



Improving Communities Through Agile Local Government

Part of the Local Government National Insights Series

Online → Wednesday, 9 March 2022 | 11am - 1pm AEDT

Your Inspiring Speakers



MARK CRAWLEY
Chief Executive Officer
Carpentaria Shire Council



KERRY ROBINSON
Chief Executive Officer
Blacktown City Council



ANDREA SELVEY
Chief Executive Officer
Shire of Carnarvon



LUCCIO CERCARELLI
Chief Executive Officer
City of Palmerston



JEFFREY GRIFFITH
Deputy General Manager
Devonport City Council



KAREN TWITCHETT
Director Workforce and
Technology
Northern Beaches Council



SANJA VUKELJA
Head of Customer
Relations and Visitor
Experience
Casula Powerhouse Arts
Centre, Liverpool City
Council



JAYNE EMERSON
Director Business
Transformation
City of Salisbury



GINA WOODWARD
Chief Communications
Officer
Snowy Monaro Council



JEREMY HURST
Co-Founder and Director
SpacetoCo



ELLE BELLE
Managing Director
SpacetoCo



CHRIS BEN
Senior Solutions Engineer
Nintex



COLIN FAIRWEATHER
Advisor
Public Sector Network

Benefits of Attending



Learn how to keep your customer experience strategy fluid for continuously changing demands and demographic



Uncover fresh strategies to streamline processes and deliver infrastructure, services and program to the community



Explore innovative and emerging technologies that can support your council's workforce transformation



See how your peers are supporting their workforce to reach their organisational goals

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Transforming to Meet the Demands of Tomorrow

Councils across Australia are emerging from a period of significant change. There is an ever-increasing expectation to deliver services and amenities in a timely and cost-effective way. Meanwhile, the financial positions of local government have been impacted by droughts, bushfires, floods and the COVID-19 pandemic.

With more demand and less money to work with, councils are faced with a monumental challenge of providing their citizens with modern services while supporting their staff to achieve organisational goals. And the rate of change is showing no signs of slowing down, with many triggers including environmental issues and a changing demographic set to test each and every council's resilience framework.

Public Sector Network's Local Government Q1 National Insights - Summer Edition Virtual Event will equip attendees with new ideas and strategies to improve their customer experience and increase workforce capabilities for a future-proof council.



Who You'll Meet

Chiefs/Directors/Heads/Managers of :

- Digital Transformation
- Community & Stakeholder
- Corporate Services
- Customer Experience
- ICT
- Data & Analytics
- Strategy
- Workforce
- Engagement and Technology

Explore the Agenda

11:00am PSN Welcome

11:10am **Welcome from Chair:**
Colin Fairweather, *Advisor*, Public Sector Network

11:20am **Government Keynote:**
Transforming Local Customer Experience Through an Agile and Flexible Environment

- Reviewing your council's objectives to determine the right technology that will enable a CX transformation
- Understanding who your customers are to tailor a CX strategy that meets their needs
- Tailoring your CX strategy by starting with the citizen and working backward to the technology

Mark Crawley, *Chief Executive Officer*, Carpentaria Shire Council

11:35am **Partner Session: Investing in the Right Technology for Your Council's Goals**

11:50am **Government Case Study:**
Ensuring Continuous Business Improvement at Blacktown City Council

- Collecting and analysing organisational data to drive business improvement
- Adopting and reviewing frameworks that support council's vision
- Driving initiatives from a people management perspective, not a project management one

Kerry Robinson, *Chief Executive Officer*, Blacktown City Council

12:05pm **Partner Session**
How to create a 'happy-ever-after' experience for connecting People to your local community facilities

Jeremy Hurst, *Co-Founder and Director*, SpacetoCo
Elle Belle, *Managing Director*, SpacetoCo

12:20pm **Government Keynote:**
Creating a Sustainable Workforce of the Future

- Leveraging modern council offerings to create an engaged and productive workforce
- Positioning talent acquisition as a priority for leadership
- Balancing the needs of internal workforce with those of the external talent

Andrea Selvey, *Chief Executive Officer*, Shire of Carnarvon



It is good to see how Local Government and the Public Sector are adapting and embracing the opportunities presented at this time of change.

12:35pm Break

12:40pm **Panel Discussion 1**

Personalising the Customer Experience to Empower Citizens and Build Trust

- How do you go about designing and delivering the ideal customer experience with trust in mind?
- What tools can help create measurable metrics for trust within your council?
- How do you improve information sharing between services so that citizens accessing multiple services have a more seamless experience?

Sanja Vukelja, *Head of Customer Relations and Visitor Experience, Casula Powerhouse Arts Centre, Liverpool City Council*

Luccio Cercarelli, *Chief Executive Officer, City of Palmerston*

Gina Woodward, *Chief Communications Officer, Snowy Monaro Council*

Panel Discussion 2

Upskilling Your Workforce to Support Whole-of-Council Transformation

- How do you improve the skills of your employees to tackle digital challenges?
- How do you select the correct strategy for determining the digital transformation skills needed in your organisation?
- What new digital tools and function-specific training have you adopted to support your transformation?

Mark Crawley (Chair), *Chief Executive Officer, Carpentaria Shire Council*

Karen Twitchett, *Director Workforce and Technology, Northern Beaches Council*

Jeffrey Griffith, *Deputy General Manager, Devonport City Council*

Jayne Emerson, *Director Business Transformation, City of Salisbury*

1:10pm Close

What's On **Next**



**Local Government
National Insights -
Autumn Edition
Virtual**

1 June

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