



# Innovate WA 2024

Accelerating Innovation and Collaboration  
Across Government: Empowering Digital  
Equity with Intelligent Citizen Service  
Delivery

**Tuesday, 13 February 2024**

Perth Convention and Exhibition Centre, Western Australia



# Agenda at a Glance

We are excited to announce the return of **Innovate WA in 2024** to showcase the burgeoning digital economy in WA and provide an in-depth update into significant facets of Western Australia's evolving digital landscape, evaluating its digital journey to date and highlighting its strategic progress in charting a path forward in a critical and complex digital era.

**Taking place at the Perth Convention and Exhibition Centre**, this year's iteration will bring together over 300 attendees to explore case studies from diverse WA departments, covering topics such as pioneering technology procurement, improved citizen service experiences via technology and data, agency cost-cutting possibilities, and the empowerment of person-centered healthcare practices through digitization, among other engaging topics.

Don't miss your opportunity to be at the forefront of discussion on challenges, initiatives and the latest developments that are changing the face of the public sector in WA.

[VIEW THE WEBSITE](#)



## Be a part of the Innovation Series

[Click to Explore](#)

**Innovate SA - 9 Apr**



**Innovate Aus - 29 May**



**Innovate NSW - 20 Jun**



**Innovate VIC - 18 Jul**



**Innovate QLD - 10 Sep**



**Innovate NZ - 5 Nov**



**Check out last year's highlight reel!**

# Why Exhibit at Innovate WA?



**8.5 Average Rating**  
from our exhibitors



**83% of Attendees**  
rated the event as  
excellent



**100% of Our Partners**  
said their experience was  
positive and valuable



**92% of Attendees**  
said they will definitely be  
returning next year



**43% of Attendees**  
were Chiefs, Heads, Directors  
or Senior Leaders

**“A day packed with information, learnt more about innovation implementation, and took away some great practical tools and strategies to use”**



Australian Government  
Department of Finance



## Who You'll Meet

This series is designed for professionals involved in:

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



## Benefits of Attending



**Benchmark against exclusive use-cases** from public sector leaders sharing stories about the learnings gained during digital journeys: prioritisation for innovation investment; implementing emerging technologies and experimenting with the use of brave new digitisation strategies; and explore how to apply these unique insights within your own organisation



**Become informed on key changes to** WA's agency technology procurement policy



**Gain first-hand knowledge** via an exclusive update on critical regulatory reforms to privacy and information sharing



**Network and engage with your peers** from across the state in dedicated networking sessions, interactive roundtable discussions and Q&A's



**Hear from leading solutions providers** in the government space as they explore key technologies to improve citizen services and develop operational excellence

## Key Themes for 2024

- Leading a Data-Driven Culture of Innovation in Digital Service Delivery
- New Guidance on Ethical, Secure Collaboration and Data Governance
- Rethinking Technology Procurement: Reforms Transforming the Tender Process
- Developing Maturity in Privacy Capability and Responsible Artificial Intelligence Use
- Investing in Entrepreneurship: Brave New Industries and Start-Ups Transforming WA

# Innovate WA 2023 Snapshot

## DATABASE SIZE

7,700+

## KEY JOB TITLES

Business Management

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Engagement

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Digital Government

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Digital Services

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ICT Capabilities

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Service Design

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Transformation / Innovation

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HR / Workforce Management

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Communications / Marketing

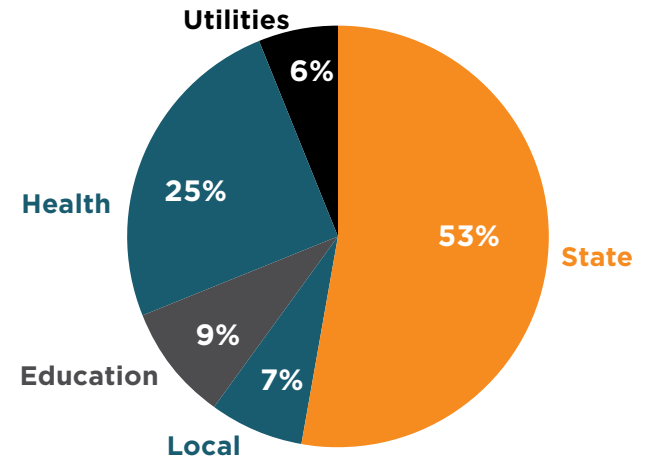
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Customer Experience

## TOP FIVE ORGANISATIONS

1. WA Department of Finance
2. Dept of Mines, Industry Regulation and Safety, WA
3. WA Department of Justice
4. Health Support Services, WA
5. Department of Premier and Cabinet, WA

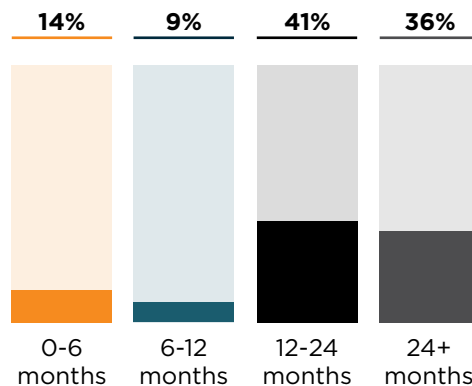
## KEY SECTORS



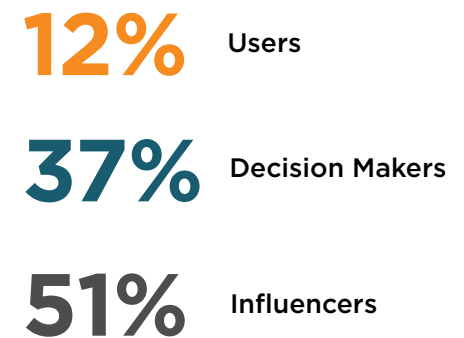
## TOP INTEREST AREAS



## INVESTMENT TIMEFRAME



## DECISION MAKING ROLES



# Your Inspiring Speakers



**Hon Stephen Dawson MLC**

*Minister for Emergency Services; Innovation & the Digital Economy; Science; Medical Research; Min assisting for State & Industry Development, Jobs and Trade*

**Deputy Leader of the Government in the Legislative Council**

Plenary



**Victor Dominello**

*Director UNSW/UTS Trustworthy Digital Society Hub, Tech Council of Australia Board Member and Former NSW Minister for Customer Service and Digital Govt and Founder*

**ServiceGen**

Plenary



**Linda Dawson**

*Deputy Director General, Industry, Science, Innovation*  
**Department of Jobs, Tourism, Science and Innovation**

Plenary



**Kate Ingham**

*Deputy Director General*  
**Department of Finance**

Plenary



**Alberto Degli Esposti**

*Chief Technology Officer*  
**Office of Digital Government; Department of the Premier and Cabinet**

Plenary



**David Dans**

*Chief Information Officer*  
**Department of Education, Western Australia**

Plenary



**Krystal Skinner**

*Executive General Manager*  
**Remote Communities, Horizon Power**

Plenary



**Charlie Gunningham**

*Director of Innovation*  
**New Industries Fund, Department of Jobs, Tourism, Science and Innovation**

Plenary



**Rebecca Ostergaard**

*Chief Digital Officer*  
**CSIRO**

Plenary



**Ingrid Rodriguez**

*Founder and CEO*  
**Eikonic**

Plenary



**Kashif Saleem**

*Founder and CEO*  
**Track'em (WA Innovator of the Year, 2015)**

Plenary



**Nathan McIvor**

*Chief Executive Officer*  
**Djarindjin Aboriginal Corporation**

Digital & CX Stream



**Jonas Petersen**

*Chief Digital Officer*  
**Office of Digital Government; Department of Premier and Cabinet of Western Australia**

Digital & CX Stream



**Nasir David**

*Director Data and Information Systems*  
**Department of Health**

Digital & CX Stream



**Shona Hyde**

*Director*  
**Western Australian Office of Crime Statistics and Research**

Technology & Data Stream



**Alex Jenkins**

*Director*  
**WA Data Science Innovation Hub**

Technology & Data Stream



**Damian Shepherd**

*Director State Records*  
**State Records Office of Western Australia**

Technology & Data Stream



**Catherine Fletcher**

*Information Commissioner*  
**Office of the Information Commissioner**

Technology & Data Stream



**Professor Peter Klinken AC**

*Chief Scientist*  
**Western Australia**  
Technology & Data Stream



**Natalia Kacperek**

*Chief Data Officer*  
**Office of Digital Government; Department of the Premier and Cabinet**

Technology & Data Stream



**Greg Crowl**

*Vice President, Sales Engineering - APJ*  
**Tungston Automation**

Plenary

# Your Inspiring Speakers



**Karen Willis**

*General Manager Customer  
and Community*

**Water Corp**

Fireside Chat



**Phil Nickels**

*Head of Consulting and  
Advisory*

**Cathara Consulting**

Digital & CX Stream



**Nieves Garcia**

*AI and Machine Learning  
Specialist Lead*

**AWS Public Sector, APJ**

Digital & CX Stream



**Jade Smith**

*Head of Planning & Portfolio  
Management Services*

**Cathara Consulting**

Plenary



**Marion Burchell**

*Managing Director*

**Azolla Holdings**

Plenary

# Agenda at a Glance

**8:00am** Registration and Networking Coffee

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**9:00am** Public Sector Network Opening and Acknowledgment of Country

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**9:10am** Welcome from Chair  
**Marion Burchell**, *Managing Director, Azolla Holdings*

**9:20am** Ministerial Address: Hon Stephen Dawson MLC, Minister for Innovation & the Digital Economy

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## Guest Keynote

**9:30am** **The Hon. Victor Dominello**, *Director UNSW/UTS Trustworthy Digital Society Hub, Tech Council of Australia Board Member and Former NSW Minister for Customer Service and Digital Govt and Founder, ServiceGen*

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## Government Keynote: Developing Western Australia's Digital Economy

- 9:50am**
- Designing the roadmap for WA's digital economy
  - Implementing our digital future strategy
  - Making progress, solving challenges, and driving success via innovation and collaboration
  - Future considerations and Q&A

**Linda Dawson**, *Deputy Director General, Industry, Science, Innovation; Department of Jobs, Tourism, Science and Innovation*

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## Partner Perspective: Fast Track to Success: Unleashing the Power of Accelerated Delivery Strategies

Introduction to Accelerated Delivery:

- 10:10am**
- Defining the concept of accelerated delivery and its importance in today's competitive landscape.
  - Discussing the market forces and customer expectations driving the need for faster delivery.
  - Strategies for planning and organising projects to minimise delays and bottlenecks.
  - Leveraging technology and automation tools to streamline processes and enhance efficiency.
  - Discussing the importance of skilled and motivated teams in achieving accelerated success.
  - Providing insights into training programs that empower employees to excel in their roles.
  - Introducing key performance indicators (KPIs) and metrics to measure the success of accelerated delivery strategies.
  - Showcasing examples of organisations that have successfully implemented accelerated delivery strategies and achieved notable results.
  - Offering practical tips and actionable steps that attendees can apply in their own projects and workflows.

**Jade Smith**, *Head of Planning & Portfolio Management Services, Cathara Consulting*

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<b>10:30am</b>	<p><b>Panel Discussion: Redefining Western Australia’s Agency Technology Procurement Policy: Charting a New Course for Hardware and Service Acquisition</b></p> <ul style="list-style-type: none"> <li>• Understanding the need for improvement: why do we need to improve ICT procurement?</li> <li>• The people side of procuring technology well: what people and culture do we need to procure technology well?</li> <li>• Central leadership but individual agency decision making: how do we best balance centre-led policy with individual agency decision making?</li> <li>• The future: Immediate and where we see ourselves heading: where are we going: the immediate future and beyond?</li> </ul> <p><b>Kate Ingham</b>, <i>Deputy Director General</i>, Department of Finance  <b>Alberto Degli Esposti</b>, <i>Chief Technology Officer; Office of Digital Government</i>, Department of the Premier and Cabinet</p>	
<b>11:00am</b>	<b>Morning Tea and Networking Break</b>	
<b>Streams</b>	<b>DIGITAL &amp; CX</b>	<b>TECHNOLOGY &amp; DATA</b>
<b>11:30am</b>	<p><b>Welcome from Stream Chair</b>  <b>Phil Nickels</b>, <i>Head of Consulting and Advisory</i>, Cathara Consulting</p>	<p><b>Welcome from Stream Chair</b>  <b>Marion Burchell</b>, <i>Managing Director</i>, Azolla Holdings</p>
<b>11:40am</b>	<p><b>Case Study: Representative Synthetic Health Data Methodology, Generation, and Application to support safe and secure analytics</b></p> <ul style="list-style-type: none"> <li>• The past – our history of almost 30 years pioneering data linkage in WA</li> <li>• Historical obstacles of sharing health data to support innovation programs and initiatives</li> <li>• Investigating, testing and developing representative synthetic data - how can we increase the utility of our data assets?</li> <li>• The future – the Department of Health’s mission to create representative linked synthetic data and invest in supporting innovation in WA</li> </ul> <p><b>Nasir David</b>, <i>Director Data and Information Systems</i>, WA Department of Health</p>	<p><b>Fireside Chat: Why ‘Open-by-Design’ Principles are Imperative When it Comes to Data and the Public Record</b></p> <ul style="list-style-type: none"> <li>• Why an open-by-design approach is needed to meet community expectations</li> <li>• How we are applying the principles of open-by-design to data governance and systems</li> <li>• Connecting the dots between information governance, ICT and cybersecurity to support an open-by-design approach</li> </ul> <p><b>Damian Shepherd</b>, <i>Director State Records</i>, State Records Office of Western Australia  <b>Catherine Fletcher</b>, <i>Information Commissioner</i>, Office of the Information Commissioner</p>

<p><b>12:00pm</b></p>	<p><b>Partner Perspective: Shaping Tomorrow: The Impact of Generative AI on Public Sector Transformation</b>          In the evolving realm of public governance, the integration of Generative AI emerges as a transformative catalyst, ushering in heightened efficiency, responsiveness, and innovation. - This session delves into AWS's role in propelling public sector agencies toward an innovation flywheel, unlocking Generative AI's full potential to enhance efficiency, reshape decision-making, foster transparency, and optimize resource allocation. - Explore real-world applications, challenges, strategic insights, and envision a future where technology becomes the cornerstone for effective and people-centric governance</p> <p><b>Nieves Garcia</b>, <i>AI and Machine Learning Specialist Lead, AWS Public Sector, APJ</i></p>	<p><b>Partner Perspective: The Democratisation of Analytics</b>          Scale the Impact of Analytics Across the Organisation   It's no secret that smart organisations want to make more decisions fueled by data and analytics – but relatively few have breakthrough success. A recent study showed that 97% of organisations are investing in big data and AI technologies but only 23% report being data driven. What's the bottleneck? Complex disparate data silos, a lack of data and analytic talent, inefficient and manual processes, and a lack of data literacy remain top inhibitors. What if an organisation could upskill its workforce so all business teams and knowledge workers could use data and analytics to solve their companies most vexing challenges? There is a way – a proven method – that helps organisations with digital transformation through democratising analytics across an organisation. Join this session to understand: - The stages of analytics maturity - The divide between people and technology - The unbalanced spending on data and analytics technologies - A better way to do things – democratise analytics.</p> <p><b>Troy Smithells</b>, <i>Account Director, Alteryx</i></p>
<p><b>12:20pm</b></p>	<p><b>Government Keynote: WA's Priorities for Digital Citizen Experiences</b>  <b>Jonas Petersen</b>, <i>Chief Digital Officer, Office of Digital Government;</i> Department of Premier and Cabinet of Western Australia</p>	<p><b>Case study: Responsible Artificial Intelligence Applications A New Paradigm for Responsible Sharing of Data</b></p> <ul style="list-style-type: none"> <li>• The history of problems related data masking</li> <li>• AI technology and the enablement of responsible sharing of data</li> <li>• Case study: WADSIH Health Hackathon 2023</li> <li>• The future of privacy preserving analytics</li> </ul> <p><b>Alex Jenkins</b>, <i>Director, WA Data Science Innovation Hub</i></p>
<p><b>12:40pm</b></p>	<p><b>Partner Perspective: The possibilities of AI in enhancing your Citizen Experience</b>          Artificial Intelligence (AI) and Process Automation technologies come together to offer an exciting opportunity for streamlining government operations. This synergy can significantly enhance decision-making speed and ultimately elevate the quality of citizen services. By tapping into the power of Machine Learning, Natural Language Processing, and Generative AI, we can boost the efficiency of agency processes responsible for delivering services and delighting citizens</p> <p><b>Greg Cowl</b>, <i>Vice President, Sales Engineering - APJ, Tungsten</i></p>	<p><b>Partner Perspective: Embracing change to empower citizens and businesses while transforming policy and service delivery</b>          Innovative, new ways to use data: Embracing change to empower citizens and businesses while transforming policy and service delivery   Change is never easy. While data holds the power to transform the delivery of government services for the better, it takes strong leadership and stakeholder engagement to unlock its full potential. Join this keynote session to hear firsthand how the innovative, new use of data is improving the lives of citizens and businesses for the better, enabling ambitious policy goals to be met.</p> <p><b>William Edmond</b>, <i>Chief Customer Architect, Oracle</i></p>

<p><b>1:00pm</b></p> <p><b>Leadership Thinktank: Driving an Equitable and Citizen-Centric Future with Digital Identity Strategies</b></p> <ul style="list-style-type: none"> <li>• How do we enable efficient service delivery and increased public participation?</li> <li>• What's the best strategy for driving access to essential public and financial services in remote communities via public and private collaboration?</li> <li>• How do we embrace payments solutions and digital identity technologies in an effective, time-sensitive manner?</li> <li>• How can we empower our government to adapt swiftly to changing needs and foster accessibility and inclusivity for all Western Australians?</li> <li>• Forging a more connected, consultative, accessible governance landscape with enhanced responsiveness to citizens changing needs</li> </ul> <p><b>The Hon. Victor Dominello</b>, <i>Director UNSW/UTS Trustworthy Digital Society Hub, Tech Council of Australia Board Member and Former NSW Minister for Customer Service and Digital Govt and Founder, ServiceGen</i></p> <p><b>Nathan McIvor</b>, <i>Chief Executive Officer, Djarindjin Aboriginal Corporation</i></p> <p><b>Jonas Petersen</b>, <i>Chief Digital Officer, Office of Digital</i></p>	<p><b>Leadership Thinktank: How Advances in Technology and Data Capability are Transforming Service Delivery</b></p> <ul style="list-style-type: none"> <li>• How PeopleWA, a powerful and secure linked data asset for research, government policy and service improvement will improve service delivery at the State level</li> <li>• Some recent case studies detailing how increasingly sophisticated procedural methodology and application of data is leading to improved outcomes and cost-cutting</li> <li>• What are the implications for cross-agency collaboration and service delivery in the near future?</li> </ul> <p><b>Professor Peter Klinken AC</b>, <i>Chief Scientist, Western Australian</i></p> <p><b>Natalia Kacperek</b>, <i>Chief Data Officer, Office of Digital Government; Department of the Premier and Cabinet</i></p> <p><b>Shona Hyde</b>, <i>Director, Western Australian Office of Crime Statistics and Research</i></p>
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**1:30pm Lunch and Networking Break**

<p><b>2:30pm Concurrent Roundtable Discussions</b></p>
<p><b>Roundtable 1: Harnessing the Potential of AI: Getting the Balance Right</b>  <b>William Edmond</b>, <i>Chief Customer Architect, Oracle</i></p>
<p><b>Roundtable 2: What's at the Core of Telstra's network</b>  <b>Anthony Holub</b>, <i>General Manager, WA Government, Telstra</i></p>
<p><b>Roundtable 3: How do you choose between Quality, Cost or Customer Experience?</b>  <b>Joel Deutscher</b>, <i>Executive General Manager of Technology &amp; Innovation, Planit</i></p>
<p><b>Roundtable 4: The power of having insight and context for your connected devices – how this helps you make better, informed decisions</b></p>

**Roundtable 5: Navigating Fast Lanes: Exploring Strategies and Challenges to Accelerate Project Delivery for Business Impact**

**Jade Smith**, *Head of Planning & Portfolio Management Services*, Cathara Consulting

**Phil Nickels**, *Head of Consulting and Advisory*, Cathara Consulting

**Roundtable 6: Hands on with Analytics Automation**

**Leo Franca**, *Partner Sales Engineer*, Alteryx

**Roundtable 7: Cloud Financial Management and Value Realisation**

**Sidd Jolapara**, *FinOps and Cloud Financial Management (CFM) - APJ Lead*, Amazon Web Services

**Roundtable 8: Topic TBC**

**Name**, *Job Title*, Company

**Roundtable 9: nbn: The Modern Fibre Network: Balancing bandwidth, resilience, and cost on your Enterprise**

**Mark Evans**, *Executive Manager Government Solutions*, nbn

**Roundtable 10: Government services reimaged: modernising service delivery to ensure value, impact and relevance to those we serve**

**Marion Burchell**, *Job Title*, Company

**3:30pm** **Welcome Back From Event Chair**

**Interactive Fireside chat: WA's Utility Leaders Share Exclusive Insights and Strategies For Delivering Excellence in Customer Experiences**

**3:40pm**

- Taking a strategic approach to effective stakeholder engagement and consultation processes with Indigenous customers in remote parts of the state
- Demonstrating leadership in customer experience: CX insights from utility providers
- Delivering equity in essential services access to Western Australian citizens living in disadvantaged remote Indigenous communities
- Future potential for employment, regional development and Aboriginal engagement

**Krystal Skinner**, *Executive General Manager*, Remote Communities, Horizon Power

**Karen Willis**, *General Manager Customer and Community*, Water Corp

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**Interactive Q&A Session: Future of Innovation WA: Work; Technology, the Digital Economy & New Growth Industries**

**4:00pm**

- Investing in technology and diversity: Q&A with the entrepreneurs making waves in the famously remote, desert location of WA's vast jurisdiction
- Emerging industries and sectors at the cutting edge of innovation and tech
- Identifying problems in the marketplace to leverage innovative solutions
- What's best practice for capturing attention and funding for a new venture?
- Predictions for the future: jobs, industries, technology, innovation and the economy

**Hosted by: Charlie Gunningham**, *Director of Innovation, New Industries Fund*, Department of Jobs, Tourism, Science and Innovation

**Rebecca Ostergaard**, *Chief Digital Officer, CSIRO*

**Ingrid Rodriguez**, *Founder and CEO, Eikonic*

**Kashif Saleem**, *Founder and CEO, Track'em* (WA Innovator of the Year, 2015)

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**4:30pm**

**Closing Remarks from Event Chair**

**4:35pm**

**Close**

# Event Partners

## Platinum and Stream Chair



## Gold



## Bronze Exhibition



# 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
Appian Roadshow	VIC
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

## MAY

Innovate Australia Showcase	ACT
Cyber Federal 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
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## DECEMBER

Data and AI Showcase	ACT
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CONNECTING GOVERNMENT  
**WWW.PUBLICSECTORNETWORK.COM**

**AUSTRALIA / NEW ZEALAND**

**P** +61 2 9057 9070

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

**USA / CANADA**

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

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

