



...with Grahame Searle

Director General
Department of Housing



@ipaawa #GrahameSearle



engaging: public administration and web2.0

Grahame Searle

Director General
Department of Housing



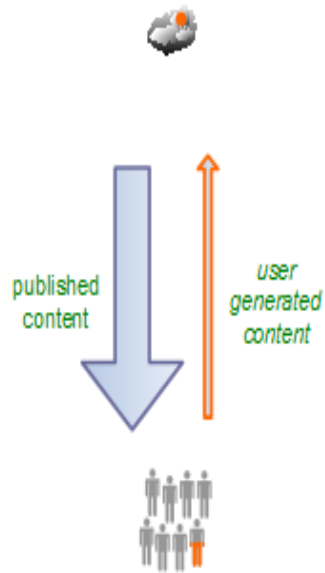
@ipaawa #GrahameSearle



Web 1.0

"the mostly read-only Web"

250,000 sites



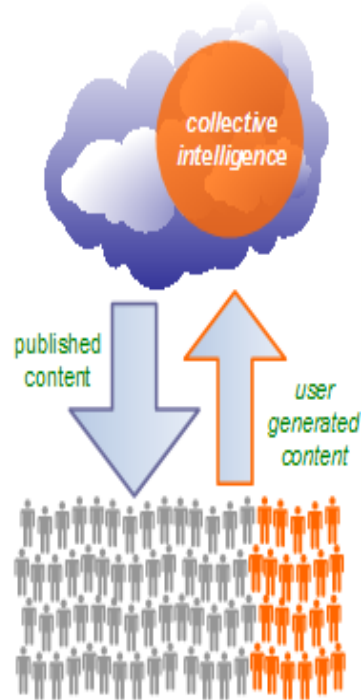
45 million global users

1996

Web 2.0

"the wildly read-write Web"

80,000,000 sites



1 billion+ global users

2006

“Only use social media if you can identify a tangible mission-related reason for using it.”

Professor Mordecai Lee, University of Wisconsin-Milwaukee



Follow us for real-time Perth traffic information including crashes, major congestion, traffic light failures, etc.

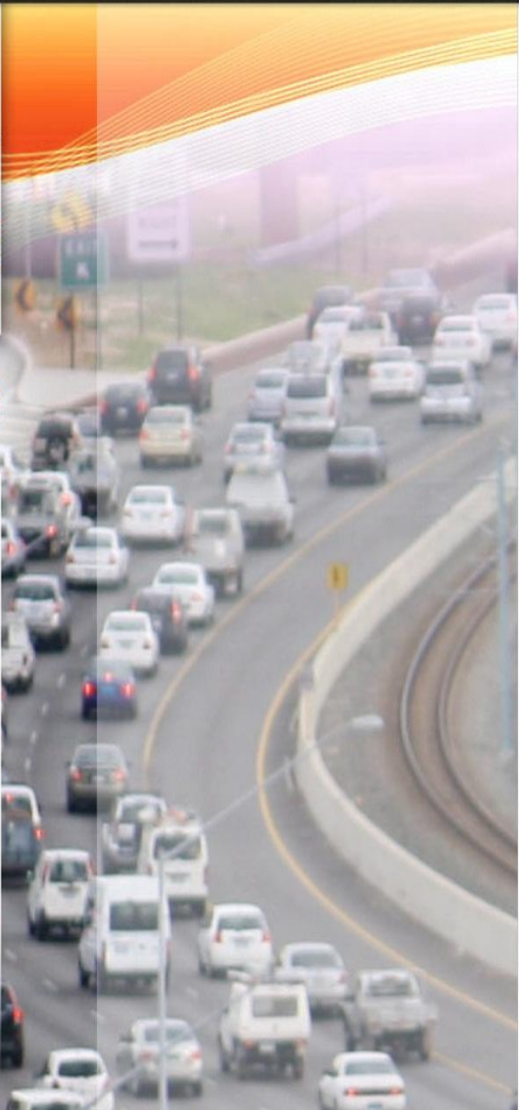
Further information:

Phone Enquiries
138 138

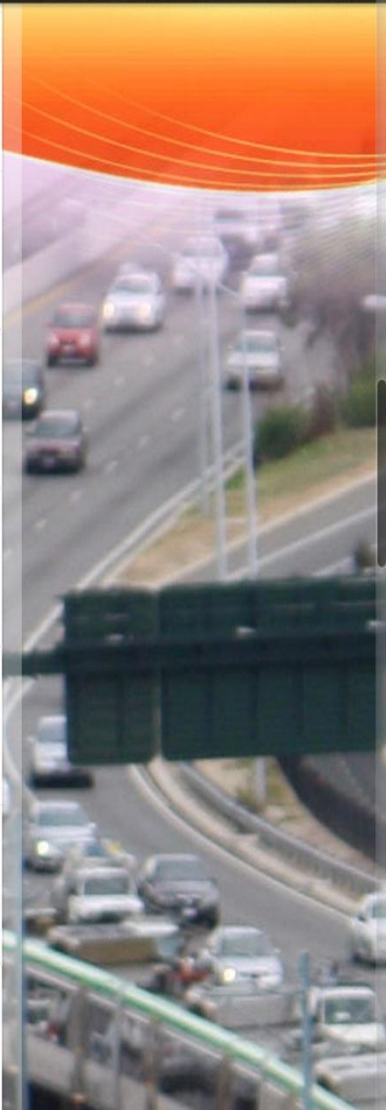
Website
www.mainroads.wa.gov.au

Email
enquiries@mainroads.wa.gov.au

Main Roads Western Australia supports the responsible use of mobile phones and PDA's in compliance with the Road Traffic Code 2000.



- 
Main Roads WA @Perth_Traffic Feb 14
 #pertraffic: Great Eastern Hwy at Morrison Road, Midland - TRAFFIC SIGNALS RESTORED
 Expand
- 
Main Roads WA @Perth_Traffic Feb 14
 #pertraffic: Great Eastern Hwy at Morrison Road, Midland - TRAFFIC SIGNALS FLASHING YELLOW
 Expand
- 
Main Roads WA @Perth_Traffic Feb 14
 #pertraffic: ADVANCE NOTICE – Mitchell Fwy northbound – City to Hutton St – lane modifications from 14 Feb –more @ bit.ly/Y4Jxb3
 Expand
- 
Main Roads WA @Perth_Traffic Feb 13
 #pertraffic: Mitchell Fwy southbound at Whitfords ave, Woodvale - van breakdown cleared
 Expand
- 
Main Roads WA @Perth_Traffic Feb 13
 #pertraffic: Mitchell Fwy southbound at Whitfords ave, Woodvale - RIGHT LANE BLOCKED - van breakdown
 Expand
- 
Main Roads WA @Perth_Traffic Feb 13
 #pertraffic: Mitchell Fwy southbound at Whitfords Ave, Woodvale - LEFT LANE BLOCKED - crash
 Expand
- 
Main Roads WA @Perth_Traffic Feb 13
 #pertraffic: Mitchell Fwy southbound Powis St to Vincent St, Leederville - roadworks cleared
 Expand

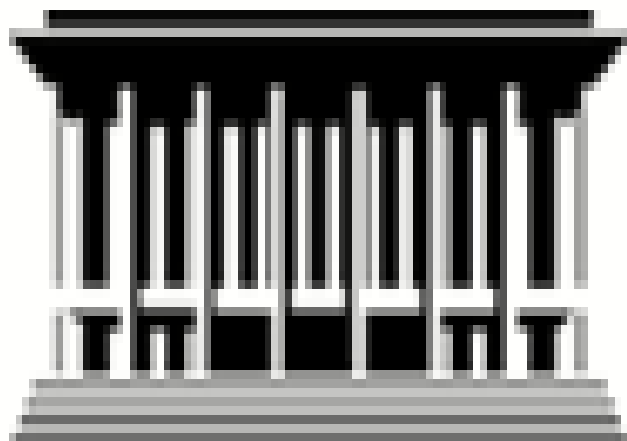




OzDocs



Unearthing Australia's Climate History



NATIONAL
LIBRARY
OF AUSTRALIA

OPENING DOORS

Open Government Models

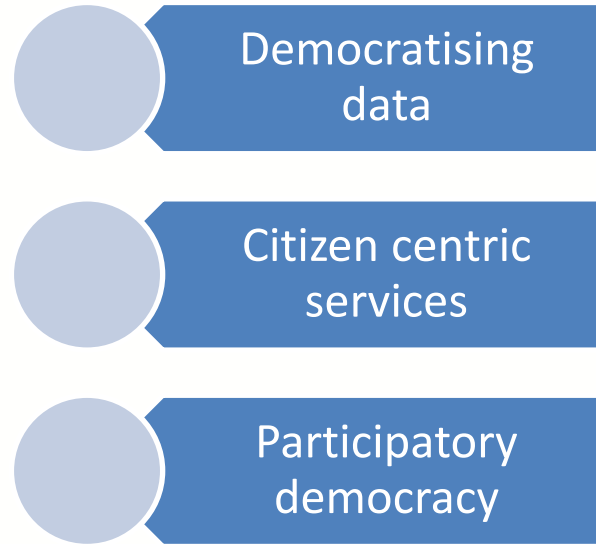
Proactive

- Goals of openness, sharing, collaboration and transparency are recognised
- Supported by senior politicians and public servants

Reactive

- Strong informational control
- Lack of high-level political and bureaucratic support

Francoli, M. 2011 JeDEM 3 (2): 152-165



Three “pillars” of Gov 2.0

<http://www.egov.vic.gov.au/government-2-0/kate-lundy-the-path-to-open-government-the-pillars-of-gov-2-0.html>

“local government uses social media without knowing its costs and benefits or who their actual audience is...”

Kavanaugh *et al*, 2012 *Government Information Quarterly* 29; 480-491

e-Government: the people speak, their Government acts

MyQ2 – Adapting social media
to suit government needs



Allen, M. and Balnaves, M., 2010. E-government and social media: Queensland's MyQ2 initiative <http://www.egov.vic.gov.au/focus-on-countries/australia/australian-states-and-territories/queensland/trends-and-issues-queensland/community-engagement-queensland/e-government-and-social-media-queensland-s-myq2-initiative.html>

Bonson, E., *et al.*, 2012. Local e-government 2.0: Social media and corporate transparency in municipalities. *Government Information Quarterly*; 29, 123-132
Government 2.0 Taskforce Report, 2009 www.finance.gov.au/publications/gov20taskforce/report/index.html

Bridge, C., 2012. Citizen centric service in the Australian Department of Human Services: The Department's experience in engaging the community in co-design of government service delivery and developments in e-government services. *The Australian Journal of Public Administration*; 71 (2), 167-177

Francoli, M., 2011. What makes governments 'open'? *Journal of eDemocracy*, 3(2), 152-165

Golbeck, J., Grimes, J. M. and Rogers, A., 2010. Twitter use by the U.S. Congress. *Journal of the American Society for Information Science and Technology*; 61(8), 1612-1621

Kavanaugh, A. L., *et al.*, 2012. Social media use by government: From the routine to the critical. *Government Information Quarterly*; 29, 480-491

Lee, M. and Lee-Elser, E. The nine commandments of social media in public administration: A dual generation approach
<http://patimes.org/the-nine-commandments-of-social-media-in-public-administration-a-dual-generation-perspective/>

Linders, D., 2012. From e-government to we-government: Defining a typology for citizen coproduction in the age of social media. *Government Information Quarterly*; 29, 446-454

Lundy, K. 2010. The path to open government: The Pillars of Gov 2.0
<http://www.egov.vic.gov.au/government-2-0/kate-lundy-the-path-to-open-government-the-pillars-of-gov-2-0.html>

Thackeray, R. *et al*, 2012. Adoption and use of social media among public health departments. *BMC Public Health*; 12, 242-247