Virtual Digital Inclusion in the Public Sector
An Inclusive Design Approach to Government Services
Online | Thursday, 04 March 2021 | 09:00am AEDT

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Agenda Overview

Digital Technology is continuing to impact the way we live, work, and communicate.

Government departments across the globe are having to continuously rethink the way they deliver their services to ensure more simplified and streamlined interactions with citizens.

Recognising how citizens live and work is fundamental to the success of this transformation. By ensuring services are inclusive by design, organisations can create exceptional products and services, which are available and desirable; ensuring the success of bringing the Government into the Digital Age.

As digital services aim to bridge the gap between governments and their people, good design, undertaken in collaboration with citizens, can deliver better experiences and better outcomes. Harnessing inclusive, human-centred design to foster inclusion and build trust with citizens, also provides a framework to understand the needs, wants, and limitations of end users.

The Public Sector Network's **Digital Inclusion in the Public Sector** is set to take a look at ways Governments are wrapping their services around citizens. Join us as we hear case studies about how departments design services inclusively, and how public sector services can continue to evolve to ensure they meet the needs of all citizens.

Speakers

Dr. Jutta Treviranus
Director of the Inclusive Design Research Centre (IDRC),
OCAD University

Pascale Elvas
Executive Director, Priorities & Planning,
Treasury Board Secretariat

Scott Cass-Dunbar
Chief Strategy Officer,
Digital Transformation Agency

Darren Whitelaw
Chief Customer Officer,
Service Victoria

Laura Christie
Executive Director, Service Delivery - Frontline ,
Service NSW

Stephanie Salter
Director, Transport Digital Accelerator,
Transport for NSW

Sam Rahmanian
VP of Global Sales
Monsido

Adam Slaughter
Director of Public Sector
Medallia

RaeJean Pearce
Global Head of Government
Squiz

Reasons to Attend

Hear how other Departments/Agencies are harnessing citizen feedback to design digital services and embed changes

Learn how to sophisticatedly explore the needs, wants, and limitations of the end user

Listen as experts share the latest tools and technologies to understand and interact with citizens

Understand how to best leverage data to improve service design and personalise delivery

Hear how your peers are going about designing inclusive, relevant digital services and collaborating with citizens

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Time	Session
09:00am	**PSN Opening**
09:10am	**Chair Opening** **Rowan Dollar,** *Chief Innovation Officer,* **Public Sector Network**
09:20am	**Government Case Study:** **Fostering inclusion and building trust with citizens by understanding limitations and delivering what they really want and need** • Developing your digital service roadmap based on what your user needs • Leveraging insights to identify the most beneficial improvements for an inclusive service • Building trust through understanding: ensuring you understand limitations and leveraging digital technology to make necessary changes **Scott Cass-Dunbar,** *Chief Strategy Officer,* **Digital Transformation Agency**
09:35am	**Partner Session:** **Aligning for inclusion: supporting your team's accessibility effort** **RaeJean Pearce,** *Global Head of Government,* **Squiz**
09:50am	**International Case Study:** **Improving Your Digital Service to Cater for a Range of Citizen Needs** **Pascale Elvas,** *Executive Director, Priorities & Planning,* **Treasury Board Secretariat**
10:05am	**Partner session:** **How to Create Better Experiences for Vulnerable Citizens** Vulnerable citizens are experiencing exceptional conditions in a world that is fast becoming digital by default. With needs that are more complex, organisations will need to mind the growing gap and bridge the digital divide by listening, understanding, and acting on the needs of all they serve. Hear more from Adam Slaughter, Director of Public Sector at Medallia, on how one agency demonstrated their ability to quickly respond to their citizens' needs and create a better experience for their most vulnerable citizens. **Adam Slaughter,** *Director of Public Sector,* **Medallia**
10:20am	**International Keynote:** **Defining Digital Inclusion and its Parameters** **Dr. Jutta Treviranu,** *Director of the Inclusive Design Research Centre (IDRC),* **OCAD University**

Time	Session
10:35am	**Refreshment Break**
10:40am	**Panel Session:** **Leveraging Data & Insights to Deliver a More Citizen-Centric Service** • Including citizens and leveraging insights in your digital design process to improve user experience • Using data and analytics to identify the most beneficial improvements to your digital platforms and service • Fostering inclusion and building trust with citizens by understanding limitations and delivering what they really want and need • Identifying pain-points for different cohorts/users and embedding improvements to deliver a more seamless service **Darren Whitelaw,** *Chief Customer Officer,* **Service Victoria** **Laura Christie,** *Executive Director, Service Delivery - Frontline,* **Service NSW** **Stephanie Salter,** *Director, Transport Digital Accelerator,* **Transport for NSW** **Sam Rahmanian,** *VP of Global Sales,* **Monsido**
11:00am	**End of Session**

Partners

SQUIZ   Medallia

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