- 85% of participants at the Wellington workshop were 'very likely' or 'somewhat likely' to attend a similar events and about half of the information presented at the Wellington workshop was new to attendees
- 33% of participants at the Government Data Champions workshop said none of the information was new, but 67% of attendees would be "Very likely" to attend a similar event in the future.

Direct quotes

"I thought it would be extremely tedious but was very pleasantly surprised by how interesting it was and how a sense of community started to emerge." - Auckland workshop attendee

"Not enough time to switch to garner different perspectives - too much time at the outset working out who we were, important but could be faster." - Wellington workshop attendee

"I think it would have been helpful to either send some pre-reading for the workshop or to have spent more time looking at the detail of the charter changes in the workshop so that participants could left the session with more detailed knowledge of the new proposed charter." - Government Data Champions workshop attendee

Outcomes of engagement

- The Open Government Information and Data Programme (LINZ) will now use the input gathered through this engagement to inform the review of what principles will guide the release of and access to NZ open data and information as detailed in the [Open Government Partnership National Action Plan 2016-2018](#).
- All input gathered through the Open Government Partnership engagement about Open Data has been summarised in the [State Services Commission engagement report for that project](#). Input gathered through these events helped to shape the Open Data Charter engagement online and actions discussed and considered became part of the discussion in Stage Two engagement for the Open Data Charter.
- Stakeholders who were not otherwise aware of open data in NZ became engaged. This helped raise awareness about the availability and management of open data in NZ and the movement by governments globally to open their data.
- Stakeholders interested and working with open data were given the opportunity to meet others interested in open data and learn more about the open data ecosystem in New Zealand.
- The team have developed strong relationships with stakeholders that can be leveraged in future to help raise awareness and build capabilities around open data in future.
- A number of initiatives were identified to raise awareness about open data and opportunities to build capability in its use across New Zealand. Since the teleconference, LINZ has contacted the Data Carpentry Initiative and a Crown Research Institute to discuss their digital literacy programmes and capability to develop them further. LINZ are also talking to the Government Data Champions network and staff managing open data in Local Government's to discuss methods to support each others efforts.

Engagement lessons

- You can reach interested stakeholders quickly if you use the channels they already engage in as channels. 131 people were reached over the two months during August and September, and at least 88 (67%) of these stakeholders became engaged in the process.
- There is a small community of stakeholders interested in open data in NZ and most are well connected to each other through both online and offline channels. Channels for communication among these networks already existed which meant word-of-mouth travelled fast. This was helpful due to the short timeframes. Online groups like the Open Government Ninjas group proved to be a very useful channel for communication with relevant stakeholders.
- The stakeholder analysis allowed us to find stakeholders who were interested in open data but were not across current initiatives. This resulted in a broader range of stakeholders participating in discussions.
- Despite some stakeholders requesting additional ways to provide feedback such as via email, these methods were not as popular as other methods used (teleconferences, workshops and online engagement).
- The online engagement methods worked well between the teleconference and workshops because they provided a platform for stakeholders to continue their discussions between offline engagements.
- Discussion among stakeholders online helped evolve discussions and encourage understanding and appreciation of complex issues and other stakeholders' viewpoints. During this engagement, some of the stakeholders participating adapted their position on topics being discussed in response to comments from others, further information from government in response to their questions, and the responsiveness of the project team. Having a community manager made a difference.



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