



ABS Data Strategy

2025-30

AUSTRALIAN BUREAU OF STATISTICS

Informing Australia's important decisions

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MESSAGE FROM THE CDO



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The refreshed ABS Data Strategy 2025-30 builds on the achievements of our previous Data Strategy (2021-2025).

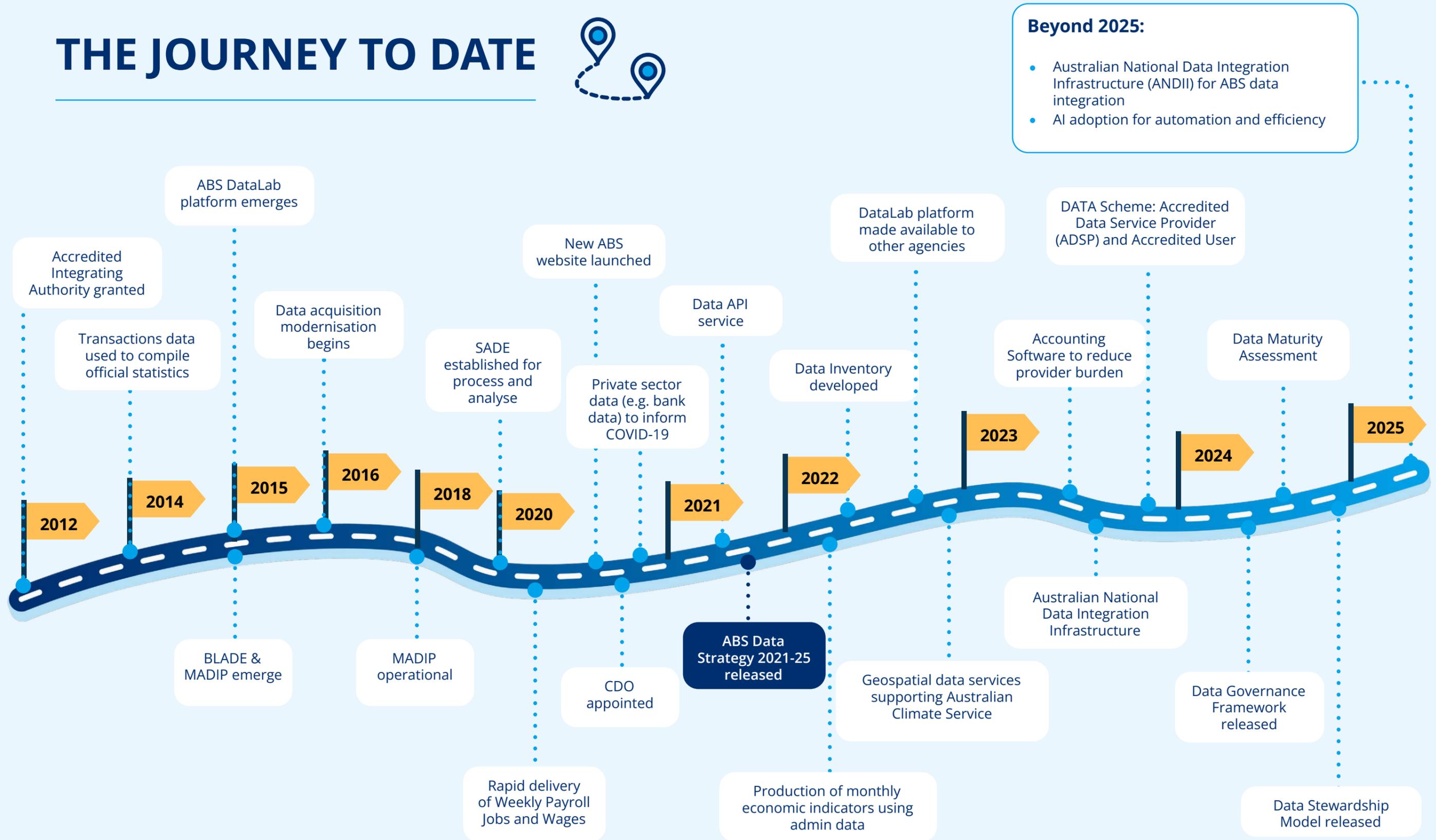
Since 2021, we have made significant progress towards our Data Strategy goals – building and using alternative data assets, being more proactive with our clients, using blended teams to broker solutions, modernising our technology where possible, and focusing on collaboration amongst the leadership cohort.

The Data Strategy is more streamlined and focused on how we will realise the ABS vision, to inform Australia’s important decisions by delivering relevant, trusted and objective data, statistics and insights. It sets out the principles, missions and objectives that will move us forward, and how we will measure success.

The Data Strategy is accompanied by commitments, which describe the initiatives and actions underway to achieve the vision of the Data Strategy. The commitments will be updated each year to reflect activities that are progressing to support the missions.

The Data Strategy has been updated to align with the [Data and Digital Government Strategy](#).

THE JOURNEY TO DATE



SHIFTING TOWARDS A FUTURE READY ABS



The ABS is making shifts to deliver on its strategic priorities and respond to changing priorities and opportunities. These Shifts will help us improve how we operate to enable achievement of the Data Strategy Missions.

| SHIFT | DATA | CLIENTS | WORKFORCE | TECHNOLOGY | LEADERSHIP |
|------------|---|---|---|---|---|
| BEING MORE | <ul style="list-style-type: none">• Solutions focused• Diverse in the types of data we use• Re-users of data. | <ul style="list-style-type: none">• Proactive• Client-centric (both providers and data users)• Partnering to design solutions• Providing higher value to core clients. | <ul style="list-style-type: none">• Solutions focused• Highly collaborative• Comfortable with ambiguity• Diverse in ways of working and thinking• Multi-skilled in how we collect data. | <ul style="list-style-type: none">• Modern, flexible and secure in how we provision our internal solutions• Responsive to the needs of our external users. | <ul style="list-style-type: none">• A collaborative and integrated leadership team• Outwardly focused and internally supportive. |

STRATEGIC FRAMEWORK



Vision

To inform Australia's important decisions by delivering relevant, trusted and objective data, statistics and insights.

Principles

- We treat data as a strategic asset to inform Australia's important decisions.
- We design data systems, products, and services around the needs of users to ensure relevance and usability.
- We uphold privacy, security, and ethical use of data to build and maintain public trust.
- We collaborate across sectors and disciplines to co-design solutions and responsibly share data.
- We embed a culture of integrity, transparency, and accountability to ensure effective management and use of data.
- We embrace emerging technologies ethically to remain forward-looking and responsive to changing needs
- We invest in a skilled, diverse workforce to lead and deliver our data ambitions.

Mission 1

Empower informed decisions

Objectives

- **High-quality insights:** Produce and share reliable, responsive statistics and data products.
- **Partner and co-design:** Strengthen partnerships to source high-quality data and support collaborative solution design.
- **Increase value of data:** Harness data holdings to improve accessibility and optimise use.



Mission 2

Simple and seamless

Objectives

- **Contemporary data infrastructure:** Deliver secure, scalable and sustainable digital platforms.
- **Reduce burden:** Adopt a digital first experience for data providers, users, partners and staff.
- **Adopt emerging technologies:** Explore and invest in modern approaches and innovations.



Mission 3

Trusted and secure data

Objectives

- **Safe and secure data:** Leverage contemporary technologies ethically to enhance privacy and security measures to protect data and sensitive information.
- **Data leadership:** Foster a culture of internal support and exercise leadership across the external environment.



Mission 4

Strong data foundations

Objectives

- **Data governance:** Embed responsible management and use of data.
- **Data capability:** Attract, engage, develop and retain a skilled, capable and diverse workforce.



WHAT SUCCESS LOOKS LIKE



- Statistics, data products and services are safe, inclusive, accessible and digital by design
- Integrity and transparency in service delivery increase trust in the ABS
- Secure systems through software, hardware and people
- Data and digital activities are underpinned by a commitment to privacy, security and ethical use
- Increased evidence-base for emerging policy and decision making
- Greater value harnessed from public and private sector data
- Greater usability and availability of ABS and government-held data
- Increased intergovernmental collaboration
- Interoperable architecture
- Investments in data and digital technologies are effective, advance digital capability and maturity, and are best value for money
- Increased data literacy, competency and professional capability and capacity for a diverse and innovative ABS workforce.

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