

Steven Robert Smith – CV

Overview

I am the founder and director of my own company United Focus Pty Ltd, which I established in 1995. My main area of work is advising government, businesses and not-for-profit organisations on their digital strategy – how they respond to the opportunities and challenges posed by new technologies in this Digital Age. I work with clients to help them solve complex strategic and operational challenges as they grapple with the ever-increasing digital demands of clients and customers.

My first career (1980-1993) was as a teacher of History and English and Head of IT at a leading independent secondary school where I developed IT curriculum and in-house training courses for staff. In 1993 I left teaching to work with a computer company, Dynamic Computer Solutions which assembled and sold computers and software. I then established United Focus in 1995 with the ambitious vision: *Connecting People with Technology*.

After 15 years as a digital advisor I was invited by KPMG Australia to be a Director in the national IT advisory and digital consulting teams. After five years' working with colleagues across Australia and with major government and private clients, I returned to United Focus in 2016.

My digital consulting work since 1995 has been primarily with governments and NFPs on digital strategies and initiatives focusing on digital transformation, smart city initiatives, governance and management of digital policies and digital leadership.

I am currently Chair, SA Chapter, Australian Information Industry Association working with the members (who include government agencies) to help develop skills, innovation and digital government.



Steven Robert Smith

Qualifications

- Bachelor of Arts (University of Adelaide)
- Bachelor of Education (University of Adelaide)
- Grad Dip of Instructional Uses of Computers (SA College of Advanced Education)
- Graduate Australian Institute of Company Directors

Recent advisory engagements

- City of Salisbury and City of Unley - currently their digital strategy advisor.
- Commonwealth Dept Human Services – Cyber Security Branch – developed the overall strategy of the newly formed branch
- Panel member (content and advisory) for the Digital Literacy for Older Australians program
- Footscray University Town (Victoria University and Maribyrnong City Council) – working with the joint initiative to develop their smart city roadmap
- Developed the digital strategies for: the City of Casey, Dept Correctional Services (SA), East Gippsland Shire Council, Town of Gawler and the City of Murray Bridge
- Digital placemaking concept and report for the Adelaide Riverbank Authority
- Smart Cities advice to Adelaide City Council regarding the benefits and challenges of smart parking.
- Delivered full-day workshop on *Developing Digital Strategy for Governments* for LGA Professionals and adopted for Australian Government agencies in Canberra supported by the Digital Transformation Agency.

Passions

- Connecting people with like-minded people; being surrounded by bright, energetic people; new concepts; and helping people to develop and grow personally and professionally (in that order).
- An accomplished home cook giving dinner party cooking classes at home and at the Adelaide Central Market – his website - thebuttersmith.com.au
- A photographer of weddings and engagements for family and friends, and for the online images of staff and events for businesses.
- A father and grandfather, reader of historical fiction, crime thrillers and biographies and autobiographies.

Boards and committees

- Chair of the SA Council, Australian Information Industry Association (AIIA).
- Member, SA Government ICT and Digital Governance Board.
- Chair of Kids' Physio Foundation (2010 – 2015) - a charity that secured funds to support specialist physio treatment for children with special needs whose families are in financial difficulty.
- Member of the Board (1996- 2003), Walford Anglican School for Girls.

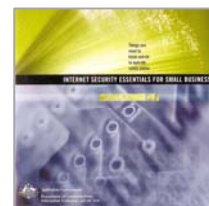
Steven Robert Smith – Personal Profile

Key digital and IT advisory achievements

- Head of Computing at St Peter's College (boys) 1984-1993 – I wrote a computer program, *Testbank*, and sold it to schools
- Dynamic Computer Solutions Pty Ltd – 1993-1995 : Helped build and sell computers and secured the ISO 9001 accreditation for the company
- *Australia Remembers 1945-1995* Researched, co-wrote and developed the multimedia CD ROM for Veterans' Affairs for the 50th anniversary of the end of WWII in the Pacific.
- Researched and wrote the *Digitisation of Collections Report* for the Cultural Ministers Council in 1996. The policy implications for the Government of museums, art galleries and libraries digitising their collections and making them available online.
- Wrote and delivered the OZ-eCulture – E-Business for the Cultural Sector awareness program for DCITA and delivered it around Australia – 2001-2003
- Researched, wrote and developed three major websites for the Australian Government:
 - e-businessguide.gov.au – an Australian guide to doing business online and wrote the accompanying booklet *Getting Started* (75,000 copies)
 - staysmartonline.gov.au – co-author of the first version and booklet
 - dewr.flexibilityworks.gov.au – co-author with an industrial relations lawyer and DEWR
- Developed the whole of the Victorian Government's Digital Strategy in 2014/15 and subsequently the whole of the NT Gov't's digital strategy and for the Vic Dept Environment and Primary Industry. Developed an Information Management Framework for Victorian DPC.
- Developed the Digital Strategy for the Commonwealth Fair Work Ombudsman, advised on Agile development of 2 digital transformation projects and delivered Digital Leadership webinars for the executive and management.
- Strategic advisor and inaugural Chief Editor of www.sa.gov.au. – this was the first state government website to follow the gov.uk model of franchises and citizen-centric organisation and presentation of content. I led the writing team to ensure transformation of services. Also assisted the nt.gov.au team develop their editorial strategy and tools.
- Reviewed the Australian Government's *Website Better Practice Checklists* for AGIMO and wrote two new checklists.
- Developed and delivered for Dept Border Protection, a series of full-day *Accessible Writing for the Web* workshops featuring compliance with WCAG 2.0.
- Co-wrote the Feasibility Study for Adelaide's Free Public WiFi offering resulting in the first city-wide free public WiFi in Australia.
- Developed for the SA Office of Digital Government a toolkit for agencies to self assess their digital readiness and a template for developing their own digital strategies and tool to help prioritize their digital transformation projects.
- Currently advising an Adelaide-based company that has developed a loyalty card application using blockchain for the food and restaurant industry.



e-businessguide.gov.au
Wrote and developed this online guide to Australian SMEs explaining how to do business online



Co-author - Internet Security Essentials for Small Business



Developed the Digital Strategy Toolkit for the SA Government



Living Websites book by Steven Smith



Steven Smith featured in articles in these magazines

Thought leadership

- As Chair of AIIA SA Chapter:
 - Championed and led two days of Open State 2017 – international speakers on Future Skills (indigenous and diversity), Future Democracy, Future Cities and Future Humans
 - Judge of LGA IT Awards, speaker at conferences on smart cities and STEM, support our iAwards – innovation in IT
- Author of the book, *Living Websites* – a guide to managing your website - 2004
- Author of the *Website Writing Guide* – www.websitecriteria.com – an online resource which was the mandated writing guide for SA Government websites and business.gov.au
- Presenter at digital conferences and workshops around Australia on: digital government, social media risk, content management, smart communities, cloud computing
- Delivered workshops and papers on managing websites at four international Museums and The Web conferences from 1998 to 2015 – Toronto, Minneapolis, Montreal, Melbourne and next year in Vancouver.
- Interviewed and quoted in a variety of magazines, newspapers, radio and TV.