

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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What is the Digital Performance Standard?

The Digital Performance Standard sets out the approach to monitoring digital performance across government services and supporting 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 the Digital Experience Policy, a suite of standards and guidance focussing on improving the experience of the people and businesses using them. The Digital Experience Policy includes a suite of standards and guidance that supports agencies to deliver more cohesive and consistent digital experiences, including (but not limited to) the Digital Service Standard, the Digital Inclusion Standard, and the Digital Access Standard.

The Digital Performance Standard builds upon the Digital Service Standard Criteria 9 – Monitor your service and establishes the requirements for monitoring and centrally reporting the performance of government digital services. In providing a greater focus on the performance of digital services, the Digital Performance Standard 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. Connecting the Digital Performance Standard to the IOF will ensure that the government's ICT investments are delivering the stated benefits to the community. The DTA will undertake regular reviews of the Digital Performance Standard, and iterate in conjunction with agency application and feedback, as government service delivery and digital services mature.

Services covered by the Digital Performance Standard

The Digital Performance Standard is mandatory and applies to digital services that are:

- subject to the requirements of the [Investment Oversight Framework](#),
- considered during the 2025-26 Budget process and thereafter, and
- new or replacement public-facing services.

Designing new services or redesigning services

Example: Any new or replacement public-facing services coming forward in the 2025-26 Budget, and where the IOF applies, will need to meet the requirements of the Digital Performance Standard. Agencies will need to plan and implement a monitoring framework 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](#).

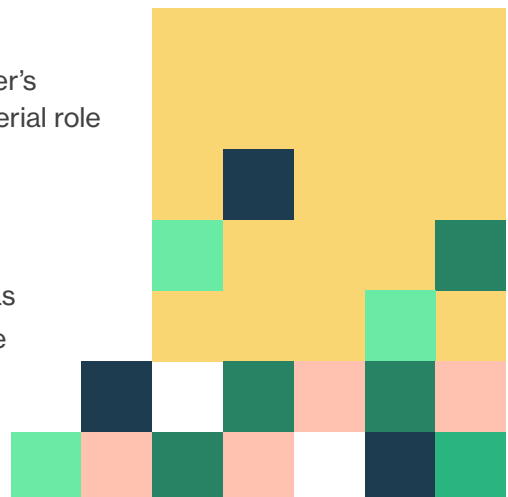
Services not covered by the Digital Performance Standard

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
- 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 full or partial exemptions from the Digital Performance Standard. See the [Exemptions](#) section below.



How to meet the Digital Performance Standard

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

To successfully apply the Digital Performance Standard, agencies must meet all the criteria for their new digital investment. All public-facing services that have been subject to the IOF process and are funded in the 2025-26 Budget or thereafter will need to deliver an appropriate way of measuring 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 ensure services are meeting user expectations.

Alignment with the Investment Oversight Framework

Agencies are expected to 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 they would apply the Digital Performance Standard during the Strategic Planning, Prioritisation and Sourcing states, in particular Criterion 1, to ensure alignment with the strategic outcomes of Government.

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

- **Contestability:** In the Contestability state, the Digital Performance Standard will be assessed as part of the existing ICT Investment Approval Process. Agencies will be required to 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 on what evidence is required is included as part of the DCAP Agency Guide.
- **Assurance:** In the Assurance state, the Digital Performance Standard will be assessed through the Assurance Framework. Agencies will be required to demonstrate to the DTA how they have applied the Digital Performance Standard and provide evidence to support it.
- **Operations:** In the Operations state, 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.

Agencies should consider their obligations under the Digital Performance Standard throughout the Sourcing state. Further guidance for agencies on the touchpoints and alignment to the IOF can be found in the Digital Experience Toolkit.

The **Compliance and Reporting Framework** provides additional information on how the DTA will assess compliance with the Digital Performance Standard. This Framework will continue to be evaluated and is expected to mature over time.

Exemptions

The DTA acknowledges 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:

- Where an agency is unable to meet the **Digital Performance Standard** due to legacy technology barriers that cannot be overcome
- Where changing a service to meet the **Digital Performance Standard** requirements would cause substantial financial burden on the agency

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 and must be formally applied for through the DTA.

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

How do we measure 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 support future prioritisation and investment decisions.

The **Digital Performance Standard Guidance** provides supporting information to assist agencies to successfully apply the Digital Performance Standard.

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.

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

- define clear objectives and goals, based on users' needs.
- choose relevant metrics that aligns with organisational goals, meets Digital Performance Standard criterion, and captures 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 within your 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, your agency 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 our 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

Establishing a performance monitoring framework: Use a performance monitoring framework to understand your digital platform's real-world impact and how your users interact with your digital services. The framework should be established from an end-user perspective, not from the perspective of your infrastructure. Use clear objectives and goals framed in the context of what your users need and expect from your 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 that achieve the outcome as set out in the Digital Performance Standard and 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, and 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. Strive to introduce best practice concepts over time where best practice cannot be achieved or do not line up with your agency's other metrics.

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 your 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 from data gathered within your digital service. The baseline can help identify areas to improve your 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 will 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 Guide](#)
- ▶ [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, you need to:

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

When to apply

Apply Criterion 2 in your 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, and in line with the industry-standard approach, your agency should measure uptime to monitor the availability of your digital service. However, 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 our users access our digital service as intended?
- How does your agency monitor digital service availability?
- What story might your 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, consider different entry points, navigation paths, and transaction types.

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

Measure from the end-user's perspective: Make sure your digital services are available by monitoring them from an inside and outside perspective. Implement tools that monitor uptime, to make sure your system remains online. Consider other tools that simulate real-world experiences from a user perspective, to catch any issues that internal checks might miss. Comprehensive monitoring will allow you 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: Create clear communication channels within response plans. This will allow you to proactively address issues and act quickly to maintain availability of your service.

Guidance and resources

- ▶ [Digital Performance Standard Guide](#)
- ▶ [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, you must:

- Understand what success looks like for your digital service.
- Identify the most appropriate measure to monitor the success of your digital service.
- Regularly measure and monitor the effectiveness of your digital services and act to improve outcomes.

When to apply

Apply Criterion 3 in your 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, your agency should be monitoring how well it supports 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 your 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 you collect along the user journey?
- How can you 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 you 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 your 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 your agency 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 Guide](#)
- ▶ [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 your live environment and consider it during Discovery. Collate metrics and monitor your digital service with a holistic approach and report your 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 would adopt a best practice approach and integrate feedback tools as users actively use digital services, surpassing baseline requirements and providing 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 you learn about the customer journey?
- What can you 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 your digital service.

Use the methodology that suits your digital service: Customer satisfaction is a widely implemented, industry-standard measure of digital service quality and there are many quantitative methods to measure user sentiment. In designing your methodology, implement effective mechanisms that suit your 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 your digital services and act to improve outcomes

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

Guidance and resources

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

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 in order to streamline and ensure consistency for agencies. Reporting approaches may mature over time, aiming to increase efficiency and ease of use.

Your responsibilities

To successfully meet this criterion, you 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: you will report on how you intend to implement a monitoring framework (Criterion 1) to your digital service
 - Contestability: you will report (with evidence) that the Digital Performance Standard has been, or will be, applied to your digital service
 - Assurance: you will report (with evidence) how you have applied the Digital Performance Standard to your digital service
 - Operations: you will report (with evidence) on how your digital service continues to meet customer needs.
- analyse your performance results and act on any improvements to your 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 your 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 your planned approach for applying the Digital Performance Standard

- Contestability: explain your 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 your ICT investment towards meeting the Digital Performance Standard and delivery milestones
- Operations: demonstrate that your ICT investment is continuing to meet customer needs

As the maturity of your agency's monitoring framework increases, you 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 outcome do I expect from the reported data?
- How can I use the reported data to improve outcomes for users?
- How can we apply best practice monitoring to our digital services?

Establish internal processes to support performance data analysis and reporting

Collect and report meaningful data: Make sure your 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 data you collect to identify service benefits. Benefits can include uncovering service inefficiencies by analysing data on digital service performance, unearthing deeper insights into your 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 your digital services

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

Guidance and resources

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