

# DGA

DATA GOVERNANCE AUSTRALIA



**BUILDING THE FUTURE OF DATA  
INNOVATION AND STANDARDS.**

Every day, **data is becoming more important to Australian business.** Organisations that are harnessing the power of data have better efficiencies, more insights and better engagement with customers. Using data, business drives innovation and the future of Australian commerce.

For this to be possible, Australia needs an environment that allows businesses to thrive. This requires a robust self-regulatory framework to be established that ensures Australian businesses use data responsibly and build consumer trust.

This is the role of Data Governance Australia.

## DGA's role is:

### STANDARDS

To create industry standards and benchmarks around the collection, use and management of data in Australia.

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### TRUST

To help build consumer trust through development, application and enforcement of standards.

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### ADVOCACY

To advocate at the highest levels of state and federal government ensuring members' interests are represented and Australia maintains a regulatory environment that encourages innovative use of data.

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### COMPLIANCE

To assist companies and organisations with their data compliance responsibilities.

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As members of DGA, you will play an important role in the future of data innovation and standards in Australia. By establishing and adhering to industry standards and complying with the DGA self-regulatory framework, members play a role in engendering consumer trust, maintaining a business-friendly environment and driving the future of the Australian economy.



**Graeme Samuel AC**  
Chair

Data Governance Australia is the leading authority for Australian business to set industry benchmarks for the collection, use and management of data in Australia.

The organisation exists to drive innovation, enhance productivity, manage risk and comply with all regulatory requirements.

Vital is the empowerment of the business user by collectively establishing and enforcing data-centric business process policies that are designed to drive the engagement and success of every role in the organisation.

# Member Benefits



## RECOGNITION

**DGA TRUST MARK:** Use the DGA member seal on corporate communications to demonstrate your adherence to data governance standards, and differentiate yourself in the market.



## REPRESENTATION

**GOVERNMENT ADVOCACY:** Ensure your organisation is represented on important data issues including privacy, cyber safety, security, e-commerce, data handling, use and risk.

**VOICE:** Participate in advisory boards and consultation groups to influence future legislation, regulations and standards.



## KNOWLEDGE AND RESOURCES

**INDUSTRY STANDARDS AND GUIDELINES:** Have access to codes, guidelines and benchmarks to ensure regulatory compliance and delivery of best practice.

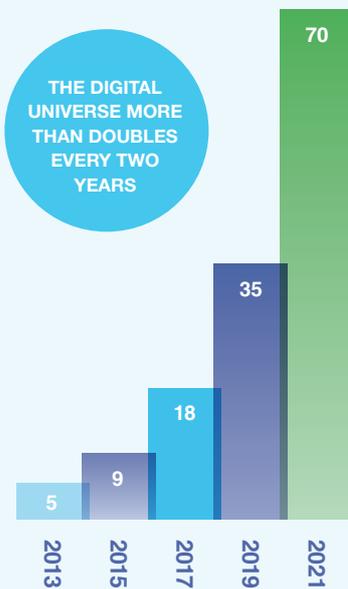
**RESEARCH AND RESOURCES:** Receive the latest research, whitepapers, trend reports and news affecting data.

**COMPLIANCE ADVICE:** Use the DGA compliance advice service to assist with data compliance responsibilities.

**GLOBAL TRENDS:** Receive exclusive content and newsletters providing invaluable insight into the latest data governance developments from around the globe.

## DATA STATS

**DATA GROWTH 2013-21**  
(zettabytes)



THE DIGITAL UNIVERSE MORE THAN DOUBLES EVERY TWO YEARS

BY 2020 THE AMOUNT OF USABLE DATA FOR ANALYSIS WILL ALMOST DOUBLE TO 35% FROM THE 2013 AMOUNT OF 22%

BY 2017 MORE DATA WILL MATERIALIZE FROM EMERGING (CHINA/INDIA/BRAZIL) RATHER THAN MATURE MARKETS



## CONNECTIONS AND NETWORKING

**PROFESSIONAL NETWORK:** Increase your professional network through DGA networking activities and events.

**THOUGHT-LEADERS:** Connect with international and local thought leaders in data disciplines; also connect with like-minded professionals.



## SKILLS AND TRAINING

**DATA PASS ACCREDITATION:** Get team accreditation for knowledge of privacy and data protection rules through the DGA Data Pass program.

**DATA GOVERNANCE PROFESSIONAL STANDARD:** Attain Australia's first university-recognised credential in data governance to demonstrate your data governance expertise.

**TEAM TRAINING:** Get in-house training for your teams to ensure knowledge of data governance and privacy requirements.

**EDUCATION PROGRAMS:** Comprehensive range of education courses to assist and further your organisation's understanding of data governance and compliance.



## EVENTS AND ACTIVITIES

**THINK TANKS:** Be involved in Think Tanks and discussion groups that drive data innovation and shape the future of industry and commerce.

**EVENTS:** Attend exclusive free member-only events, plus enjoy pre-release tickets and discounts.

# DGA Member Benefits

## FOR YOU

As a member of DGA, you will:

**HAVE INFLUENCE:** Participate in advisory boards, Think Tanks and discussion groups where you help shape industry self-regulation and future business thinking

**GAIN KNOWLEDGE:** Have access to the latest thinking, cutting-edge research and thought leadership to ensure you stay ahead of trends and best practice

**BUILD A NETWORK:** Build your professional networks with thought-leaders and industry professionals

**PARTICIPATE IN PEER-TO-PEER DISCUSSION GROUPS:** Be involved with Chatham House round table discussions with peers to solve critical business issues

## FOR YOUR COMPANY

As a member of DGA, your company will:

**BECOME A TRUSTED BRAND:** Use the DGA member seal on corporate communications to demonstrate adherence to data governance standards

**BE REPRESENTED:** Have your company interests represented at the highest level of federal and state government to ensure a business-friendly regulatory environment

**HAVE PEACE OF MIND:** Have confidence your company is adhering to industry best practice through codes, standards and self-regulatory frameworks.

**SHAPE THE FUTURE:** Ensure your company is playing a role in the future of Australian business and the economy

## FOR YOUR TEAM

As a member of DGA, your team will:

**BE EDUCATED:** Educate your teams on data compliance issues through in-house education programs and access to a wide range of online and in-person education courses

**STAND OUT:** Gain Data Pass Accreditation to demonstrate your teams understand their privacy and data protection responsibilities

**GAIN KNOWLEDGE:** Keep your teams ahead of trends and developments in data governance through newsletters, research, white papers, thought leadership and events.

**ENSURE COMPLIANCE:** Provide your team with access to resources, compliance tools and advice to assist with compliance

JOIN THESE BRANDS LEADING THE FUTURE OF DATA:



Owner and Operator of *Westfield* in Australia and New Zealand



## AS A MEMBER OF DGA, YOU ARE IN GOOD COMPANY.

Board Members:

### **Graeme Samuel AC**

Professor  
Monash Business School

### **Lionel Lopez**

Chief Data Officer  
Veda

### **David Rohan**

General Manager  
Loyalty Analytics  
Qantas Loyalty

### **Leif Evensen**

General Manager  
Business Performance & Analytics  
Westpac Group

### **Paul McCarney**

Co-Founder & CEO  
Data Republic

### **Thomas Dobson**

Head of Marketing Planning  
& Performance  
National Australia Bank

### **Adam Story**

General Manager  
flybuys, Loyalty & CRM  
Coles

### **Gavin Smith**

TMT Sector Head  
Allens Linklaters

### **David Lamond**

Director  
Scentre Group

### **Ben Ashton**

Group Executive  
Quantum

### **Michelle Pinhiero**

Director of Intellectual Property  
& Data Governance  
IAG

### **Warren Billington**

Managing Director  
AU/NZ & SEA  
Signal

### **Ingrid Maes**

Director Loyalty & Customer Data  
Woolworths

Join Australia's best data-driven companies at the leading-edge in the collection, use and management of data.

Data Governance Australia members have advantages that extend through every level of their businesses; from direct advocacy to government, to cutting-edge research and thought leadership and more.

**Contact DGA to discuss membership today.**

**Email:** [membership@datagovernanceaus.com.au](mailto:membership@datagovernanceaus.com.au)

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Melbourne VIC 3000

To subscribe to our newsletter or for more information and resources, visit us at [www.datagovernanceaus.com.au](http://www.datagovernanceaus.com.au)



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