



Australian Government

Digital Transformation Agency

Digital Marketplace

gov.au/marketplace

dta

N NATIONAL
INNOVATION &
SCIENCE AGENDA

Prime Minister
Malcolm Turnbull,
December 2015

“The Digital Transformation Agency (DTA) will develop the Digital Marketplace — an online directory of digital and ICT services from which government agencies will procure — to improve competition and promote innovation across government.

The Digital Marketplace will break down barriers to entry and make it easier for startups and small and medium businesses to compete for the \$5 billion government spends on ICT each year.”

The Marketplace is funded by NISA. The NISA vision informs our roadmap



The Digital Marketplace will result in a broader base of suppliers being considered, more competition, more innovation, and more jobs. As part of the programme:

- The directory will break down large scale ICT requirements into individual components which ***scales down the procurement*** and allows for ***greater scope for innovation solutions***
- Business suppliers of ***ICT software and hardware*** will be able to join the directory easily
- Government buyers will be able to easily search for services, identify suitable suppliers and ***procure the best value option*** for the project
- ***User-centred*** design methodologies and iterative development will be key

The Marketplace
opened in August
2016

Five months
ahead of
schedule



Digital
Transformation
Office

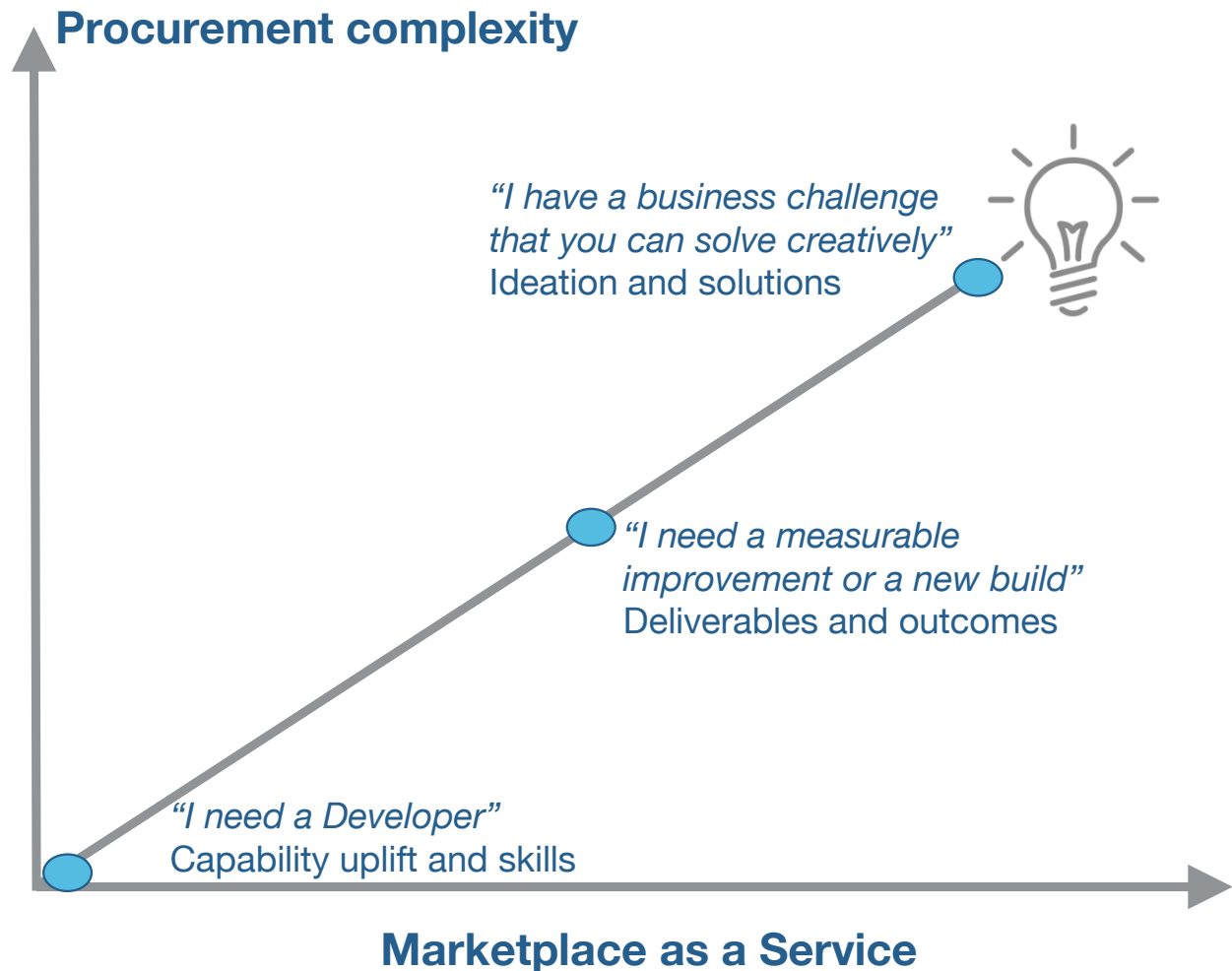
Digital Marketplace
Beta Launch 29 August 2016



Capability uplift
can be requested
simply within
minutes

Complex
procurements are
supported by
**structure and
process rigour**

Ideation enables
creative **dialogue
between buyers
and sellers**



Our Vision

To connect buyers and sellers in an end-to-end digital environment that accommodates the level of simplicity, creativity and structure appropriate to each procurement interaction

When fully operational, the Marketplace will support end to end digital transactions across all procurement types

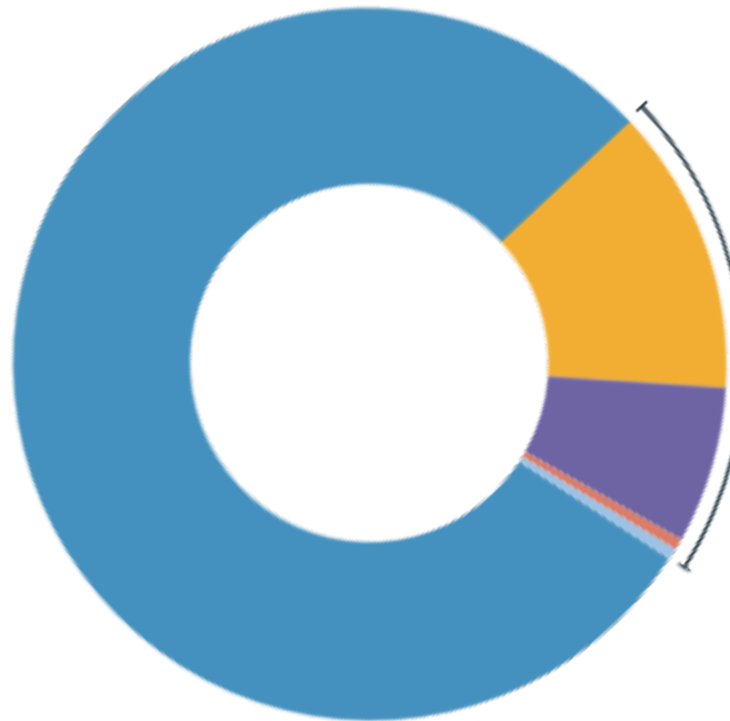
Regulatory frameworks



Our buyers

“In 14 years in government, this has been the easiest procurement I’ve ever done”

Chris O’Connell
City of Casey
Victoria



398 buyers
from **111 entities**
across all levels
of government

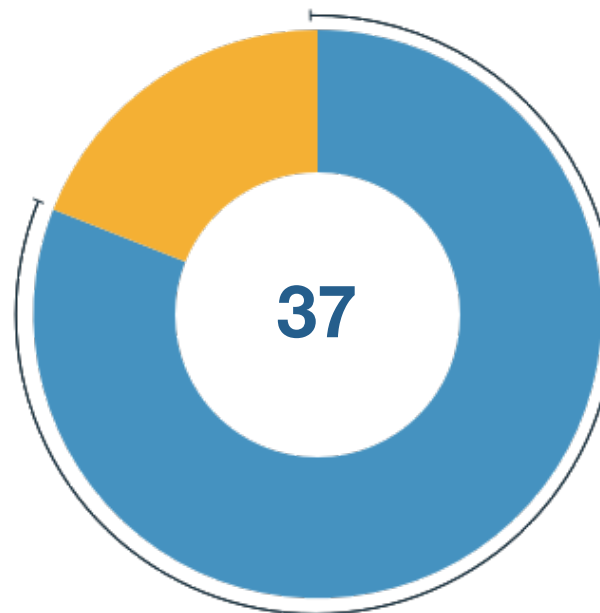
21%
from state, local
government,
education and
corporate
entities

Our sellers

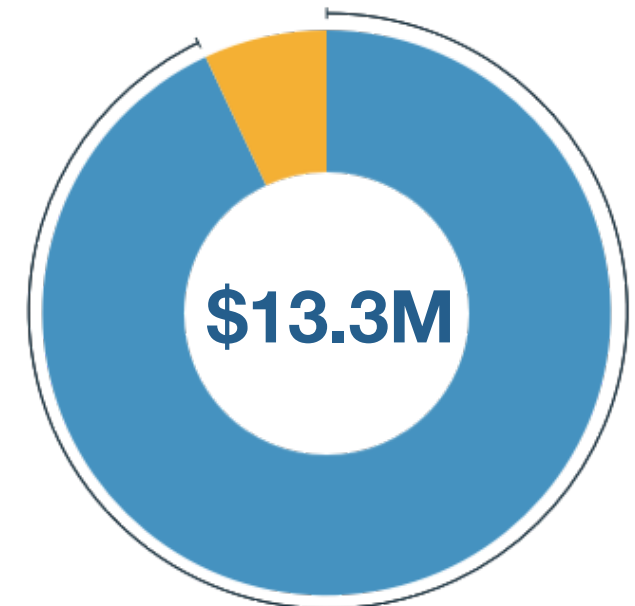
“Being a small operator with no ‘contacts’ in Government or Industry, the Digital Marketplace is a miracle for us...keep up the good work.”

Amith Attygale
TP&G Solutions

Contracts awarded to SMEs



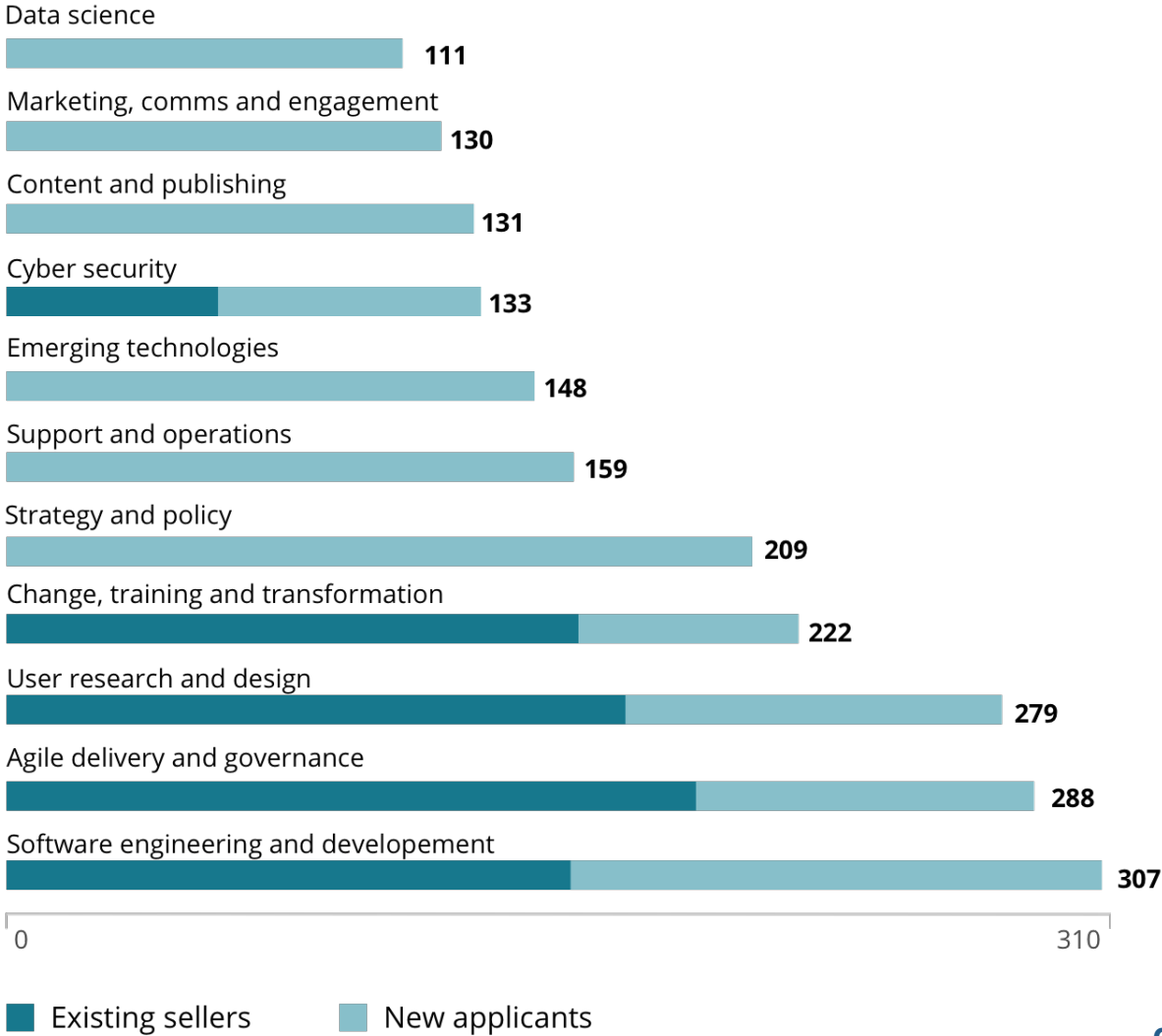
**78% by
volume**



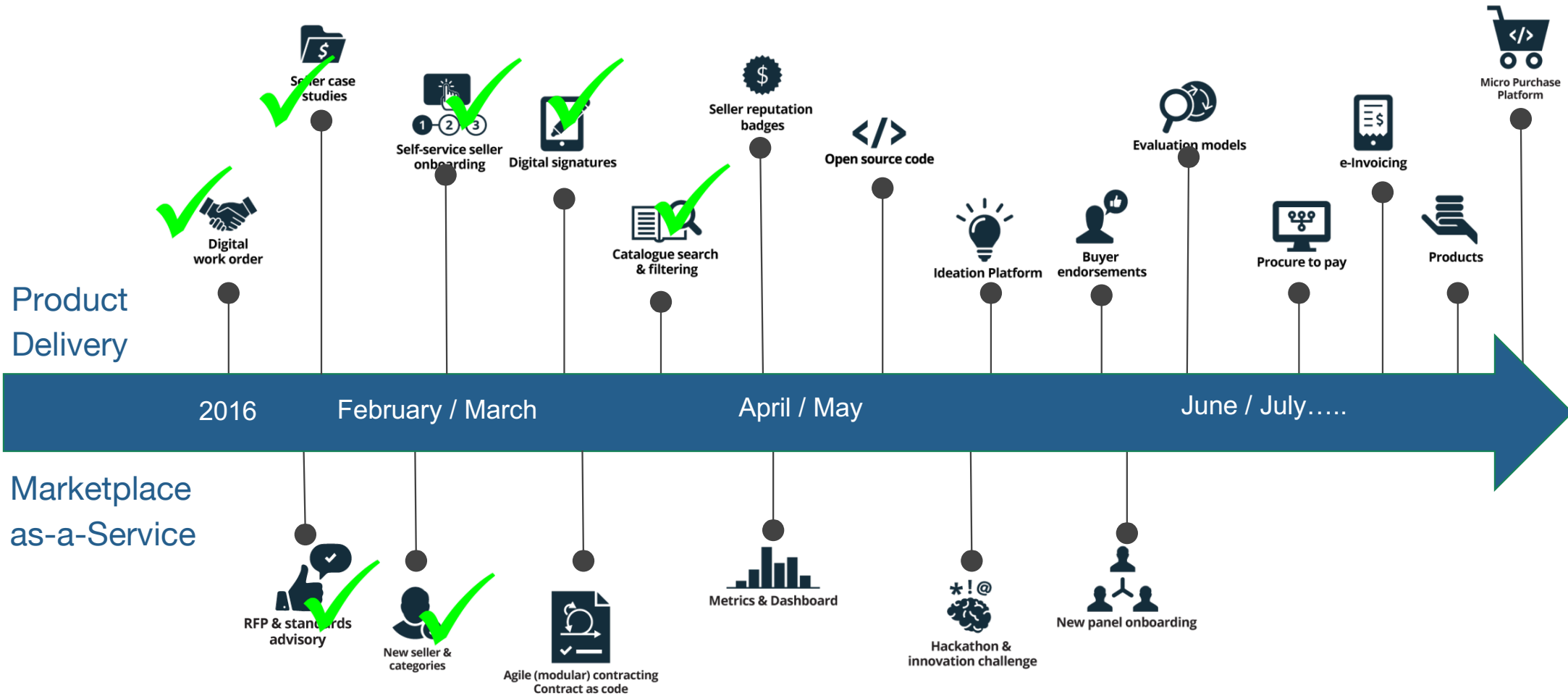
**91% by
value**

Show the thing

Sellers are applying for these new categories



Roadmap delivery



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