

Digital Strategy

[In confidence)

Meeting Date	21 April 2022
ELT Sponsor	Out of Scope, Chief Digital Officer/GM Digital Transformation
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Legal Reviewer	
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Purpose

This paper provides an interim update on progress developing a digital strategy for Waka Kotahi, which will include a small interactive session for the Board to consider some strategic choices.

Recommendations

It is recommended the Board:

- **Notes** the progress in development of the Waka Kotahi foundational Digital Strategy paper and provides feedback on the strategic choices outlined during the session

Strategic relevance

The digital platforms are a critical enabler for achieving organisational outcomes related to:

- effectively and efficiently moving people and freight; and
- keeping people safe on our roads.

The draft digital strategy also identifies opportunities for improving climate outcomes through personalised messaging and engagement tools.

The proposed Digital Strategy will outline the future role of Digital within Waka Kotahi and is aligned to the business strategy, ensuring digital investments meet the necessary business and systems outcomes.

Background

Following the initial thinking on Waka Kotahi digital ambition in early 2021, we commenced the development of a Digital Strategy. Digital updates to the Board and Risk and Assurance Committee have outlined the approach/methodology that has been taken to date.

This included using collateral that has been developed over the last two years, various strategic inputs, workshops with key internal stakeholders across Waka Kotahi and external trend analysis. Customer discovery work is underway to provide a greater depth of understanding for opportunities and challenges.

This has resulted in a high-level strategic framework that will outline our focus for our digital future.

Key issues

We are taking this opportunity to check that our digital strategic ambitions are appropriately aligned with the Board's strategic objectives.

We will continue to keep the Board updated as delivery plans are finalised, with a final strategy being provided for the end of May.

Health & safety, customer/stakeholder & environmental impact

The impact of this strategy is considered by Waka Kotahi to be positive in terms of health and safety, the public and other stakeholders, and the environment.

Any disruption to our land transport network or our customer facing services, caused because of a digital risk materialising, could have a significant adverse impact on the health and safety of the public and other stakeholders.

Related documents

Overview Digital Strategy- Digital Performance Dashboard, 24 November 2021, Board

Digital Monthly Update, 1 March 2022, Risk & Assurance Committee

Attachments

Attachment 1 Waka Kotahi Digital Strategy

Attachment 1

Title

Released under the Official Information Act 1982

Waka Kotahi Digital Strategy: Check-in for Board

Out of Scope, GM Digital Transformation/ Chief
Digital Officer

April 2022



Released under the Official Information Act 1982



Appendix A: Consumer Hub discovery concepts

1 Manage all your vehicle admin in more efficient and smarter ways

A digital driver licence is a secure identification that proves you have the right to drive. Having easy access to your driver licence on your smartphone means it's always on hand when you need it.



My vehicles



My transport
'life admin'

Make it efficient to get things done

Support them to stay well informed

Enable a smarter ecosystem for them

- WoF due for vehicle: ABC123 on the 21-09-2021
- 2 unpaid tolls for multiple vehicles
- Rego for vehicle: ABC123 was successfully renewed

Setting notification preferences

ABC123
2016 Toyota Corolla

WoF expires: 21-08-2021
Rego expires: 18-09-2021
Insurance provider: AMI

John Doe

Address: 123 Queens Street,
Auckland CBD, 1234
Auckland
New Zealand

Contact: john.doe@gmail.com
021 234 5678

Toll charge
\$7.00

Hi John
You have 1 toll road charge to pay

Details: [Redacted]

Setup an auto payment for future

PAY NOW

Payment preferences

Automatic or manual payments

Pay manually
 Automatically renew

Choose a payment option

VISA Apple Pay
G Pay afterpay

SAVE

ABC123
2016 Toyota Corolla

Fuel economy (12km/L) ★★★★★
Safety rating ★★★★★

Current Status

WoF due	21/08/2022
Rego due	21/11/2022

Your travel

Kms travelled	43000km / year
Estimated fuel costs	\$3500.00/per yr
Carbon emissions	5678 kg/per yr

Upcoming maintenance

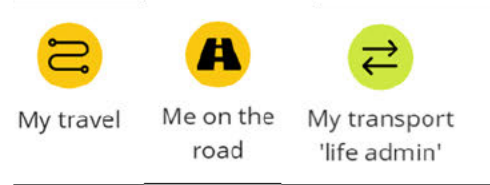
Check tyres / tyre rotation	July 2022
Service / Oil change	Sept 2022

View service history

Appendix A: Consumer Hub discovery concepts

4 Optimise your travel solutions to help you get value, while saving our planet

Whether you are a learner driver or an experienced driver, there is always something to learn or refresh your knowledge on when it comes to driving safely on the road.



Make it efficient to get things done

My current journey

Your current situation

Hi John

Here is your last months travel overview

View details

Enable a smarter ecosystem for them

Hi John

Bike seems a good option for you to travel to work today!

25mins 0 carbon

+1000 points 50

GO

Enable opportunities for them to thrive

My Goals

Health Environment

Financial Efficiency

Set your preference

Less time Flexible

Low High

Not today Healthy

My travel options

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