

A decorative graphic consisting of a grid of colored squares in shades of green, yellow, pink, and dark blue, arranged in a pattern that tapers to the right. The squares are set against a white background that transitions into a solid yellow background below.

# Digital Performance Standard

Supporting government agencies to understand and improve the performance of their digital services

Version 1.0

Digital Transformation Agency



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# Introducing the Digital Performance Standard

The Digital Performance Standard sets the approach to monitor digital performance across government services and support data-driven [digital and ICT investment](#) (ICT investment) decisions. Having visibility of digital service performance will support agencies by fostering continuous improvement capabilities within agencies and embedding digital service improvement into their management practices

The **Digital Performance Standard** is part of a suite of standards and guidance under the **Digital Experience Policy**. The Digital Experience Policy supports a whole-of-government focus on improving the experience for people and business interacting digitally with government information and services. The Digital Experience Policy includes a suite of standards and guidance that supports agencies to deliver cohesive and consistent digital experiences, including the **Digital Service Standard**, the **Digital Performance Standard** and the **Digital Access Standard**.

The Digital Performance Standard builds on [Digital Service Standard Criteria 9 – Monitor your service](#). It establishes requirements for monitoring and centrally reporting the performance of government digital services. In doing so, it supports the [Data and Digital Government Strategy](#)'s mission to put people and business at the centre of government digital services.

The Digital Performance Standard will be integrated into the [Digital and ICT Investment Oversight Framework \(IOF\)](#), at each stage of the project lifecycle. This makes sure government's ICT investments are delivering the benefits stated to the public, by providing improved digital experiences.

The Digital Transformation Agency (DTA) will regularly review the Digital Performance Standard as government service delivery and digital services mature. Improvements will be made in line with agency application and feedback.

# Services covered by the Digital Performance Standard

The Digital Performance Standard is mandatory and applies from 1 January 2025 to digital services that are:

- subject to the requirements of the Investment Oversight Framework
- new or replacement public-facing services.

## Example – designing new services or redesigning services

**Example:** Agencies that meet the above criteria will need to plan for a monitoring framework to be implemented as part of their proposals. The planned approach will be assessed during the Prioritisation and Contestability states and the progress tracked during the Assurance state. To fulfill the Digital Performance Standard, digital service performance monitoring and reporting processes must be operational when the service goes live.

# Services not covered by the Digital Performance Standard

The Digital Performance Standard does not apply to:

- state, territory or local government services
- personal ministerial websites that contain material on a minister's political activities or views on issues not related to their ministerial role
- Australian Public Service (APS) staff-facing services
- ICT systems that do not have a public-facing interface.

Services not covered by the Digital Performance Standard, such as staff-facing services, may choose to apply the Digital Performance Standard to improve their digital services.

Some services may request an exemption from the Digital Performance Standard. See the Exemptions section below.

# Meeting the Digital Performance Standard

The Digital Performance Standard is made up of 5 criteria to assist government in monitoring, assessing, and reporting digital service performance.

To successfully apply the Digital Performance Standard, agencies must meet all the criteria.

All public-facing services subject to the IOF process that are funded in the 2025-26 Budget or thereafter will need to measure the effectiveness of their new or redeveloped service and report outcomes to the DTA.

To improve the digital experience of services, agencies are also encouraged to:

- consider how the criteria may apply across other digital services within their agency
- consider the non-digital experience of users to make sure services meet user expectations.

# Alignment with the Investment Oversight Framework

Agencies must consider how their proposal aligns to the Digital Performance Standard throughout all the Digital and ICT Investment Oversight Framework (IOF) states.

During the design phase, agencies should consider how to apply the Digital Performance Standard during the Strategic Planning, Prioritisation and Sourcing states, in particular Criterion 1, to align with the strategic outcomes of government.

For new or replacement services from 1 January 2025, agency compliance with the Digital Performance Standard will be assessed through the IOF, at the following states:

- **Contestability:** The Digital Performance Standard will be assessed as part of the existing ICT Investment Approval Process. Agencies must demonstrate to the DTA how they have, or will, apply the Digital Performance Standard and provide evidence to support it through the Digital Capability Assessment Process (DCAP). Guidance of what evidence is required, will be provided as part of the DCAP Agency Guide.
- **Assurance:** The Digital Performance Standard will be assessed through the Assurance Framework. Agencies will be required to demonstrate to the DTA how they applied the Digital Performance Standard and provide supporting evidence.
- **Operations:** Agencies will be required to demonstrate to the DTA how they have applied the Digital Performance Standard, providing evidence as part of their ongoing reporting requirements.

For new digital services, agencies should consider obligations under the Digital Performance Standard throughout the Sourcing state.

Additional information on how the DTA will assess compliance with the Digital Performance Standard is provided in the Compliance and Reporting Framework. This Framework will continue to be evaluated and is expected to mature over time.

## Exemptions

The DTA acknowledge that some agencies may be unable to meet one or more of the criteria set out by the **Digital Performance Standard** due to a range of circumstances. These circumstances may include, but are not limited to:

- legacy technology barriers that the agency cannot reasonably overcome
- substantial financial burden caused by changing a service to meet criteria.

Exemptions may be granted for one or more of the criteria set out by the Digital Performance Standard. This will be assessed on a case-by-case basis. Exemptions must be applied for through the DTA.

Further information can be found in the **Digital Experience Policy Exemption Guide**.

## Measuring success of the Digital Performance Standard

The DTA will oversee adherence to the Digital Performance Standard by collecting self-assessed data from agencies throughout IOF processes and as part of ongoing reporting requirements during operation of their service (post-implementation). As set out in the Digital Performance Standard, agencies are required to report these to the DTA within specified timeframes and maintain continuous improvement against performance measures. Data will be used by the DTA to provide advice on the performance of government services over time. It is not intended to compare services, but to support future prioritisation and investment decisions.



# The Digital Performance Standard Criteria

The Digital Performance Standard consists of the following 5 criteria.

Each criterion is accompanied by:

- your responsibilities in meeting it
- when and how it should be applied
- further resources and guidance.

<b>1</b>	<b>Implement a monitoring framework</b>	Plan how you will capture, maintain and report on monitoring data.	page 8
<b>2</b>	<b>Measure the availability of your digital service</b>	Understand if your service is delivering a reliable, uninterrupted experience.	page 11
<b>3</b>	<b>Measure the success of your digital service</b>	Understand if your service is effective and working well.	page 13
<b>4</b>	<b>Measure if your digital service is meeting needs</b>	Understand if your service aligns with and fulfils customer expectations.	page 15
<b>5</b>	<b>Analyse and report your digital performance</b>	Transform data into meaningful insights to improve digital services.	page 18

# Criterion 1

## Implement a monitoring framework

Develop a digital performance monitoring framework to fit your digital service.

### Your responsibilities

To successfully meet this criterion, agencies need to:

- define clear objectives and goals, based on users' needs.
- choose relevant metrics that align with organisational goals, meet Digital Performance Standard criterion and capture the user experience
- articulate how you will implement the monitoring framework
- develop processes for continuous digital service improvement and share insights.

### When to apply

Apply Criterion 1 during Discovery of ICT investment planning and as part of your continuous improvement processes in the Live environment.

We recognise agencies have different digital and ICT capabilities. The Digital Performance Standard sets out application approaches based on the maturity of your monitoring framework. Every agency should work towards applying best practice monitoring and reporting methods. At a minimum, your agency should implement a monitoring framework that focuses on providing digital service outcomes based on user experience and feedback.

As best practice, agencies should implement a monitoring framework that embeds user-centric performance monitoring across all your informational and transactional services.

## How to apply

### Questions for consideration

- What are the online needs and expectations of the users?
- How does the framework fit into the strategic landscape?
- What resources are required for successful implementation and maintenance of the monitoring framework?
- How can baseline metrics be established to understand the current state of digital performance and facilitate future comparisons?

### Define clear objectives and goals, based on users' needs

**Establish a performance monitoring framework:** Use a performance monitoring framework to understand the digital platform's real-world impact and how users interact with digital services. The framework should be established from an end-user perspective, not from the perspective of an agency's infrastructure. Use clear objectives and goals framed in the context of what users need and expect from the digital service.

### Choose relevant metrics that align with organisational goals, meet Digital Performance Standard criteria and capture the user experience

**Key performance indicators:** Apply measures to achieve the outcome as set out in the Digital Performance Standard and to support your organisational goals. They should be specific and measurable and further your agency's understanding of how users interact with your agency on digital platforms. Metrics need to be meaningful to understand and improve user experience. Meaningful metrics are crucial to the overall success of the framework.

**Apply a best-practice approach:** Implement a performance monitoring approach that is comprehensive and focuses on the end-user experience. Where best practice cannot be achieved or does not line up with your agency's other metrics, strive to introduce best practice concepts over time.

## Articulate how you will implement the monitoring framework

**Leverage analytical tools:** Reliable digital analytics tools may need to be implemented to collect and analyse performance data. When designing a framework, consider what data sources you require for successful implementation and consider what can be readily deployed within your ICT environment.

## Develop processes for continuous improvement based on insights

**Continuous improvement of the user experience:** Integrate processes for continuous improvement with a focus on user-centric benefits. Data and feedback should be regularly analysed to find improvement opportunities to enhance overall user experience.

**Use a baseline to measure performance:** Establish a baseline for your digital service performance with data gathered from your digital service. A baseline can identify areas to improve a digital service in line with user expectations.

**Share insights and learnings:** Share your insights and learnings with the DTA and other agencies. A collaborative approach to digital experience will support whole-of-government standardisation of digital services, build digital and ICT capabilities and deliver a consistent customer experience. The DTA will support agencies by incorporating insights and best practices in its guidance documents and toolkit.

## Guidance and resources

- ▶ [Digital Performance Standard Guidance](#)
- ▶ [Digital and ICT Investment Oversight Framework](#)
- ▶ [Data and Digital Government Strategy](#)
- ▶ [Australian Government Architecture](#)
- ▶ [Digital Service Standard](#)

## Criterion 2

# Measure the availability of your digital service

Deliver reliable and seamless digital experiences so users can access digital services when they need to.

## Your responsibilities

To successfully meet this criterion, agencies need to:

- identify the most appropriate measure to monitor availability.
- monitor the service availability of the digital service based on expected user outcomes.
- act to improve user outcomes.

## When to apply

Apply Criterion 2 in the Live environment and consider it during Discovery. Collate metrics and monitor your digital service with a holistic approach. Report your results to build government's view of its digital services landscape.

The Digital Performance Standard sets the expectation that at a minimum agencies should measure uptime to monitor the availability of the digital service, in line with the industry-standard approach. Where your agency has a mature monitoring framework in place, a more user-centric, comprehensive monitoring approach should be implemented as best practice.

Applying Criterion 2 should focus on the end-user experience to promote continuous improvement of your digital service.

## How to apply

### Questions for consideration

- Can users access the digital service as intended?
- How does your agency monitor digital service availability?
- What story might the digital service availability metrics tell you?
- What service improvements are necessary?

## Identify the most appropriate measure to monitor availability

**Fit for purpose:** Understand if your monitoring methods for digital service availability (if they exist) are fit for purpose before considering new tools.

**Prioritise user-centric metrics:** Align metrics with user expectations and preferences to create seamless digital experiences. Reflect on diverse user journeys and consider different entry points, navigation paths and transaction types.

## Monitor the availability of the digital service based on the expected user outcomes

**Measure from the end-user's perspective:** Make sure the digital services are available by monitoring them from an inside and outside perspective. Implement tools that monitor uptime to make sure the system remains online. To catch any issues that internal checks might miss, consider other tools that simulate real-world experiences from a user perspective. Comprehensive monitoring will allow agencies to understand and improve the experience of the end-user.

## Act to improve user outcomes

**Maintain a reliable service:** Make sure your digital service is available, stable and consistent for users no matter their location. Schedule downtime and maintenance when it will cause the least disruption for users and notify users well ahead of time that digital services will be impacted or unavailable.

**Create response plans:** Make sure clear communication channels are included in response plans. This will allow your agency to proactively address issues and act quickly to maintain availability of the service.

## Guidance and resources

- ▶ [Digital Performance Standard Guidance](#)
- ▶ [Digital Service Standard](#)
- ▶ [GOV UK – Monitoring the status of your service](#)

## Criterion 3

# Measure the success of your digital service

Monitor success to understand if your digital service is effective and working well.

## Your responsibilities

To successfully meet this criterion, agencies need to:

- understand what success looks like for the digital service
- identify the most appropriate measure to monitor the success of the digital service
- regularly measure and monitor the effectiveness of the digital services and act to improve outcomes.

## When to apply

Apply Criterion 3 in the Live environment and consider it during Discovery. Collate metrics and monitor your digital service with a holistic approach. Report your results to help government understand the impact and benefits of its ICT investments.

The Digital Performance Standard sets the expectation that, at a minimum, agencies should be monitoring how well they support users to finish the tasks they start in digital services. Where your agency has a mature monitoring framework in place, a more comprehensive monitoring approach that captures data along the user's digital journey should be implemented as best practice.

Monitor Criterion 3 to evaluate the effectiveness of the digital services and identify areas for continuous improvement.

## How to apply

### Questions for consideration

- What does success look like for the digital services?
- What rate of users complete their end-to-end transaction online?
- What data can be collected along the user journey?
- How can agencies support users to finish the online tasks they start?

## Understand what success looks like for your digital service

**Understanding cohorts:** Overlaying demographic data, such as location or socio-economic data, may help agencies to understand the outcomes of different cohorts and their interactions with digital services. If a cohort has a low success rate in completing transactions online, it may signal the need for digital service improvements.

## Identify the most appropriate measure to monitor the success of the digital service

**Compare performance to non-digital channels:** While a user's whole activity may involve multiple channels, including non-digital channels, in meeting Criterion 3, it is important that agencies measure the digital component(s) of the activity separately from the non-digital channels. For example, if an end-to-end service requires multiple digital transactions and an in-person assessment prior to the service being delivered, each digital component should be measured separately.

## Regularly measure and monitor the effectiveness of your digital services and act to improve outcomes

**Understand the touch points of a user's digital journey:** Capture data along the user's digital journey. Map out the user flow and capture data from the start to the end of their journey, marked by the successful completion of their transaction. This data will help you recognise potential hurdles and drop-off points, to optimise how users complete their transactions online.

**Enhancing the overall experience:** Many government services have both digital and non-digital channels, designed to work together. Consider assessing the user's journey across different channels, to help understand user behaviour and identify ways to enhance the digital experience, aiming to make the whole service smoother.

## Guidance and resources

- ▶ [Digital Performance Standard Guidance](#)
- ▶ [Digital Service Standard](#)
- ▶ [GOV.UK – Measuring the success of your service](#)



## Criterion 4

# Measure if your digital service is meeting customer needs

Design and deliver digital services with a focus on customer satisfaction.

## Your responsibilities

To successfully meet this criterion, you must:

- identify the appropriate measure to monitor satisfaction rates of your digital service
- give users the ability to rate satisfaction or dissatisfaction
- continuously monitor customer satisfaction of your digital services and act to improve outcomes.

## When to apply

Apply Criterion 4 at all times in the Live environment and consider it during Discovery. Compile metrics and monitor the digital service with a holistic approach. Report the results to build government's view of its digital services landscape.

Customer satisfaction is an industry-standard measure of digital service quality. At a minimum, customer feedback channels should be available on each page and at the end of a digital transaction.

A mature monitoring framework:

- adopts a best practice approach
- integrates feedback tools as users actively use digital services
- surpasses baseline requirements and provides in-depth insights on the user experience..

Apply Criterion 4 to encourage user-centred design and contribute to internal continuous improvement processes.

## How to apply

### Questions for consideration

- Can users easily provide feedback within their digital experience?
- What can be learnt about the customer's journey?
- What can agencies learn from digital services that have high customer satisfaction?
- Are user expectations aligned to their actual experience?
- What impacts factor into customer satisfaction?

### Identify the appropriate measure to monitor satisfaction rates of the digital service.

**Use a methodology that suits the digital service:** Customer satisfaction is a widely implemented, industry-standard measure of digital service quality. There are many quantitative methods to measure user sentiment. When designing a methodology, implement effective mechanisms that suit the digital service. For example, users can quickly and easily choose 'thumbs up' or 'thumbs down' options, which results in high response rates. A feedback form with an open text field requires more effort from the user, but provides more specific insight as to why a customer has provided that rating.

### Give users the ability to rate their satisfaction or dissatisfaction

**Design convenient feedback mechanisms:** Design a feedback mechanism that is easy and accessible for users and encourages engagement. The higher the response rate, the closer the data will be to the true sentiment of users. Having accessible and prominent feedback channels across every webpage and digital service will result in more valuable insights to enhance the user experience.

## Continuously monitor customer satisfaction of the digital services and act to improve outcomes

**Listen to and understand user needs:** By capturing and tracking customer satisfaction with the digital services, agencies can learn how users feel about the quality of their digital service(s) and the areas to be improved. This includes understanding user expectations and what they need from government digital services. Positive customer satisfaction indicates well-designed, accessible and inclusive digital services.

### Guidance and resources

- ▶ [Digital Performance Standard Guidance](#)
- ▶ [Digital Service Standard](#)
- ▶ [GOV UK – Measuring user satisfaction](#)
- ▶ [Services NSW – Customer commitments](#)
- ▶ [The Australian Privacy Principles \(oaic.gov.au\)](https://www.oaic.gov.au)

# Criterion 5

## Analyse and report your digital performance

Reporting the performance of digital services across government enables transparency and accountability.

The DTA will use existing reporting requirements through the IOF to streamline and ensure consistency for agencies. Reporting approaches may mature over time, to increase efficiency and ease of use.

### Your responsibilities

To successfully meet this criterion, agencies need to:

- establish internal processes to support performance data analysis and reporting.
- report progress during Investment Oversight Framework states and post-implementation performance data, with key reporting requirements in the following states
- strategic Planning and Prioritisation: report on how you intend to implement a monitoring framework (Criterion 1) to your digital service
- contestability: report (with evidence) that the Digital Performance Standard has been, or will be, applied to the digital service
- assurance: report (with evidence) how you have applied the Digital Performance Standard to the digital service
- operations: report (with evidence) on how your digital service continues to meet customer needs.
- analyse performance results and act on any improvements to the agency's digital services.

### When to apply

Criterion 5 will apply throughout the design and implementation states of the IOF process and once the digital service is made available to the public in the Live environment. You must update and report to the DTA when required.

Examples of analysis and reporting requirements include, but are not limited to:

- Strategic planning and prioritisation: outline the planned approach for applying the Digital Performance Standard

- Contestability: explain the plan and approach for meeting the Digital Performance Standard and when this will be implemented to support your investment proposal (Digital Capability Assessment Process)
- Assurance: demonstrate the progress of the ICT investment towards meeting the Digital Performance Standard and delivery milestones
- Operations: demonstrate that the ICT investment is continuing to meet customer needs

As the monitoring framework matures, agencies should aim to achieve best practice, collecting and monitoring more meaningful user-centric metrics.

## How to apply

### Questions for consideration

- Does the monitoring framework provide meaningful reporting data about ICT investment outcomes?
- Does the reporting data say how well we have delivered the benefits as stated in the ICT investment proposal?
- What outcomes are expected from the reported data?
- How can the reported data be used to improve outcomes for users?
- How can best practice monitoring be applied to the digital services?

### Establish internal processes to support performance data analysis and reporting

**Collect and report meaningful data:** Make sure the performance monitoring frameworks and data analytics tools are fit for purpose and provide meaningful reporting data. While there are numerous metrics, calculations and methods to collect data, your choice should prioritise 'real time' user-centric approaches and align with the criteria in the Digital Performance Standard. The data gathered should reflect the true user experience to gain valuable insights. Agencies are required to report ongoing performance data for digital services delivered via IOF tracked ICT investments, once the service is implemented.

## Report progress during Investment Oversight Framework states and post-implementation performance

**Use data to identify the benefits:** Use the collected data to identify service benefits. Benefits can include uncovering service inefficiencies by analysing data on digital service performance, unearthing deeper insights into users' experience, segmenting user data based on user groups to better understand their needs and working in partnership with users to develop user-based solutions. Further qualitative metrics, complementing the quantitative, can add a rich layer of information on underlying factors influencing the user experience.

## Analyse your performance results and act on any improvements to the digital services

**Use data-driven insights to continuously improve:** Look for ways to continuously improve the digital service and the quality of the data. Use automated reporting tools where possible to streamline processes and reduce manual efforts. This will allow agencies to dedicate more resources to the analysis of the data.

### Guidance and resources

- ▶ [Digital Performance Standard Guidance](#)
- ▶ [Digital and ICT Investment Oversight Framework](#)
- ▶ [Data and Digital Government Strategy](#)
- ▶ [Australian Government Architecture](#)
- ▶ [Benefits Management Policy](#)
- ▶ [The Australian Privacy Principles \(oaic.gov.au\)](https://www.oaic.gov.au)