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Government of Niue

# National Digital Strategy

2024 - 2030





**The Government of Niue would like to recognise the whole-of-island collaboration that resulted in the development of this National Digital Strategy.**

The shaping of the National Digital Strategy was kindly supported by the United Nations Development Programme (UNDP).

*Suggested citation:*

*The Government of Niue, National Digital Strategy (Niue: Government of Niue, 2023)*

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# Foreword

Digital is transforming our island, and the lives and well being of our people. From improving how government delivers public services, to shaping new business and learning opportunities. More of our people are accessing the internet, and businesses are using social media to drive commercial activities, communication, and digital entrepreneurship is becoming more common across our villages and communities.

These developments have not happened overnight. Niue has had a long history of exploring the power and potential of digital technology and transformation. From passing of the Communications Act 1989 – which enabled our country to license public and private network operators – to the recent launch of Niue’s ICT Policy. This accomplishment has been a continued journey of experimental learning and iteration commitment.

With strengthened connectivity, including investment on the Manatua One Polynesia submarine cable, it has made digital tools and technologies increasingly accessible with enhanced speed to our people.

The early focus on embedding ICT in the national education curriculum helps create a generation of young people with strong digital skills and acquired interest in the potential benefits of the digital economy.

Moreover, the government’s early embrace and exploration of digital technology have seen the public sector providing more information available online with extensive digital public service delivery.

This exciting journey is considered the beginning of better opportunities to come. Every day, our private sector businesses are exploring new digital tools, and technologies, such as, Artificial Intelligence (IA) and the

benefits these modern assets can respond positively to the challenges that our island nation faces – including climate change. And, as the Pacific tourism catchphrase ‘Rock’ of Polynesia, new digital innovations and virtual realities could also make geographic distance irrelevant.

Additionally, our national digital transformation is about more than AI, 4G, 5G, Big Data, and other technologies. It is about our people, culture, language, identity and self-determination to develop, promote and sustain Niue’s sovereignty.

The National Digital Strategy would better position Niueans at the centre of our digital journey. The Strategic Priorities set out in this document will drive and develop national digital literacy, end-to-end digital infrastructure, governance and leadership, and the importance of creating a catalytic environment are founded on ensuring that digital benefits everyone on our island.

The digital transformation will also be led by our people. And this document is a demonstrator of that approach. The development of the National Digital Strategy showed a truly consultative process. It brought together digital advocates, experts, and explorers from across our public and private sectors, and civil society. It both highlighted the commitment of our people to a digital future for Niue – and reaffirmed the depth and breadth of digital talent that we have in our country.

The vision that drives this National Digital Strategy is deliberate and ambitious.

We want Niue to be the most advanced digital community in the Pacific with extensive coverage of service for the whole population. We want our people to be empowered by the tangible benefits of digital

technology transformation, and also ensuring protection from the risks and harms of the digital evolution.

Fundamentally, we want our digital journey to be inclusive: with no one left behind. Therefore, fulfilling the vision, no doubt, will be challenging. But I am encouraged by the enthusiasm and commitment, talent, and ingenuity of our people in making the dream possible.

Kia Monuina

**Hon. Crossley Tatui**

Minister for Finance and  
Infrastructure (ICT)





# Context



Niue has long-had significant ambition and interest in digital technologies. In 2003, at the United Nations-sponsored World Summit on the Information Society, our national representative highlighted to delegates that:

*‘...the Government of Niue is committed to ICT development. It recognises the importance of ICT for its social and economical development’.*

In the intervening years, we have continued to explore the opportunities of digital tools and approaches. This has included our efforts to:

- Improve the citizen experience of government, including making more information accessible, and more user-friendly - with opportunities for expanding possibilities.
- Develop digital skills and literacy across our population, particularly in our schools and through our national curriculum; and
- Strengthen our connectivity, with improvements in mobile internet to connecting our island to the Manatua One Polynesia submarine cable.

We have also benefited throughout this journey from the trust and collaboration of all who have recognised the role and importance of digital for the future development of our country - including the crucial role that it plays in our lives and livelihoods.

However, it is recognised that more needs to be done. We have made steady progress, but the pace of digital transformation – and the broader development challenges that Niue faces – demands that we explore the full potential and opportunities that digitalisation can offer. This also includes ensuring that digital does not exacerbate or increase or existing challenges. We need to ensure that the necessary security and safeguards are in place to ensure positive impacts for Niue as a whole..

This National Digital Strategy identifies our current progress and sets out important next steps. The strategy documents our digital journey towards a position where digital is a core pillar of Niue's development.

The Strategy also recognises that this digital journey, although an exciting one, is also still emerging. Technology is moving quickly – with the potential of artificial intelligence, 5G, blockchain, and other innovations still being defined by many countries around the world. Recognising this, we will be continually exploring and engaging with new and emerging technologies to see how they can best be used by our citizens to develop their businesses and livelihoods. And how we can use these assets to support and empower our next generation, providing them with new opportunities and ideas – and connection to a global community.

Finally, our National Digital Strategy also acknowledges that digital is an important tool for our development. But, it also recognises that we cannot rely solely on tools or technologies – or be led by digital solutions. In fact, our greatest asset in our national digital transformation are our people. Building digital behaviours, cultures, and mindsets across our population will be essential in ensuring that digital has the greatest positive and possible impact on our island.

### **National ICT Policy: 2023-2030**

Complementing the National Digital Strategy, is our first National ICT Policy – agreed by the Government of Niue in 2023. The National ICT Policy recognises the importance of strong and inclusive technical foundations to ensure the sustainable digital and broader development of Niue. The policy provides a comprehensive and strategic agenda and framework that guides, supports, and facilitates the coordinated implementation of ICT-related projects, programs, and initiatives in Niue. The Policy sets out eight strategic ICT priorities across four themes of accessibility, capacity, inclusivity, and security. These are similarly crucial enablers of this National Digital Strategy, which also aims to set out broader digital priorities for our country – which are also important catalysts for the achievement of the National ICT Policy.

# Our Vision for Digital

Digital is not new to Niue. 80% of our population is using the internet, with more coming online every day. Digital is used for remote learning, and with the potential for healthcare delivery. Social media channels are also playing an important role in driving commerce, connection, and communication – with total social media users increasing by 30% between 2021 and 2022.

But we need to ensure that digital works for everyone. And that it remains accessible and cost effective, particularly to ensure that no one is left behind as technology evolves. With this in mind, the Government of Niue has set out a vision for digital transformation of our island.

**By 2030, we want to have:**

**Transformed Niue into the most advanced digital community in the Pacific, by creating an inclusive, safe, accessible, and fully-digitally empowered nation - where digital enriches and improves lives and livelihoods**

At the heart of this vision is ensuring that digital serves and meets the needs of our people. And that our citizens are central partners and drivers of our digital transformation efforts. Our use and explorations of digital must be founded on their expectations and realities.

This vision also recognises that digital does not stop at our shoreline. It isn't constrained by borders. The digital learning, and challenges, from other countries in the region also impacts our national development - whilst our work in shaping a digital ecosystem in Niue can also be shared with the region, and beyond.

There is also exciting opportunity for Niue to become a regional digital leader: with our local digital talent shaping digital products, services, and propositions to serve and inspire the Pacific community.

## Where we are now

Digital is changing all parts of our country and society. But it's having particular impact in three main areas that are especially relevant to Niue: public services and government, tourism, and e-commerce.

### *Public services and government*

Digital provides new platforms, engagement opportunities, and channels for government. It can improve how government communicates with citizens, responds to their concerns, and meets

their needs. It can ensure that public services reach all parts of our island and all people in Niue – and that these services and support are available when people need them most.

We have been increasingly making information available on our government websites, to help citizens navigate public services and to learn more about the types of support available. We have also been strengthening our government technical foundations behind-the-scenes, to allow us to start to deliver deeper and greater support to citizens. But we want to be more ambitious, and develop truly digital public services.

## *E-commerce*

Niue has a flourishing private sector, with many of us involved in small- or larger-scale enterprises. Mobile phones and mobile internet also play a crucial role in connecting entrepreneurs with their suppliers and customers, whilst the use of social media as a marketing tool and marketplace has also grown considerably. And a majority of enterprises selling online are selling to customers around the world – including across the Pacific, but also to Asia, the Middle East, and North America (*Niue e-commerce Assessment*).

We want to support businesses in further leveraging digital tools. From accelerating the rollout of digital payment options, to building digital and business skills, and improving the digital literacy of customers in Niue to allow them to better engage with online and digital offerings from our vibrant marketplace. We also want to see businesses building digital products, services, and solutions – ones that can improve lives in Niue, as well as serve global markets.

## *Tourism*

The tourism sector is a crucial part of our economy. We want to continue to drive sustainable growth in tourism, with a visitor experience defined by cultural richness and community. Our tourism portal has been running since 2007, and now features 90% of local and accredited accommodation. It is the gateway for international visitors to Niue – and often their first impression about the unparalleled Pacific welcome and experience that awaits them on their arrival.

But we want to be even more ambitious with how we embed digital throughout the tourism sector. The sector can also be a catalyst for broader digital adoption and uptake – as it has achieved with embedding approaches such as the use of bank cards on Niue. We want digital tools to amplify the visitor experience – from richer media offerings to attract new visitors, to exploring the role of emerging technologies such as augmented and virtual realities to create new experiences across the island.

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**There are also wider exciting opportunities to build on this digital progress. This includes:**

1. Developing a digital and innovation ecosystem. From focused support - financial and otherwise – to digital businesses, to building a pipeline of digital skills and talent (and creating trust in digital technologies across our population).



2. The need to continue to shape the enabling environment for digital in Niue. This includes building and strengthening key regulatory components, and continuing to develop digital competencies and technical assets across the public sector.
3. Continuing to reap the benefits of digital – whilst also tackling and mitigating its negative aspects. We particularly need to engage with the risk of increased online harms and cyber-threats that may accompany our increased connectivity.
4. Positioning digital as a key component and catalyst to achieving our broader national development priorities – including in the context of driving positive education, health, and energy outcomes.

*More and more of our businesses are using digital technologies – from payments, to platforms*

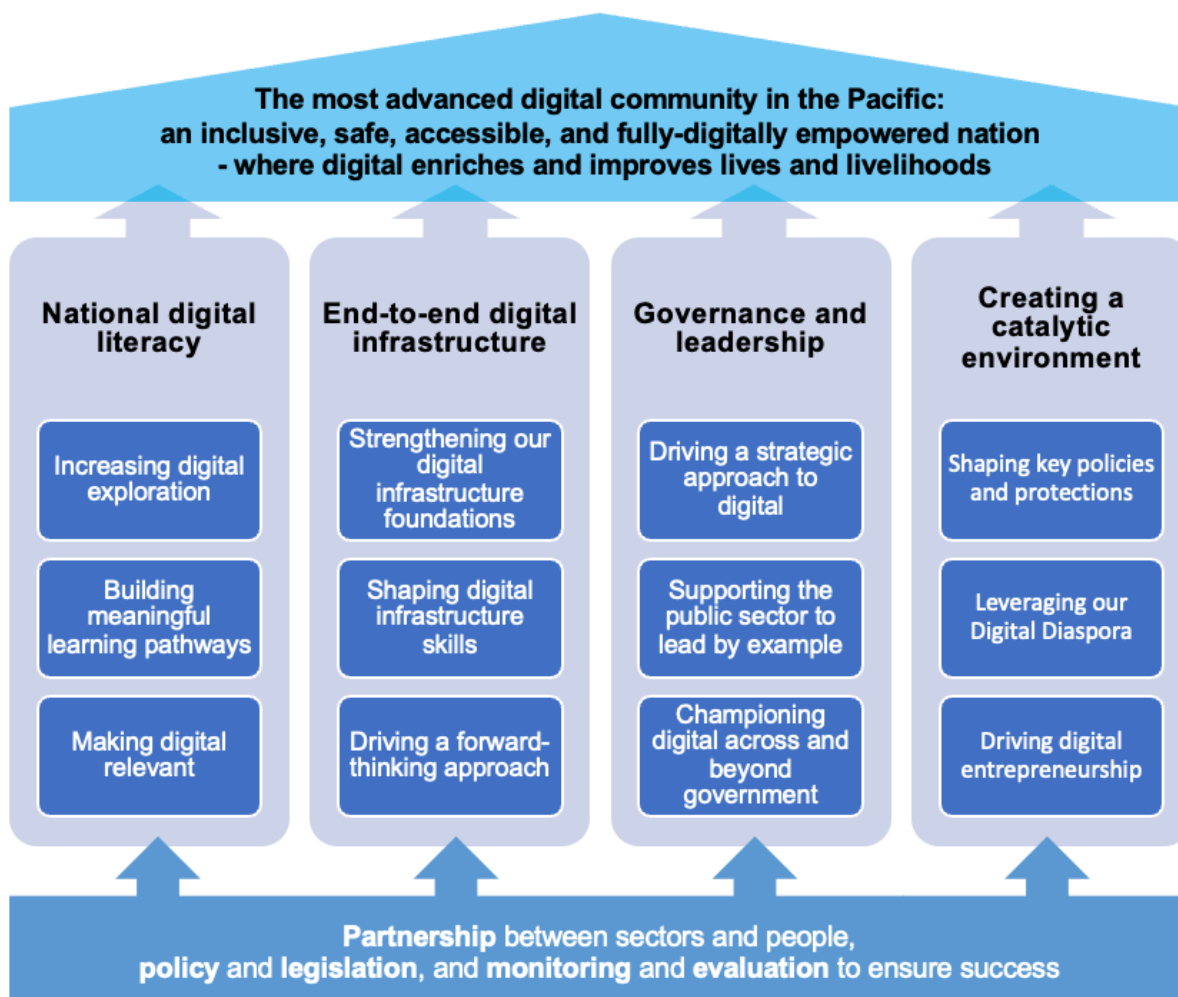


# Our approach

Achieving our digital vision requires a whole-of-society effort. It also requires focused efforts on a number of key pillars and catalysts. These are our four ‘Strategic Priorities’: national digital literacy, end-to-end digital infrastructure, governance and leadership, and creating a catalytic environment.

Through these, we will also address the shared challenges identified during our previous explorations of digital: from improving project and financial management, to ensuring that we have the capacities and capabilities to make the most of digital, and building resilience to mitigate the impact of natural disasters on our digital journey. In addition, our approach will be founded on partnership between sectors and our citizens; key enablers such as policy and legislation, and monitoring and evaluation to identify what is and isn’t working – and to ensure success.

## *Our whole-of-island approach to digital transformation*





## *Strategic Priority #1 - National Digital Literacy*

Niue has led the world with how we've approached digital skills. We were one of the first countries globally to achieve 100% availability in computer access for our younger school children. We now have ICT embedded throughout our curriculum, from shaping digital awareness to building more advanced technical skills and priorities. We will also be working to further embed cybersecurity skills and knowledge to keep our young people safe online.

We want to build on these foundations, and use digital to enhance and enrich the lives of all Niueans. We will also need to identify and engage the brightest digital talent – from across the island, and our global diaspora. With this in mind, we are focused on achieving:

- **Future-proofed digital skills:** providing our young people in formal and vocational education with opportunities to explore emerging technologies and to build the skills of the future;
- **Life-long learning:** including leveraging online qualifications and certifications to build an accessible pipeline of digital and other skills, regardless of age or ability level;
- **Digital entrepreneurship:** with an aspiration that our local talent builds digital products and services to improve the lives and livelihoods of our citizens on the island – and across the diaspora.

We will do this by increasing opportunities for digital exploration, building meaningful digital learning pathways, and making digital relevant to our population.

### **1.1 Increasing digital exploration**

Digital literacy includes formal skills – such as using office software and social media, or coding – but also deeper familiarity and comfort with digital tools and technologies. This requires encouraging and motivating the use of digital applications, and building associated skills. A key part of this, too, is awareness raising: using channels such as TV, radio, and online platforms to highlight the role and relevance of digital. 'Gamification' – learning through play – is an approach explored by other countries that could also have relevance. For example, games and content in our local language to encourage digital exploration by all islanders.

### **1.2 Building meaningful learning pathways**

We have had good success in embedding digital and ICT within our formal educational system. We now have an opportunity to build on this work, and shape learning pathways for our entire population. In addition to regularly reviewing and updating our curricula, we will also be exploring online, e-learning, and distance learning tools to upskill our citizens (and our public servants). This will also extend to deeper learning journeys, including exploring partnerships with key regional learning partners – from institutions such as the University of the South Pacific, to national

bilateral learning partnerships with countries including India and Japan. We will also focus on broader digital learning, including in relation to digital entrepreneurship. Building on exciting efforts such as the Niue High School Entrepreneur Programme of 2022, and work undertaken by the Centre of Excellence in Information Technology.

### 1.3 Making digital relevant

Digital can sometimes be an abstract concept. With our people focused on their daily lives and livelihoods, engaging with the latest technology can sometimes feel like a distraction. However, digital is a key tool in improving income, opportunity, and connection. Recognising this, we want to make digital relevant to our entire population. We will shape a network of national champions – from youth and women’s groups, to the broader civil society community, Parliament, and the private sector – to support their local communities with engaging with digital tools and technologies. We will also look to shape Innovation and Training Hubs, to champion and showcase our digital successes and support others on their digital journeys. We will also aim to capture our traditional knowledge and culture through digital channels – safeguarding this for future generations, but also sharing this unique culture with the world.

### *Strategic Priority #2 – End-to-end digital infrastructure*

Our connectivity and infrastructural foundations are improving every day. From increased 4G availability across the island, to growing affordability of data, more reliable and resilient electricity, and the exciting potential that our connection to the international submarine cable promises.

But we want to take an even more comprehensive approach to digital infrastructure, and improve the entire digital ‘value-chain’: from faster speeds, to increased availability of devices. From companies to consumers. We want to deliver:

- **Robust, reliable, and high-quality infrastructure:** including ensuring that all citizens can use the internet to its fullest potential, and can rely on these foundations to support them in their daily lives (and in the face of natural disasters);
- **Increased availability of digital tools and devices:** allowing us all to benefit from the latest technologies, to keep in touch with friends and family overseas – and to shape cutting-edge enterprises and opportunities;
- **Safe and secure digital experiences:** cybersecurity is not just an individual responsibility, it is an entire ecosystem of technologies, protections, and approaches. We will commit to doing everything possible to minimise the downsides and costs of digital.

We will do this by strengthening our digital infrastructure foundations, shaping digital skills, and driving a forward-looking approach.



## **2.1 Strengthening our digital infrastructure foundations**

We are starting from a good position, with connectivity increasing across our island and other digital components also being rolled-out. Building on this, we need to ensure that digital remains accessible and affordable to all – and that also includes strengthening related systems such as power and payments to minimise any business disruption. We also need to continue to strengthen our cybersecurity protections. From data backups, to maintenance processes, security processes, and improving cybersecurity skills and knowledge across our population. And, although internet coverage has improved, we need to ensure that we tackle all ‘not-spots’, including those in Makefu and Tuapa. As part of this, the government will explore opportunities for digital infrastructure funding, the potential for greater competition within the connectivity sector, and utilising new technologies to deliver internet connectivity.

## **2.2 Shaping digital infrastructure skills**

Digital infrastructure is not just about masts, cables, and the Cloud. It’s about the skills of our islanders in being able to explore, implement, and leverage these technologies. We need to improve our domestic capacity. This includes increasing our qualified personnel in areas such as telecoms network management, computer networks, data science, and cloud technologies. We will need to explore upskilling and refresher courses, but also broader training opportunities such as in-country ‘train-the-trainer’ approaches, mentorship from across our Digital Diaspora, and the potential for dual roles or leveraging technical skills from the community. We will also explore how best to engage the next generation of digital talent through considering upgrading our curriculums to provide more technical skills, and internship opportunities in areas such as data science.

## **2.3 Driving a forward-looking approach**

Digital does not stand still. We need to ensure our digital infrastructure meets our current needs, but also the needs of our population well into the future. As part of this we will commit to exploring emerging and newer technologies – from 5G, to artificial intelligence, and other relevant approaches. As part of this, we will also consider how best to support our population in using these new tools – and the potential to provide devices or other support. But we will also work to mitigate the negative impacts of digital and technology. From tackling the increases in digital harms, to leading the region in our approach to tackling e-waste.

## ***Strategic Priority #3 – Governance and leadership***

This National Digital Strategy aims to set a direction for Niue. But we cannot travel this path through words alone. We need leadership across government, the private sector, and civil society – individuals and institutions who understand and embrace the potential that digital offers for our country and our citizens.

We want to shape the digital leaders of tomorrow, but also provide them with the tools and capabilities – including the policies and guidance – to ensure their success. And we want to

ensure that the digital interests of Niue are represented across the island and global communities. We want to:

- **Build a whole-of-society approach to digital in Niue:** ensuring that all communities and sectors shape the digital journey of our island, with strong direction and leadership from a Minister of Digital;
- **Deliver responsive and predictive digital government:** moving the burden from citizens to the public sector, with a commitment that you only need to provide key data to us once – and that we will ensure that public services support you when you need them most;
- **Continue to keep our country safe:** crafting the digital skills, protections, and infrastructure needed to protect us all from online harms – as highlighted by our success in preventing a nationwide malware attack in 2020.

We will do this by driving a more strategic approach to digital, supporting the public sector to lead by example, and focus on championing digital across – and beyond – government.

### 3.1 Driving a strategic approach to digital

As highlighted through developing this strategy, digital is not the domain of a single actor or institution. It is a whole-of-society priority. And this includes the importance of shaping a strategic and longer-term approach to digital. Beyond pilots and projects, and toward deeper and broader digital transformation. In order to achieve this, we will support our leaders with recognising the importance of digital – and the need for this strategic approach. We will focus on communication and awareness-raising: sharing digital successes, and building channels for our people to shape Niue's digital journey. And we will also focus on listening and learning – including building surveys and other tools to capture key metrics relating to digital and digital service uptake, usage, and experience.

### 3.2 Supporting the public sector to lead by example

Although a whole-of-society effort, our government needs to be leading and shaping our digital transformation. And this includes leading by example with how the public sector is exploring and implementing digital. From continuing to deliver successful digital initiatives such as automating our customs data, to improving and maintaining government websites. The public sector can also play an even more proactive role. They can shape a 'government-as-a-customer' approach – procuring digital products and services from the local ecosystem, recognising the importance of our local digital knowledge in meeting our local digital priorities. And they can increase how they share and communicate digital government progress.

### 3.3 Championing digital across and beyond government

We will continue to shape a collaborative approach to our national digital transformation, engaging all parts of our island – and all of our communities. As part of this, we will explore establishing an



ICT Ministry to champion and lead digital and ICT priorities for Niue. This will be a key driver in realising this strategy, and in delivering national digital transformation that leaves no one behind. Building on this, we will work with our civil society partners to establish essential feedback loops to learn about the evolving digital needs of our population and how best government and the private sector can best address these growing priorities.

## *Strategic Priority #4 – Creating a catalytic environment*

Digital transformation is not just about the latest digital tools or technologies. In fact, the technology is the comparatively easy bit! The harder aspect of digital transformation is building an enabling environment – one that supports and catalyses digital innovation, whilst also protecting and safeguarding our population.

We are making good progress here, with key legislation and other components in debate or discussion. But more needs to be done. In particular, we want to create:

- **A comprehensive legal framework for digital:** supporting the rollout and scaling of priorities such as e-commerce, but also protecting the data, digital rights, and privacy of Niueans;
- **An inclusive financing landscape for enterprises:** improving the availability and accessibility of funding for entrepreneurs, small businesses, and other digital leaders and innovators;
- **A leading role for the private sector:** recognising their experience and expertise with financial and product management, and their successes in meeting the needs of customers within and beyond our island.

We will do this by shaping key policies and protections relating to digital, leveraging our Digital Diaspora, and driving digital entrepreneurship in Niue.

### **4.1. Shaping key policies and protections**

To maximise the impact of digital – and tackle and mitigate some of the challenges that it poses – we have to be proactive in developing policies, regulation, and other guides and protections. We will focus on shaping a whole-of-society digital framework: from updating current legislation, to implementing new efforts relating to data privacy and data protection, cybersecurity, and initiatives to increase the accessibility of digital tools, technologies, products, and services. Each component will be grounded in the perspectives of our population, drawing on our engagement processes to ensure we're shaping a digital environment to support and empower our islanders.

### **4.2 Leveraging our Digital Diaspora**

We know that our digital transformation cannot be the responsibility of a single sector or institution on our island. We need the private sector, civil society, and government working together. But our

digital success is also founded on engaging beyond our borders. In particular, leveraging the global digital talents, expertise, and support of our Digital Diaspora. We will shape a comprehensive approach to engaging with our global citizens: from mentorship opportunities, to international business partnerships, crowdfunding, and skills and strategic support.

### **4.3 Driving digital entrepreneurship**

Niue is a nation of innovators. From our small businesses and traders delivering even during the challenges of the COVID-19 pandemic, to those individuals and firms exploring cutting-edge ideas and innovations. We want to use digital to strengthen this community, and drive new opportunities for entrepreneurship. From incentivising current and new digital businesses, to shaping public-private collaborations with government procuring from our local vendors. We will also increase the visibility and role of our ICT Committee, which brings together public and private sector experts to identify new ways of working together



## *Building partnerships*

The reality of the strategy is that we cannot achieve all of this alone. We require partnerships and expertise to help guide our digital transformation, and to achieve important and tangible outcomes.

- **Technical and policy support:** lessons learnt from past and current experience including drawing on international expertise where strategic and useful, and where this knowledge can be transferred to our digital citizens. We will also look to shape meaningful case studies and digital learning through this technical expertise..
- **Funding and resources:** from traditional forms of finance, to exploring new and innovative mechanisms – including engaging our diaspora and international partners, and tapping into approaches such as open source technologies and ‘digital public goods’. We will also explore the potential for dedicated digital funding, to support and accelerate the digital transformation of the public and private sectors, and in-kind contributions of equipment, services, and software.
- **A strengthened digital culture:** driving shared collaboration and learning across departments, agencies, and sectors – and continuing to grow our network of digital talent and digital advocates. From networking, to diaspora engagement, and identifying opportunities for in-person, blended, and digital training and capacity building.
- **Meaningful and longer-term partnerships:** both at a national level – between government, the private sector, and civil society – and beyond our shores. This includes regional and global partnerships (including with international development partners) to identify and drive bilateral knowledge sharing and training opportunities, and to identify new types of funding and in-kind support.

The development of this National Digital Strategy was founded on a participatory process – it is a reflection of detailed engagement and dialogue with leaders, partners, and experts across our community. This inclusive and collaborative approach will remain our driver as we continue this journey.

This process also reaffirmed the vibrant and dynamic digital community that we have in Niue. From major corporates, to startups and digital innovators, a committed and passionate civil society – and growing digital expertise within and across the public sector. Collaboration across these sectors is essential in shaping a national digital transformation that works for all of our people.

### ***Government: building an enabling environment***

Our public sector has a long history of engaging with digital tools and technologies, and recognised the potential of digital for Niue’s national development many years ago. A wide range of government entities are exploring, shaping, and leading these digital efforts. From the Office of



the Secretary to Government and Cabinet Office driving cross-government digital collaboration, through to individual departments and agencies exploring the role of digital for different areas and priorities. And our Crown Law team, who are developing essential digital protections.

Going forward, the public sector will focus on building an ‘enabling environment’ to drive and catalyse digital in Niue. From providing financial and other resources and information, to leading public-private partnerships, and shaping a regulatory framework – including guiding policies as well as regulatory protections. We will focus on driving this National Digital Strategy forward, breaking down silos between government departments and agencies in order to ensure digital meets the needs of our population, and championing digital for our country.

### ***Private sector: making digital real and relevant***

Niue has an exciting digital private sector. With large and smaller innovators exploring the potential of digital to transform our lives and livelihoods. From our major connectivity provider, to banks and other institutions providing digital services, our digital media, and a growing ecosystem of digital start-ups, innovators, and entrepreneurs.

The private sector has an essential role to play in driving our national digital transformation. In particular, their digital products and services will encourage digital adoption and exploration – and improve key outcomes relating to education, commerce, healthcare, and many other development priorities. Through leveraging existing, new, and emerging digital technologies, our digital private sector is making digital real, relevant, and useful to our island.

### ***Civil society: connecting digital to our culture***

From our village councils, to our youth, community, and faith groups, civil society is a key partner in our country’s digital journey. Each organisation has built strong legitimacy, credibility, and relationships with important voices across our island. And they are indispensable in protecting our culture – and identifying opportunities for digital to share this culture with the world.

Civil society has a unique role in the context of digital. Working with marginalised, vulnerable, and under-heard voices, civil society organisations can ensure that everyone is able to engage with the potential of digital. Similarly, they can lead and shape crucial feedback loops: building a dialogue between our people and our digital innovators (including those within the public and private sectors) to improve and iterate digital for the benefit of our entire population.



# Our roadmap

Our digital journey will not happen overnight. It will take a concerted, deliberate, and whole-of-society effort to ensure digital drives important and meaningful change for Niue – and for our people. Some of this work will also require changes in mindsets and behaviours, recognising that digital transformation is about more than just the technology. With this in mind, the below roadmap sets out the key digital actions and priorities for each of our four national digital strategic priorities.

## *Strategic Priority #1: National digital literacy*

Increasing opportunities for digital exploration, building meaningful digital learning pathways, and making digital relevant to our population.

Within the next six months	Within the next two years	By 2030
Digital skills 'stocktake' to identify gaps and priorities	Identify opportunities for local Niuean digital content (including dictionary, and Bible study)	Regular refreshing of core digital curriculum
Develop digital inclusion survey to monitor emerging digital divides	Develop proposals for initial cohort of e-learning centres	Support Niuean language translation on Google Translate
Review core digital and ICT curriculum	Implement extensive approach to cyber-safety and online safety	E-learning centres delivering digital lifelong learning offer.
Identify initial digital literacy funding opportunities	Identify scope for community device lending programme (e.g., community laptops)	
Identify initial cohort of community digital champions	Train local digital champions	
Map online and remote-learning opportunities for digital skills building	Accreditation Board for ICT qualifications in core curriculum	
	Develop database of online training opportunities and explore collaborations with online learning platforms	

## Strategic Priority #2: End-to-end digital infrastructure

Strengthening our digital infrastructure foundations, shaping digital skills, and driving a forward-looking approach.

Within the next six months	Within the next two years	By 2030
Map connectivity 'not spots' with existing data	Identify approaches to improve affordability of data and connectivity	Ultra-fast and stable connectivity – and reliable electricity - available island-wide
Shape strategy to extend coverage to unconnected areas, including using new and existing technologies	Implement 'Cloud First' policy across government	Increase Manatua bandwidth, and explore potential for additional submarine cable connectivity
Identify opportunities to license low-earth orbit and other satellite providers	Core public services accessible free-of-charge via data or fixed-line broadband	
Develop metrics and monitoring approach for connectivity	5G and Internet-of-Things implementation underway	

## Strategic Priority #3: Governance and leadership

Driving a more strategic approach to digital, supporting the public sector to lead by example, and focus on championing digital across – and beyond – government.

Within the next six months	Within the next two years	By 2030
Develop plan for implementation of ICT Ministry	Establish 'Digital Champions' programme within the public sector	Open data by default across government departments
Formalise Terms of Reference for ICT Committee, strengthening their digital leadership role	Data governance and cybersecurity training delivered to all public servants	'Paperless' public sector
Map skills gaps and training needs for public servants	ICT policy fully implemented	Re-secure the .nu domain name
Develop monitoring and evaluation approach	Ministry of ICT established	Core 'Digital Public Infrastructure' – including



		national digital ID – implemented
	Map ‘open data’ opportunities	Digital research and development funding programme in place

### *Strategic Priority #4: Creating a catalytic environment*

Shaping key policies and protections relating to digital, leveraging our Digital Diaspora, and driving digital entrepreneurship in Niue.

Within the next six months	Within the next two years	By 2030
Regulatory gap analysis to identify key legislative, policy, and other priorities	Enact Cyber Crime Bill	Comprehensive and future-proof regulatory environment in place
Publish National Digital Strategy	Develop Action Plan with roadmap for policy and regulatory improvements	Implementation of ‘ONE’ – One Niue digital Ecosystem, bringing together all digital actors and innovators
Establish a Digital Private Sector Forum	Develop ‘Government-as-a-Customer’ approach to increase local private sector collaboration	Graduation of digital and innovation entrepreneurship students, following entrepreneurship addition to the national curriculum
Develop communication campaign to raise awareness of digital programmes and opportunities	First instalment of the Annual Niue ICT Symposium	
Draft National ICT Policy	Shape comprehensive approach to engaging Digital Diaspora	
Draft outline for digital awareness raising campaign and programme for citizens	Embed ‘open source by default’ approach	
Shape pilot for digital internships within the public sector – focusing on core skills gaps, including data science	Explore incentives to support small business digital transformation (and other opportunities – including	



	discounted data for pensioners)	
Identify local digital champions to continue digital momentum	Introduce payment gateways	





# Identifying success

Our roadmap is ambitious and all-encompassing. From policy to legislation, innovation, and intervention. Everything from 'hard' technology, to supporting behaviour change and shifting mindsets. It is a truly whole-of-society collaboration, and it will not happen overnight. Recognising this, we have developed the below high-level framework to track our progress against key indicators for each Strategic Priority. Holding us to account, and enabling us to identify the impact of digital for Niue.

This framework will be accompanied by project and programme-level monitoring tools developed by government and implementing partners.

		Target date
<b>National digital literacy</b>	Digital literacy national survey launched	2024
	Local Digital Champions programme developed	2025
	Accreditation Board for ICT qualifications established	2025
	E-learning centres established	2030
	Niuean language translation launched in Google Translate	2030
<b>End-to-end digital infrastructure</b>	Connectivity 'not spots' mapped	2024
	'Cloud First' policy implemented in government	2025
	Core digital public services accessible free-of-charge	2025
	Ultra-fast and stable connectivity – and reliable electricity - available island-wide	2030
	Manatua bandwidth increased	2030
<b>Governance and leadership</b>	Skills gaps and training needs for public servants mapped	2024
	Ministry of ICT established	2025
	'Digital Champions' programme within the public sector established	2025
	Core 'Digital Public Infrastructure' – including national digital ID – implemented	2030
	.nu domain name re-secured	2030
<b>Creating a catalytic environment</b>	Digital Private Sector Forum established	2024
	First instalment of the Annual Niue ICT Symposium	2025
	Cyber Crime Bill enacted	2025
	Implementation of 'ONE' – One Niue digital Ecosystem	2030
	First graduating cohort of entrepreneurship curriculum	2030



