IG INDUSTRY SURVEY
July 2019 Report

Information Governance ANZ

FOREWORD

Welcome to our second Information Governance survey, reporting on trends particularly within the Australian and New Zealand region.

Information Governance ANZ was established in 2016 to provide a forum where professionals from different disciplines across all types of organisations can share best practices in information governance to maximise the value of information while minimising associated risks and costs. Our 2019 IG Survey engaged over 340 industry professionals and highlights the status, priorities and challenges of information governance for organisations.

The IG Survey highlights that implementing an IG framework is the most important priority for organisations, with the three main drivers of IG projects identified as good business management practices (up 16% on the 2017 survey), external regulatory, compliance or legal obligations and internal technology restructuring or transition. Over 40% of respondents also indicated that privacy regulatory changes, such as the GDPR and Australia's NDB Scheme had been a driver of their current IG projects.

Just over half the respondents said their organisation uses a formal IG framework with policies and procedures. Almost three-quarters of the respondents' organisations have IG projects underway or planned in the next year, with a third indicating they are expecting to increase their IG spend this financial year.

IG appears to have matured since our initial survey, with over half assessing their IG programs as intermediate or advanced in maturity and a similar percentage ranking their IG programs as proactive rather than reactive. It is clear there is a growing

recognition and investment being made in both the formal IG framework as well as IG projects to maximise the value and minimise the risk of information. Clearly a proactive enterprise-wide information governance framework, which is well implemented will deliver the greatest return on investment.

We would like to thank Government Agencies Information Network (GAIN) Australia, Records and Information Management Professionals Australasia (RIMPA), the Data Management Association (DAMA), Australian Litigation Support Managers (ALSM), International Legal Technology Association (ILTA) and the Association for Intelligent Information Management (AIIM Australasia) for distributing this survey to their members to enable us to include a broad range of professionals. Our philosophy is that collaboration across organisational silos involving a multidisciplinary approach is key to best practice information governance and security. We are delighted to have a number of affiliated Australian and global organisations and look forward to continuing to work in collaboration with our members and growing affiliated organisations to discuss and highlight best practice information governance.

I would particularly like to thank Marie Felsbourg and the committee of Matthew Golab, Dr Peter Chapman, Christopher Colwell and Professor Michael Adams for their work in analysing and collating this report.

We hope you find the information relevant and applicable to your organisation. If you have any feedback or would like to get in touch please email: susan.bennett@infogovanz.com

Susan Bennett, Executive Director
July 2019

INFORMATION GOVERNANCE ANZ TEAM

Prof Michael Adams

Susan Bennett

Dr Peter Chapman

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RESPONDENT INSIGHTS

LOCATION

AUSTRALIA	85%
NEW ZEALAND	8%
REST OF THE WORLD	7%

ORGANISATIONAL SECTOR

CORPORATION	30%
GOVERNMENT	61%
NOT-FOR-PROFIT	7%
OTHER	2%

SIZE OF ORGANISATION

1-100	14%
101-500	25%
500-1000	14%
1001-5000	29%
5001-10000	9%
10000+	9%

ROLE IN INFORMATION GOVERNANCE

RESEARCHERS	3%
SALES	11%
PRACTITIONERS (DIRECT)	45%
PRACTITIONERS (INDIRECT)	38%
OTHER/UNSPECIFIED	3%

AREAS OF ENGAGEMENT

CYBERSECURITY/IT SECURITY	27%	PRIVACY	38%
DATA ANALYTICS	32%	RISK/COMPLIANCE	34%
DATA GOVERNANCE	58%	RECORDS MANAGEMENT	69%
EDISCOVERY	20%	LEGAL	15%

INFORMATION GOVERNANCE DEFINITION

The Information Governance Initiative (IGI) defines Information Governance as:

'The activities and technologies that organisations employ to maximise the value of the information while minimising associated risks and costs.'

Do you agree with this definition?

YES 90%   NO 10%

An overwhelming majority of participants agreed with the IGI definition, however, some pointed out that the reference to 'activities and technologies' was more aligned with the management of information than with the traditional concept of governance, which is the framework and systems of controls. Others commented that 'activities' needed to be expanded to include people, culture and ethics.

*I also see Governance as having **clear accountability and responsibility** assigned for decision making. This current definition above leans more towards Information Management.*

*It needs to include **people**. We find people are the weakest link in effective IG. There is no reference to the compliance requirements the regulatory environment is now exerting.*

*'Definition of 'activities' - does it include **people, policies and procedures?***

*The definition should highlight that technologies are merely assistants to what is **essentially human process.***

*I don't think it gets to the point of governance being responsibility. Possibly including that **people understand their role** in minimizing risks Data versus Information. You need to **maximise the value** of data for information to become valuable.*

*It is more than the activities and technologies, it is the **culture and values** of the organisation*

*The definition is nothing to do with governance - activities and technologies are not the primary domain of governance. It is more closely related to management. The definition is also very narrowly focussed on method. It does not touch upon **rights, ethics, stewardship, or social licence.***
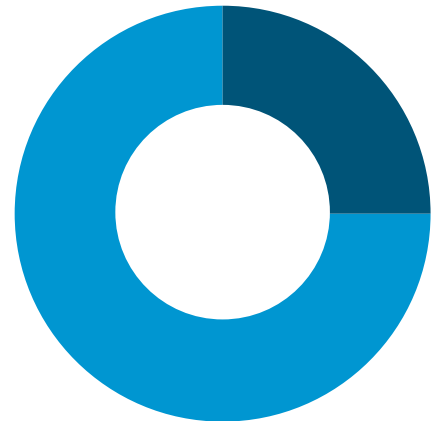
*Mitigating risk and maximising value is closer to (effective) compliance. Governance, including information governance, are the methods by which decisions are made e.g. **conventions, culture, accountability, policies, processes, frameworks** etc. Not the specific decisions or tools, the methodology.*

INFORMATION GOVERNANCE FRAMEWORK

Q: Do you view IG as an umbrella concept that describes all information management activities?

There was significant agreement across organisation type and size, with 75% of respondents agreeing with this statement. This was in alignment with 2017 results.
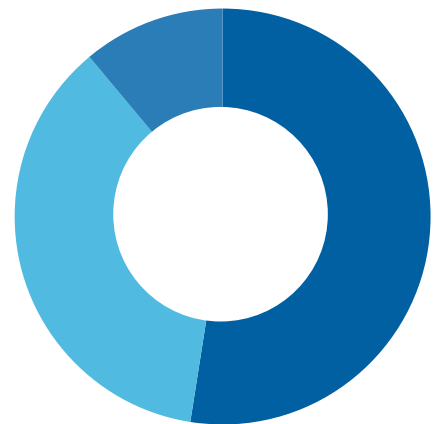
75% YES

25% NO

Q: Does your organisation govern IG with a formal IG framework with policies and procedures?

Government organisations were more likely to govern with a formal IG framework than their corporate and NFP counterparts, with 57% of government respondents indicating they were in agreement with this statement compared to 43% in the corporate sector and 33% in not-for-profit organisations.
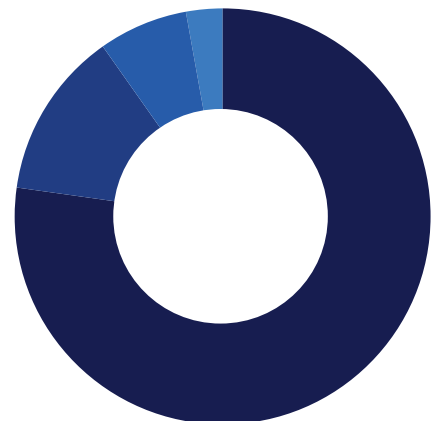
51% YES

38% NO

11% DON'T KNOW

Q: Does your organisation have IG projects underway or planned in the next year?

A significant majority of organisations have at least one IG project in motion, or planned across the next 12 months. Government organisations were the most likely to be working on or planning IG projects, with 78% answering yes, compared to 64% of corporates and 73% of not-for-profits.

74% YES

6% NO

13% DON'T KNOW

7% PREFER NOT TO ANSWER

INFORMATION GOVERNANCE DRIVERS

Q: If your organisation has IG projects underway or planned in the next year, to what extent have they been driven by changes in privacy laws, such as GDPR and mandatory reporting of breaches?

42% of respondents indicated that recent changes to privacy laws, such as GDPR and mandatory breach reporting, have been a significant driver of their current IG projects.
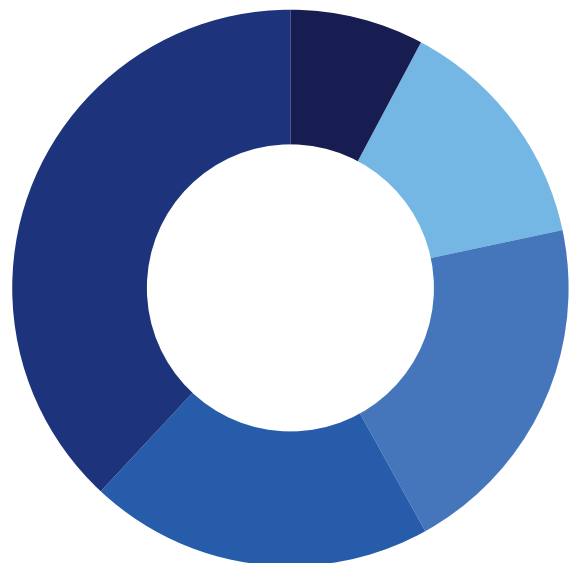
GDPR

The European's Union General Data Protection Regulation (GDPR) imposed significant change to privacy laws in Europe since its enforcement from 25 May 2018. Organisations that fail to comply with the GDPR face heavy fines of up to €20 million or up to 4% of global annual turnover, whichever is higher.

NDB

Australia's Notifiable Data Breaches (NDB) scheme came into effect from 22 February 2018. It requires organisations to notify individuals whose personal information is involved in a data breach that is likely to result in serious harm and the Australian Information Commissioner.

To what extent have they been driven by changes in privacy laws

7% Totally driven

14% Largely driven

21% Somewhat driven

20% Slightly driven

38% Not at all driven

Those working in corporations were more likely to indicate the new regulatory environment is driving their IG projects when compared with government respondents (55% versus 36%). This may be due to a greater number of corporates handing personal information of EU data subjects and dealing with cross-border transfers of personal data as a result of the GDPR.

INFORMATION GOVERNANCE DRIVERS

Q: What IG activities and solutions are most important?

Participants recognised that a range of IG activities and solutions are relevant within organisations, however implementing an IG framework was identified as the key area of importance in 2019 by 46% of respondents. Compliance with privacy regulations, data loss prevention and updating of policies and procedures rounded out the top four.
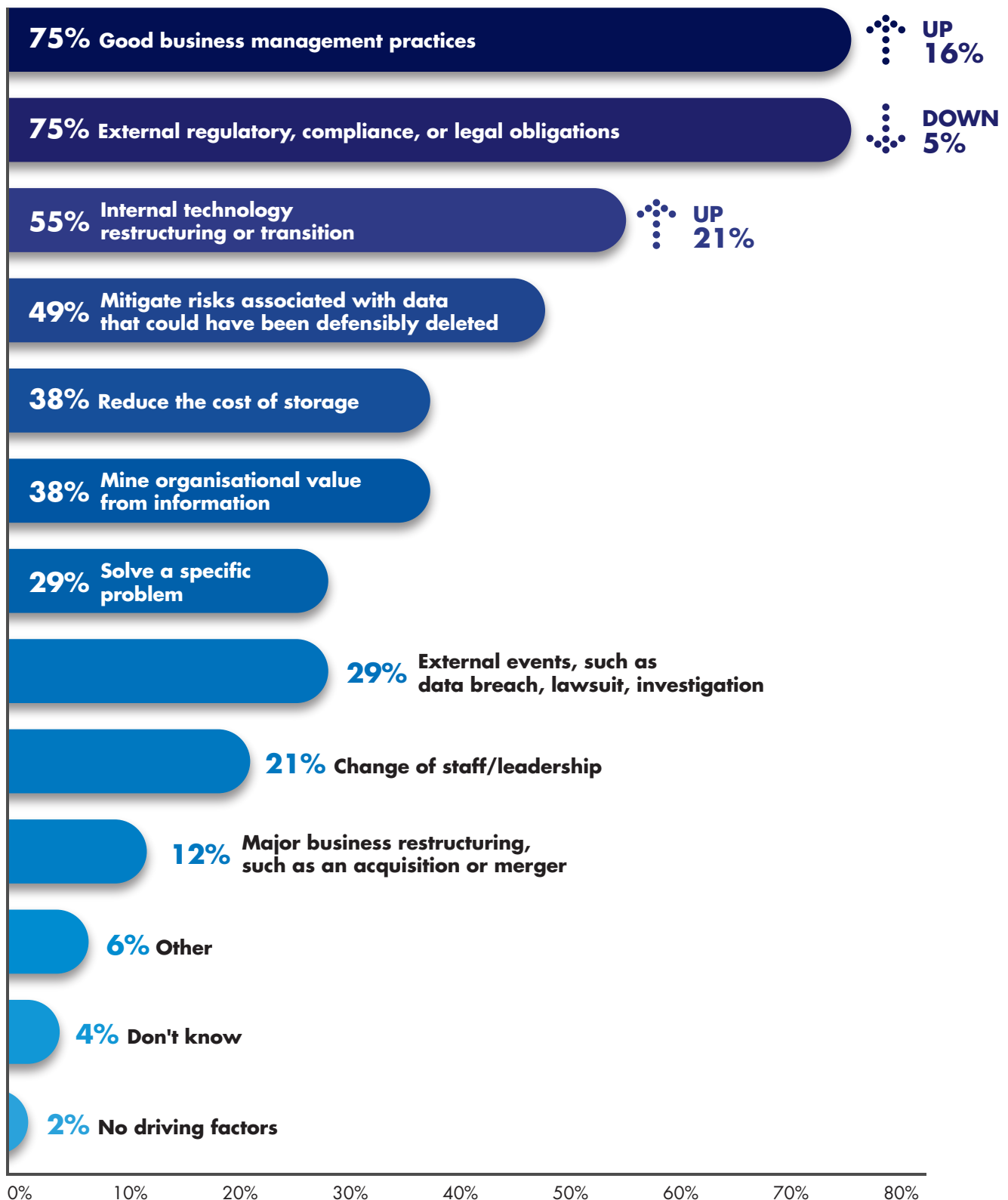
46% Implementing an IG framework

16.2% Compliance with privacy regulations

10.4% Data loss prevention

9% Updating of policies and procedures

6.8% Big data analytics

2.3% Legacy data consolidation

2.3% Decommissioning an archive or system

6.9% Other
- Implementing user rights and audit and analysis
- Scanning paper documents
- Monetising data
- Migrating unstructured information
- Establishment of a defensible deletion policy
- Legal hold tracking solution

INFORMATION GOVERNANCE DRIVERS

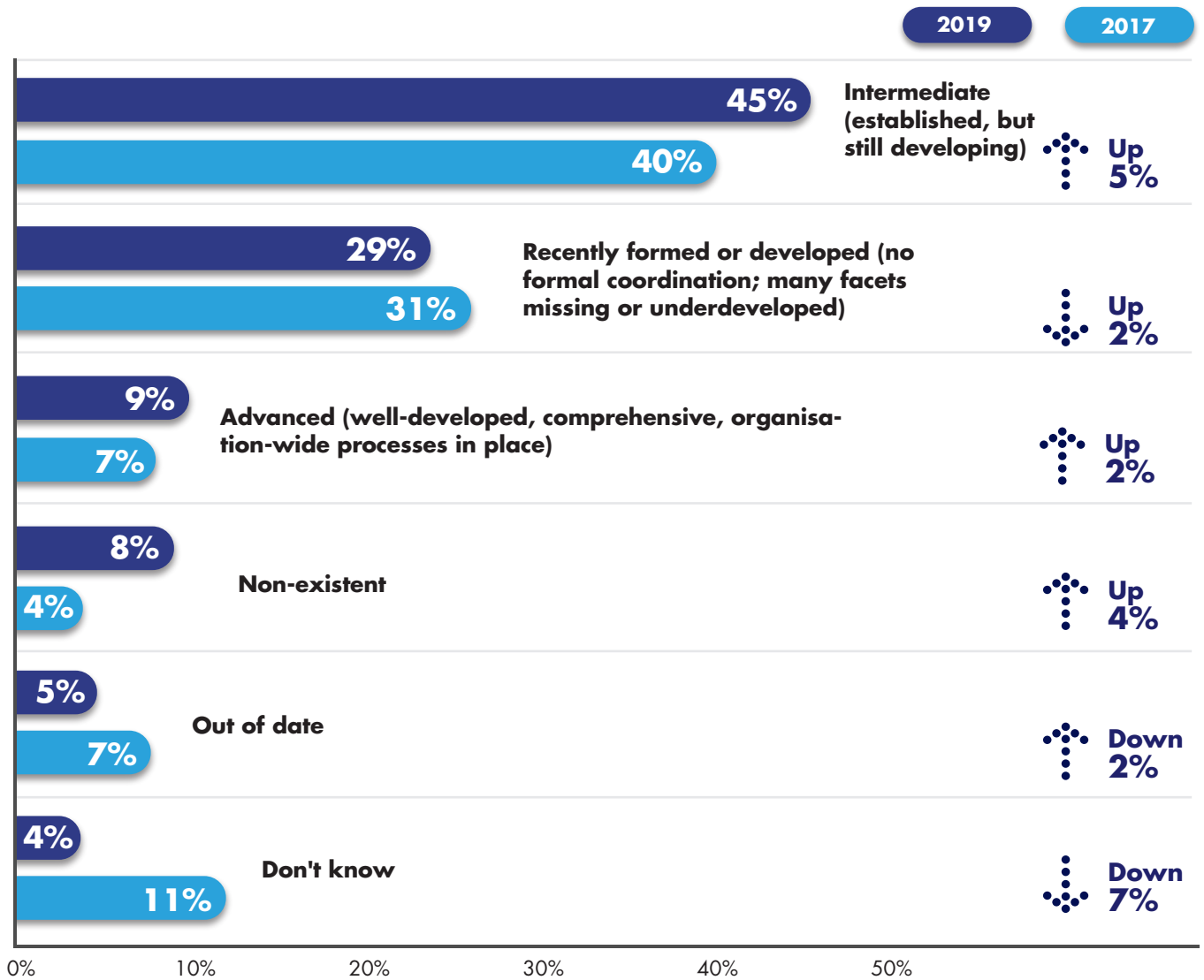## What are the main driving factors for IG projects in your organisation?

Organisations are working more proactively when it comes to IG projects with 75% of respondents indicating that the main driving factor for IG projects was good business management practices (up 16% on the 2017 survey). External regulatory, compliance or legal obligations was level in terms of importance with the 2017 survey responses whilst internal technology restructuring or transition rose by 21% to round out the top three driving factors. These driving factors were echoed across all organisation sectors.

75% Good business management practices — **UP 16%**

75% External regulatory, compliance, or legal obligations — **DOWN 5%**

55% Internal technology restructuring or transition — **UP 21%**

49% Mitigate risks associated with data that could have been defensibly deleted

38% Reduce the cost of storage

38% Mine organisational value from information

29% Solve a specific problem

29% External events, such as data breach, lawsuit, investigation

21% Change of staff/leadership

12% Major business restructuring, such as an acquisition or merger

6% Other

4% Don't know

2% No driving factors

0%   10%   20%   30%   40%   50%   60%   70%   80%

INFORMATION GOVERNANCE MATURITY

Q: How would you rate the maturity of your organisation's overall IG program?

In a positive sign, IG programs in organisations appear to be maturing – with 54% indicating their programs were intermediate or advanced.

2019   **2017**

	2019	2017	Change
Intermediate (established, but still developing)	45%	40%	Up 5%
Recently formed or developed (no formal coordination; many facets missing or underdeveloped)	29%	31%	Up 2%
Advanced (well-developed, comprehensive, organisation-wide processes in place)	9%	7%	Up 2%
Non-existent	8%	4%	Up 4%
Out of date	5%	7%	Down 2%
Don't know	4%	11%	Down 7%

0%   10%   20%   30%   40%   50%

Those working in corporations were more confident in the maturity of their IG programs than their government counterparts, with a higher percentage indicating their program was advanced.

CORPORATE
20%

GOVERNMENT
4%

Those working in very small organisations (1 – 100) were more confident in the maturity of their IG programs than their very large organisation (5,000+) counterparts.
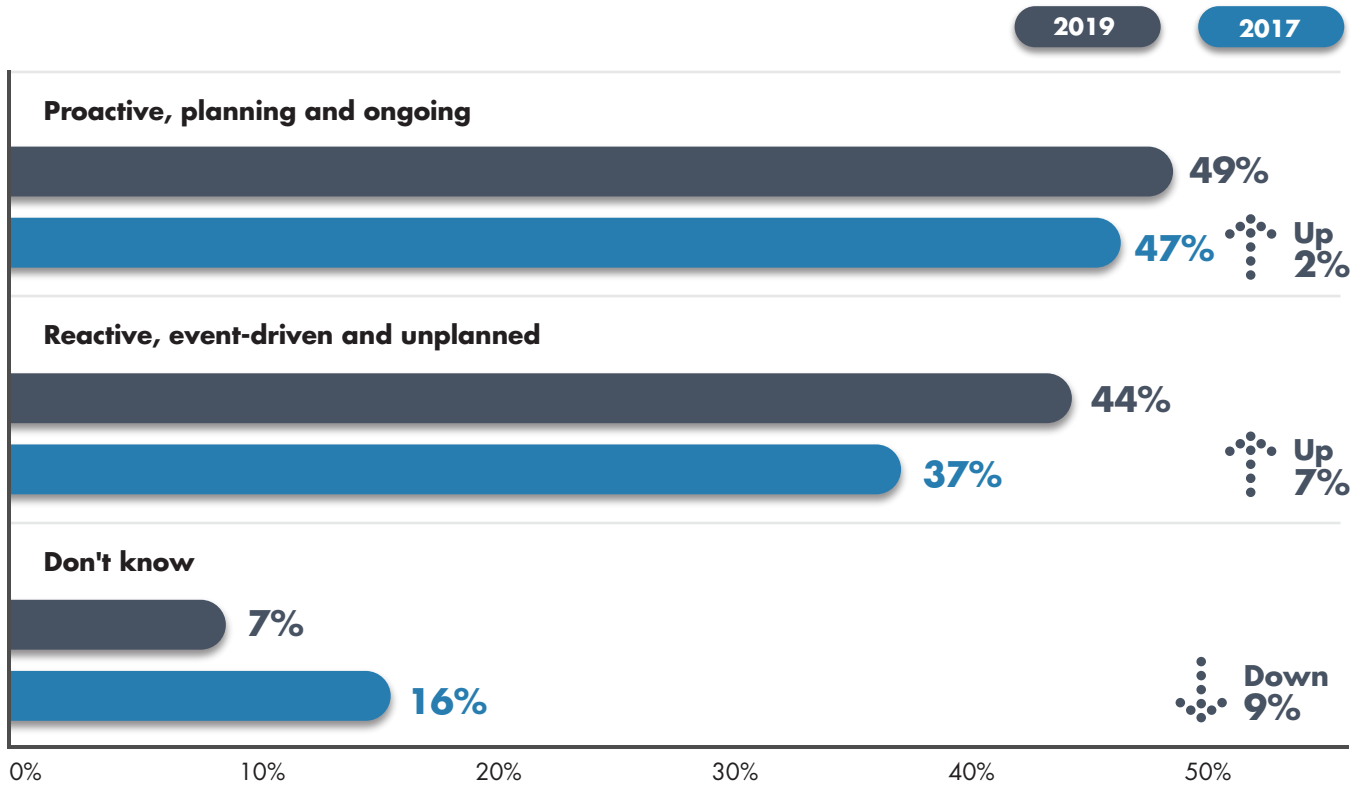
SMALL
73%

LARGE
59%

INFORMATION GOVERNANCE MATURITY

Q: How do you view your organisation's IG programs?

Responses indicated a fairly even split between proactive and reactive approaches to IG (49% v 44%). This is mostly aligned with the 2017 results, however participants appear to have better clarity of their programs in 2019 with only 7% indicating they 'don't know' compared to 16% two years ago.

2019 **2017**

Proactive, planning and ongoing
- 49%
- 47% — Up 2%

Reactive, event-driven and unplanned
- 44%
- 37% — Up 7%

Don't know
- 7%
- 16% — Down 9%

0%   10%   20%   30%   40%   50%

Corporate and government organisations were similarly aligned with these results, whilst the Not For Profit segment appeared to be more reactive than proactive by over two-thirds.

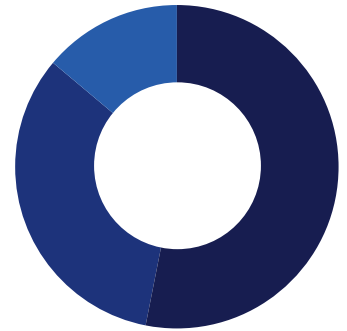| CORPORATE	GOVERNMENT	NFP
45% REACTIVE	42% REACTIVE	67% REACTIVE

Unsurprisingly, respondents indicating that the IG program at their organisation was in an advanced maturity state were more likely to also indicate their program as being proactive, and vice-versa for immature IG programs.

INFORMATION GOVERNANCE LEADERSHIP

Do you agree that the chief information governance officer (CIGO) is essential to IG success?

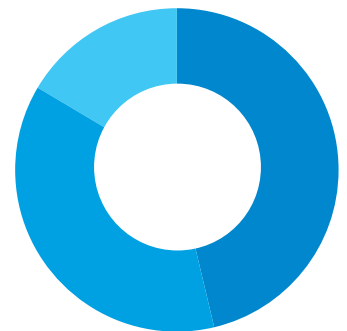56% agree that a CIGO is essential to IG success, up 16% since 2017.

56% Yes

14% No

30% Neither agree nor disagree

Has your organisation addressed IG leadership?

Of significant concern, 47% of respondents believe their organisation hasn't sufficiently addressed IG leadership.

35% Yes
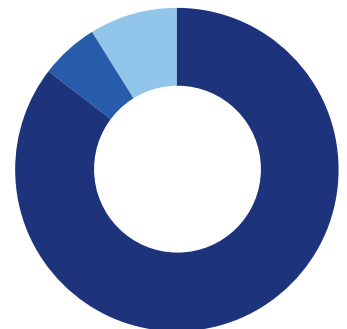
47% No

18% Don't know

Is 'information governance' or 'data governance' in the job title of the individual with overall accountability for IG in your organisation?

Whilst the terms 'information governance' and 'data governance' are still rarely used in job titles, there has been an of 5% and 10% respectively since 2017.

Responses showed a correlation between organisations that have addressed IG leadership and those with a an individual accountable for IG with IG or DG in their title, with 32% of this subset of respondents indicating one of these terms is included within the applicable employee's job title.
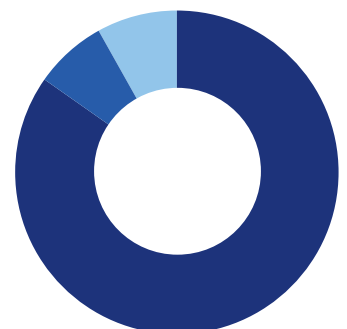
INFORMATION GOVERNANCE

12% Yes

81% No

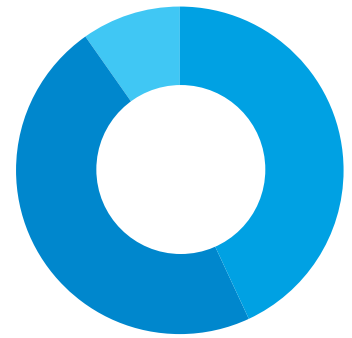**7%** Don't know

DATA GOVERNANCE

11% Yes

80% No

9% Don't know

INFORMATION GOVERNANCE LEADERSHIP

Is the individual accountable for IG in your organisation a peer of the C-Suite (senior executives)?
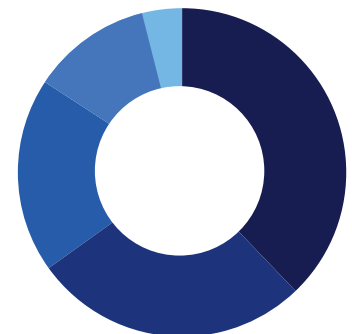
41% Yes

46% No

13% Don't know

In the last 12 months, what is the average number of IG projects your organisation is working on?

Many organisations appear to be restricting the number of IG projects they were undertaking, with 38% of respondents indicating that only 1-3 projects were being conducted.

A further 28% respondents didn't know how many projects their organisation had undertaken, indicating a lack of clarity within some organisations about IG efforts. It is also possible that the complexity and communication channels of large organisations is driving this response to a degree.
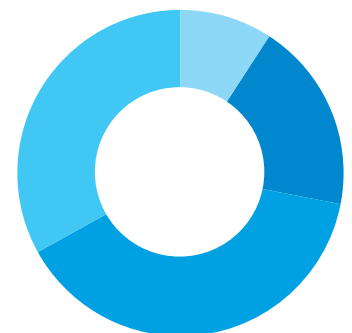
12% 10 or more

4% 7 to 9

18% 4 to 6

38% 1 to 3

28% Don't know

Does your organisation expect to increase IG spend this financial year?

33% of organisations are expecting to increase their IG spend, up 7% from the 2017 survey.

33% Yes

39% Don't know

19% No

9% Prefer not to answer

Information Governance ANZ would like to thank our affiliates
and sponsors for supporting the 2019 IG Industry Survey.

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ABOUT INFORMATION GOVERNANCE ANZ

Information Governance ANZ brings together professionals from different disciplines across all types of organisations to develop and promote information governance best practices and innovations. By building a network of multi-disciplinary professionals, information silos will be broken down, enabling connected thinking and innovation that leads to information governance best practices. This, in turn, will promote the delivery of better outcomes for organisations by both minimising risk and maximising the value of the information held within organisations. Visit our website for more information - **www.infogovanz.com**

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