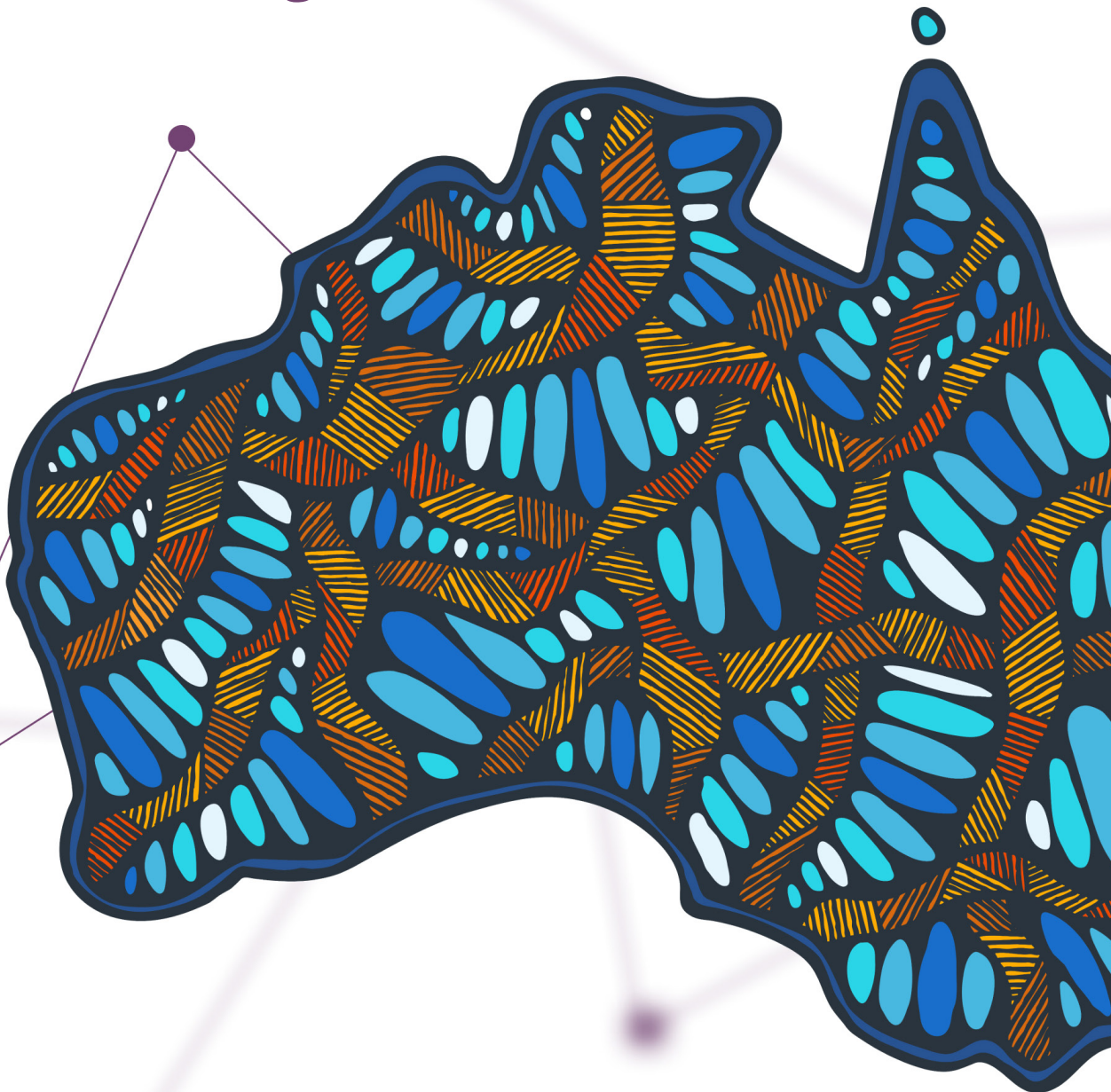


A Thousand Flowers in Bloom

January 2024 | Seer Data & Analytics

**Access to and sharing of data fosters
a fairer and stronger Australia**



Foreword



“The time is now, and together, we are building a future where data serves as a powerful instrument of positive change, enabling progress, innovation, and equity across Australia.”

We are witnessing a transformative shift in the landscape of data access, sharing, and trust-building.

The imperative to harness the power of data for the greater good is more urgent than ever before. The call is to mandate and action a macro shift in the data access and sharing authorising environment.

National policy commitments, such as the Commonwealth’s commitment to ending Entrenched Disadvantage through place-based partnerships and Closing the Gap Priority Reform 4, mandating shared access of data and information at a regional level for Aboriginal and Torres Strait Islander people, are important catalysts.

The barriers to data access and sharing are solvable, and are replaced by a landscape characterised by willingness, permission, and above all, safety.

There are several enablers. The adoption of data governance frameworks and new data sharing standards support greater data sharing.

As we navigate this transformative journey, Seer Data is committed to fostering an ecosystem where data and evidence is empowering local actions for better outcomes.

Dr Ian Oppermann
Chief Data Scientist of NSW
Director, Seer Data & Analytics



“Data access, sharing and storytelling leads to better decisions and actions.”

When I founded Seer Data, I wanted to solve my own data access problem.

I was working with a group of women and local organisations in South Western Sydney to help them respond to a community in crisis. The problem was the lack of access to data for people to ask critical questions, design solutions and get investment for a co-ordinated, community-led approach to break the cycle.

Fast forward ten years, and Seer Data is empowering community leaders around Australia to end entrenched disadvantage by allowing them to put data at the centre of decisions. Poor decision making based on gut feel or “top down” policy has been the norm for too long because data has not been at the heart of decisions, and people have not had agency.

Today, we need to do things differently. Despite a decade of economic growth, we’re faced with deepening inequality and mistrust in government. We face fiscal pressures, public sector spending cuts, housing unaffordability, a cost-of-living crisis and poorer outcomes, despite the billions of dollars spent each year in public and private social investments.

Data access, sharing and storytelling leads to better decisions and actions. These actions can make an immediate difference and in the long term will change systems to lead to a better, more equal and democratic society. We’re proud to enable a movement of community-led decision making with data and evidence at the centre.

We look forward to working with you on the journey to improve data access and sharing for community led decision making.

Kristi Mansfield
CEO, Seer Data & Analytics

“Data, and how we’re accessing and utilising data, is certainly at the core of improved decision making and empowerment. Essentially, it’s bringing informed decision making through cultural authority making us not a client or customer but a stakeholder at the table.

It’s our interpretation of operationalising self-determination not someone else’s, whether it be someone sitting in Canberra or Macquarie street. We’re giving that real kudos to community as we’re striving for better results and outcomes for children, young people and families.”



Alister Ferguson
Executive Director & Founder,
Maranguka Community Hub

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A Shared Vision by 2030

Democratising data for all Australians



“In partnership with Seer Data, Gladstone Region engaging in action Together (GRT) is leveraging the power of data for better decision-making through our community-built and owned Gladstone Region Wellbeing Data Hub, enabling us to monitor and measure change towards improved wellbeing in our local communities.”

Lorna McGinnis
Executive Director,
Gladstone Region engaging
in action Together

Local communities, not for profits, the private sector and governments share a vision for a prosperous, fair Australia that is enabled by an accessible, robust and safe data infrastructure that lets all people participate in problem solving and democratic community-led decision making enabled by technology and innovation.

We’re working towards a future Australia where data is valued and respected as a public resource. It’s a society where government and business data is shared safely with local communities, service providers and not for profits when it is in the public interest to support better decisions and actions.

When this happens, we experience a multiplier effect. Grassroots leaders gain agency and power in decisions, data skills are developed across society, governments are transparent and work in partnership with communities, and most importantly community outcomes are achieved.

In this transformed landscape, trust deepens, fostering a culture of collaboration and innovation that strengthens our society. Technology can help enable a future where data is a force for good, bringing prosperity, fairness, and strength to Australia.

The Data Divide



“We are proud that Tasmania is the first state in Australia to establish Government to Community data pipelines to enable local decision making.”

Antony Deck
Assistant Director,
Measurement, Evaluation
and Learning, Department
of Premier and Cabinet,
Tasmania

A data divide exists between governments or businesses and the community because of a lack of equitable access and use of data, creating a stark contrast between those who have it and those who do not.

Seer Data helps to level the playing field by making data and insights accessible to all. The issue is not always the absence of data; it’s the overwhelming, inconsistent, and often confusing abundance of it. This data chaos obstructs informed decision-making.

Compounding the problem is an outdated perception that data is unable to be shared. A traditional environment that is unwilling, unable, or simply not allowed to adapt to the new data paradigm.

Seer Data is breaking new ground by demonstrating how data and technology can be used to improve outcomes and enhance productivity.

When we share restricted data, which has been de-identified and aggregated safely through the Seer Data platform at a granular level on a regular cadence, we support local decisions and build data capability, literacy, and confidence, and also address the trust deficit between governments and citizens.

The Community Data Landscape

The Community Data ecosystem is an evolving landscape where public sector, service providers or not for profits, and business data custodians share data with local decision-making organisations.

This grants them access to data products aligned to the indicators that matter most to the community, while upholding stringent security and governance standards.

This synergy empowers community backbone organisations or place-based initiatives to engage in purposeful community sense-making and take action.

Within this landscape, non-profit organisations, community organisations, Aboriginal and Torres Strait Islander controlled organisations, local leaders and service providers converge, forming a vibrant community of practice.

Custodians hold data that is created into data products that can be safely shared with local communities. Indicators are data activated, making visible how a community is tracking to inform decisions and actions on measures. Service providers and other local organisations share and make sense of data to support community-led decisions.

Backbone organisations and place-based initiatives provide the governance model and definition of data access and sharing. They make sense of the data and bring together local organisations and government policy makers to take action and track impact.

Local people are able to participate in community-led strategic planning and have agency over their future.

Seer Data enables local data hubs that support access, sharing and storytelling of open data, restricted government or business data and community data.



“Logan residents are committed to lead the work of social change in their community. To underpin decision-making, they have increasingly sought data to inform strategy. This is helping make a practical difference in the lives of Logan’s children.”

Dr Michelle Lucas
Executive Director, Logan Together

Enablers & Barriers

Enablers

1. **Shared decision making:**
place-based initiatives and community led approaches are a platform for reform
2. **Data catalogues:**
custodians are creating data catalogues to help communities see what assets are available
3. **Data stewards:**
people whose role is to maintain data holdings and make data available for use and reuse
4. **Data sharing agreements:**
standard agreements support Custodians to define and describe how data will be shared with communities
5. **Outcomes frameworks:**
rallying collective action around meaningful outcomes with indicators that can measure success
6. **Seer Data platform:**
manages the security, safety, and storage of data, supports data sharing, enables people of all skillsets to tell data stories
7. **Data literacy and capability training:**
skills building for community data analysts, storytellers, and governance

Barriers

1. **Lack of trust:**
fear about sharing data because of the risk of disclosure or misuse
2. **Authorising environment:**
no mandate for community data sharing
3. **Deficit data:**
communities seek to take a strengths-based approach to impact and data stories, but the data collected is deficit based
4. **Data quality:**
underinvestment or legacy collection methods have led to poor data quality with many gaps and no standardisation
5. **Access to data:**
restricted data is tightly held and not shared despite the value it offers
6. **Data literacy:**
low skill levels mean people are afraid of working with data
7. **Funding:**
inadequate investment in community data hubs and local analysts

"Seer Data supports the collection and storage of community-owned data assets that are being used together with national data assets that have a place lens. Community data assets are a foundation for shared learning and trust building with governments, and this is at the heart of community-led decision making and self-determination."

Building & Scaling Trust

Trust is central to achieving the vision. Building and strengthening trust and connectivity between citizens, communities, governments, and service providers requires open and effective communication of insight and collaborative sense-making. Access to shared information is the key. Communities are increasingly demanding that governments provide comprehensive and authentic access to the data assets they hold in trust to allow communities to solve local challenges. Data is always shared in ways that protect sensitive information and privacy so that data custodians trust data is shared safely and communities trust the veracity of the data shared with them. Communities are also collecting their own data and are demanding these assets should be visible and utilised for local decision making together with government data assets.

How we are Scaling Trust

- 1. Platform adaptability:**
our platform is inherently flexible, accommodating various models of community data governance
- 2. Rigorous security and privacy:**
we adhere to industry-leading standards for platform security, privacy, and adoption of international data sharing standards
- 3. Co-designed feature development:**
we listen to and engage our customers in shaping platform features, leveraging AI (Artificial Intelligence) tools for enhanced functionality
- 4. Empowering customer experience:**
we provide confidence-building, user-friendly customer experience for data analysis and storytelling
- 5. Shared learning team:**
our team works closely with our customers, aiding in community data collection, data literacy and capacity building
- 6. Collaborative user community:**
the Seer Data user community fosters knowledge sharing, learning, observations, and collaboration among its members
- 7. Advocacy for data sharing:**
we advocate for leadership and policy changes, championing data sharing from government to the community.



"Community data sharing is an act of trust and a builder of trust."

John King
Chief Data Officer, Seer Data

“Maranguka is establishing ourselves to be an essential part of the digital economy, particularly on data sovereignty from a place-based focus in collaboration and partnership with Seer Data & Analytics.”

Alister Ferguson
Executive Director & Founder,
Maranguka Community Hub,
Bourke Tribal Council

What's Ahead

Australia has the opportunity to lay the data sharing infrastructure foundations that will enable fiscal and social reform while connecting, enabling and empowering all Australian communities.

(Un) willing

Appetite for government transparency, openness, and data sharing has never been greater. This is exemplified by Priority Reform 4 of the National Agreement on Closing the Gap and the Employment White Paper's commitment to put more data in the hands of communities. It is demonstrated by current projects including: the Australian Government Department of Social Services, Department of Education, and Department of Premier and Cabinet Tasmania to steward and share government data assets directly with communities for understanding and action. National alignment of political leadership presents an opportunity to accelerate this momentum.

(Not) allowed

The Data Availability and Transparency Act 2022 provides a sound regulatory framework for government agencies to share data. Australia is defining and demonstrating best practice in data sharing through development of standards by the Australian Computer Society, and development of the Dataplace Platform by the Office of the National Data Commissioner for cataloguing Government data assets, facilitating and recording data sharing agreements. The community sector is ready to participate and build capacity aligned with these national and international standards.

(Un) able

The vision of the Australian Data Strategy is to “create a national ecosystem of data that is accessible, reliable and relevant and easily used to power our national endeavor and become a modern data-driven society by 2030”. The strategy recognises the digital technologies necessary to achieve this vision are available now. The success of grassroots community initiatives, such as Maranguka in Bourke, receiving and managing data shared from federal, state, and local partners under a sound governance framework and secured by Seer Data, can be repeated in and by communities all over Australia to improve outcomes and effect change.

The Seer Data Platform is a data access, sharing and storytelling platform.

Seer Data is an Australian technology company that empowers communities with data for local actions and better decision making. Our vision is to be the world's problem-solving platform for local communities. Our mission is to democratise data access for all people.

Seer Data aligns with the principles of Data Mesh design including:

Ownership:

teams most knowledgeable about the content and context of their dataset are responsible for their design and ongoing validation, reducing reliance on third parties and centralised data teams.

Data as a product:

Considering data as a product necessitates it being maintained in an up-to-date and ready-to-query state and prompts custodians to consider the needs of consumers within their domain team and other domain teams with respect to their data.

Self-service infrastructure:

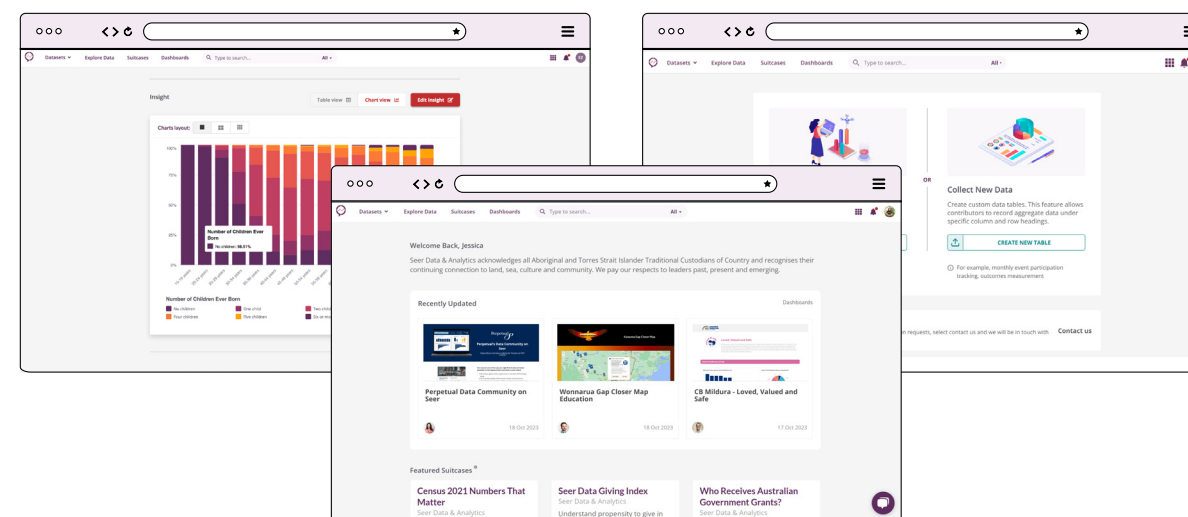
A dedicated self-service layer (the Seer Data Platform) where custodians host and administrate access to their data, and where custodian-designated consumers discover, query, analyse, and communicate their findings and actions.

Federated governance:

Unification of the diverse world of data products in many different native formats within a common simple interface enables interoperability between data from different organisations. A common syntax for describing access controls and privacy protection measures enables each custodian to apply and communicate their own governance requirements.

The Seer Data platform is hosted on the Amazon Web Services (AWS) cloud, with all region-based services located in Australian data centres (ap-southeast-2) based in Sydney. Seer Data uses a combination of AWS services to improve our development cycle speed, and by extension, time-to-market of new features; centralises service management; reduces tooling overhead; ensures data security; and allows for scalability and service sustainability as our organisation, client base, and platform grows over time.

Seer Data is a validated AWS Partner and optimises the security, scalability and agility of our services in line with best-practice industry-leading standards.



The Seer Data Story

Our founder and team have solved the data access problem that our CEO had when working with grassroots organisations in South-Western Sydney.

We began working with our first collective impact and place-based initiatives in 2016 and, with their help, we co-designed the Seer Data Platform to meet the needs of community backbones, local organisations, and local leaders.

Today, the Seer Data Platform enables local decision making in more than 50 communities from Logan to Bourke to Ballarat. Seer Data is the trusted data sharing intermediary for Stronger Places, Stronger People at Department of Social Services, Connected Beginnings at Department of Education, and the Department of Premier and Cabinet in Tasmania.

Partnerships & Collaboration

We continue to deepen our strategic partnerships with philanthropic grantmakers, not-for-profits, peak bodies, all levels of government and technology companies including Amazon Web Services.

National Policy Outcomes & Our Work

When communities have access to data for decision-making, policy outcomes are achieved through better local actions.

1. **The Federal Budget 2023-24 will deliver a \$199.8 million package to target entrenched community disadvantage.** Place-based partnerships will see the development of co-designed solutions that address community needs and aspirations, including support for local initiatives that drive better outcomes in education and employment, child and maternal health, youth justice, and participation.
2. **Closing the Gap Priority Reform 4 - Shared Access to Data and Information at a Regional Level.** Aboriginal and Torres Strait Islander people have access to, and the capability to use, locally-relevant data and information to set and monitor the implementation of efforts to close the gap, their priorities and drive their own development.
3. **The National Plan to End Violence against Women and Children - violence against women and children is a problem of epidemic proportions in Australia.** Growing the evidence base, community attitudes and knowledge, progress towards gender equality, workforce skills, reporting and co-ordination are all services or actions that should be powered by data sharing and community empowerment.
4. **Youth Justice - Justice Reinvestment (JR) allows communities to identify the best way to prevent and reduce contact with the criminal justice system.** It also empowers them to make decisions about the policies, programs, and decisions that affect their lives. Data is central to the JR work in Bourke.

5. **The Early Years Strategy – the Strategy will help the Commonwealth create a more integrated, holistic approach to the early years and better support the education, wellbeing, and development of Australia’s children.** It will support improved coordination between Commonwealth programs, funding, and frameworks impacting children, parents, carers’ families, and communities. Inclusion (particularly for First Nations peoples and children with disabilities). Seer Data enables accountability for identifying and developing approaches that balance universal access to services and support.

6. **Employment and skills - the Commonwealth Government’s Employment White paper highlights a need for tailored and integrated services through partnerships with communities, service providers and others.** We will work towards reducing barriers to employment so that all Australians are in a better position to take up work. A key component has been highlighted to boost place-based approaches with strategies that are right for local communities, underpinned with new data assets and better use of data in partnership with communities.
7. **Data access and sharing - Australia’s first data strategy sets a vision to become a modern data-driven society by 2030, and outlines the approach to publicly held data as a key driver of the future economy.** It brings together the diverse elements that maximise data’s value, protect it to build public trust, and enable its use.

Customer Stories

Department of Premier and Cabinet Tasmania –

for the first time the Tasmanian Government has shared 15 datasets with the community of Burnie for local actions that support the Child Youth and Wellbeing Strategy.

[Learn more](#)
[View Data Dashboards](#)

Child Youth and Wellbeing Data Snapshot and Dashboards

Department of Education and Connected Beginnings –

early education and care data shared with 27 Connected Beginnings sites for local actions to improve First Nations early years education and health outcomes.

[View Case Study](#)

Department of Social Services Stronger Places Stronger People (SPSP) Initiative –

government data sharing from state and federal agencies to ten SPSP communities and government partners for shared learning, community-led decision making, and self-determination.

[Learn More](#)

Maranguka & NSW / Federal Government -

more than \$5 million in justice savings from justice reinvestment, Palimaa featured as a case study in the Australian Data Strategy.

Cairns South Together and Mission Australia –

tracking population and community indicators on the Cairns South dashboard aligned with community vision for happy and healthy young people contributing to a brighter future.

[View Case Study](#)
[View Perpetual NFP Case study](#)

Mission Australia are a Perpetual NFP Client

Ballarat Foundation –

a philanthropic fund set up to improve family violence outcomes as a result of access to justice data.

[View Case Study](#)
[View Data Dashboards](#)

Wonnarua Nation Aboriginal Corporation -

tracking closing the gap outcomes and holding government and service providers accountable to CTG targets.

Logan Together -

community-led organisation accessing government data for insight into how to re-design programs and systems to address community priority issues such as infant mortality and school readiness.

“We need a sector that knows not just how to collect data but to use it to advance social purpose and to drive better evidence-based decision making.”

Caitriona Fay
Managing Partner, Community & Social Investment and ESG,
Perpetual NFP & Philanthropy

powered by
aws



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