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Public Sector Network Presents:



# Federal Data & AI Showcase

Embracing the Next Phase of Opportunity Within APS

**Tuesday, 5th December 2023**

Grand Ballroom, Canberra Rex Hotel

## Agenda at a Glance

All sectors within the Australian economy are facing the need to evolve and transform their data, analytics AI capabilities, and the APS is no exception.

With the rapid rise of Generative AI, open data initiatives and the potential of data science, machine learning and predictive analytics to forecast future trends and challenges, it's critical for public sector leaders to adopt progressive strategies and ethical AI practices in order to navigate the emerging AI and data landscape with confidence. By harnessing the power of data, the Australian public sector has the ability to usher in the next era of citizen service, make more informed, real-time strategic decisions and overcome complex challenges.

**The Annual Federal Data and AI Showcase, in collaboration with Google Cloud**, offers a valuable platform to develop these strategies successfully. 200+ APS federal leaders will converge to sense-check emerging tools, technology, and strategies at the forefront of data and AI innovation.

This Showcase provides an opportunity to exchange and explore possibilities with industry peers and partners, while assessing critical next steps toward further embedding insights and the successful adoption of emerging technology to revolutionise CX, while ensuring public trust is retained.

Join us in December 2023 as we embrace a new era of public service in the context of data, analytics, and AI.



## Who You'll Meet

### Chiefs/Directors/Heads/Managers of:

- Information Management and Data Governance
- Data, Analytics and Insights
- Information Communications & Technology
- Process Automation
- Artificial Intelligence and Cognitive Technology
- Business Intelligence
- Data Science and Capability
- Business Transformation and Continuous Improvement

## Benefits of Attending



**Discover** the emerging era of data, analytics, and AI potential, validate and sense-check your strategies and be inspired by peers' pioneering approaches



**Revolutionise** your existing services through effective and ethical use of data



**Understand and leverage** the latest tools, trends, and strategies at the forefront of data and analytics progression



**Drive advancement** of your data and analytics maturity through effective governance, tools, and proven strategies to increase awareness and uptake across the wider organization



**Join interactive stream sessions**, share in the insights and learnings of peers to power collaborative ideas and workshop practical solutions

## Key Themes

### Technology Capability:

Building digital architectures and creating data-driven departments to leverage public sector data sets and turn information into actionable insights

### Artificial Intelligence:

Exploring and harnessing the next frontier of AI opportunity – delivering a 'next-gen' public service

### Data Privacy & Ethics:

Maintaining public trust and adopting responsible and ethical AI practices

### Data Visualisation & Storytelling:

Improving communication of insights and enhanced engagement with the wider business

# Audience Profile

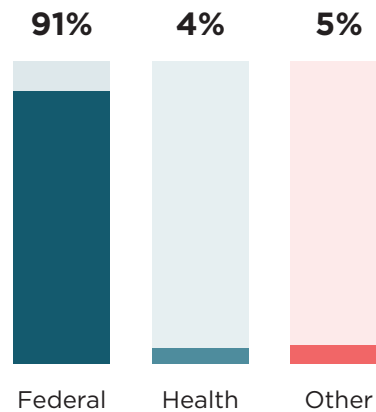
## COMMUNITY DATABASE

**5,000+**  
Contacts

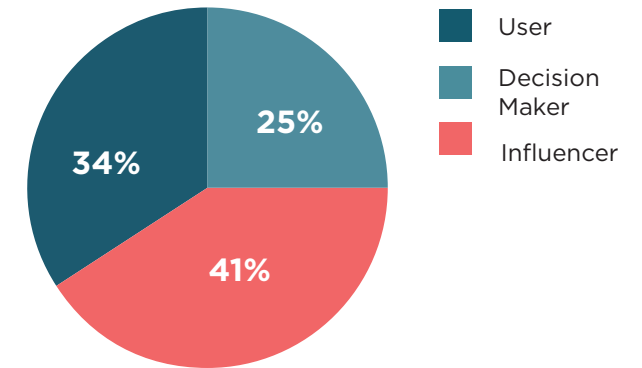
### JOB FUNCTION BREAKDOWN

- Data Management and Analytics
- Information Management
- Business Intelligence
- Robotic Process Automation
- Data Ethics and Privacy
- Artificial Intelligence & Machine Learning
- Citizen Records
- Data Visualisation

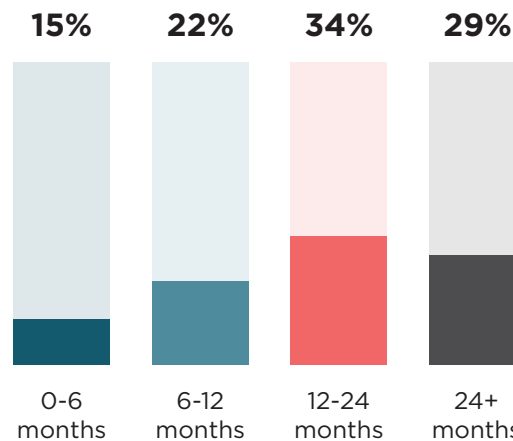
### TIER OF GOVERNMENT



### ATTENDEE ROLE



### INVESTMENT TIMEFRAME



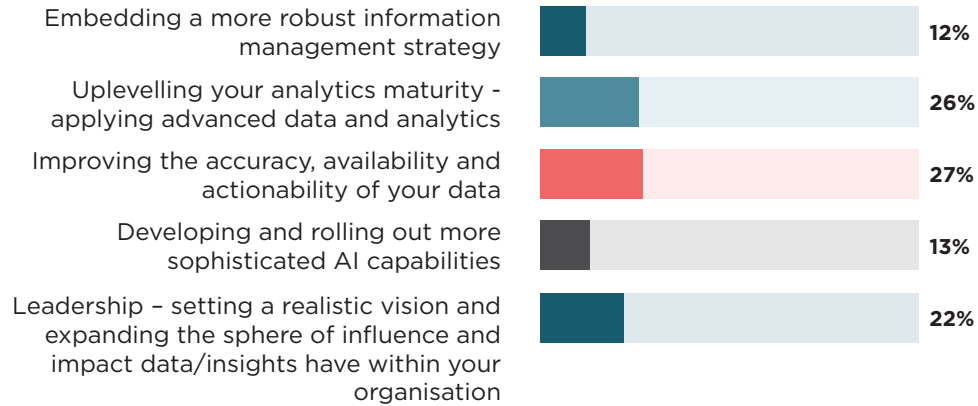
What have been the most challenging aspects in terms of data and AI capability over the past 6-12 months?

**49%** of the total attendees

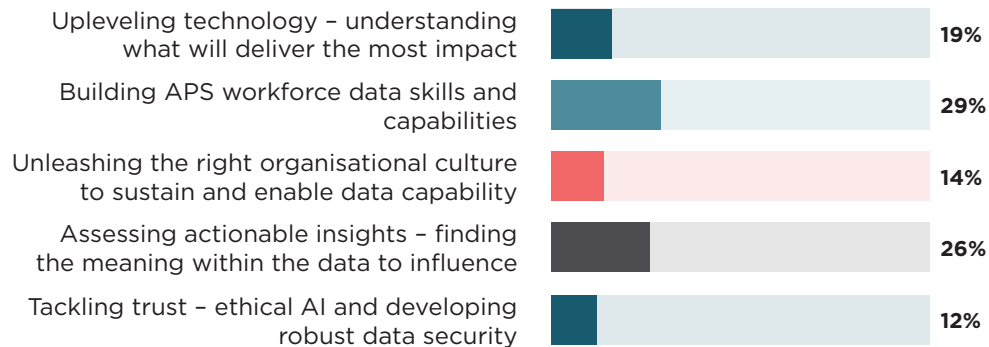
said creating a data literate culture and equipping staff with the right skillsets

# Audience Polling

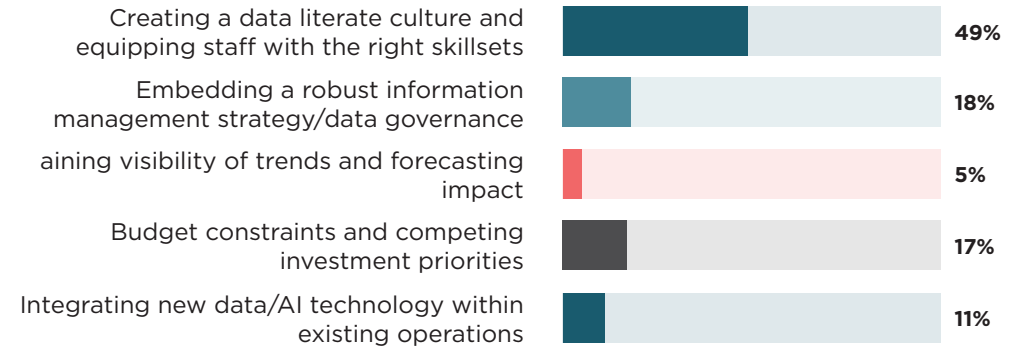
## What is your key priority at the moment?



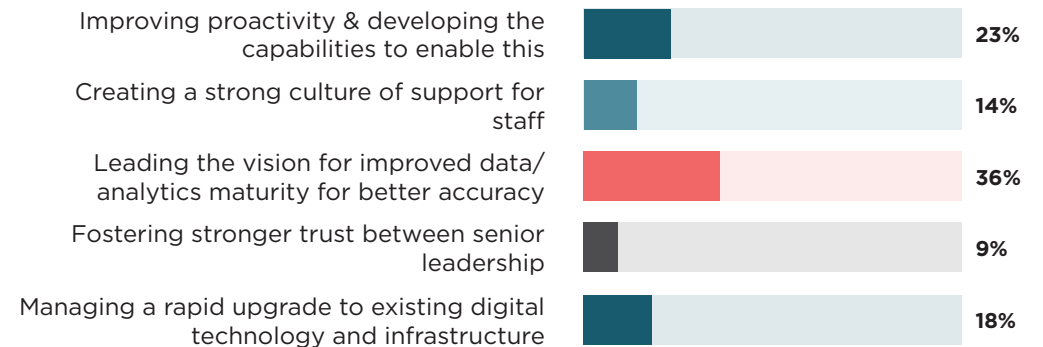
## Where is your strategic focus going to be placed in terms of capability development in 2023?



## What have been the most challenging aspects in terms of data and AI capability over the past 6-12 months?



## What impact has the past few years had on your leadership priorities?



# Your Inspiring Speakers



**Andrew Lalor**

*Assistant Secretary, Data and Digital*

**Department of the Prime Minister and Cabinet**



**Tammy Braybrook**

*Senior Director, Data Capability and Analytics*

**Australian Maritime Safety Authority**



**Fawad Abro**

*Assistant Commissioner, Enterprise Data and Analytics*

**Australian Taxation Office**



**Alex Roberts**

*Member of the AI in Government Taskforce & Director, IPAventures*

**IP Australia**



**Natasha Yemm**

*Director - Skills Data Analytics*

**Jobs and Skills Australia**



**Alicja Mosbauer**

*Chief Data Officer*

**IP Australia**



**Frederic Clarke**

*Director, Machine Intelligence and Novel Data Sources (MINDS)*

**Australian Bureau of Statistics**



**Michael Harvey**

*Director, Analytics Hub*

**Department of Social Services**



**James Baker**

*Senior Director, Data Analytics*

**Australian National Audit Office**



**Mary-Anne Wilson**

*General Manager, Policy, Markets and Data*

**Clean Energy Regulator**



**Michael Rowell**

*Deputy Commissioner Data, Integrations and Service Management*

**Australian Taxation Office**



**Sharon Deano**

*General Manager, Data and Intelligence*

**ACCC**



**Rohan Samaraweera**

*Senior Director, Data Science Branch*

**Department of Home Affairs**



**Anna Coniglio**

*Data Analytics Technical Lead*

**Google Cloud Australia and New Zealand**



**Craig Bruce**

*Head of Technology for Public Sector*

**Google Cloud Australia**

# Your Inspiring Speakers



**Michelle McGrath**

*Senior Vice President of Data,  
EMEA*

**Media.Monks**



**Jakub Otrząsek**

*Vice President of Data, APAC*

**Media.Monks**



**David Merrell**

*Senior Principal Architecture  
Consultant*

**NTT**



**Laxmi Narayana Piska**

*Global Director, CloudSMART  
Industry Consulting and  
Strategy*

**HCLTech**



**Paul Osborne**

*Account Director*

**Alteryx**



**Chris Scicluna**

*Practice Manager: Cloud Centre  
of Excellence*

**Datacom**



**Mathew Baldwin**

*Partner - Digital Economy*

**Ashurst**



**Domenic Brasacchio**

*Senior Account Manager*

**Cloudera**



**Ross Farrelly**

*Director of Generative,  
Predictive and Prescriptive AI*

**IBM Asia Pacific**



**Mitch Incoll**

*Head of Strategy*

**Media.Monks**

**8:00am** Registration and Networking

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**9:00am** Welcome from Public Sector Network

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**9:10am** Welcome from Event Chair

Michelle McGrath, *Senior Vice President of Data, EMEA, Media.Monks*

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**9:20am** **Keynote: The 2024 Chapter of the Australian Government's Data and Digital Strategy - Critical Next Steps in Delivering a Next Gen Public Service**

- Unpacking 2024's role in the strategy and vision for 2030: Next steps in utilising data and digital to improve the entire spectrum of activities
- The critical role of data and digital capabilities: Deploying more insightful data-driven policies and delivering easy, accessible, and secure services for people and business
- Taking action on citizen demands: Navigating the evolving realm of expectations and demand for public services to deliver better outcomes using data and digital technologies

Andrew Lalor, *Assistant Secretary, Data and Digital, Department of the Prime Minister and Cabinet*

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**9:40am** **Partner Perspective: Analytics & AI: Where are we and where are we going?**

In this session we will explore the current state of analytics and AI and discuss how public sector organisations are setting themselves up to take advantage of what's coming next.

Russell Nash, *APAC Technical Lead, Data Analytics, Google Cloud*

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**10:00am** **Panel: The Future of Data and AI in Australian Public Sector - Navigating Generative AI, Skills and Emerging Tech Requirements**

- The new era of Generative AI: Sense-checking regulation requirements and opportunities
- The next phase of 'simpler, clearer, faster': 2024 data and AI requirements for a convenient and accessible service to allow citizens to engage with government when and how they choose
- Empowering citizen service delivery through data capabilities: key opportunities for leveraging real-time insights and placing the citizen at the heart of service
- Securing data skillsets: how can we uplift capabilities internally and source what we need externally?
- Advancing the development and adoption of AI: Exploring potential areas of specialisation that build on Australia's existing strengths and capabilities

Natasha Yemm, *Director - Skills Data Analytics, Jobs and Skills Australia*

Fawad Abro, *Assistant Commissioner, Enterprise Data and Analytics, Australian Taxation Office*

Rohan Samaraweera, *Senior Director - Data Science Branch, Department of Home Affairs*

Facilitated by Jakub Otrząsek, *Vice President of Data, APAC, Media.Monks*

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**10:30am Morning Tea Networking Break**

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**Progressing Data and AI**

**11:00am Welcome from Stream Chair**

Mitch Incoll, *Head of Strategy*, Media.Monks

**11:10am Fireside chat: Creating an Enterprise Wide Approach to Data and Intelligence Capabilities: Driving Maturity Through Leadership and Culture”**

Sharon Deano, *General Manager*, Data and Intelligence, ACCC

Facilitated by Mitch Incoll, *Head of Strategy*, Media.Monks

**11:20am ACCC - Q & A Interactive Session: Creating an Enterprise Wide Approach to Data and Intelligence Capabilities: Driving Maturity Through Leadership and Culture**

A collaborative opportunity to unpack the case study specifics, ask questions, and share your own perspectives and experiences.

**11:35am Specialist Perspective: Demystify AI**

Showcase in Datacom’s capabilities in AI & Data and Analytics

Chris Scicluna, *Practice Manager: Cloud Centre of Excellence*, Datacom & Ryan Sharp, *Associate Director - Industry Platforms & Data and Analytics*, Datacom

**Advancing Analytics**

**Welcome from Stream Chair**

Michelle McGrath, *Senior Vice President of Data, EMEA*, Media.Monks

**Fireside Chat: The Basics of Getting AI right at Scale: Sense-Checking the Fundamentals and Critical Considerations**

- Unpacking the realm of data architecture
- The consideration to minimise the movement of data
- Unification and simplification of your architecture, to enable hyperscalability
- Tollgates to guardrails, with true telemetry and patterns for re-use
- Removing true impediments to velocity, and ultimately, to using ML/AI at scale

Fawad Abro, *Assistant Commissioner, Enterprise Data and Analytics*, Australian Taxation Office

Michael Rowell, *Deputy Commissioner Data, Integration and Service Management*, Australian Taxation Office

**ATO - Q & A Interactive Session**

A collaborative opportunity to unpack the case study specifics, ask questions, and share your own perspectives and experiences.

**Specialist Perspective: Analytics for All - Driving Smarter, Faster Decisions**

We’ll be exploring:

- Expanding your use of analytics to all decisions, across all areas of the business to seize a break-away opportunity during challenging times.
- How to scale the use of Analytics - with features, elements and ecosystems needed to drive outcomes.
- The critical components that are common to successful adoption of Analytics at scale, as reported from the market.

Paul Osborne, *Account Director*, Alteryx

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**11:55am** **Keynote: An unprecedented transformation? What Initial signals tell us about the promise and peril of generative AI for the public service**

*Alex Roberts, Member of the AI in Government Taskforce & Director, IPA Ventures, IP Australia*

**Keynote: The Integration and Analysis of Multisource Data - Unpacked.**

The ABS is using knowledge graphs to combine multiple sources of heterogeneous data and produce novel insights for government, whilst using new forms of machine learning in relation to international trade, and household income and expenditure. The machine learning aspects involve graph-based collective learning and probabilistic logic for link prediction, and transformer-based deep learning for automated content analysis.

The application of knowledge graphs, agent-based AI and complex systems analysis is also being used to produce insights on the vulnerabilities in global supply chains, and the leverage points for government in building resilience in trade networks for critical Australian products and services.

*Frederic Clarke, Director, Machine Intelligence and Novel Data Sources (MINDS), Australian Bureau of Statistics*

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**12:05pm** **IP Australia - Q & A Interactive Session**

A collaborative opportunity to unpack the case study specifics, ask questions, and share your own perspectives and experiences.

**Australian Bureau of Statistics - Q & A Interactive Session**

A collaborative opportunity to unpack the case study specifics, ask questions, and share your own perspectives and experiences.

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**12:20pm** **Specialist Perspective: AI Ethics in the world today - Tools and Techniques**

- Why AI Ethics?
- The importance of Trustworthy AI
- AI Ethics - the IBM approach
- The ethical use of generative AI

*Ross Farrelly, Director of Generative, Predictive and Prescriptive AI, IBM Asia Pacific*

**Specialist Perspective: Leveraging AI and Analytics to enable citizen services innovation and delivery**

- How large consumer generated data sets can be analysed to deliver efficiency, scalability and more accurate insights
- AI and Analytics in adopting and evolving human-centric design
- Addressing AI adoption challenges by applying the arsenal of skills, experience, assets, best practices and partnerships available

*Laxmi Narayana Piska, Global Director, CloudSMART Industry Consulting and Strategy, HCLTech*



**The showcase featured government case studies and private sector insights on Public Sector Data use and AI, offering an immersive exposure to real-life issues and innovations. governance Keen to hear more.**

Department of Social Services

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**12:40pm Panel/Group Discussion: 'Data Maturity and Accessibility' - Exploring Next Steps for Progression Within Federal Government**

A deep delve into topics at the forefront of Data, Analytics and AI progression; the first will be unpacked, initially by the panel, before the discussion opens to the group. Followed by the second, and if time permits, the third.

- Information management and governance: How can we apply 'better practice' in data innovation, accuracy, and availability amidst the fast-evolving realm of intelligent IT adoption, AI, and analytics?
- Data awareness: Making D&A 'exciting.' How can we encourage use and gain buy-in to increase uptake of insights across the organisation, as well as build a culture of security awareness?
- The foundation of a modern data strategy: What are the requirements to uplift capabilities across the organization?

**Tammy Braybrook**, *Senior Director, Data Capability and Analytics, Australian Maritime Safety Authority*

**Mary-Anne Wilson**, *General Manager, Policy, Markets and Data, Clean Energy Regulator*

**Domenic Brasacchio**, *Senior Account Manager, Cloudera*

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**Panel/Group Discussion: 'Applying Strategic Insights' - Exploring Next Steps for Progression Within Federal Government**

A deep delve into topics at the forefront of Data, Analytics and AI progression; the first will be unpacked, initially by the panel, before the discussion opens to the group. Followed by the second, and if time permits, the third.

- Increasing value of insights and fast feedback loops: How can we monitor diverse citizen needs to inform initiatives and measure performance?
- Data visualisation & storytelling: How can we leverage visualisation to make better business decisions and communicate in a more effective and engaging way with the wider business?
- Decision support and intelligence: How can we provide the information to make faster, more optimal decisions and move through silo data/decisions/mentality?

**Michael Harvey**, *Director, Analytics Hub, Department of Social Services*

**James Baker**, *Senior Director, Data Analytic, Australian National Audit Office*

**David Merrell**, *Chief Architect, ANZ Public Sector, NTT*

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**1:20pm Lunch Networking Break**

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**2:20pm Concurrent Interactive Roundtable Discussions**  
**Roundtable 1: Gen AI use cases in government**

- Opportunities for gen AI in Public Sector
- Responsible adoption of AI
- How to get going with gen AI

**Anna Coniglio**, *Data Analytics Technical Lead, Google Cloud Australia and New Zealand*

**Craig Bruce**, *Head of Technology for Public Sector, Google Cloud Australia*

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**Roundtable 2: Hands-on experience with Analytics Automation**

Hands-on experience with Analytics Automation

- Introduce you to the world of Analytics Automation.
- Demonstrate the simplicity of automating a workflow for any use case.
- Provide you with knowledge to take back to your organisation and identify areas of opportunity for automating data-driven outcomes

**Paul Osborne**, *Account Director, Alteryx*

**Tom Hill**, *Senior Solutions Engineer, Alteryx*

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### **Roundtable 3: The future of a data-driven department - where are you on your journey to improving citizen services?**

Rapid advancements in data, AI, and analytical methods and tools have created opportunities to elevate citizen engagement and improve end-to-end service delivery.

The full potential of Government and Department data to inform decision-making and improve citizen services requires the right frameworks, tools, and underlying supporting infrastructure to ensure the data is the highest quality, protected, and available to convey information and insights to the right decision makers within the organisation.

Join us for an engaging discussion as we explore strategies using an analytics maturity framework to best use your data to find insights, make decisions, and construct a well-defined path for propelling your organisation forward.

**David Merrell**, *Chief Architect, ANZ Public Sector, NTT*

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### **Roundtable 4: Should you have a license to work with AI?**

AI has been hailed as revolutionary and world-changing, but it's not without drawbacks. As AI grows more sophisticated and widespread, the voices warning against the potential challenges of artificial intelligence grow louder. Today we will explore the risks and challenges that come with AI and ask whether it should be left to anyone or should it sit with those best equipped to handle it

**Domenic Brasacchio**, *Senior Account Manager, Cloudera*

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### **Roundtable 5: Is customer-centric thinking the key to government's success with AI initiatives?**

- Customer-centricity is a long-held tenet of the world's fastest-growing companies, acting as the driving force behind their decisions in pursuit of improved commercial performance and increased brand trust.
- Lessons learned in industry from applying AI to customer challenges and experiences may benefit government initiatives and think tanks reviewing AI potential.
- Trust in the machine (whether via automation, machine learning, or generative content) is an ongoing challenge for industry stakeholders and their customers. How can lessons learned in this space benefit tax-payers and meet their expectations of government services?

**Mitch Incoll**, *Head of Strategy, Media.Monks*

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### **Roundtable 6: Gen AI Ethics - How to responsibly scale business-ready generative AI**

Generative AI holds enormous potential to create new capabilities and value for enterprise. Yet it can create new risks and exposures that business leaders need to navigate. As the outcomes of AI insights become more business-critical and technology choices continue to grow, businesses need assurance that their models are operating responsibly with transparent process and explainable results. Organisations that proactively infuse governance into their AI initiatives can better detect and mitigate model risk while strengthening their ability to meet ethical principles and government regulations.

Join this interactive roundtable as we explore how enterprises can unlock the potential of generative AI and drive responsible, transparent and explainable AI workflows, today and for the future.

**Nirandika Wanigasekara**, *AI Practitioner, IBM*

**Ross Farrelly**, *Director of Generative, Predictive and Prescriptive AI, IBM Asia Pacific*

**Richie Paul**, *Partner, Enterprise Strategy, IBM Consulting ANZ*

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**Roundtable 7: Privacy governance and regulation: Issues to consider in large data systems**

- Identifying applicable privacy regulations – including an overview of planned updates to the Commonwealth Privacy Act
- Understanding what you hold – to understand privacy obligations you need to know what the system will hold and how it works
- Role of governance processes – ongoing compliance is built on good governance processes not just a point in time review

**Mathew Baldwin**, *Partner – Digital Economy*, Ashurst

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**Roundtable 8: How Datacom can help you get on your AI Journey with Google**

- How does Datacom co-create AI & Data Solutions rather than deliver point solutions?
- Do you have a Data Strategy and does it cover AI and if so which type of AI?
- Have you started any AI readiness?
- What concerns you about adopting AI?
- Identify any golden use case
- Who has started working in AI?
- Where do you think AI is heading for you and your company?
- How do we get you on your AI journey?
- How to leverage the Google Model Garden in your organization
- Do you have an AI ROI Framework? (understanding what it costs today to do a particular function.)

**Jeff Wagner**, *Solutions Advisor*, Datacom

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**Roundtable 9: Unstructured analytics and Gen AI**

In today's data-driven era, the majority of data available is unstructured, be it in the form of text, images, or audio. This unstructured data holds immense potential, but it also presents unique challenges for analysis. Coupled with the rapid advancements in Generative AI, the landscape for unstructured data analytics is evolving at a breakneck pace. The aim of this discussion is to foster understanding and collaboration among professionals in the fields of unstructured analytics and generative AI. By diving deep into their intersections, challenges, and opportunities, participants will gain insights to leverage in their respective domains.

**Vinay Joseph**, *Pre-Sales Lead*, OpenText

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**The experiences & journeys shared from government agencies about their challenges and their success stories, plus the panel discussions.**

Department of Veterans' Affairs

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**Roundtable 10: Data Security - How to protect citizen data with the help of AI/Gen-AI**

- Combining AI technologies with robust cyber security measures
- AI driven threat detection - Detecting unusual activity by analysing data patterns and anomalies
- AI enhanced encryption - Securing users' data at rest and on the move by implementing AI enhanced encryption methods
- Gen-AI for adaptive security - Leveraging a continuous learn and adopt cycle to effectively respond to new sophisticated attacks
- Ethical AI Governance - The governance frameworks that ensure responsible and transparent use of AI when handling citizens data

Laxmi Narayana Piska, *Global Director, CloudSMART Industry Consulting and Strategy, HCLTech*

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**Roundtable 11: Data - the people factor**

As we keep progressing down the road of promise of all things data, including Gen AI, the people factor and it's impact on reaching our goals is never fully considered and addressed. Whilst new technologies are constantly emerging, we need to consider do we have the culture and capability to take the fullest advantage of these.

Facilitated by Deloitte

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**3:25pm** Welcome Back from Chair

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**3:30pm** Fireside Chat: Generative AI and Data Literacy: Exploring the Critical Considerations Leading Into 2024.

Alicja Mosbauer, *Chief Data Officer, IP Australia*

Facilitated by Michelle McGrath, *Senior Vice President of Data, EMEA, Media.Monks*

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**3:50pm** Panel Discussion: The Reality Check - AI Responsibility, Ethics and Regulation Leading into 2024

- Regulating artificial intelligence: Navigating the emerging realm of generative AI including ChatGPT, addressing gaps in existing law and assessing necessary "safeguards" to protect the public
- Involving industry in designing laws for AI: How can we ensure regulation does not stifle innovation?
- Progressing ethical AI: Maintaining safe, secure, and reliable AI exploring international approaches on governance and regulation to support responsible AI practices

Frederic Clarke, *Director, Machine Intelligence and Novel Data Sources (MINDS), Australian Bureau of Statistics*

Mathew Baldwin, *Partner - Digital Economy, Ashurst*

Facilitated by Jakub Otrząsek, *Vice President of Data, APAC, Media.Monks*

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**4:20pm** Closing Remarks

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**4:30pm** Networking Drinks

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Chair

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Ashurst

ARIS-ZINC  
GROUP

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The AI and Data Showcase was one of the best PSN events for 2022 in terms of quality of information and sharing of lessons learned good practice innovation, and where we need to go next.

Services Australia



CONNECTING GOVERNMENT  
**WWW.PUBLICSECTORNETWORK.COM**

**AUSTRALIA / NEW ZEALAND**

**P** +61 2 9057 9070

**E** [info@publicsectornetwork.com.au](mailto:info@publicsectornetwork.com.au)

**USA / CANADA**

**P** +1 (647) 969 4509

**E** [contact@publicsectornetwork.com](mailto:contact@publicsectornetwork.com)