Data Management Pre-Reading: Community

The below gives an outline of why the City of Wanneroo is developing a Data Management Framework. This document will provide context for interested elected members before completing the staff survey.

What is Data?

Data has always existed and always been useful, but the modern world produces and uses data in previously unimaginable ways: it is frequently referred to as 'the new oil'. For the purposes of this document, data means:

'Any facts (including text, numbers, graphics, images, sound, video, statistics, instructions, or concepts) in a form capable of being communicated, analysed, or processed.'

Most of the data we discuss is produced by, stored on or communicated with digital technology. Whilst this does not describe all data, it is digital technology that has led to the proliferation of risks and opportunities in modern organisations.

Why do councils need data?

A huge number of opportunities exist in contemporary data usage:

- ▶ Improved decision making
- ▶ Increased trust in public institutions
- ▶ Improved transparency
- ▶ Enhanced community knowledge, engagement and input

Modern data usage also involves a number of risks:

- ▶ Privacy, security and safety violations
- ▶ Inferior data quality undermining decisions
- ▶ Increased workload through inefficient data systems and management

The greatest data risk for organisations is to not act on data management

Why do councils need Data Management?

Data Management allows organisations to leverage opportunities and mitigate the risks involved with the modern data landscape. It allows organisations to use data effectively. Without data management, organisations and communities are vulnerable to various risks.

Key Takeaways

Good Data Management:

- ▶ Improves services
- ▶ Allows for informed, data-driven decisions
- ▶ Protects the community against data-associated risks
- ▶ Allows the leverage of 'applied wisdom'
- ▶ Increases council efficiency

What is a Data Management Framework (DMF)?

A DMF sets out specific processes, policies and actions that detail an organisation's approach to data management. It allows council to take an organisation-wide approach to data.