



Digital Experience Policy — Standard Criteria

Digital Service Standard

1. Have a clear intent
2. Know your user
3. Leave no one behind
4. Connect services
5. Build trust in design
6. Don't reinvent the wheel
7. Do no harm
8. Innovate with purpose
9. Monitor your service
10. Keep it relevant

Digital Inclusion Standard

1. Embrace diversity
2. Motivate digital use
3. Protect users
4. Make it accessible
5. Provide flexibility and choice

Digital Access Standard

1. Understand how your users access services
2. Define your service offering
3. Use the Australian Government Architecture to find reusable platforms and capabilities
4. Follow the decision-making framework
5. Engage with delivery partners

Digital Performance Standard

1. Implement a monitoring framework
2. Measure the availability of your digital service
3. Measure the success of your digital service
4. Measure if your digital service is meeting customer needs
5. Analyse and report your digital performance