



# Innovate WA

Part of the Public Sector Innovation Series

**Collaborate / Ideate / Innovate**

**Tuesday, 21 September 2021**

**Perth Convention and Exhibition Centre**



## Agenda at a glance

Innovate WA looks to bring together the brightest minds of Australia's Public Sector to network and connect. With a focus on collaboration, the event gives you the opportunity to meet with senior public sector leaders to share stories of all the good work happening, and to explore the innovative strategies key agencies and departments are harnessing to build a more unified government.

## What's New in 2021:



**Largest gathering** of Western Australian State Government leaders



**Enjoy 8+ hours of in-person networking** with over 150 of your peers



**Share your thoughts** and ask your burning questions in interactive polls, panel discussions and Live Q&A sessions



**Discuss the 'new normal'** and the impact on ways of working in a post-COVID-19 environment



**Benchmark against 7+ case studies** showcasing how different government departments are achieving holistic innovation and pioneering seamless citizen delivery across the state



**Tailor your experience** to your department's needs by selecting from four new function-based streams

# Agenda Overview

2020 will go down as a year like no other. Western Australia's response to the pandemic however has been world leading. As part of this response the State Government is working together to restore the economy and industry, support community and build new infrastructure to create jobs through the \$5.5 billion WA Recovery Plan.

Underpinning all of this is a new digital-first ICT Strategy that will transform the way public services are designed, supported and delivered for a community living and working in a digital world. These initiatives combined look to cement WA as a thriving and innovative place in which to live, work, visit and do business.

Innovate WA 2021, in partnership with Ernst & Young, will take you on a journey from recovery through to growth, and provides the ideal meeting place to learn, collaborate, and discuss the trends and innovations helping encourage economic prosperity for WA now and in the future, with some of the brightest public sector minds in the State.

## Who should attend?

### Senior Public Sector Leaders from:

- Digital Innovation and ICT
- Citizen Engagement and Experience
- Service Design and Delivery
- Workforce Planning and HR
- Data & Analytics
- Process Excellence
- People and Culture

## Key Themes for 2021:

### Technology & Innovation

Embracing emerging technologies and methodologies to accelerate innovation and drive citizen-centric service delivery

### People & Culture

Building a strong public sector culture by focusing on wellbeing, strategic workforce planning and increased employee engagement

### Data & Analytics

Creating data-driven departments that ethically leverage public sector data sets to turn information into actionable insights

### Process and Collaboration

Optimising internal structures that pivot from the transactional to support the delivery of more citizen-centric outcomes



**“Excellent quality presenters and content; probably the best conference I have attended face to face.”**

**Australian Taxation Office**

# Speakers



## Hon Don Punch MLA

*Minister for Disability Services; Fisheries, Innovation and ICT; Seniors and Ageing*



## Catherine Stoddart

*Deputy Director General  
Department of Communities WA*



## Jonas Petersen

*Chief Digital Officer,  
Office of Digital Government, Department of Premier and Cabinet WA*



## Sandra Labuschagne

*Deputy Auditor General  
Office of the Auditor General*



## Ben Day

*Chief Digital Officer  
Department of Finance*



## Nicki Godecke

*Director General  
Department of Finance*



## Joan Brierley

*Director Service Delivery -  
Driver and Vehicle Services  
Department of Transport*



## Warwick Calkin

*Chief Information Officer  
University of Western Australia*



## Paul Tzaikos

*Director of Digital Connectivity  
Department of Primary Industries & Regional Development*



## Valerie Jovanovic

*Executive Director, People, Capability and Culture,  
Child and Adolescent Health Service*



## Daniel Kasatchkow

*Principal Data Consultant,  
Office of the Auditor General*



## Stuart Walsh

*Director ICT  
Department of Fire & Emergency Services*



## Ashleigh Brinkhuizen

*A/GM Business Engagement  
Department of Mines, Industry Regulation & Safety*



## Giles Nunis

*Chief Digital Transformation Officer  
WA Primary Health Alliance*



## Luella Forbes

*Director, Transformation  
Health Support Services*



## Matthew Negus

*A/Director Operational HR  
Department of Justice*



## Sonia Mackay-Coghill

*Vice President (Enterprise & Development)  
Edith Cowan University*



## Michele Clement

*Director, Defence Science Centre  
Department of Jobs, Tourism, Science and Innovation*



## Samantha Francke

*Director, Change Management  
Health Support Services*



## Paul Wilding

*Director of Employee Relations  
Department of Education*



## Elise Vervetjes

*General Manager, Information & Technology  
Water Corporation*



## Carl Binning

*Executive Director, Capability and Performance,  
Department of Primary Industries and Regional Development*



## Henrietta Farrell

*Chief Customer Officer  
Department of Finance*



## Lauren Aitken

*Director, Planning & Strategy  
Infrastructure WA*



## David Etherton

*Chief Executive Officer  
VenuesWest*



## Matt Arrah

*A/ Director ICT Corporate Services  
Department of Training and Workforce Development*



## Kim Ellwood

*Executive Director Sport and Recreation,  
Department of Local Government, Sport and Cultural Industries*

# Agenda

**Program** Tuesday, 21 September 2021

**08:00am** Registration and Networking Coffee

**09:00am** Welcome from the Public Sector Network

**09:10am** Welcome from Chair  
**Presented by Ernst & Young**

**09:20am** Ministerial Address

## **Transforming Western Australian Public Services to Support Economic Growth and Prosperity**

- Understanding the opportunities of big data and open government data
- Leveraging big data and analytics to improve citizen outcomes and experiences
- Exploring strategies to encourage collaboration and data innovation in the 'new normal'

**Hon Don Punch MLA**, *Minister for Disability Services; Fisheries; Innovation and ICT; Seniors and Ageing*

**09:30am** Government Keynote:

## **WA's New Digital Strategy: Convenient, Smart and Secure Services for WA**

- Insights into WA's new Digital Strategy for the Western Australian Government 2021-2025
- Driving improved, and more cohesive, on-stop-shop digital services for citizens
- Understanding the drivers and outcomes of the Digital Strategy

**Jonas Petersen**, *Chief Digital Officer, Office of Digital Government, Department of Premier and Cabinet WA*

**09:50am** Partner Session

**10:10am** Panel Discussion:

## **Building Public Sector Resiliency in the 'New Normal'**

- Securely modernising ICT and Data accessibility to drive flexibility
- Building a culture that encourages agility and employee wellbeing
- Developing progressive business continuity plans to minimise disruption yet maintain security

**Nicki Godecke**, *Director General, Department of Finance*

**David Etherton**, *Chief Executive Officer, VenuesWest*

**Sandra Labuschagne**, *Deputy Auditor General, Office of the Auditor General*

**Carl Binning**, *Executive Director, Capability and Performance, Department of Primary Industries and Regional Development*



**10:40am** Morning Tea and Networking Break

SPECIALIST STREAMS →

## TECHNOLOGY

## PEOPLE

**11:10am** Welcome from Stream Chair

Welcome from Stream Chair

**11:25am** Keynote:  
**Creating a Digital-first Culture in Government through People, Processes and Technology Transformation**

- Leveraging a three phased innovate, optimise and fix & stabilise approach to help unlock the potential of digital
- Restructuring platforms and service delivery to drive customer experience
- Ensuring seamless transformation by building leadership capability and engaging teams early

**Ben Day**, *Chief Digital Officer*, **Department of Finance**

Keynote:  
**Leadership and Workforce Management in Times of Crisis**

- Insights into the changing face of public sector leadership in times of crisis
- Discussing leadership, mental wellbeing and employee engagement during times of crisis and rapid change

**Catherine Stoddart**, *Deputy Director General*, **Department of Communities**

**11:45am** Partner Session

Partner Session

**12:05pm** Panel:  
**Exploring the Tools, Strategies and Innovations Driving Transformation**

- The technologies and tools making waves in the public sector space
- Upskilling and uplifting teams for next gen ways of working
- Delivering exceptional UX that customers & employees will embrace

**Joan Brierley**, *Director Service Delivery - Driver and Vehicle Services*, **Department of Transport**  
**Stuart Walsh**, *Director ICT*, **Department of Fire & Emergency Services**  
**Paul Tzaikos**, *Director Digital Connectivity*, **Department of Primary Industries & Regional Development**

Panel:  
**Developing the Next Generation Public Sector Workforce**

- Discussing the skills and capabilities needed for a next generation workforce
- Prioritising wellbeing to drive productivity and retention
- Developing a workforce to support long-term department goals

**Valerie Jovanovic**, *Executive Director, People, Capability and Culture*, **Child and Adolescent Health Service**  
**Paul Wilding**, *Director of Employee Relations*, **Department of Education**  
**Samantha Francke**, *Director, Change Management*, **Health Support Services**

**12:35pm** Networking Lunch

DATA	PROCESS
<b>01:35pm</b> Welcome from Stream Chair	Welcome from Stream Chair
<b>01:50pm</b> Keynote: <b>Harnessing Data and Technology to Deliver Improved Citizen Outcomes</b> <ul style="list-style-type: none"> <li>Understanding the opportunities of public sector data sets</li> <li>Leveraging emerging technologies to curate information and glean actionable insight to deliver improved citizen outcomes through digital innovation</li> </ul> <b>Giles Nunis</b> , <i>Chief Digital Transformation Officer, Western Australian Primary Health Alliance</i>	Keynote: <b>Optimising Operations to Deliver Citizen-Centric Services</b> <ul style="list-style-type: none"> <li>Engaging staff and end-users in process transformation and developing fit-for-purpose solutions</li> <li>Aligning transformation with organisational objectives and purpose</li> </ul> <b>Joan Brierley</b> , <i>Director Service Delivery - Driver and Vehicle Services, Department of Transport</i>
<b>02:10pm</b> Partner Session	Partner Session
<b>02:30pm</b> Panel: <b>Curating Public Sector Data to Optimise Processes and Derive Actionable Insights</b> <ul style="list-style-type: none"> <li>Effectively managing and curating data to ensure and preserve usefulness</li> <li>Leveraging data insights to transform systems and services</li> <li>Creating data-centric cultures.</li> </ul> <b>Warwick Calkin</b> , <i>Chief Information Officer, University of Western Australia</i> <b>Ashleigh Brinkhuizen</b> , <i>Acting General Manager, Business Engagement Customer Information, Department of Mines, Industry Regulation and Safety</i> <b>Daniel Kasatchkow</b> , <i>Principal Data Consultant, Office of the Auditor General</i> <b>Elise Vervetjes</b> , <i>General Manager, Information &amp; Technology, Water Corporation</i>	Panel: <b>Driving Operational Excellence and Resiliency through People and Process Transformation</b> <ul style="list-style-type: none"> <li>Exploring tools, strategies and methodologies to drive process efficiency</li> <li>Pivoting back office functions to more strategic and value-added work</li> <li>Streamlining ways of working</li> </ul> <b>Luella Forbes</b> , <i>Director, Transformation, Health Support Services</i> <b>Matthew Negus</b> , <i>A/Director Operational HR, Department of Justice</i> <b>Matt Arrah</b> , <i>Associate Director ICT Corporate Services, Department of Training and Workforce Development</i>

**“The quality of the speakers were first class; very informative and thought provoking.”**

ACT Government

**Good insights from knowledgeable speakers. Will apply learning to my own projects.**

Australian Bureau of Statistics



**03:00pm** Break

**03:10pm** Government Keynote:

**ServiceWA: Reforming Government Service Delivery and Citizen Experience**

- Insights into the ServiceWA pilot program
- Understanding how digital reform and digital identities are streamlining processes for citizens and employees alike
- Leveraging valuable customer insights to reassess, refine and inform the future of service delivery

**Henrietta Farrell**, *Chief Customer Officer, Department of Finance*

**03:30pm** Partner Session

**03:50pm** Panel Discussion:

**Strategies & Innovation to Support the Future Growth and Prosperity of Western Australia**

- Priorities to support public sector innovation and transformation
- Encouraging cross departmental and cross-functional collaboration to achieve State-wide vision
- Taking a citizen-centric view to public sector innovation

**Kim Ellwood**, *Executive Director, Sport and Recreation, Department of Local Government, Sport and Cultural Industries*

**Sonia Mackay-Coghill**, *Vice President (Enterprise & Development), Edith Cowan University*

**Lauren Aitken**, *Director, Planning and Strategy, Infrastructure WA*

**Michele Clement**, *Director Defence Science Centre, Department of Jobs, Tourism, Science and Innovation*

**04:20pm** Closing Remarks and Networking Drinks

## Partners

Lead Chair



Exhibition



Public Sector Network will closely monitor COVID-19 regulations in accordance with the advice from the Australian Government and local health authorities to ensure the safety of everyone attending the event physically. In addition, we will be working closely with the venue to ensure precautionary measures are in place.



## Package Overview

	PLATINUM	GOLD	SILVER	EXHIBITOR (LARGE)	EXHIBITOR (MEDIUM)	EXHIBITOR (SMALL - SME)
Cost	<b>\$30,000 + GST</b>	<b>\$20,000 + GST</b>	<b>\$15,000 + GST</b>	<b>\$10,000 + GST</b>	<b>\$5,000 + GST</b>	<b>\$2,500 + GST</b>
Quantity	<b>2</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>3</b>
Speaking	Plenary Session AM/PM (20 mins)	Stream Session Keynote (20 mins)	Stream Session Panel Involvement (30 mins)	-	-	-
Branding	Recognition as PLATINUM sponsor and logo in event collateral  Logo and company profile on Attendee App	Recognition as GOLD sponsor and logo in event collateral  Logo and company profile on Attendee App	Recognition as SILVER sponsor and logo in event collateral  Logo and company profile on Attendee App	Recognition as EXHIBITOR and logo in event collateral  Logo and company profile on Attendee App	Recognition as EXHIBITOR and logo in event collateral  Logo and company profile on Attendee App	Recognition as EXHIBITOR and logo in event collateral  Logo and company profile on Attendee App
Registration Passes	3	2	2	2	1	1
Lead Generation	Receive all opt-in leads, including delegate polling and profiling	Receive all opt-in leads (Stream Only), including delegate polling and profiling	Receive opt-in leads (Stream Only) for attended delegates	Scanned leads	Scanned leads	Scanned leads
Booth Inclusions	3m x 2m Denver Booth Built-in Cupboard Printed Fascia Sign Flood Light 4amp Power	2m x 2m Denver Booth Printed Fascia Sign Flood Light 4amp Power	2m x 2m Denver Booth Printed Fascia Sign Flood Light 4amp Power	3m x 2m Denver Booth Built-in Cupboard Printed Fascia Sign Flood Light 4amp Power	2m x 2m Denver Booth Printed Fascia Sign Flood Light 4amp Power	1.5m x 1m Denver Booth Printed Fascia Sign Flood Light 4amp Power

## Upgrades

### Boost your presence and profile onsite by taking advantage of one of our additional sponsorship opportunities

Additional sponsorship opportunities may only be purchased in addition to exhibition packages. Other sponsorship opportunities are available.

*Sponsorship Opportunities will only be available in line with Covid-Safe State guidelines.*



#### Coffee Carts

Keep your brand and attendees on-the-go with out Coffee Cart sponsorship

**\$10,000**



#### Lanyards

Remain front of mind by ensuring your logo is worn by every delegate onsite

**\$5,000**



#### Networking Drinks

Be the brand that helps relax and unwind by sponsoring the village Networking Drinks

**\$10,000**



#### Networking Lunch

Secure an exclusive opportunity to host key speakers and delegates at a private sit-down lunch

**\$20,000**