

7th Annual Innovate NSW 2024

Where practical operations meet
pioneering innovation

Thursday, 20 June 2024

Doltone House, Jones Bay Wharf, Sydney



Event Overview

With trust being a prerequisite for progress, humanising government, making the right decisions, and meeting citizen expectations by providing a service that is intuitive, engaging, and easy to use are critical if NSW Government is to enter 2025 with confidence.

To regain and retain trust, innovating to keep up with emerging citizen demands is a necessity. But innovating in the face of the most significant barrier to continuous innovation - budget constraints and competing priorities - creates not only caution, but an understandable hinderance in delivering on important initiatives.

However, there is equal risk in inaction, as action - and mapping the next steps forward in a balanced, considered, yet pioneering manner is crucial if NSW Government is to harness the next wave of opportunity within AI, digital, operational efficiency, and service experience - and cater to public needs, in the way they need.

The **7th Annual Public Sector ‘Innovate NSW’ Showcase** aims to help guide and facilitate this significant, ongoing undertaking - bringing together 400+ NSW government leaders and influencers to converge and collaborate on what has worked best to date. Using discernment to remove the noise, airing the past mistakes, and pinpointing the key factors to success beneath NSW Government improvement initiatives, we will be exploring how to best to harness emerging technologies, tools, and strategies to meet citizen service expectations within a budget.

[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!

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“An idea sharing and problem-solving day that re connects Government and breaks down silos.”

Australia Nuclear Science and Technology Organisation

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Why Exhibit at Innovate NSW?



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

**“Thank you for a seamless event planning journey,
resulting in great execution on the event day.”**

IBM

**“We have had the opportunity to showcase
our business and have meaningful
conversations with potential buyers.”**

Laundry Lane



Who You'll Meet

Senior Public Sector Professionals within:

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



Benefits of Attending



Unpack the critical next steps for NSW Government necessary to regaining and retaining public confidence and trust



Share successful approaches to innovating within budget constraints and navigating competing priorities to inform and inspire your own work



Deep dive into how NSW public sector peers are driving digital capability and intuitive, simple services to improve citizen/customer experience and engagement



Discover emerging technologies and methodologies to help realise meaningful outcomes and greater efficiencies



Delve into the most effective use of AI and data to enable reliable, actionable insights for strategic and informed decision-making

Key Themes for 2024

- Digital & CX: Ushering in the next phase of the NSW digital agenda: Delivering a seamless and simple service to build public confidence and trust
- Technology & Transformation: Progressing operational maturity and capability within NSW public sector by harnessing emerging technologies and opportunities into 2024 and beyond
- Future of Work & Next-Gen Skillsets: Powering a progressive and future-capable NSW public service by strategically developing and recruiting skillsets for the future: Investing in people who will innovate, design, and deliver great outcomes for customers
- Advancing AI and Data: Harnessing Generative AI, navigating regulation and ethics, and exploring practical applications of AI, data, and strategic insights within NSW Public Sector for better customer outcomes

Your Inspiring Speakers



Susan Pearce

Secretary

NSW Health



Joann Wilkie

*Deputy Secretary, Economic
Strategy and Productivity*

NSW Treasury



Ruth Owen

*Deputy Secretary, Strategic
Implementation Group*

NSW Premier's Department



Sarah Cruickshank

*Deputy Secretary, Customer,
Delivery and Transformation*

**NSW Department of Customer
Service**



Kathrina Lo

Commissioner

NSW Public Service Commission



Darren Cavanagh

Group CIO

Transport for NSW



Michael Rodriguez

24 Hour Economy Commissioner

Investment NSW



Mandy Young

*Deputy Secretary, Chief Operating
Officer*

**NSW Department of Customer
Service**



Matthew Daly

*Deputy Secretary, Patient
Experience and System
Performance*

NSW Health



Scott Johnston

*Deputy Secretary & Chief
Commissioner of State Revenue*

Revenue NSW



Shaun Ruming

*Deputy Secretary/Chief People
Officer*

NSW Department of Education



Tracey Taylor

*Deputy Secretary, Corporate
Services/Chief People Officer*

Transport for NSW



Peter Achterstraat

NSW Productivity Commissioner

NSW Treasury



Michael Barnes

Commissioner

NSW Crime Commission



Natasha Mann

*Deputy Secretary, Fair Trading and
Regulatory Services & NSW Fair
Trading Commissioner*

**NSW Department of Customer
Service**



Chris Hanger

Chief Operating Officer

**NSW Department of Climate
Change, Energy, the Environment
and Water**



Katherine McDermott

Former Chief Digital Officer

Service NSW



Jody Grima

Chief People Officer

Department of Customer Service



Dan Bowes

*Executive Director, Customer
Service – Taxes and Grants*

Revenue NSW



Carlene York

Commissioner

NSW State Emergency Service



Toby Walsh

Chief Scientist

UNSW AI Institute



Megan Stiffler

Deputy Commissioner

Fire & Rescue NSW



Eamon Waterford

Chief Executive Officer

Committee for Sydney



Tony Chappel

Chief Executive Officer

**NSW Environment Protection
Authority**

Your Inspiring Speakers



Kate Carruthers

Chief Data & Insights Officer

UNSW



Dr Hannah Tonkin

*Inaugural Women's Safety
Commissioner*

**NSW Department of Communities
and Justice**



Lisa McLean

*Chief Executive Officer Circular
Australia, Member of Circular
Economy Ministerial Advisory Group*

**Department of Climate Change,
Energy, the Environment and Water
& Circular Australia**



Annette Pitman

Chief Executive Officer

Create NSW



John Cleland

Chief Executive Officer

Essential Energy



Andrew George

Chief Executive Officer

WaterNSW



Sanja Galic

*Senior Client Partner, Federal
Government Lead*

Publicis Sapient



Vafa Ghazavi

*Executive Director, Research &
Policy*

**James Martin Institute for Public
Policy**



Will Liang

*Executive Director, Asset
Management*

MA Financial Group

Innovate NSW 2023 Snapshot

DATABASE SIZE

8,300+

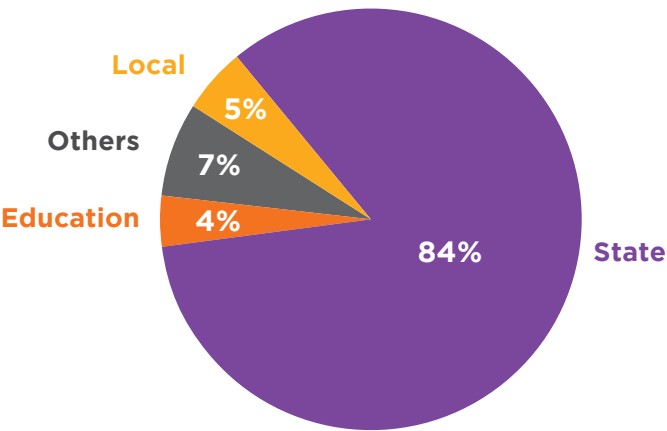
KEY JOB TITLES

Business Management
Engagement
Digital Government
Digital Services
ICT Capabilities
Service Design
Transformation / Innovation
HR / Workforce Management
Communications / Marketing
Customer Experience

TOP FIVE ORGANISATIONS

1. Infrastructure NSW
2. Transport for NSW
3. Department of Regional NSW
4. New South Wales Ombudsman
5. Revenue NSW

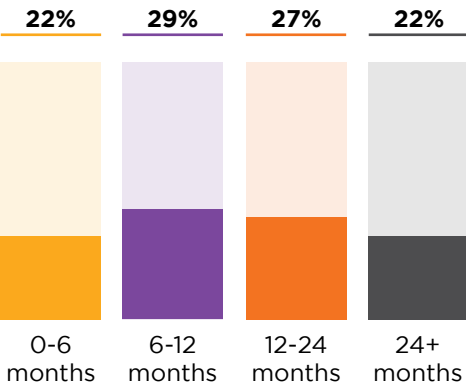
KEY SECTORS



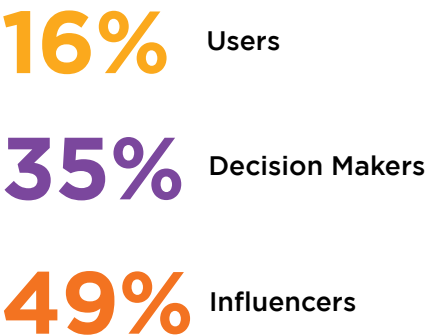
TOP INTEREST AREAS



INVESTMENT TIMEFRAME



DECISION MAKING ROLES



Agenda at a Glance

8:00am Registration and Networking

9:00am Welcome from Public Sector Network

9:10am Welcome from Chair & Live Poll Commentary

In this interactive session, our esteemed panel will address key concerns and areas of focus that arise during the audience live poll. They will share their perspectives on how we can best address these critical challenges, emerging priorities and promising opportunities leading into 2025.

Mandy Young, *Deputy Secretary, Chief Operating Officer*, NSW Department of Customer Service

Joann Wilkie, *Deputy Secretary, Economic Strategy and Productivity*, NSW Treasury

Kathrina Lo, *Commissioner*, NSW Public Service Commission

Peter Achterstraat, *NSW Productivity Commissioner*, NSW Treasury

9:35am Ministerial Discussion: Delivering the Next Phase of Digital, Data and Innovation – Fostering Growth and Vibrancy within NSW

The Hon. Jihad Dib, Minister for Customer Service and Digital Government (invited)

The Hon. Anoulack Chanthivong, Minister for Innovation, Science and Technology (invited)

9:45am Executive Panel Discussion: Encapsulating and Executing the Vision for a Simple, Sophisticated and Trustworthy NSW Public Service

- ‘Service Simplicity’: sense-checking 2025 priorities for next-gen, simple and intuitive public service experience
- Speed, sophistication, and seamless interaction: unpacking the next critical steps to meeting 2024-25 citizen/customer expectations
- Traversing trust: unpacking the fundamentals, non-negotiables, and critical considerations into 2024 and beyond to retain public confidence in government

Susan Pearce, *Secretary*, NSW Health

Ruth Owen, *Deputy Secretary, Strategic Implementation Group*, NSW Premier’s Department

Scott Johnston, *Deputy Secretary & Chief Commissioner of State Revenue*, Revenue NSW

10:10am Partner Perspective

10:30am Panel: An Entrepreneurial and Innovative Mindset Within the 2024 Public Sector Context: Navigating Barriers, Budgets and Risk.

- Innovating in a public sector context: working within the confines of budget constraints, and caution – how can the public sector innovate and take risks when cultural and political risks are high?
- Embodying a bigger picture, fresh and creative, solutions-oriented mindset – and driving the change within your realm of influence.
- Starting with “we don’t know what the answer is” - working your way from the outside, in.

Michael Rodriguez, *24 Hour Economy Commissioner*, Investment NSW

Lisa McLean, *Chief Executive Officer Circular Australia, Member of Circular Economy Ministerial Advisory Group*, Department of Climate Change, Energy, the Environment and Water & Circular Australia

Eamon Waterford, *Chief Executive Officer*, Committee for Sydney

Chris Hanger, *Chief Operating Officer*, NSW Department of Climate Change, Energy, the Environment and Water

10:55am Morning Tea

Streams	DIGITAL AND CX	DATA, AI & EMERGING TECH
	<p>11:25am Chair Opening Remarks</p> <p>Sanja Galic, <i>Senior Client Partner, Federal Government Lead</i>, Publicis Sapient</p>	<p>Chair Opening Remarks</p>
<p>11:35am Fireside Chat: Ushering in the Next Phase of the NSW Digital Agenda: Accelerating Public Connection, Trust and Confidence Through Seamless Services</p> <ul style="list-style-type: none">• Accelerating digital - putting the customer at the centre: embedding ‘tell us once’ and proactively anticipating needs• Delivering transparent, inclusive, easy to use services, accessible from anywhere – next steps.• Transitioning from a customer experience with government, to a customer’s experience in a digital society• Digital Uplift: upskilling on emerging technologies across NSW government <p>Sarah Cruickshank, <i>Deputy Secretary, Customer, Delivery and Transformation</i>, NSW Department of Customer Service</p>	<p>Fireside Chat: Anticipating the Future Through a Grounded Lens - The Tech and Data Prophecy</p> <ul style="list-style-type: none">• Progressing technology maturity within NSW public sector: Exploring emerging 2025 opportunities and the next era of tech advancement• The art of navigating multiple technology terrains – keeping up with ever-changing business and citizen digital demands and scaling initiatives• Developing the technology workforce required to meet future demands - empowering employees to meet digital/ IT business demands and prioritising future-oriented skills• Making the right investment decisions amidst competing priorities - using discernment in new technology and digital services <p>Darren Cavanagh, <i>Group CIO</i>, Transport for NSW</p>	

11:50am Partner Perspective: Presented by Google Cloud	Partner Perspective:
<p>12:10pm Panel Discussion: Delivering Sophistication and Maturity of Service While Keeping Experiences ‘Simple.’ Developing a Next-Gen Digital and CX Strategy</p> <ul style="list-style-type: none"> • Accelerating public connection, trust, and confidence through seamless and simple services – the how to. • Developing the digital technology capability to keep pace with the ever-changing business needs and new requirements • Creativity within the contact centre – innovative approaches to delivering a relevant and memorable experience to bolster engagement and trust • Balancing digitisation and self-service with human connections: Striking the X-factor <p>Kathrine McDermott, <i>Former Chief Digital Officer, Service NSW</i></p> <p>Matthew Daly, <i>Deputy Secretary, Patient Experience and System Performance, NSW Health</i></p> <p>Dan Bowes, <i>Executive Director, Customer Service – Taxes and Grants, Revenue NSW</i></p>	<p>Panel Discussion: Advancing AI and Data. Harnessing Generative AI, Navigating Ethics and Exploring Practical Applications Within NSW Public Sector - Raising the Bar to Meet 2025’s Expectations, Pressures and Priorities</p> <ul style="list-style-type: none"> • Exploring practical applications and implications of Gen AI: opportunities and risks for NSW Government leading into 2025 • Transparency and Trust. The fundamentals. Ethical use of AI for decision-making and service delivery: sense-checking the evolving requirements and how to best adhere to these • AI in Action: Spotlighting practical applications of Virtual Assistants, ChatBots within NSW Government and charting next steps for advancement • Open data, open opportunity: Building traction into 2025 to drive innovation within NSW <p>Vafa Ghazavi, <i>Executive Director, Research & Policy, James Martin Institute for Public Policy</i></p> <p>Will Liang, <i>Executive Director, Asset Management, MA Financial Group</i></p> <p>Jessica Ho, <i>Director, Digital Investment Assurance, Digital NSW, Department of Customer Service</i></p>
12:40pm Partner Perspective:	Partner Perspective:

<p>1:00pm Panel Discussion: Developing Capabilities for The Future: Investing in People Who Will Innovate, Design, And Deliver Great Outcomes for Customers</p> <ul style="list-style-type: none"> • Making NSW public sector the #1 choice for top talent. How do we reach the pinnacle of people and skills success? • Providing the right structure and environment for talent to drive innovation and desired outcomes - Promoting a culture that is customer-centric, supportive, inclusive, and diverse • Tapping into the power of collaboration – sharing skillsets, recruitment, and retention strategies across NSW public sector • WX - the critical new CX: Delving into the realm of ‘workforce experience’- flexible working arrangements, 2024-25 employee expectations, demands and trends, and enticing career progression <p>Jody Grima, <i>Chief People Officer</i>, NSW Department of Customer Service</p> <p>Shaun Ruming, <i>Deputy Secretary/Chief People Officer</i>, NSW Department of Education</p> <p>Tracey Taylor, <i>Deputy Secretary, Corporate Services/Chief People Officer</i>, Transport for NSW</p>	<p>Panel Discussion: Leveraging Actionable Insights for Strategic Decision Making and Greater Leadership</p> <ul style="list-style-type: none"> • Building strategic leadership through insight capability – mastering the combination of data and AI to unlock significant value in operations, policy, and services • Entrenching actionable insights across NSW Government – leveraging data to make customer driven decisions across all levels of the organisation • Unlocking the true potential of data as an asset – and making it easy to understand • Driving the culture to support accurate use of insights in everyday tasks and decisions <p>Natasha Mann, <i>Deputy Secretary, Fair Trading and Regulatory Services & NSW Fair Trading Commissioner</i>, NSW Department of Customer Service</p> <p>Carlene York, <i>Commissioner</i>, NSW State Emergency Service</p> <p>Michael Barnes, <i>Commissioner</i>, NSW Crime Commission</p> <p>Kate Carruthers, <i>Chief Data & Insights Officer</i>, UNSW</p>
1:30pm Networking Lunch	
2:30pm Interactive Roundtable Discussions	
3:30pm Partner Perspective	
<p>3:50pm Panel Discussion: Driving Operational Excellence and Innovation within NSW Government Agencies: The Leadership, Strategy and Execution – Quick-Fire Priority Advice.</p> <p>Andrew George, <i>Chief Executive Officer</i>, WaterNSW</p> <p>Megan Stiffler, <i>Deputy Commissioner</i>, Fire & Rescue NSW</p> <p>John Cleland, <i>Chief Executive Officer</i>, Essential Energy</p> <p>Tony Chappel, <i>Chief Executive Officer</i>, NSW Environment Protection Authority</p> <p>Annette Pitman, <i>Chief Executive Officer</i>, Create NSW</p>	
4:20pm Closing Remarks	
4:25pm Event Close	

2024 Sponsors

Stream Chair



Gold



Silver



Bronze



Exhibitor



1:1 Meetings



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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