



MUSEUM
OF AUSTRALIAN
DEMOCRACY

OLD PARLIAMENT HOUSE



UNIVERSITY OF
CANBERRA



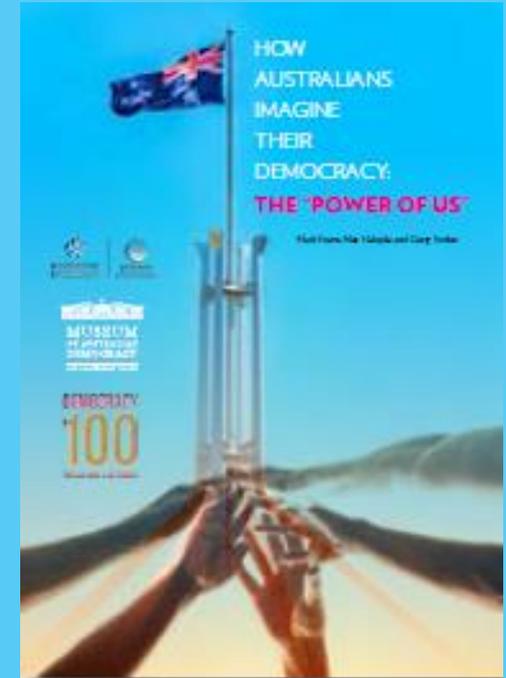
INSTITUTE FOR
GOVERNANCE
& POLICY ANALYSIS

RE-BUILDING TRUST THROUGH CO-DESIGN

MARK EVANS

See:

<http://www.governanceinstitute.edu.au/research/publications/recent-reports>

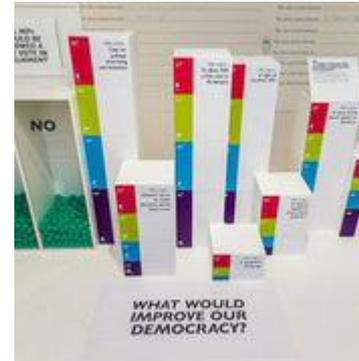


Panel context – governing in times of mistrust

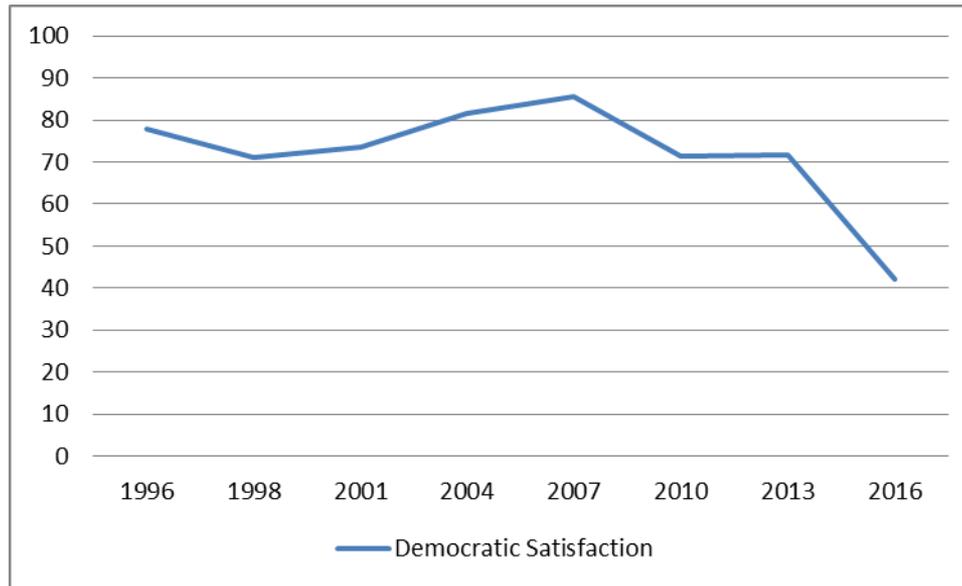
Last year we (IGPA & MoAD) commissioned Ipsos to survey 1444 Australians on the relationship between trust in the political system and attitudes towards democracy.

We understand trust as a relational concept that is about ‘keeping promises and agreements’ (Hetherington, 2005).

We have also conducted 14 focus groups with: a cross representational group of Australians; older Australians (over 65, not working); young Australians (under 23); new Australians; rural and regional Australians; LGBTQI Australians; and, Australians with disability (or carers).



Satisfaction with democracy in Australia is now at its' lowest level since 1996



Levels of trust in government and politicians in Australia are at their lowest level since 1993

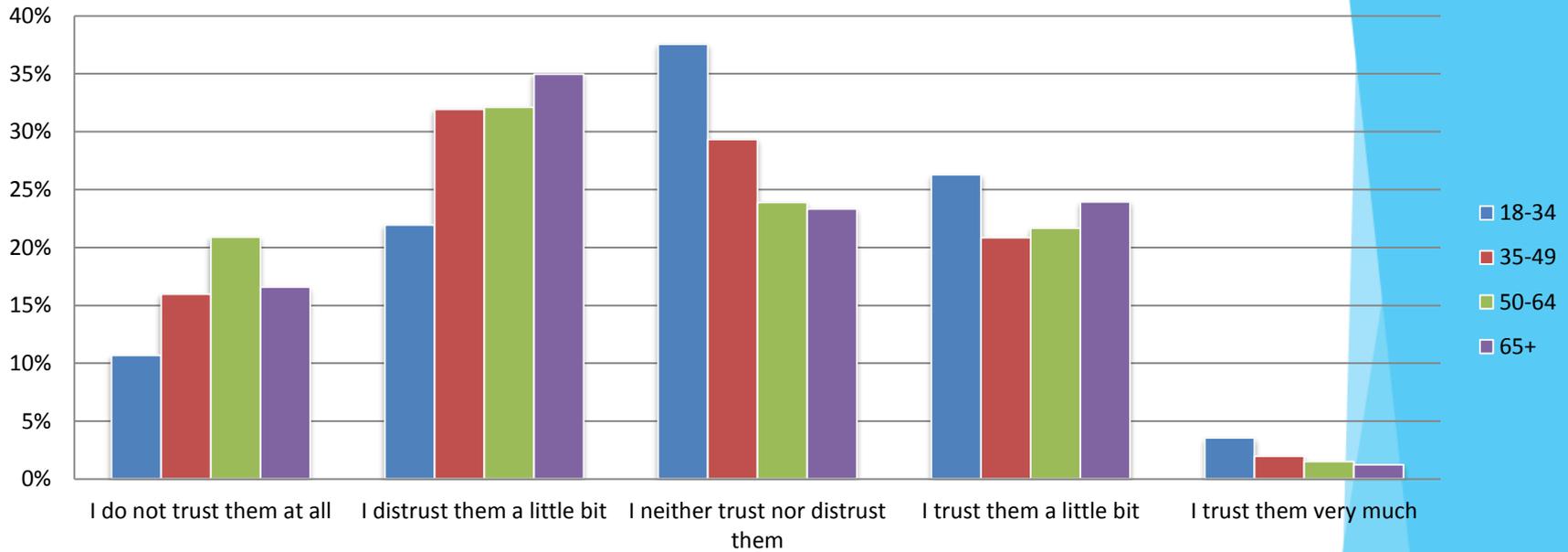
	1993	1996	1998	2001	2004	2007	2010	2013	2016
Usually themselves	42.4	29.8	44.6	40.3	33.8	28.6	36.7	37.9	37.7
Sometimes themselves	23.6	22.5	21.9	28.1	26.7	28.5	26.4	27.8	38.0
Sometimes trusted	25.9	32.8	23.8	20.7	24.7	27.6	28.5	23.1	19.7
Usually trusted	8.1	14.9	9.7	11	14.8	15.3	8.4	11.1	4.6

Perceptions of the motivations of politicians by age cohort in Australia

And remarkably this increases with age...

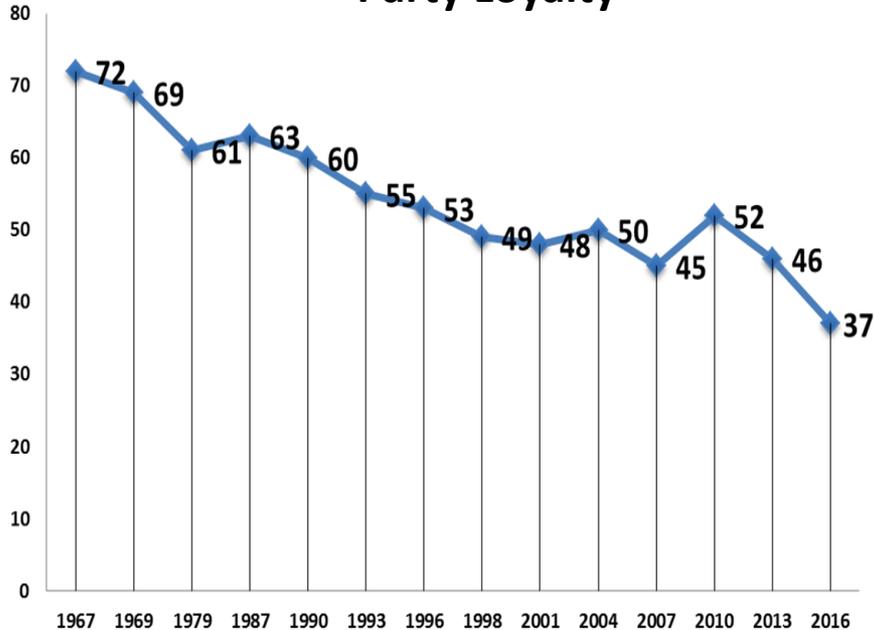
Q: How much do you personally trust each of the following?

Trust in MPs

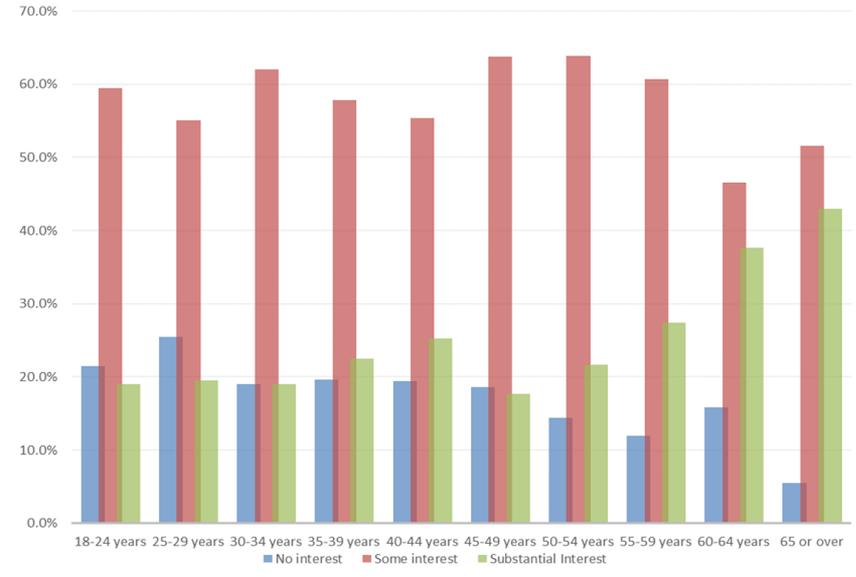


Party loyalty is also at its lowest level since 1967 but interest in politics is strong

Party Loyalty



Interest in politics by age



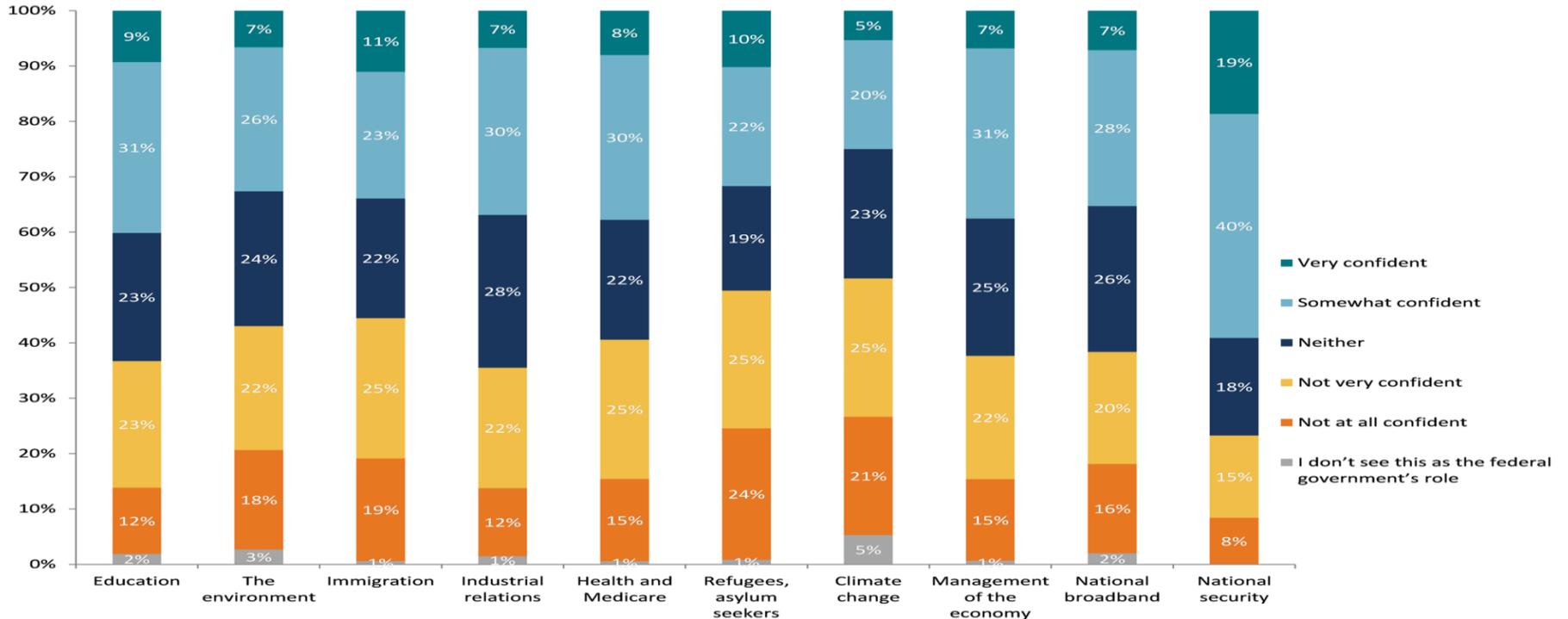
We trust the police, the military, community based organisations and universities but distrust political parties, media and most jurisdictions

	Total	18-34	35-49	50-64	65 or over
The police	72%	69%	67%	78%	76%
Civic wellbeing organisations	68%	59%	67%	72%	84%
The military	63%	58%	60%	68%	73%
Universities	59%	64%	55%	58%	60%
Centrelink	41%	41%	41%	39%	49%
Radio	41%	40%	41%	44%	39%
Banks	41%	47%	37%	35%	44%
Local government	37%	39%	39%	32%	37%
TV	36%	33%	38%	38%	35%
State/Territory government	34%	37%	34%	31%	35%
Federal government	34%	33%	34%	34%	35%
The print media	31%	31%	33%	29%	28%
Trade unions	28%	34%	31%	21%	20%
Web-based media	26%	32%	29%	21%	14%
Political parties	20%	22%	22%	16%	16%

We trust judges and quite trust public servants but clearly distrust our politicians

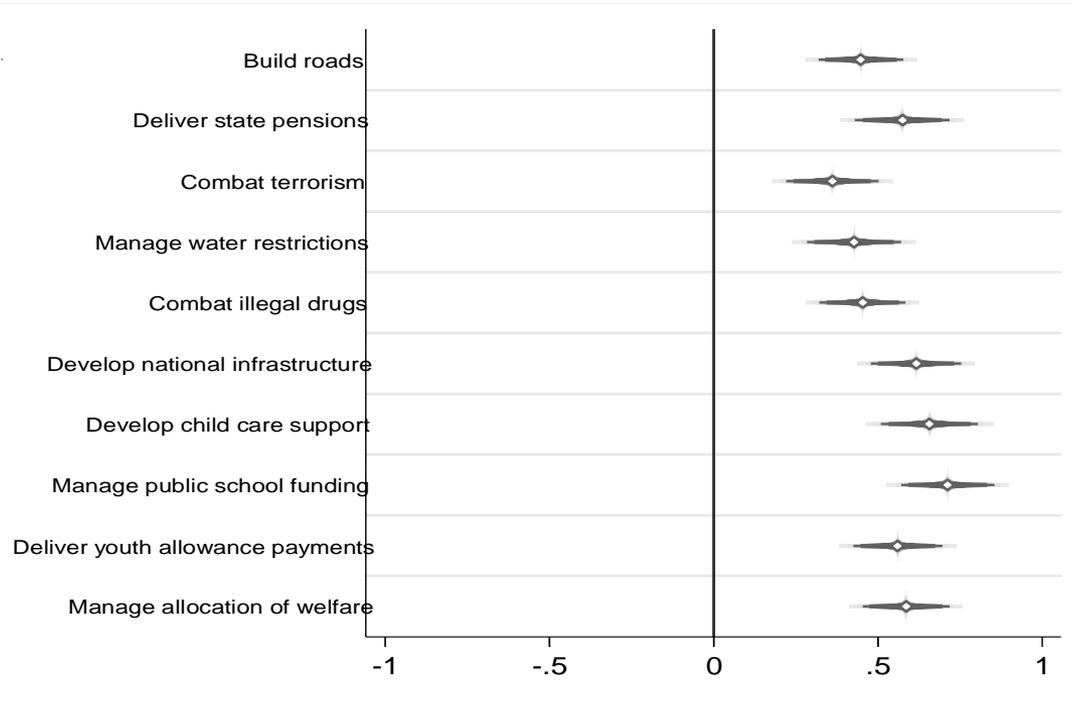
	Total	18-34	35-49	50-64	65 or over
Government ministers	25%	27%	26%	19%	31%
MPs in general	26%	29%	24%	23%	28%
Journalists	28%	28%	33%	23%	25%
Judges	56%	59%	52%	54%	59%
Local councillors	30%	34%	29%	25%	29%
Public servants	39%	46%	38%	34%	33%
Your local MP	33%	31%	33%	30%	42%
Trade unionists	24%	31%	25%	17%	16%
Business people	33%	31%	32%	32%	42%

Australians trust governments to address national security issues but little else



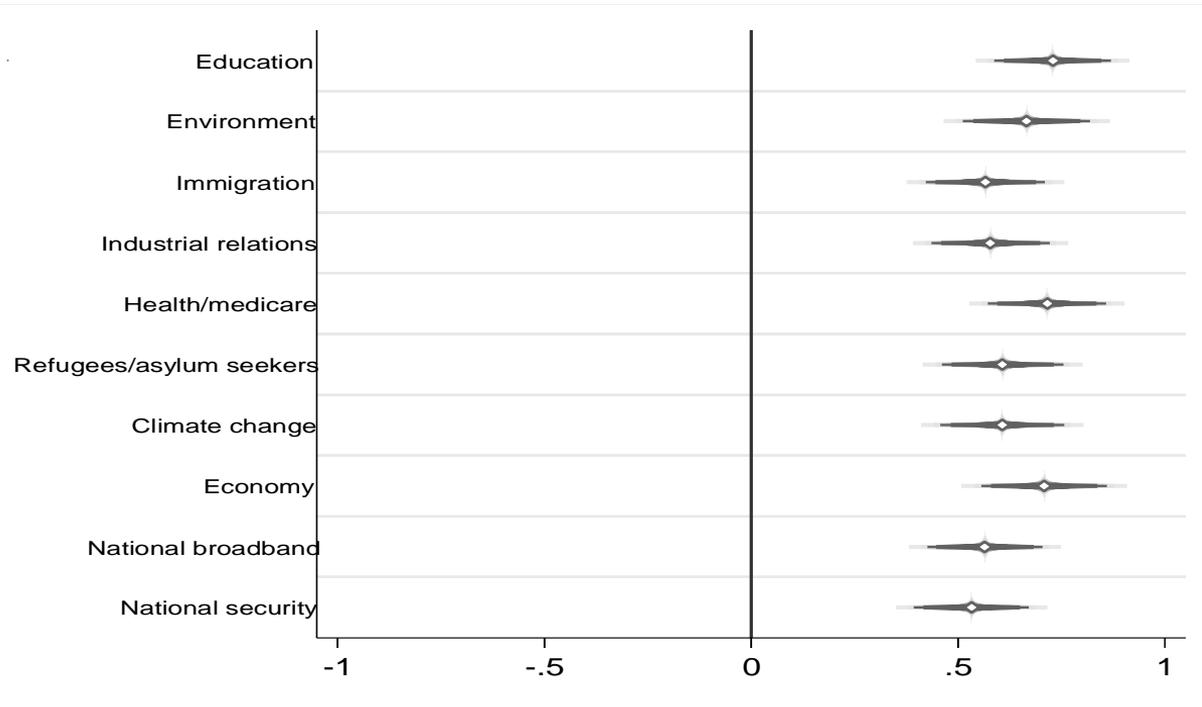
Trust drives limited public confidence in the ability of government to perform core tasks

Effect of trust on confidence in government to perform core tasks



Trust drives limited public confidence in government to address public policy fundamentals

Trust in federal government on confidence in ability of government to address issues



But trust is not yet driving political participation – logistic regression of forms of political participation (odds ratio)

key: + $p < 0.1$; * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

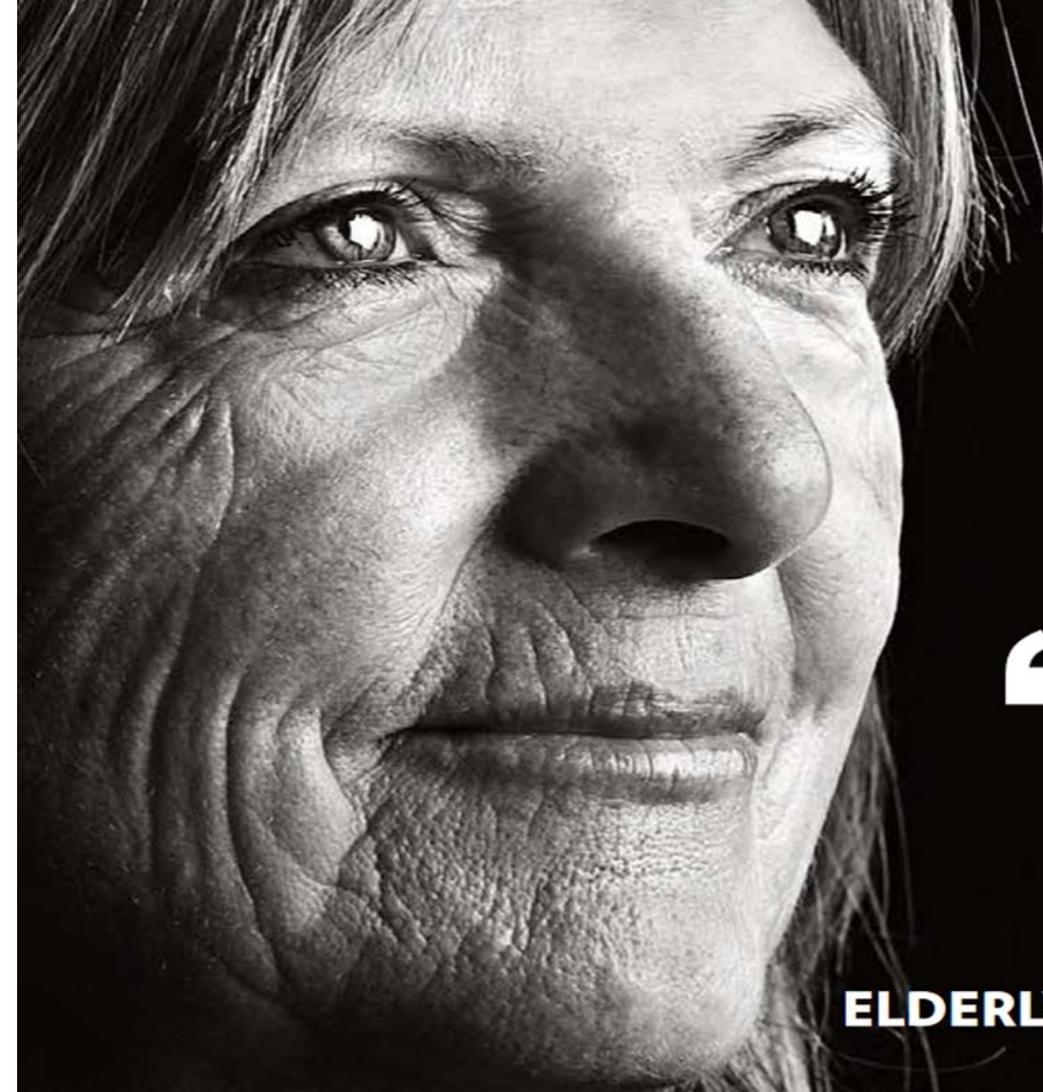
	Non-participation	Conventional participation	Protest	Online engagement
Trust in federal government	1.017 (0.076)	0.897 (0.064)	0.989 (0.086)	0.999 (0.070)
Trust people in government to the right thing	0.978 (0.115)	1.164 (0.121)	1.108 (0.142)	1.040 (0.109)
Age: 50 and above	1.122 (0.190)	1.307 (0.204)+	1.353 (0.259)	0.547 (0.088)***
Male	0.897 (0.140)	1.000 (0.142)	0.653 (0.116)*	1.201 (0.176)
Income: <A\$50,000	1.049 (0.167)	0.835 (0.127)	0.887 (0.174)	0.937 (0.139)
Education: school	0.975 (0.179)	0.929 (0.161)	0.710 (0.155)	0.990 (0.167)
Education: degree	0.718 (0.133)+	1.045 (0.186)	1.403 (0.286)+	1.422 (0.247)*
Recent arrivals	1.171 (0.247)	0.919 (0.185)	1.079 (0.268)	0.914 (0.182)
Indigenous	0.694 (0.177)	1.247 (0.265)	1.417 (0.363)	1.389 (0.306)
English not spoken at home	1.979 (0.354)***	0.518 (0.090)***	0.521 (0.121)**	0.669 (0.115)*
Don't care about election result	1.892 (0.503)*	0.610 (0.170)+	0.900 (0.333)	0.557 (0.150)*
Ideology: right	0.909 (0.048)+	1.030 (0.050)	1.104 (0.064)+	1.070 (0.053)
De-aligned (does not identify with party)	2.115 (0.383)***	0.410 (0.076)***	0.604 (0.155)*	0.628 (0.113)**
Dissatisfied with democracy	1.016 (0.083)	1.025 (0.079)	1.125 (0.100)	1.068 (0.081)
Interest in politics	0.401 (0.083)***	2.230 (0.373)***	2.944 (0.546)***	2.396 (0.424)***
Politics run for big interests	0.882 (0.098)	1.089 (0.112)	1.327 (0.171)*	1.108 (0.112)
N	1,244	1,244	1,244	1,244
Pseudo R-squared	0.09	0.09	0.10	0.07

What does the ideal politician look like?

- **Honest**, trustworthy, ethical
 - **Local** – “knows the area”, “approachable and accessible”
 - **Empathetic** – “who listens to them”, who “communicates and follows up”,
 - **Delivery** – who “fights for them”. “Trust is earned.”
- “At the moment a lot of politicians go into politics for advancement rather than service. Turning out clones of media-savvy people with soundbites and platitudes ...it feels like they’re manufactured”.

Landscape

Urban male Australian



“

Keeping your word. That's a big thing with me. Don't tell me you're going to do something and not do it because I'll never trust you again.

”

ELDERLY REGIONAL AUSTRALIAN



“We need to get more involved but they [government and politicians] don't have time for us and our views. Apart from election time. Then they're interested in us. Maybe that's what needs to change. They need to be as interested in our views when they've been elected.”



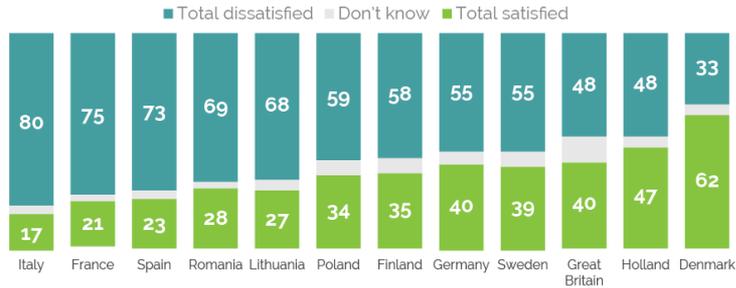
FIRST TIME VOTER



Yes a global phenomenon but Australia has had 25 years of economic growth!

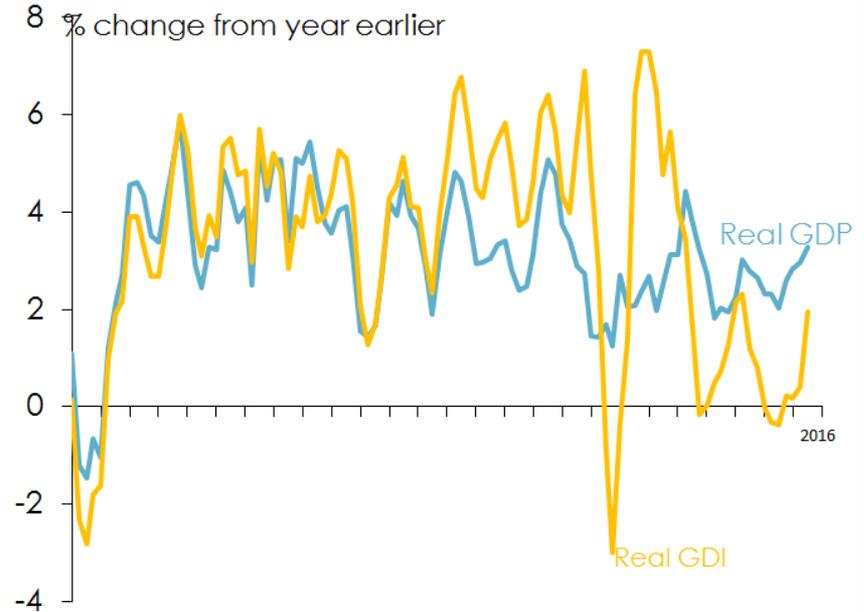
Satisfaction with democracy is low across Europe

On the whole, are you satisfied or dissatisfied with the way that democracy works in your country? %



YouGov | yougov.com

August 31 - 9 September, 2016

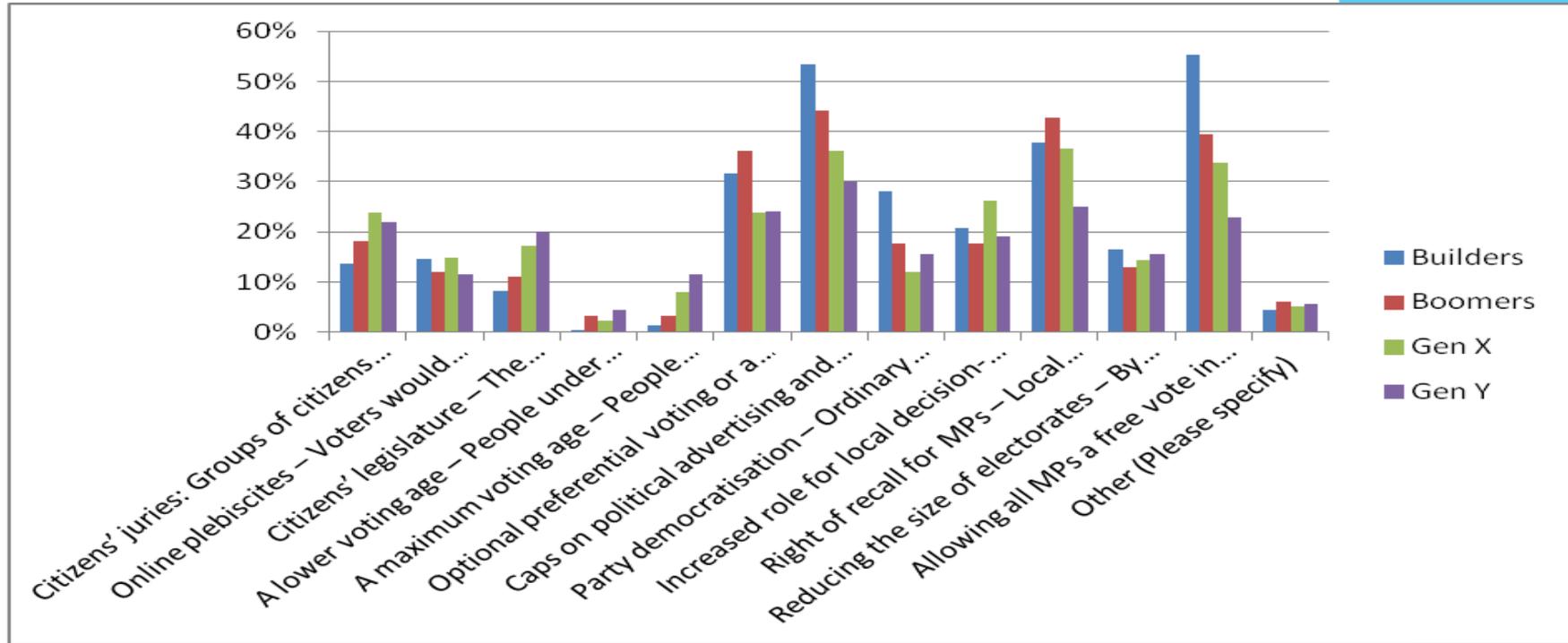


What's going on?

- A culture shift has occurred in Dalton's terms from an allegiant to a divergent political culture.
- Australians hate the politics of the magic kingdom (Canberra) but don't hate politics per se or democracy.
- Lack of political trust impacts through low public confidence in the ability of government to deliver key policies but not on political engagement.
- Growing numbers of Australians support a new politics that ensures greater political accountability, open and devolved government and consensual decision-making in the national interest.



The reforms they would like to see **strengthen accountability, increased participation, greater localism, digital futures**



What can the public service do to reconnect with the citizenry? Democracy for humans

- Introduce methods of governing that “enable” (e.g. *remove barriers to citizen participation through digital enablers*), “empower” (e.g. *through co-design of projects, programmes & services*), “engage” (e.g. *working with and through community-based organisations and trusted intermediaries*) and “mainstream” a culture of “seeing like a citizen”.
- Insist on political integrity and public accountability.

Implementing
Change



Social science has never been more important

- The increasing importance of human influenced and human created systems means that social sciences have a heightened role to play across a large range of policy areas
- For example, the “wicked” problems that all societies are confronting today from climate change to poverty can only be stabilised never mind solved through processes of co-creation with citizens



How does it work in practice? Example 1: “Try, Test and Learn Fund” Projects

1. Three month time horizon
2. Inspired by overseas exemplars targeting Young carers, Young students who have left university, Young long-term job seekers
3. Involves target group, intervention experts and independent facilitators as intervention designers
4. Utilises co-design and action learning monitoring and evaluation methods
5. Involves slow, deliberative thinking and codesign in three stages



Applying design thinking, agile and accelerator methods

DISCOVERY	PROTOTYPING AND EXPERIMENTATION	LEARNING IMPLEMENTATION & EVALUATION
[1] Focus on outcomes and not solutions	[1] Focus on possibilities	[1] Focus on viability
[2] Exploration and deep empathy with how the 'system' works now	[2] Rapid and iterative prototyping of many solutions	[2] Scalable implementation (will start small)
[3] Empowering citizens & stakeholders to co-discover with policy makers and agents of transfer the aspects of citizen experience that need to change	[3] Co-design possibilities with a strong emphasis on prototyping in situ	[3] Test theory of change (e.g. RCTs)
[4] Uncover the desirable outcomes – from all actors in the system	[4] Collaborative learning about what works and what doesn't	[4] Collective buy-in and support



ACT
Government

Example 2. Improving Services with Families

Understanding the journey of families through the service system.

<https://www.youtube.com/watch?v=WAwPnmw5XeI>

CO-DESIGN PHASES

First phase: Listen and co-design possibilities of change

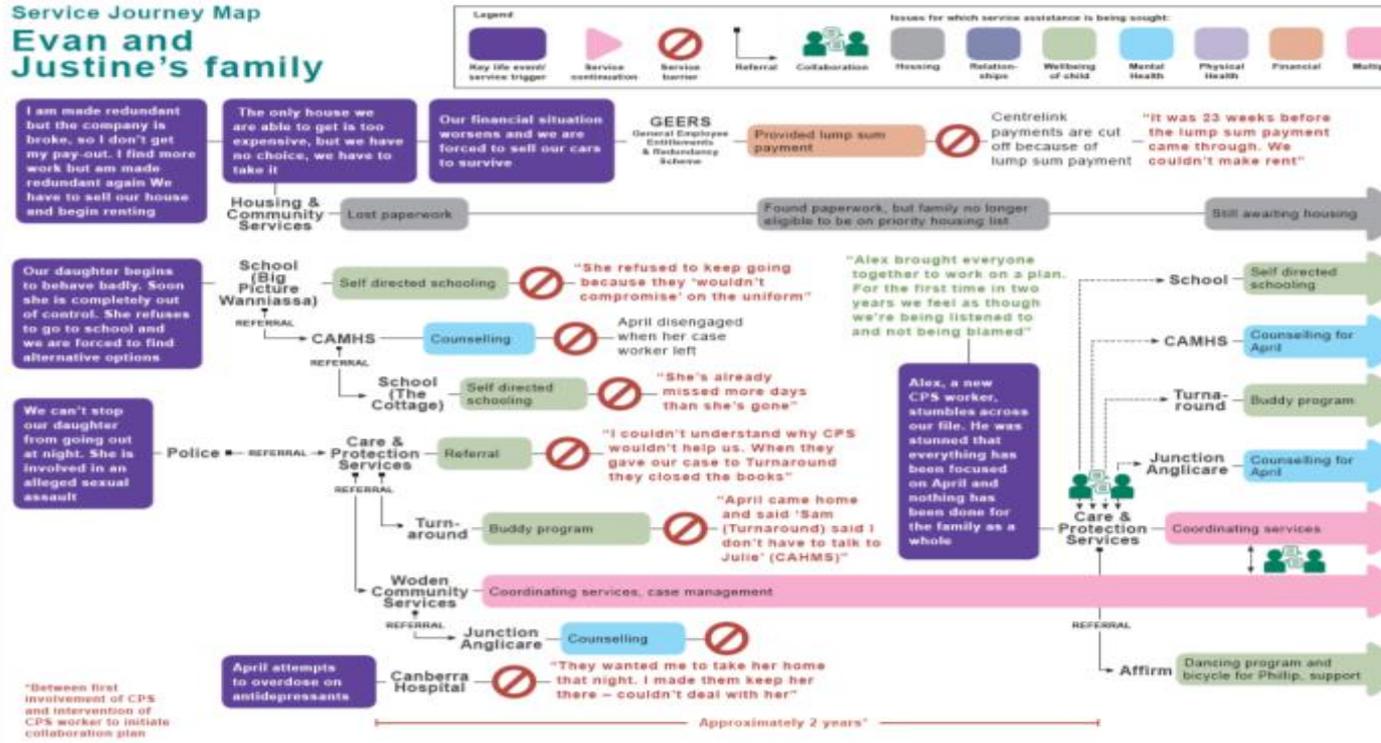
Second Phase: Co-design and prototype service changes

Third Phase: Experimentation and service scaling



First Phase: Journey maps and Insights

Understood 6 families experiences



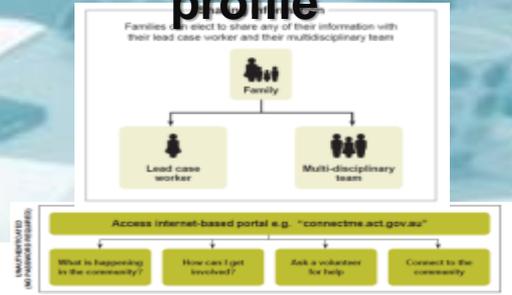
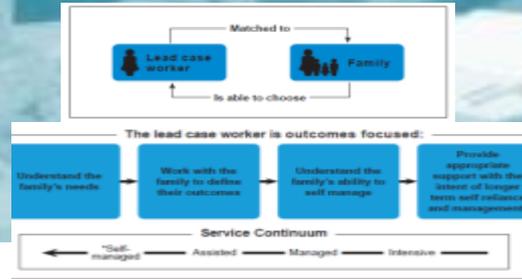
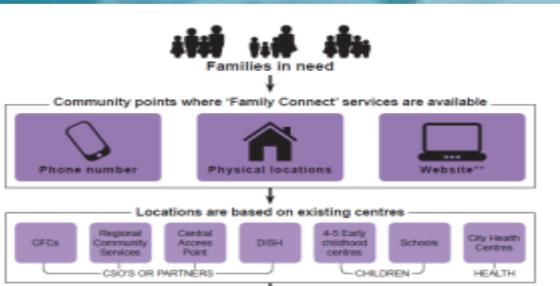
Second Phase: Generating Ideas



Family connect

Lead case worker

Family Information profile

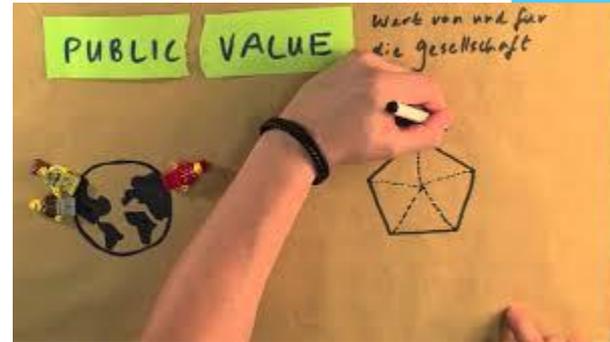


Same as agile service design and delivery process



Cautionary findings – should lead to better outcomes because:

- Broader ownership and legitimacy
- Balance of expertise – better citizen/user understanding/better overseas understanding/better research evidence
- Proof of concept through experiments



Benefits of design

Design can radically improve the quality of policy-making and operational delivery. It can contribute to creating more active citizens, help manage complex problems in public service design and delivery, build new relationships and knowledge required for 21st century governance BUT it requires strong political support, the appetite to try something new and the capacity to share power

What conditions are necessary?

1. Require support of political or management elite
2. Collective recognition of the complexity of the issue
3. Appetite to try something new or to get a different answer to a complex issue
4. Appetite for collaboration (and may not know how)
5. Access to skills and expertise in design methods

