Innovate Australia 2024

Powering the Next Phase of Simple, Secure and Connected

Wednesday, 29th May 2024

National Convention Centre, Canberra

Event Overview

The Australian Government's vision is to implement world class data and digital capabilities to improve its effectiveness, efficiency, transparency and accountability. Recent events such as the pandemic, geopolitical shifts, economic uncertainty and natural disasters have supercharged the adoption of data and digital technologies across Australia – and now it's time to build on the traction and progress achieved to date.

The newly developed Data and Digital Government Strategy will serve as a blueprint for the use and management of data and digital technologies through to 2030. By aligning the Australian Public Service's data and digital agenda for the first time, the Strategy will support more joined-up delivery across Government. The vision = simple, secure and connected public services, for all people and business, delivered through world class data and digital capabilities.

With this in mind, the **2024 Innovate Australia Showcase** will bring together 300+ federal government leaders and influencers to converge, decipher and navigate how to best deliver this vision by 2030. We will be sense-checking critical tools, technologies, and requirements to underpin the next frontier public service progression, and collectively unveil powerful next steps in accelerating digital and data capabilities within APS.

The Pivotal Focus for 2024's Showcase:

In public service, everything we do comes back to the citizen. At the core of it all, the citizen wants simplicity, security, and accessibility. Delivering on this is what will revive and retain public confidence and trust in Government. But simple can be overly complicated to achieve, and often overwhelmed amongst a mass of noise, constantly shifting dynamics and seemingly endless competing priorities. However, when done right, bringing it back to basics can form a virtuous cycle - more trust leads to more engagement, more data, improved performance, and the cycle continues.

With citizen-centricity, security, and trust as the foundational themes for a thriving future APS, the **'Innovate Australia' 2024 Showcase** aims to remove noise and focus on the fundamentals. Join us in May 2024 to achieve 'simple sophistication' - by collaborating with industry peers and examining simplicity in all its manifestations across data, digital, technology and people.

VIEW THE WEBSITE

Be a part of the Innovation Series

Click to Explore

Innovate WA - 13 Feb →

Innovate SA - 4 Apr →

Innovate Aus - 29 May →

Innovate NSW - 20 Jun →

Innovate VIC - 25 Jul →

Innovate QLD - 10 Sep →

Innovate NZ - 5 Nov →

Check out last year's highlight reel!

Who You'll Meet

Senior public sector executives responsible for:

- Technology and Digital Innovation
- Citizen Experience and Engagement
- Service Design and Delivery
- People, Workforce Planning and HR
- Data, Information Management, Analytics and Insights
- Business Transformation and Continuous Improvement
- Culture and Change Management
- Enterprise Architecture and ICT

Benefits of Attending

Deep dive into case studies from across federal agencies to inform and inspire your own work

Employ a strategic approach to digital transformation, that aligns with Whole-of-Government (WoG) targets

Create an enabling environment by driving innovation across people, data, technology, digital and CX functions
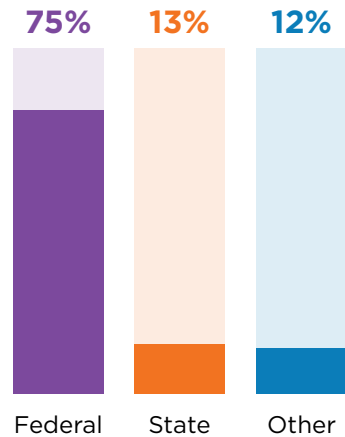
Discover emerging technologies and methodologies to help realise meaningful outcomes and greater efficiencies
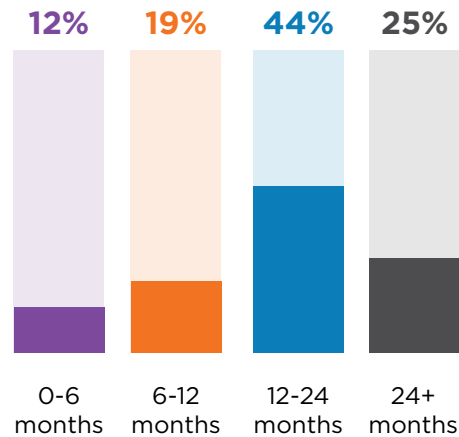
Key Themes for 2024

Strategy: Unveiling APS priorities into 2024 and beyond: Exploring the impact of international trends, emerging technologies and evolving citizen expectations shaping the future of public service delivery.

Digital & CX: Simplifying service experience to meet citizen expectations and build confidence and trust in government: creating fast, personalised, and anticipatory experiences, kept very clean, clear and intuitive to use.

Technology & Transformation: Framing technology as an enabler: Exploring how to best leverage technology capabilities to support people, digital services and CX.

Future of Work and Next-Gen Skillsets: Creative approaches to filling the skills gap, recruitment, retention and how we can make Government the employer of choice.

AI, Data and Analytics: Navigating and applying generative AI, privacy, regulation, and ethics, and progressing insight capabilities for faster, accurate, and strategic decision-making.

Event Snapshot 2023

TIER OF GOVERNMENT

75%	13%	12%
Federal	State	Other

INVESTMENT TIMEFRAME

12%	19%	44%	25%
0-6 months	6-12 months	12-24 months	24+ months

TOP 3 INTERESTS

Data Management & Analytics

Business Process Transformation and Optimization

Digital Product Development

ATTENDEE ROLE

- User — 28%
- Decision Maker — 34%
- Influencer — 38%
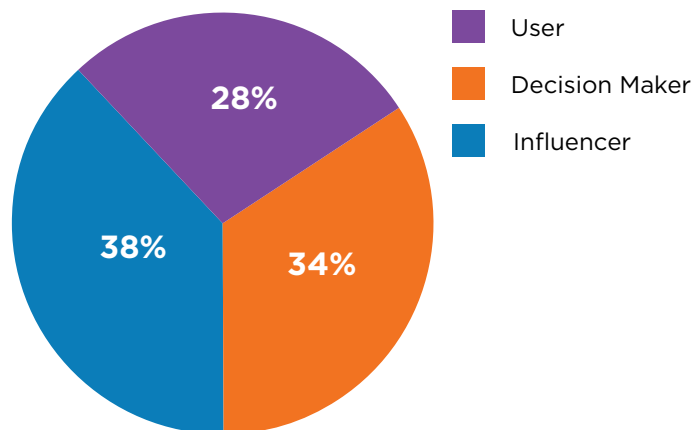
What do you see as the most significant current challenge facing the Public Sector in Australia?

55%

Said Workforce - talent attraction and retention

Your Inspiring Speakers

Plenary

Rachel Bacon

Deputy Commissioner, Integrity, Reform and Enabling Services

Australian Public Service Commission

Chris Fechner

CEO

Digital Transformation Agency

David Hazlehurst

CEO

Services Australia

Rose Herceg

Futurist

Anthony Murfett

Head of Division, Technology and Digital

Department of Industry, Science and Resources

Damon Rees

Co-Founder

ServiceGen

John Shepherd

First Assistant Secretary, Digital ID and Data Policy Division

Department of Finance

Stela Solar

Director, National Artificial Intelligence Centre

CSIRO

Johanna Weaver

Director, Tech Policy Design Centre

ANU

Alison Rose

Chief of Division, Space

Geoscience Australia

Mark Williams

Senior Client Partner, Federal Government Lead

Publicis Sapient

Ramah Sakul

Head of Government Affairs Australia New Zealand and Korea, Government Affairs

SAP Australia

Digital & CX Stream

Rai Fergusson

Chief Digital and Data Officer

Infrastructure Australia

Justine Hall

General Manager, Customer Experience

IP Australia

Peter O'Halloran

Chief Digital Officer

Australian Digital Health Agency

Rebecca Ostergaard

Chief Digital Officer

CSIRO

Adam Shain

First Assistant Secretary, Digital Solutions/Chief Digital Officer

Department of Employment and Workplace Relations

Adele Marshall

Service Design and User Research Lead

Department of Health and Aged Care

Greg Crowl

VP Sales Engineering APJ

Tungsten Automation

Technology & Data Stream

Fawad Abro

Assistant Commissioner, Enterprise Data and Analytics

ATO

Dr Rina Bruinsma

Head of Government

Australian Red Cross

Michael Burn

Chief Information Officer

Australian Institute of Aboriginal and Torres Strait Islander Studies

Lisa Bush

Branch Head, National Location Information

Geoscience Australia

Greg Cassis

Chief Information Officer & Program Director, Service Modernisation

Australian Financial Security Authority

Tania Churchill

Chief Data & Analytics Officer

Australian Criminal Intelligence Commission

Michael Hopkins

CEO and Commissioner

National Transport Commission

Kathryn King

Chief Information Officer

eSafety Commission

Ian Opperman

Co-founder

ServiceGen

Thomas Ryan

First Assistant Commissioner, Organisation Development

Australian Electoral Commission

Kylie McKenzie

Consulting Director

Fujitsu Australia

Tish Karunarathna

Executive Director, R/GA Public Practice

RGA

Alistair Green

Senior Vice President, Cloud Engineering

Oracle JAPAC

Future of Work & Next Gen Skills Stream

Bridie Dawson

Assistant Secretary Human Resources

Attorney-General's Department

Miranda Lauman

First Assistant Secretary Workforce Australia for Business Division

Department of Employment and Workplace Relations

Catherine McLachlan

Assistant Secretary, People Strategy and Engagement

Department of Home Affairs

Melanie Morrisey

Managing Director - Business Performance Improvement Lead

Protiviti Australia

Adam Walker

Vice President APAC

Avature

Agenda at a Glance

8:00am **Registration and Networking**

8:55am **Welcome from Public Sector Network**

9:05am **Welcome from Chair**
Mark Williams, *Senior Client Partner, Federal Government Lead,* Publicis Sapient

9:15am **Fireside Chat: Modern Service Delivery**
David Hazlehurst, *CEO,* Services Australia & **Damon Rees,** *Co-Founder,* ServiceGen

9:30am **Fireside Chat: Addressing APS Priorities, Critical Considerations and Concerns, The Next Era of Citizen Expectation, and Emerging Opportunities for Technology Progression: Scoping the Substantial 2024-2025 Agenda.**

In this interactive session, we will address key concerns and areas of interest that have arisen from the earlier audience live poll. We'll share perspectives on how we can best meet emerging requirements, challenges and opportunities leading into 2025, and how we can continue to raise the bar with a whole of government approach to public service delivery. We'll explore the next phase of how to exceed citizen expectations by delivering simple, smart and relevant services that build trust and confidence in Government.

Chris Fechner, *Chief Executive Officer,* Digital Transformation Agency
Moderator: **Mark Williams,** *Senior Client Partner, Federal Government Lead,* Publicis Sapient

9:45am **Executive Panel Discussion: Setting and Executing the Vision for a Simple, Sophisticated and Trustworthy Public Service**
- 'Service Simplicity': sense-checking 2025 priorities for next-gen public service delivery
- Speed, sophistication and seamless interaction: rising to meet citizen/customer expectations
- Traversing trust: unpacking the fundamentals, non-negotiables and critical considerations into 2024 and beyond to retain public confidence in government

Dr Rachel Bacon, *Deputy Commissioner, Integrity, Reform and Enabling Services,* Australian Public Service Commission
Alison Rose, *Chief of Division, Space,* Geoscience Australia
Government Panellist, TBC

10:10am **Partner Perspective: Why incremental innovation is the key to modernising government operations.**
- Understand how incremental innovation can continuously improve the efficiency and productivity of administration functions
- Accelerate public service innovation through the adoption of Cloud-based service models embedded with AI and security
- Identify the common constraints limiting innovation and where to get started to deliver operational excellence

Ramal Sakul, *Head of Government Affairs Australia New Zealand and Korea, Government Affairs,* SAP Australia

10:30am **Morning Tea**

Expert Insight Theatre Session: Presented by Scaled Agile

11:10am

Fireside Chat: Heralding the Next Phase of AI, Digital & Emerging Technologies: Raising the Bar in Tech Progression to Meet 2025's Expectations, Pressures and Priorities.

- Progressing technology maturity within APS: Exploring emerging 2025 opportunities and the next era of AI advancement
- Quantum technologies, AI, cyber and the broader digital economy: Critical considerations for successful navigation and implementation within government
- Regulation requirements and reimagining how governance shapes technology: developing fit-for-purpose tech policy frameworks to shape technology for the long-term benefit of humanity

Anthony Murfett, *Head of Division, Technology and Digital,* Department of Industry, Science and Resources

Johanna Weaver, *Director, Tech Policy Design Centre,* Australian National University

Stela Solar, *Director, National Artificial Intelligence Centre,* CSIRO

11:30am | **Partner Perspective**

11:50am

Interactive Panel/Debate: Alchemising the 'Pressure of Citizen Expectation' into 'Excellence in Citizen Experience': Delivering Sophistication and Maturity of Service While Keeping Experiences 'Simple'.

Pinning down something in a constant state of flux and evolution – i.e. human expectation – is no easy agenda. This discussion/debate will unpack the next steps critical to meeting these expectations - and accelerating connection through tailoring services to the 2024-25 citizen. We'll take a focused look at emerging trends to inform how to deliver seamless digital experiences and build citizen trust and confidence. We'll also explore keys to developing a next-gen, 'simplified' digital and CX strategy, sense-check emerging AI capabilities and where the opportunities for progression lie, and how to best traverse the realm of customer insights and service personalisation.

Rose Hercig, Futurist

John Shepherd, *First Assistant Secretary, Digital ID and Data Policy Division,* Department of Finance

12:25pm

Keynote: Navigating the Emerging and Evolving Realm of Critical Privacy and Information Requirements

Carly Kind, *Privacy Commissioner,* Office of the Australian Information Commissioner

12:40pm | **Networking Lunch**

Expert Insight Theatre Session

	Digital & CX	Technology & Data	Future of Work & Next-Gen Skills
1:50pm	**Chair Opening Remarks**	**Chair Opening Remarks** **Tish Karunarathna,** *Executive Director, R/GA Public Practice,* RGA	**Chair Opening Remarks** Protiviti
2:00pm	**Fireside Chat: Digital Submerge: Discussing All Things Trust, Investment and 'Digital Simplicity'** • Meeting needs = trust. How do we build and retain a solid connection with the citizen via digital? • How can we become better equipped to understand emerging citizen needs and promptly cater to these in a digital sense? • How can we leverage digital to foster a simple, inclusive and accessible service that meets all needs and expectations? **Rai Fergusson,** *Chief Digital and Data Officer,* Infrastructure Australia **Adam Shain,** *First Assistant Secretary, Digital Solutions/Chief Digital Officer,* Department of Employment and Workplace Relations	**Fireside Chat: Artificial Intelligence in Action: Assessing Promising Applications and Successful Uses Within APS.** • Powering Safe, secure and ethical - Assessing the current landscape and addressing emerging gaps in existing law, safeguards and regulation to protect the public • Navigating the emerging realm of generative AI – assessing the opportunities and critical considerations moving into 2025 • AI in action: practical applications and success stories to date – unpacking the wins **Fawad Abro,** *Assistant Commissioner, Enterprise Data and Analytics,* ATO **Ian Opperman,** *Co-founder,* ServiceGen	**Fireside Chat: Future Skills Security - The 2024-2028 Workforce: Making Government an Employer of Choice and Mapping the Terrain of Anticipated Required Skillsets** • Promoting the public sector through realistic, yet rose tinted glasses: What can we offer and where can we further develop our point of difference? • The 2025-2028 skills gap – where do our attention and efforts need to be focused? • Exploring HR's role in innovation and workforce transformation, and strategic engagement with HR in an ever complex digital world. **Catherine McLachlan**, *Assistant Secretary, People Strategy and Engagement,* Department of Home Affairs
2:20pm	**Partner Perspective: The AI opportunity to enhance Government processes that support service delivery** *Experience the seamless fusion of Artificial Intelligence (AI) and Process Automation technologies to improve the effectiveness of the way services are delivered to citizens. Harnessing the power of Machine Learning, Natural Language Processing, and cutting-edge Generative AI, we empower agencies to enhance decision-making speed and exceed citizen expectations. It's time to transform service delivery and delight citizens with unparalleled efficiency and effectiveness.* **Greg Crowl,** *VP Sales Engineering APJ,* Tungsten Automation	**Partner Perspective**	**Partner Perspective** Presented by HireVue

2:40pm

Priorities & Perspectives: The Panel: Simplifying CX: Developing a Next Gen Strategy to Meet Emerging Expectations

- Gen AI in CX: Exploring personalisation, streamlining service and gaining deeper insights with behavioural data, while maintaining transparency to retain trust
- Omnichannel Evolved: Avoiding repetition in communication across channels
- Exploring emerging AI capabilities within the realm of CX – where do the opportunities for progression lie

Justine Hall, *General Manager, Customer Experience,* IP Australia

Peter O'Halloran, *Chief Digital Officer*, Australian Digital Health Agency

Partner Panellist

Priorities & Perspectives: The Panel: The 2025 Technology Trajectory: How to Best Leverage Existing Platforms as the Foundation to Support Emerging Business Demands

- Developing the technology capability to keep pace with the ever-changing business needs and new requirements
- Leveraging automation for efficiency and optimising existing technologies while also exploring new innovations and enabling capabilities
- Co-designing products and services in tandem with business users and taking a user-centred design approach to product delivery

Michael Burn, *Chief Information Officer,* Australian Institute of Aboriginal and Torres Strait Islander Studies

Greg Cassis, *Chief Information Officer & Program Director, Service Modernisation,* Australian Financial Security Authority

Kathryn King, *Chief Information Officer,* eSafety Commission

Tania Churchill, *Chief Data & Analytics Officer,* Australian Criminal Intelligence Commission

Lisa Bush, *Branch Head, National Location Information,* Geoscience Australia

Partner Panellist

Priorities & Perspectives: The Panel: The Practicalities of Building a Modern and Flexible Australian Public Sector Workforce

- Navigating the demand for skills and talent, the disruption of emerging technologies that impact the workforce, and sheer pace of delivery
- The execution details: Building an agile and collaborative workforce to respond to increasing complex and interconnected challenges in the future
- Equipping the workforce to maximise the use and potential of data and technology as we strive towards a world class digital government

Miranda Lauman, *First Assistant Secretary Workforce Australia for Business Division,* Department of Employment and Workplace Relations

Partner Panellist

3:15pm	Partner Perspective	Partner Perspective	**Partner Perspective: How to Modernize Recruitment and Retention in the Public Sector** *Join Adam Walker, VP of APAC at Avature, as he explores how leading-edge recruiting technology can transform the candidate experience and support more meaningful connections. Moving on through the talent lifecycle, collect practical advice to facilitate internal mobility and improve retention. Finally, learn about the power of configurability: from enabling the creation of tailored solutions to ensuring adaptability amidst evolving demands, discover why configurable technology is a vital enabler of high-performing and efficient talent programs.* *Benefit from Avature's extensive expertise in serving government agencies as Adam shares insightful case studies that showcase how the Avature platform can help you achieve your organizational goals.* **Adam Walker,** *Vice President APAC,* Avature
3:35pm	**Priorities & Perspectives: The Panel: The Future Customer: Exploring Emerging Trends and Developing Seamless Digital Experiences to Build Public Confidence in Government** • Digital Simplicity: Designing smart, simple and connected services • User-Centricity: Harnessing co-creation and user feedback to design next gen digital experiences customers want and need • Perfecting interaction with citizens: Balancing digitisation and self-service with human connections: striking the x factor within CX **Rebecca Ostergaard,** *Chief Digital Officer,* CSIRO **Adele Marshall,** *Service Design and User Research Lead,* Department of Health and Aged Care Partner Panellist	**Priorities & Perspectives: The Panel: Navigating the Transformation Terrain: How Can We Rise to Meet the Next Era of Public Expectation, Embrace Technology Advancements and Drive Beneficial Change?** • Creating an organisation-wide approach to transformation and developing the culture to support this vision • Avoiding transformation fatigue - lessons learnt in building, growing and sustaining high performing and diverse teams • The required transformative leadership and cultural change for embracing contemporary ways of working – how to deliver business outcomes enabled by technology and people **Dr Rina Bruinsma,** *Head of Government,* Australian Red Cross **Thomas Ryan,** *First Assistant Commissioner, Organisation Development,* Australian Electoral Commission **Michael Hopkins,** *CEO and Commissioner,* National Transport Partner Panellist	**Priorities & Perspectives: The Panel: Workforce Strategy: Plugging the Skills Gap, Predicting Demand and Avoiding 'Talent Leakage' to Keep Public Sector Skills Inhouse.** • Keeping talent within APS: referring talent, creating pathways for progression between Agencies, and working more collaboratively with HR data • Working with the reality of the turnover in the public sector – sense-checking creative and effective recruitment strategies • Identifying skills gaps in the workforce and addressing them through capability development, reskilling and upskilling initiatives **Bridie Dawson,** *Assistant Secretary Human Resources,* Attorney-General's Department Gov Panellist TBC Partner Panellist

4:10pm	**Open Mic:** *An opportunity for audience perspectives, insights, thoughts from stream's discussions.*	**Open Mic:** *An opportunity for audience perspectives, insights, thoughts from stream's discussions.*	**Open Mic:** *An opportunity for audience perspectives, insights, thoughts from stream's discussions.*
4:25pm	**Closing Remarks**		
4:30pm	**Networking Drinks**		
5:30pm	**Close**		

2024 Sponsors

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Testimonials

"An opportunity to sit and listen to various perspectives on the topics of data, digital and client experience."

Department of Home Affairs

"Best one yet! It had a chilled, direct approach with great content. Plus, speakers were engaging, passionate and game changers."

National Blood Authority

"A useful event to gain visibility of what industry and other government agencies are undertaking in the various themes."

Attorney-General's Department

"A chance to hear about what is happening in the government and in the wider industry, with good opportunities to network with other departments and vendors."

Department of Health

Event Schedule

FEBRUARY

Innovate WA Showcase	WA
Cyber WA Showcase	WA
HR & Future of Work Roadshow	NSW | WA | QLD | SA | VIC | QLD | NZ
Future Series: Future Services	Virtual

MARCH

Future Series: Health	Virtual
Digital & CX Roadshow	NSW | WA | QLD | SA | VIC | QLD | NZ
Future Series: Future AI	Virtual
Future Series: Future Workforce	Virtual
Future Series: Future Mobility	Virtual

APRIL

Innovate SA Showcase	SA
Cyber SA Showcase	SA
Local Gov Showcase	NSW | WA | QLD | SA | VIC | QLD | NZ
Appian Roadshow	NSW | ACT | VIC

MAY

Innovate Australia Showcase	ACT
Australian Cyber Security Showcase	ACT

JUNE

Data and Analytics Roadshow	NSW | WA | QLD | SA | VIC | QLD | NZ
Innovate NSW Showcase	NSW

JULY

Health Innovation Roadshow	NSW | WA | QLD | SA | VIC | QLD | NZ
Cyber VIC Showcase	VIC
Innovate VIC Showcase	VIC

AUGUST

Operational Excellence Roadshow	NSW | WA | QLD | SA | VIC | QLD | NZ
Australian Security Showcase	ACT

SEPTEMBER

Safer Cities Roadshow	NZ | VIC | ACT | WA | SA | NSW
Innovate QLD Showcase	QLD

OCTOBER

Cyber NSW Showcase	NSW
ICT & Cloud Roadshow	QLD | VIC | WA | SA | ACT | NSW
Health NZ Roadshow	NZ

NOVEMBER

Innovate NZ Showcase	NZ
Cyber NZ Showcase	NZ
Smart Cities and Municipalities Showcase	NSW
Digital.NSW Showcase	NSW

DECEMBER

Data and AI Showcase	ACT

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