

Virtual Event



Digital Government & CX



# National Insights – Summer Edition

## Sustaining Digital Transformation Beyond COVID Times

Online → Tuesday, 1 February 2022 | 11am – 1pm AEDT

### Your Inspiring Speakers



**MARK WILLIAMS**  
Federal Government  
Lead  
Publicis Sapient



**PIA ANDREWS**  
Senior Government  
Transformer



**KERRIE BURGESS**  
Director Digital and  
Program Delivery, Better  
Regulation Division  
NSW Department of  
Customer Service



**CHRIS BEN**  
Senior Solutions  
Engineer  
Nintex



**ANDREW BYRNE**  
Head of Presales  
Squiz



**REECE CLEMENTI**  
Executive Director Digital  
Programs, Government  
Technology Platforms  
Digital.NSW  
(NSW Department of  
Customer Service)



**MICHELLE DOWDELL**  
First Assistant  
Secretary, Digital  
Technology Taskforce  
Australian Department  
of the Prime Minister  
and Cabinet



**JEREMY JANES**  
Chief Information  
Officer  
Queensland Building  
and Construction  
Commissioner  
(QBCC)



**LISA JANSEN**  
Head of Digital  
Initiatives Discovery  
Digital  
Transformation  
Agency (DTA)



**BRIGITTE NEWMAN**  
General Manager,  
Digital & Data  
Australia Post



**WENDY PRYOR**  
Head of Technology,  
Strategy & Delivery  
Museums Victoria



**JASANGAD SINGH**  
Executive Director,  
Emergency  
Communications  
Information Services  
Emergency Services  
Telecommunications  
Authority (ESTA)

### Benefits of Attending



**Chart the course for your digital transformation in 2022** by exploring the emerging trends, technologies and projects from across the Australian public sector



**Identify areas for improvement in service design and delivery** by leveraging citizen-centric methodologies in every stage of customer service



**Review digital products and projects developed during COVID times** to identify areas for improvement and implement effective changes



**Maintain and elevate a digital culture within your agency** to underpin a strong digital transformation trajectory

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## Sustaining Digital Transformation Beyond COVID Times

In 2020-21, the Australian public service saw an extraordinary acceleration of digital transformation across government service delivery. Technologies such as Robotic Process Automation (RPA), Artificial Intelligence (AI) and Machine Learning (ML) have become key business enablers, helping to consolidate government platforms, digitalise credentials and automate front and back-end operations.

Beyond COVID-times, citizens will continue to use digital channels to engage with government. Creating positive user experiences and leveraging data responsibly will ensure citizens remain connected and trusting of essential services. To maintain and enhance these outcomes, government needs to further advance their digital transformation by continually embedding innovation into service design and delivery.

Join Public Sector Network's first virtual event of the new year to strategise how your agency can maintain and elevate your existing digital projects in 2022. Embark on the next phase of transformation by overcoming the limitations of products born from necessity in COVID-times, and gain insights into new and emerging projects being implemented across Australia.



### Who You'll Meet

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

- Digital Transformation
- Service Design & Delivery
- Innovation
- Enabling Technology
- Business Technology
- User Experience (UX)
- Customer Experience (CX)
- Digital Channels
- Digital Engagement
- Digital Products
- Online Services
- Strategy

## Explore the Agenda

**11:00am PSN Welcome**

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**11:15am Welcome from Chair**

**Mark Williams**, *Federal Government Lead, Publicis Sapient*

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**11:30am Government Keynote: Delivering a Modern and Digital Economy to Drive Australia's Future Prosperity**

- Embarking on a whole-of-government (WoG) transformation journey to create a leading digital economy and society by 2030
- Investing in strategic digital projects to support the digitalisation of 100% of Australian government services
- Enhancing service delivery by streamlining and simplifying digital record platforms, including MyGov and My Health Record

**Michelle Dowdell**, *First Assistant Secretary, Digital Technology Taskforce, Australian Department of the Prime Minister and Cabinet*

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**11:50am Government Keynote: Scaling the Single View Program to Provide Better Regulation Across NSW**

- Exploring how the Single View program is being embedded in various areas of the Better Regulation Division, including CX, building information management and business services
- Developing a 360 degree view of customers by consolidating state, federal and private sector data sets, while streamlining CX and improving regulatory oversight
- Bridging gaps in digital capability by designing user-friendly platforms, interfaces and dashboards through guided analytics

**Kerrie Burgess**, *Director Digital and Program Delivery, Better Regulation Division, NSW Department of Customer Service*

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**12:05pm Partner Session: Engaging and empowering citizens with a personalised digital experience**

Engage and empower citizens through personalisation

- Increase engagement and trust with personalisation tools, and through online services and automation of manual processes.
- Making decisions informed by search data to optimise UX, improve citizen journey and cut-through.
- Steps to implement to deliver a personalisation project.

**Andrew Byrne**, *Head of Presales, Squiz*

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**12:20pm Government Keynote: Post Plus: Driving CX Strategy by Transforming Customer-Facing Services**

- Leveraging strategic digital initiatives to create data-driven customer experiences
- Exploring how AusPost is modernising citizen-facing services (such as Point of Sale (POS), digital services, e-commerce and contact centre systems) as part of the Post Plus programme

**Brigitte Newman**, *General Manager, Digital & Data, Australia Post*

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“Great timing with topics related to pandemic, which has highlighted and amplified the push to use digital as a way of working

Department of Innovation, Tourism Industry Development

12:35pm Break

12:40pm **Panel Discussion 1**  
**Driving a Digital Culture: Investing in Technology to Build Workforce Capabilities**

- Manifesting a citizen-centric service model by embedding customer-based methodologies in service design and delivery
- Identifying deficits in your organisation's digital capability and strategising digital up-lift, recruitment and technological investment
- Empowering multidisciplinary teams to develop holistic digital service platforms that keep the customer at the centre
- Using design technologies and frameworks to increase 'buy in' and the use of digital products

**Faciliator: Mark Williams**, *Federal Government Lead*, Publicis Sapient

**Wendy Pryor**, *Head of Technology, Strategy & Delivery*, Museums Victoria

**Lisa Jansen**, *Head of Digital Initiatives Discovery*, Digital Transformation Agency (DTA)

**Reece Clementi**, *Executive Director Digital Programs, Government Technology Platforms*, Digital.NSW (NSW Department of Customer Service)

**Chris Ben**, *Senior Solutions Engineer*, Nintex

**Panel Discussion 2**  
**Elevating your Digital Infrastructure to Future-Proof Service Delivery**

- Exploring emerging trends and technologies can enable more efficient digital service design and delivery
- Securing citizen data by embedding robust cybersecurity strategies into back-office systems
- Integrating new methods of automation in existing processes to maximise the benefits of existing digital products
- Showcasing digital pilots that demonstrate the benefits of sustained digital transformation and technological investment

**Faciliator: Anna Faithfull**, *Client Partner*, Publicis Sapient

**Jasangad Singh**, *Executive Director, Emergency Communications Information Services*, Emergency Services Telecommunications Authority (ESTA)

**Jeremy Janes**, *Chief Information Officer*, Queensland Building and Construction Commissioner (QBCC)

**Pia Andrews**, *Senior Government Transformer*

1:10pm Close

Thank you to our **Event Partners**

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What's On **Next**



**Digital Government & CX Roadshow**

**7 States | In Person**

**8 - 18 March**