Innovation through partnerships
14th March

Stephen Brady,
Deputy Director General
“The role of government is to explore and discover how best to lever the collective capacity toward the desired ends. The best performing governments are those able to integrate in new and better ways policy decisions and implementation, politics and administration, capacity and aspirations.

They focus on exploring how to adapt to one's changing environment ahead of time. They experiment in order to learn in practice how to mitigate preventable risks or to change the course of events in their favour.”

Madame Jocelyne Bourgon - New Synthesis
DPC Innovation Architecture

- **Government themes**
  - Behavioural economics
  - Data sharing... Clth, X-cluster
  - Program evaluation framework
  - Funding model for social services
  - Sustainable communities

- **Collaboration**

- **Data/evidence**

- **Citizen engagement/co-production**

- **Capabilities**

- **Projects**
  - Behavioural economics
  - Data sharing... Clth, X-cluster
  - Program evaluation framework
  - Funding model for social services
  - Sustainable communities
Innovation through partnerships: behavioural insights
14th March
Dr Rory Gallagher
Behavioural insights offers new evidence and frameworks for influencing behaviour

1. Regulation
2. Incentives
3. Information

‘Behavioural insights can help us to analyse problems better, and design more effective and efficient ways of achieving particular goals’
Australian Public Services Commission, 2009
There is now a rich and growing literature

Fantastic summary of behavioural effects

Practical guide for policy makers

Shows implications for policy
To change behaviour, make it:

- Easy
- Attractive
- Social
- Timely

Emerging framework/checklist:
Make it .... EAST

- BIT developing a quick checklist for policy makers
- Builds on MINDSPACE, but focuses specifically on the application of BI
- Based on experience of what has worked in practice
- As with any heuristic, not exhaustive and categories not mutually exclusive
Applying BI in job centres
Summary: behavioural insights is moving from the lab to practice

- BI provides new tools, evidence and frameworks
- BUT only part of the tool box, not a silver bullet
- Promotes an experimental approach
- Approach evolving, initial results are promising
- Attitude UK media & Whitehall changed dramatically
- Appetite to test and apply within NSW public sector
- SIB focused on delivering proof of concept through measurable outcomes (RCTs), & building capability
DPC: still relatively early days, but projects starting to be implemented – more in the pipeline

Implementing

Scoping
Example intervention: OSR Enforcement Orders

Current

Office of State Revenue
State Debt Recovery

Enforcement Order

Issue Date: 28 Feb 2013
Enforcement Order No.: 319166648
Quote this number when discussing the matter with the State Debt Recovery Office.
Amount due: $462.00
Date due: 28 Mar 2013

Why have you been sent this enforcement order?
You have been sent this enforcement order because you have not paid a penalty notice or the subsequent penalty reminder notice by its due date. See below for details of what this enforcement order is about. Please note: Do not ignore this enforcement order. Read the information in the enforcement order carefully concerning your options. If you do not pay or take up one of the options detailed over the page by the due date, it will cost you more.

Details of the penalty or fine in this order:

Penalty notice: 711059385
Description of the offence: PROCED THROUGH RED TRAFFIC ARROW - CAMERA DETECTED - INDIVIDUAL
Location: Pihaki Road Do Why
Vehicle registration: 7777777
Date of the offence: 27 October 2012
Time of the offence: 12:29
Direction of travel: South
Penalty amount enforced: $397.00

The amount due on this enforcement order includes up to $66 in additional costs. Additional penalties/fines in this order are listed on subsequent pages.

How to pay:

Online: www.sdro.nsw.gov.au to pay by Mastercard or Visa.
Phone: Call 1300 130 112 to pay by Mastercard or Visa.
BPay: Quote Biller Code 196789 and your Reference No. 319 1666 486 to pay using your cheque or savings account. Access BPay via your financial institution's website or phone banking service. For more information visit www.bpay.com.au
Post: Pay a cheque or money order made payable to the State Debt Recovery Office, Locked Bag 2122 North Sydney NSW 2060. Please write the Enforcement Order Number on the reverse of the cheque or money order.
POST This display: Take this to Australia Post and pay by cash, cheque or EFTPOS.

Trial intervention

Office of State Revenue
State Debt Recovery

Unpaid Fine

Reference Number: 123456789
You owe: $999.00
You must pay by: 29 MAY 2012
Payment Reference Number: 123456789
To pay now, call: 1300 130 112
For more information, go to: www.sdro.nsw.gov.au

Pay your fine now or lose your licence, possessions or money from your bank account.
You have not paid your fine set by the court or responded to previous notices to pay your fine. This has already cost you up to $45 on top of your fine.

Pay now to avoid further actions, which you can now take without further notice, including:
- cancelling or suspending your driver licence or vehicle registration and you will incur additional costs of at least $40
- authorising seizure of your goods or property
- deducting money from your bank account or wages
- charging any land or property partly owned by you.

Each of these measures will cost you at least an additional $60.

This is your notice under Section 59 of the Fines Act that an enforcement order has been made for an unpaid fine.

Your payment options are below. You can view other ways to finalise this notice over the page.

Details of the fine which you have not paid:

Court of issue:ワイナローグループ COURT
Date of the offence: 62 November 2011
Amount of original penalty: $255.00
Description of the offence: FALL TO APPEAR
Locations: WYNE NSW 2259

Additional fines in this order are listed on subsequent pages.

How to pay:

Online: www.sdro.nsw.gov.au to pay by Mastercard or Visa.
Phone: Call 1300 130 112 to pay by Mastercard or Visa.
BPay: Quote Biller Code 196789 and your Payment Reference Number 123456789 to pay using your cheque or savings account. Access BPay via your financial institution's website or phone banking service. For more information visit www.bpay.com.au.

See over the page for other payment options.
Example intervention: OSR ‘Enforcement Orders’

Trial interventions co-designed with OSR, based on combination of:

- Theory/evidence from BI literature
- Results from BIT trials in UK
- Feedback & suggestions from OSR staff
- Practical barriers and requirements

Techniques used from BI:

- Simplification – layout, language, messages
- Salience – actions, consequences, payment
- Priming – escalating tone: language, colour
- Social norms – highlight majority comply
- Personalisation – ‘you owe’ > ‘amount owed’