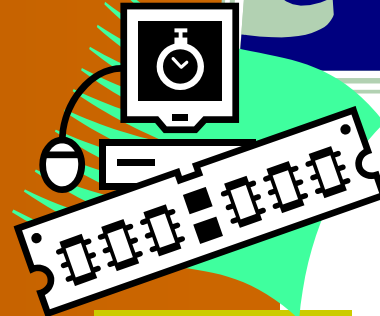


Malcolm Crompton

Web 2.0 in Government: the key issue of privacy

*Web 2.0 in Government
Conference 2009*

*Sydney
24 June 2009*



The inherent challenge for any government: which hat?

“Government is not only a direct service provider, of course. It also discharges important roles including providing for national security, law enforcement and regulation about which individuals have little (legal) choice even if they might have consequences that are adverse to their individual interests.”

Safe to play, a trust framework for The Connected Republic
A Point of View from the Global Public Sector Practice,
Internet Business Solutions Group, Cisco Systems
www.iispartners.com/Publications/index.html



Where we've been ...



Australian Government
Medicare Australia

Your Health



Authentication Page

- [Access Online Services](#)
- [Register for Online Services](#)
- [Reset Password](#)

Access to Online Services

This page provides you with the Conditions of Use and Access for Medicare Australia's Online Services. Online Services include Online Services Inbox and email, where you opt-in to these services.

If you choose to accept the Conditions of Use and Access by clicking on the **"I agree"** button, you will continue with your access to Medicare Australia's Online Services.

If you click the **"I don't agree"** button, you will be exited from Online Services and you will not be able to continue to access Online Services.

You may print the Conditions of Use and Access at any time by clicking on the **"Print"** button.

For your privacy and security reasons, you will be "timed out" if you do not click on a field, enter information or scroll up or down the page at least once every ten minutes.

Using Online Services is voluntary. You can access or provide information to Medicare Australia over the phone or in person at any time, even if you have accessed and used Online Services.

Online Services Conditions of Use and Access

The following Conditions of Use apply to your access and use of Online Services, including Online Services Inbox and email (where you opt-in to these services).

Your responsibilities

1. You agree to provide true and correct information to Medicare Australia and you declare that all

Online Services Conditions of Use and Access

The following Conditions of Use apply to your access and use of Online Services, including Online Services Inbox and email (where you opt-in to these services).

Your responsibilities

1. You agree to provide true and correct information to Medicare Australia and you declare that all information you provide to Medicare Australia through Online Services is true and correct. Using Online Services does not change any of your obligations to provide true and correct information to Medicare Australia.
2. You must not provide false and misleading information. Doing so may result in prosecution and civil or criminal penalties.
3. Providing false and misleading information through Online Services that results in an overpayment will be treated in the same way as providing incorrect information on a form or in person.
4. You agree to:
 - a. keep your Passwords and your Secret Questions and Answers confidential;
 - b. not permit any other person to use your Password; and
 - c. change your Passwords regularly and when prompted.
5. You agree that your access to Online Services depends on telecommunications and Internet service providers and other external factors, and that Medicare Australia does not guarantee the availability of Online Services during the specified operating hours.
6. You agree that you are responsible for any damage to your computer, systems or software caused by any virus, irrespective of the origin of the virus.
7. You accept the Conditions of Use every time you use Online Services, including acceptance of any changes to the Conditions of Use, in circumstances where it is reasonable to assume that you are aware of the changes.
8. You are responsible for accessing notices and information provided by Medicare Australia on the Online Services website.

Online Services Inbox and email

9. You agree to be bound by clauses 10 to 12, in addition to the other Online Services Conditions of Use and Access, when you opt-in to the Online Services Inbox and/or email (that is, by providing your agreement and/or consent to the use of the Online Services Inbox and/or email). Clauses 10

Medicare Australia Consumer Authentication - Windows Internet Explorer

https://www2.medicareaustralia.gov.au/pext/coir

Links aph aus.gov.au Dir.gov.au FedInfo IIS Mail Mooter PrivacyFinder

Medicare Australia Responsibilities

13. Medicare Australia is not liable for the accuracy of any information provided by you and where you do not provide information that is true and correct in all respects.
14. Medicare Australia is not responsible for any failure in relation to any payments and/or electronic communication with you where you do not provide correct bank account details and/or email address.
15. Medicare Australia will not send you emails with embedded URLs and will not include links to Medicare Australia's website or to other websites in any email to you.
16. Medicare Australia assumes that any transaction using your Online Services account details, which includes using your Medicare card number and Password, is undertaken by you.
17. Medicare Australia may cancel your access to Online Services if:
 - a. Medicare Australia believes that your access has been used to perform an unauthorised transaction, or
 - b. if you are no longer eligible to access Online Services.
18. Medicare Australia may make changes to Online Services at any time and with or without notice to you.
19. Medicare Australia may notify you of changes to Online Services through information and notices available to you when you access Online Services.
20. To the extent permitted by law, Medicare Australia is not liable to you for any claim, loss, liability or expense incurred by you in your access and use of Online Services.

General conditions

21. The Conditions of Use are governed by the laws of the Australian Capital Territory. Medicare Australia and you submit to the jurisdiction of the courts of the Australian Capital Territory.

Last updated 9 August, 2007
Copyright © 2005-2007 Medicare Australia
[Medicare Australia](#) | [Legal Notices](#)

Internet | Protected Mode: On 100%

Case study: Australia's failed Access Card

Advertisement



SOON JUST ONE CARD COULD REPLACE THEM ALL.

The Australian Government is proposing to introduce a single card in 2008 for people to access Medicare, veterans' services and Government social services.

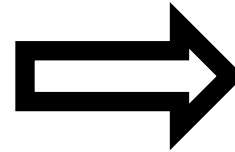
What is the card? How will it work? How will the card benefit me?

To find out the answers to your questions, call **131 792** from 8am to 8pm weekdays, visit www.australia.gov.au/accesscard or pick up a brochure at your Medicare, Centrelink or Department of Veterans' Affairs office.
TTY: 1800 146 180 (for hearing/speech impaired)



Australian Government

Authorised by the Australian Government, Capital Hill, Canberra.



Lost community trust because of:

- Hidden agendas – lack of transparency
- Centralisation of very sensitive information
- Inadequate governance and accountability
- De facto compulsory despite claims

The old website:

www.accesscard.gov.au

Fears over smart card as privacy breaches revealed

Public servant snoops

Tanya Giles and
Peter Mickelborough

Sun-Herald, 14 Oct 2006

HUNDREDS of public servants have been caught spying on the private information of citizens in federal and state government agencies.

Most of the 1000-plus victims were never told details of their private lives, including personal, financial, health, police and emergency records, had been invaded.

A *Herald Sun* survey of 15 key federal and state departments and agencies, which hold up to 100 million secret files on individuals, found 650 public servants were sacked or sanctioned for snooping on their clients in the past year.

The revelation comes as Canberra pushes ahead with controversial plans to replace 17 health and welfare cards with a single smart card.

The *Herald Sun* found confidential files were breached at VicRoads, Victoria Police, Corrections Victoria, Centrelink, Medicare, the tax office and the Emergency Services Telecommunications Authority.

The breaches occurred despite strict policies designed to protect private information.

The *Herald Sun* investigation found Medicare investigated 23

breaches in 2005-06, referring one case of alleged fraud and theft to federal police.

Thirteen Medicare workers remain under investigation, four have been sacked, five have resigned and one has been counselled.

Medicare spokesman Peter Sexton said Medicare was beefing up security, including audits and tighter controls on access to records.

Other new privacy intrusion cases included VicRoads, which holds 7.5 million files.

VicRoads probed 21 complaints in 2005-06, leading to two resignations and two reprimands.

VicRoads spokeswoman Kara O'Dwyer said all staff were warned not to use, release, disclose or study people's files for unofficial reasons.

Victoria Police has acted against 19 staff after high-profile leaks of more than 800 files from its LEAP database.

Fourteen police were fined, three were put on good behaviour bonds, three were demoted and one was reprimanded.

Other privacy breaches last year included:

FIVE staff at the Department of Human Services counselled over "inadvertent" breaches.

THREE corrections staff who looked at records of inmates and a prison officer whistleblower.

ONE allegation against a WorkCover employee that could not be substantiated.

The tax office last month sanctioned 24 staff for privacy breaches. Four were sacked, 12 resigned, two were fined and six had their pay cut or were demoted.

Two were prosecuted under the Tax Act, with one sentenced to community service and the other fined.

The worst offender was Centrelink, which last month admitted 111 staff were sacked or had resigned for looking at welfare recipients' files.

Centrelink has disciplined 585 staff for wrongly accessing customer records on 790 occasions since 2004.

Labor's human services spokesman, Kelvin Thomson, said the breaches should ring alarm bells for Australians.

Mr Thomson said Human Services Minister Joe Hockey, who is responsible for Centrelink and the smart card, must show how he would protect privacy.

Mr Hockey said rigorous controls to ensure maximum privacy were being developed for the smart card.

This isn't lost on the individual ...

	Broad consents	More EOI	Logging & Monitoring	Inadequate Accountability
--	----------------	----------	----------------------	---------------------------

Unexpected uses

Lack of Control

Burden of Risk



The Great Trust deficit:
"You don't trust me, so why should I trust you?"

Trust

“The ongoing debate about data privacy needs to evolve into a dialogue about consumer trust ...

“The Yankelovich *Consumer Trust Report* clearly pointed out the need for a new approach. ‘The state of mistrust is not a new problem, but it is one that can no longer be ignored,’ Wood said. ‘According to our findings, 80% of consumers believe American businesses are too concerned about making a profit and not concerned enough about their responsibilities ...’

“Distrust has a potentially devastating impact on profitability ... Almost half (45%) of the respondents say there is at least one retail business that they trusted at one time but no longer trust. Of those people, nearly all (94%) say they spent less money with that company, resulting in an average 87% decrease in spending by that group.”

Craig Rogers, [Yankelovich Partners](#), Press Release on [The State of Consumer Trust Report](#)
8 June 2004

Survey after survey shows the impact

Research into Community attitudes towards Privacy in Australia 2007, 2004 & 2001, OPC Australia

“Poll: Americans fear ID theft but try to protect themselves”, CNN Money, 18 July 2005

Attitudes and Behaviors of Online Consumers: A Study of Five Cities (Sydney, Singapore, Bangalore, Seoul, New York), NUS, 2003-04

The New e-Government Equation: Ease, Engagement, Privacy and Protection, Hart-Teeter Research in US, 2003

Privacy and data-sharing: The way forward for public services, UK Cabinet Office, 2002

TRUSTe-TNS 2008 Study: Consumer Attitudes about Behavioral Targeting

The trust deficit – Impact

- We avoid engagement
- We defend – minimise or falsify our responses
- We call for more law regardless of impact
- Opportunities missed to develop close relationships
- Solutions go on the scrap heap
- New security vulnerabilities – more information collected than needed creates the ID fraud honey pot



The Trust Deficit & the great risk shift: Cloud as next instalment?

- We've been doing the risk shift for decades
 - A significant contributor to the Global Financial Crisis
 - The life blood of many online service models
 - Separates risk taker from risk bearer
- Will Cloud to add to this risk, asking end user to discover which company did what; which jurisdiction ...
- THE common thread to all discussions
- Self regulate or wait to have it imposed?

The Assault on American Jobs,
Families, Health Care and Retirement
And How You Can Fight Back

The Great Risk Shift

JACOB S. HACKER

And now Govt 2.0

Governments are also transforming

www.theconnectedrepublic.org

- Network as platform
- Empower the edge
- Power of us



Report, view, or discuss local problems

(like graffiti, fly tipping, broken paving slabs, or street lighting)

NEW [Get FixMyStreet on your iPhone](#)

Enter a nearby GB postcode, or street name and area:

Go

How to report a problem

1. Enter a nearby GB postcode, or street name and area
2. Locate the problem on a map of the area
3. Enter details of the problem
4. We send it to the council on your behalf

Photos of recent reports



FixMyStreet updates

748

reports in
past week

1,242

fixed in past
month

44,119

updates on
reports

Recently reported problems

- [Dislodged stone kerbing](#)
- [Abandoned road works barrier](#)
- [Graffiti on street name sign](#)

the WHITE HOUSE PRESIDENT BARACK OBAMA



THE WHITE HOUSE WASHINGTON

E-mail ZIP GET UP

the BRIEFING ROOM ISSUES the ADMINISTRATION ABOUT the WHITE HOUSE our GOVERNMENT CONTACT

OPEN GOVERNMENT INITIATIVE

TRANSPARENCY • PARTICIPATION • COLLABORATION

About Open Government | Innovations Gallery | Open Government Blog

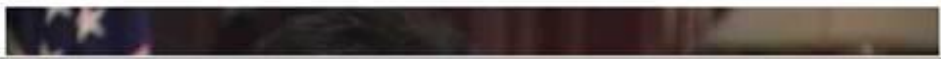
LEARN MORE AT OSTP: From the Inbox | Listening Sessions

Transparency and Open Government

Vivek Kundra, our Chief Information Officer, and Beth Noveck, Deputy Chief Technology Officer for Open Government, explain the Open Government Initiative. Read the latest updates at the Open Government Blog.

On January 21, 2009, his first full day in office, the President issued a Memorandum on Transparency and Open Government and called for recommendations for making the Federal government more transparent, participatory, and collaborative.

As Valerie Jarrett, Senior Advisor to the President says in the video below, we are proud "to announce an important next step in this historic call to action - one that will help us achieve a new foundation for our government - a foundation built on the values of transparency, accountability and responsibility."



GET INVOLVED

Participate in this 3-phase process, which will inform the crafting of recommendations on open government.

PHASE ONE: BRAINSTORM

Share your ideas recommendations on how to make government more open. Vote on proposed ideas or add your own.

PHASE COMPLETED

Power of Information Taskforce Report

Final Report

Introduction

Executive Summary

Recommendations

Helping people
online where they
seek help

Innovate and co-
create with citizens
online

Open up the policy
dialogue online

Reform geospatial
data

Modernise data
publishing and reuse

A modern capability

Original Draft

Introduction (draft)

Executive Summary
(draft)

Executive Summary

Executive Summary

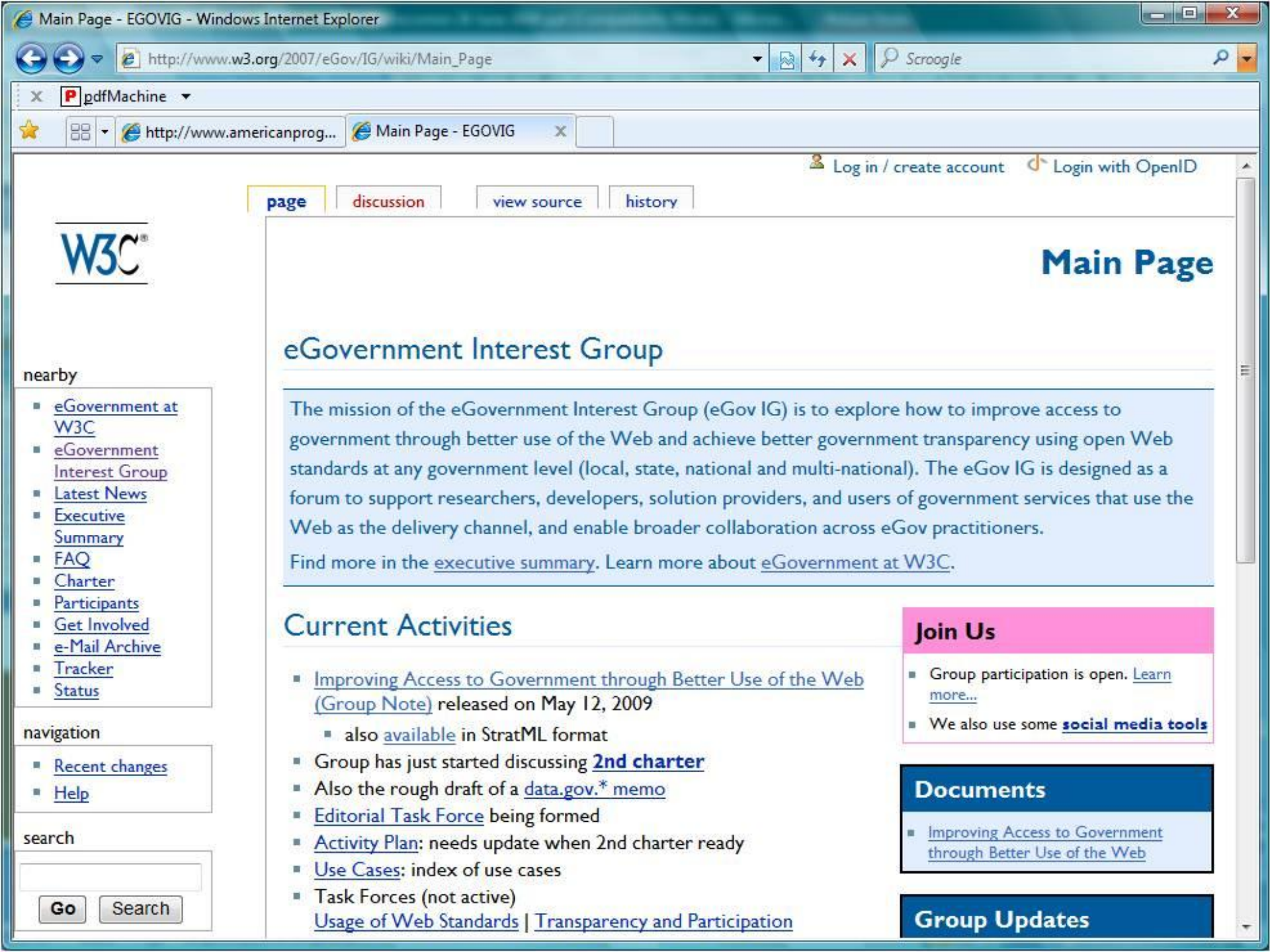
Executive Summary

This report has been produced shortly after [Lord Carter's interim report on Digital Britain](#). The Taskforce's recommendations affect the things people do with the broadband networks that are the major focus of Digital Britain.

The report calls for action in six areas where the Taskforce believes significant improvements can be made to government's use of digital technologies:

- enhancing Digital Britons' online experience by providing expert help from the public sector online where people seek it;
- creating a capability for the UK public sector to work with both internal and external innovators;
- improving the way government consults with the public;
- freeing up the UK's mapping and address data for use in new services;
- ensuring that public sector information is made as simple as possible for people to find and use;
- building capacity in the UK public sector to take advantage of the opportunities offered by digital technologies.

Millions of people in Britain regularly seek help online in public about their daily lives. The report explains how the public sector can and should help people online in the places they go to seek help.



Main Page

eGovernment Interest Group

The mission of the eGovernment Interest Group (eGov IG) is to explore how to improve access to government through better use of the Web and achieve better government transparency using open Web standards at any government level (local, state, national and multi-national). The eGov IG is designed as a forum to support researchers, developers, solution providers, and users of government services that use the Web as the delivery channel, and enable broader collaboration across eGov practitioners. Find more in the [executive summary](#). Learn more about [eGovernment at W3C](#).

nearby

- [eGovernment at W3C](#)
- [eGovernment Interest Group](#)
- [Latest News](#)
- [Executive Summary](#)
- [FAQ](#)
- [Charter](#)
- [Participants](#)
- [Get Involved](#)
- [e-Mail Archive](#)
- [Tracker](#)
- [Status](#)

navigation

- [Recent changes](#)
- [Help](#)

search

Current Activities

- [Improving Access to Government through Better Use of the Web \(Group Note\)](#) released on May 12, 2009
 - also [available](#) in StratML format
- Group has just started discussing [2nd charter](#)
- Also the rough draft of a [data.gov.* memo](#)
- [Editorial Task Force](#) being formed
- [Activity Plan](#): needs update when 2nd charter ready
- [Use Cases](#): index of use cases
- Task Forces (not active)
 - [Usage of Web Standards](#) | [Transparency and Participation](#)

Join Us

- Group participation is open. [Learn more...](#)
- We also use some [social media tools](#)

Documents

- [Improving Access to Government through Better Use of the Web](#)

Group Updates

Government 2.0 Taskforce

920px
180px

[Redesign this banner! Click 'Banner Competition' for more details](#)

Government 2.0 Taskforce

[Home](#) [About](#) [Members](#) [Moderation](#) [Banner Competition](#)

Welcome to the Government 2.0 Taskforce

38 COMMENTS

2009 JUNE 22

by nicholasgruen



SEARCH

TAG CLOUD

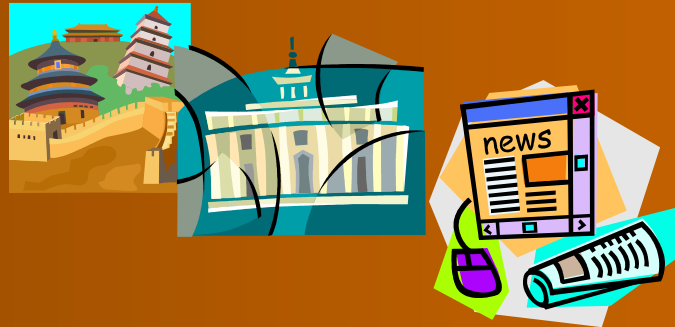
RECENT COMMENTS

-  Grendel on [Welcome to the Government 2.0...](#)
-  subbaraman iyer on [Speech: Launch of the Governme...](#)
-  Jason Cartwright on [Banner Competition](#)
-  Des Walsh on [Welcome to the Government](#)

But is it safe?

Citizen response to Govt 2.0 informed by

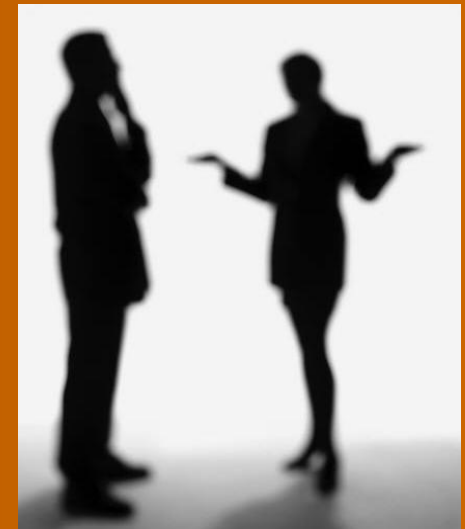
- Wider world
- Government
- Digital world
- Government 1.0
- Web 2.0



www.Australia.gov.au

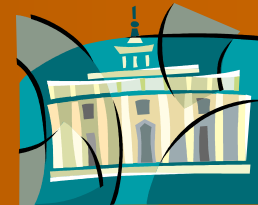
www.MySpace.com

Govt different by only
a matter of degree



The internet continues to change the rules

- Privacy principles ineffective in the face of the tidal wave of new technology
- Capacity to range through vast amounts of information
- Digital footprints allow behavioural targeting
- Not just individuals who can pretend they are someone else



facebook





facebook

INFORMATION
INTEGRITY
SOLUTIONS

Facebook

- 700,000 protest “Facebook and the Politics of Privacy”

MotherJones.com, 14 September 2006

www.motherjones.com/interview/2006/09/facebook.html

- Disable but NOT delete accounts
- “Facebook privacy row hits Oxford University”

The Daily Telegraph UK, 18 July 2007

www.telegraph.co.uk/core/Content/displayPrintable.jhtml?xml=/news/2007/07/18/noxford118.xml&site=5&page=0

- Opened up to Google Search
- “Facebook fiasco: Zuckerberg says sorry”

The Age, 6 December 2007

www.theage.com.au/news/web/bfacebookb-privacy-fiasco-forces-founder-to-apologise/2007/12/06/1196812874843.html

- Terms & Conditions backdown & rewrite

<http://blog.facebook.com/blog.php?post=79146552130>

How to make it safe

“Layered Defence”

▶ Control ▶ Trust ▶ Risk ▶ Accountability

Education

Law

Technology

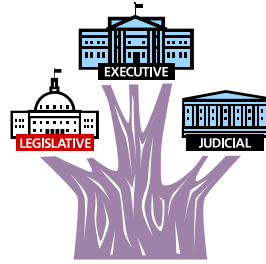
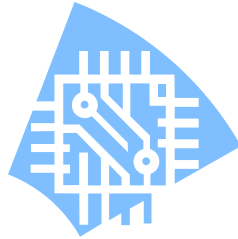
Governance

Safety Net

~~Privacy?~~



We can reduce the
Trust Deficit



INFORMATION
INTEGRITY
SOLUTIONS

Layered Defence tools

- **“Business as usual”** – good practice & culture change for staff & citizen users;
- **Law** – maybe more, where risks particularly high (eg specific use and disclosure limitations, criminal penalties, special measures to ensure review before critical changes made); NOT just compliance;
- **Technology** – design limits information collected, what can be connected and who can see what;
- **Governance** – including transparency and accountability;
- **Safety mechanisms** for citizens when failure or mistakes occur.

Culture & History also important

- Why are many of the countries based on Anglo cultures so fussed about IDM?
- Take Scandinavia
- Citizens appear more willing to trust government with their identity
- High levels of trust through history of openness – FOI & stronger accountability?



“Use Cases for Identity Management in E-Government”

Robin McKenzie, Malcolm Crompton, Colin Wallis,
IEEE Security and Privacy,
vol. 6, no. 2, pp. 51-57,
Mar/Apr, 2008

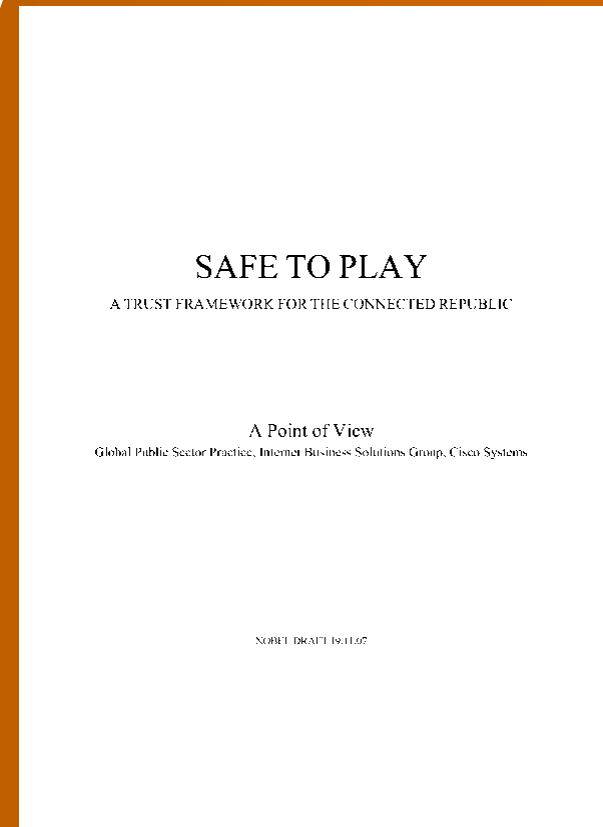
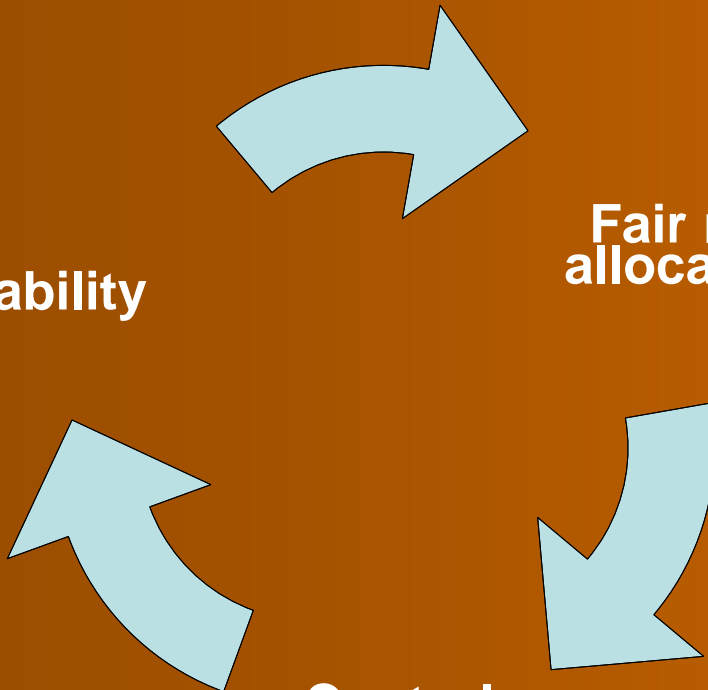
<http://doi.ieeecomputersociety.org/10.1109/MSP.2008.51>

The key: three dynamically related elements

Accountability

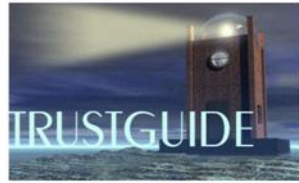
Fair risk
allocation

Control



www.TheConnectedRepublic.org

Now www.iispartners.com/Publications/index.html



www.trustguide.org.uk

Trustguide: Final Report

October 2006

Hazel Lacohee

BT Group Chief Technology Office, Research & Venturing

hazel.v.lacohee@bt.com

Stephen Crane

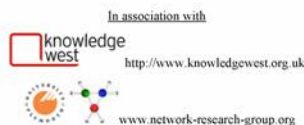
HP Labs

stephen.crane@hp.com

Andy Phippen

University of Plymouth, Network Research Group

andy@jack.see.plymouth.ac.uk



Guidelines

TG.1: Education – Enabling better informed risk decision making

TG.2: Experimentation – learning through doing

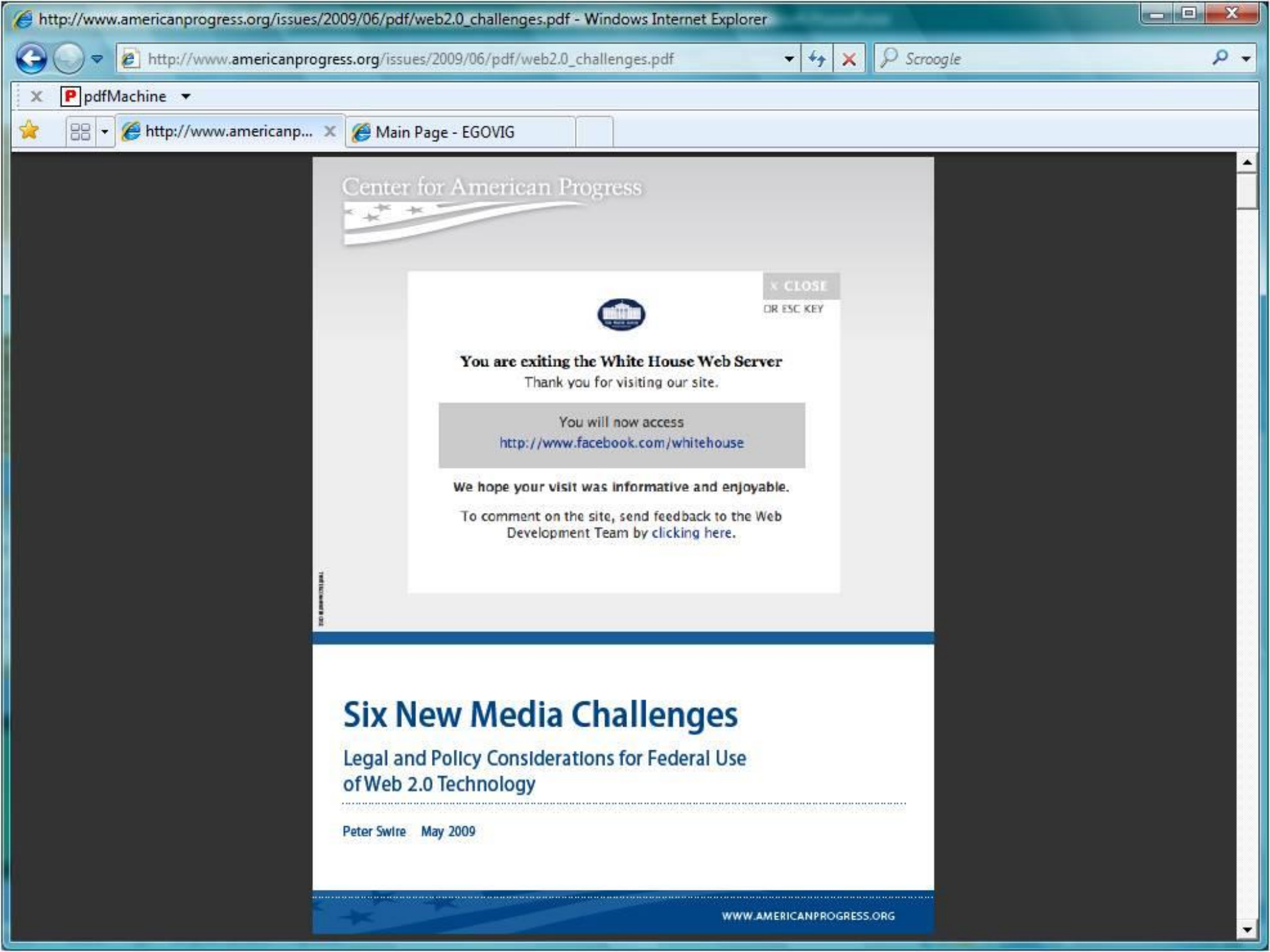
TG.3: Restitution Measures – provide a positive impact on personal perceived risk

TG.4: Guarantees – Provide assurance and improve confidence in whether to enter into a transaction

TG.5: Control – Increased transparency brings increased confidence

TG.6: Openness – honesty signifies and engenders trust

www.trustguide.org.uk



Center for American Progress



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OR ESC KEY

You are exiting the White House Web Server
Thank you for visiting our site.

You will now access
<http://www.facebook.com/whitehouse>

We hope your visit was informative and enjoyable.
To comment on the site, send feedback to the Web Development Team by clicking here.

SEE US AT WWW.CAPITAL

Six New Media Challenges

Legal and Policy Considerations for Federal Use of Web 2.0 Technology

Peter Swire May 2009

Swire's recommendations

- The Obama administration should begin to work on a more long-term solution on persistent cookies that addresses the complexity of the issue, the conflicting views of privacy and new media advocates, and the public policy debates about online advertising...
- WhiteHouse.gov and all other federal websites should provide a disclaimer making it clear to users when they leave an official federal website...
- Privacy should be one of the factors that the federal government considers when it selects thirdparty Web 2.0 services...
- If a social networking or other Web 2.0 application allows more access to personal information than is appropriate, the agency can announce in its own privacy policy that it will not access that information.

social media network metrics new zealand issues govt2.0 web communications public affairs strategy public sector semantic trust management pr podca standards html reputation public value wikis communicators blog government

HOME ABOUT ARCHIVES CONTACT

« ANZAC Day

[Social media: the numbers »](#)

5 Principles For Govt 2.0



Che Tibby's great post this week about how government can/should interact with people via the Internet, [Free on the Range](#)¹², throws up some very interesting issues and, for me, some questions about what it is we mean when we talk about Govt 2.0 (government in the Web 2.0 age).

Given that Web 2.0 is a term that means so many different things to people, I thought it might be helpful to try and nail down some of the principles that might be critical to Govt 2.0. If nothing else, to serve as a common frame of reference as we start the discussion.

NPSC

The Network of Public Sector Communicators is a professional body based in Wellington, New Zealand. For more information about the Network, see the [main site](#).

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[SCOOP](#)

[SCOOPIT](#)

PODCASTS

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KEY POSTS

[5 PRINCIPLES FOR GOVT 2.0](#)

[PRINCIPLES FOR PUBLIC SECTOR SOCIAL MEDIA](#)

[SEARCH AND GOVT 2.0](#)

Jason Ryan's recommendations

- Data web – who owns the data?
- Personalisation – Users across the web expect to be able to tailor their experience to their own requirements
- Open source government – build web applications that allow the people who have funded to them to build, deploy and access their own APIs
- Search – information must be discoverable ... be able to be repackaged according to user interests
- Authentication – ability to establish identity with an agency and be sure that the party receiving that information to is who they claim to be



See how a better job could LIFT YOUR LIFESTYLE



Bloggers to have greater say in legislative debate

Lara Sindair | June 15, 2009

Font Size: [A-] [A+] Print Page: [Printer Icon]

Article from: THE AUSTRALIAN

THE federal government is encouraging the public to participate in the legislative process by posting comments on blogs and forums set up as part of the parliamentary committee public consultation process.

Last month, the government set up its third public consultation blog -- and the first one outsourced to an independent supplier -- to call for comment on a possible Bill of Rights.

That site's blogger-in-chief Sally Rose said the site (Openforum.com.au/NHROC/Bill-of-Rights) -- which is more a forum than a single blog -- has attracted more than 3500 users who have posted more than 150 comments since its launch on May 19.

Rose said they're not big numbers, but the site did give a voice to people who were not the usual participants in public consultation processes. "In a public consultation you can have 100 people sitting in a room but it's very hard to be heard," Rose said. "With this consultation, everything is published live to air."

Finance Minister Lindsay Tanner, himself a keen poster of blogs and video posts, has become the unofficial minister for blogging. His department includes the Australian Government Information Management Office, which is developing guidelines on the best use of communications systems.

- LATEST MEDIA**
- > ABC unveils first programs for ABC3
 - > Tourism Queensland tenders image
 - > Veteran Paige quits news to see world
 - > Adobe profit slumps 41pc in Q1
 - > Maltesers difficult to mistake
 - > Foxtel makes pitch for fourth network

\$0* FOXTEL iQ
For 12 months

\$0* Installation
on Premium Value

12 Month Plan

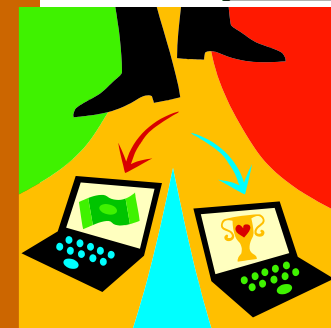
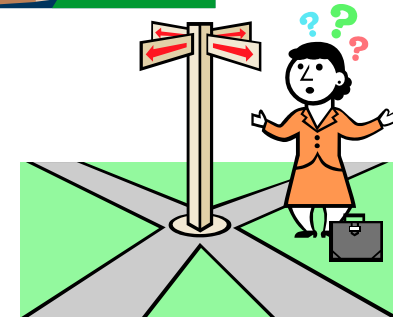
*Min cost \$521. **Get FOXTEL**

Some more strategies and principles

- Use Web 2.0 capabilities to solve Web 2.0 problems
- Make sure you address citizen risk (not just yours)
- Give citizens as much control as possible
- Recognise that sometimes citizens can't choose, and compensate by strengthening accountability and fair risk allocation
- Be transparent, accountable and have strong governance
- Take responsibility for fixing failures

Questions for governments

- Which hat are you wearing? What is your agenda?
- Are you willing to be transparent about your agendas?
- If you cannot be fully transparent are you prepared to be highly accountable?
- How will you gain citizen trust where choice not an option?
- Are you willing to take responsibility for fixing failures?



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