

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

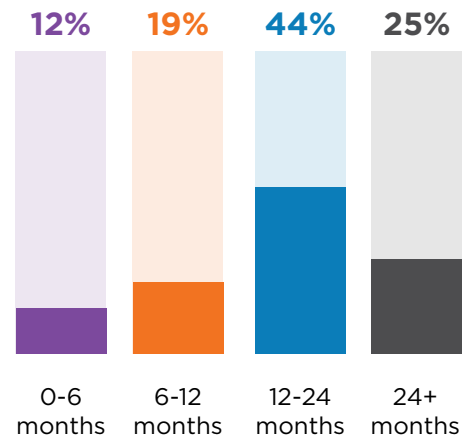
- **Strategy:** Unveiling APS priorities into 2024 and beyond: Exploring the impact of international trends, emerging technologies and evolving citizen expectations shaping the future of public service delivery.
- **Digital & CX:** Simplifying service experience to meet citizen expectations and build 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



INVESTMENT TIMEFRAME



TOP 3 INTERESTS



Data Management & Analytics

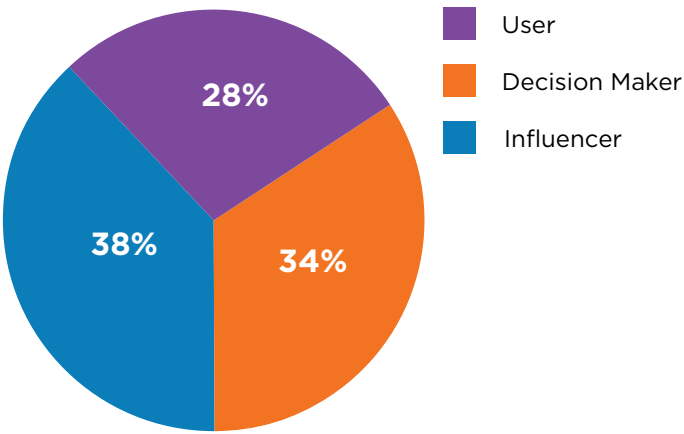


Business Process Transformation and Optimization



Digital Product Development

ATTENDEE ROLE



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

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**

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

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.

- 11:10am**
- 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**

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

- 11:50am**
- 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

Streams

	Digital & CX	Technology & Data	Future of Work & Next-Gen Skills
1:50pm	Chair Opening Remarks	Chair Opening Remarks Tish Karunarathna , <i>Executive Director, R/GA Public Practice</i> , RGA	Chair Opening Remarks Protiviti
2:00pm	Fireside Chat: Digital Submerge: Discussing All Things Trust, Investment and ‘Digital Simplicity’ <ul style="list-style-type: none"> 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 , <i>Chief Digital and Data Officer</i> , Infrastructure Australia Adam Shain , <i>First Assistant Secretary, Digital Solutions/Chief Digital Officer</i> , Department of Employment and Workplace Relations	Fireside Chat: Artificial Intelligence in Action: Assessing Promising Applications and Successful Uses Within APS. <ul style="list-style-type: none"> 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 , <i>Assistant Commissioner, Enterprise Data and Analytics</i> , ATO Ian Opperman , <i>Co-founder</i> , ServiceGen	Fireside Chat: Future Skills Security - The 2024-2028 Workforce: Making Government an Employer of Choice and Mapping the Terrain of Anticipated Required Skillsets <ul style="list-style-type: none"> 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 , <i>Assistant Secretary, People Strategy and Engagement</i> , Department of Home Affairs
2:20pm	Partner Perspective: The AI opportunity to enhance Government processes that support service delivery <i>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.</i> Greg Crowl , <i>VP Sales Engineering APJ</i> , 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: <i>An opportunity for audience perspectives, insights, thoughts from stream's discussions.</i>	Open Mic: <i>An opportunity for audience perspectives, insights, thoughts from stream's discussions.</i>	Open Mic: <i>An opportunity for audience perspectives, insights, thoughts from stream's discussions.</i>
4:25pm	Closing Remarks		
4:30pm	Networking Drinks		
5:30pm	Close		

2024 Sponsors

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GovHub Exhibitor



Australian Government
Geoscience Australia

Stream Chairs



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Exhibition



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Innovation & Project Management



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Pre Event Dinner Sponsor



Testimonials

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

Department of Home Affairs

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

Attorney-General's Department

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

National Blood Authority

“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
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DECEMBER

Data and AI Showcase	ACT
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