



Data Availability and Use  
Productivity Commission  
GPO Box 1428  
Canberra City ACT 2601

11 August 2016

### ***Public inquiry into Data Availability and Use***

Data Governance Australia (DGA) is pleased to submit its response to the ***Public inquiry into Data Availability and Use*** (the “Inquiry”).

Data Governance Australia is a not-for-profit industry association that has been established to represent organisations that collect, use and manage data with an interest in the responsible and appropriate application of data for innovation.

The intention for Data Governance Australia is to play a pivotal role in codes of practice. As such it is uniquely positioned to assist business and organisations through standards and guidelines due to the breadth of knowledge of current and future members.

Core to the DGA’s purpose is to provide industry with the opportunity to self-regulate, with further regulation being a process of last resort if industry fails in its self-regulatory approach.

Fundamental too, is to assist Australian businesses excel in the management and use of data, to drive innovation, increase competitiveness and to apply principles for the responsible usage of data as an overlay to complying with existing regulation.

Industry’s need for DGA is due to the combination of the rapidity with which data is being generated, collected and used, and industry’s desire to work within a set of easy-to-understand guidelines. Further, is the need for a united industry voice at a time when data’s generation and use is quickly exceeding government’s ability to legislate.

DGA will;

- Advocate for industry to promote and foster the understanding of how data can be used responsibly to drive innovation and competitive advantage.
- Demonstrate its ability to respond with agility and discipline to community concerns relating to access to and use of data.
- Set standards and benchmarks for industry to ensure appropriate data use.
- Take a role in the future of data, in thought-leadership and know-how across all sectors, disciplines and channels.

Due to launch officially in Melbourne on 8 September 2016 with founding chair, former ACCC chair Graeme Samuel, DGA is supported by a diverse group of familiar leading Australian companies at the forefront of data usage and governance.

This submission's purpose is to serve as an introduction to Data Governance Australia which hopes to be a consideration in the response to the issues under review and looks forward to being a key voice in the review as it progresses.

Murray Hyde

Data Governance Australia