ROADSHOW

Digital Government & CX

March 8 - 18

**NSW | VIC | QLD | ACT
SA | WA | NZ**

Certified
B Corporation

PUBLIC SECTOR NETWORK

PUBLIC SECTOR CONSULTING

// Driving access, inclusion and innovation across digital government

Publicsectornetwork.co

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E: Sponsor@publicsectornetwork.co

Driving access, inclusion and innovation across digital government

As we journey beyond COVID, digital services will remain the primary way in which citizens engage with government, and thus require sustained prioritisation. To maintain momentum, government must continue to integrate accessibility, inclusion and innovation across digital service design and delivery. In 2022, we cannot let innovation diminish just because the challenges of the pandemic recede.

As we embark on the long road to recovery, let's sustain our digital transformation trajectory by reviewing, renewing and refining services for each and every citizen. By leveraging behavioral data and insights, we can maximise positive outcomes while fostering engagement and trust. Continuing to build digital capability and culture within our agencies means that citizens can reap the benefits of a more efficient, more informed public service. So let's invent beyond necessity by refining all that we've achieved so far.

Discover how to elevate digital services beyond the COVID-standard by attending Public Sector Network's **Digital Government & CX Roadshow 2022**. Across seven major cities, each state specific programme will showcase key projects, best-practice and insights to demonstrate how government can sustain their digital transformation trajectory beyond COVID.

// Benefits of Attending

Review and refine digital initiatives developed during COVID-times, and further elevate such projects into new and improved phases of transformation

Develop digital access and inclusion strategies to ensure critical services are delivered to citizens of all backgrounds, geographies and abilities

Foster a greater trust of government by providing seamless, personalised and positive CX to citizens every time they engage with critical services

Uplift digital capability within your agency and drive a culture of innovation to promote continuous improvement of digital service design and delivery

// Who You'll Meet

Chiefs/Directors/Heads/Managers of :

- Digital Transformation
- Service Design & Delivery
- Innovation
- Enabling Technology
- User Experience (UX)

- Customer Experience (CX)
- Digital Channels
- Digital Engagement
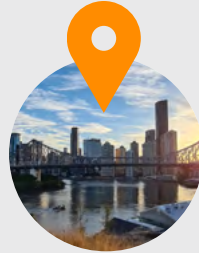- Digital Products
- Online Services
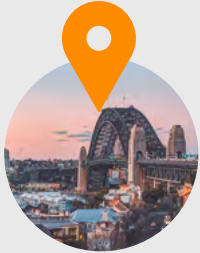
Day 1

New South Wales
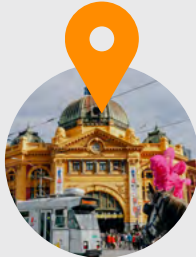
8 March

Day 2

Victoria

9 March

Day 3

Queensland

10 March

Day 4

Australian Capital Territory
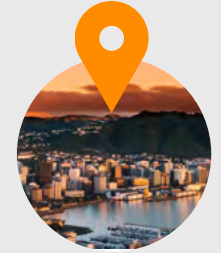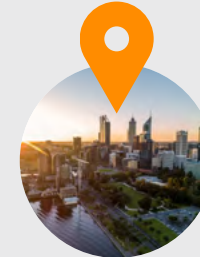
15 March

Day 5

South Australia

16 March

Day 6

Western Australia

17 March

Online

Day 7

New Zealand

18 March

Online

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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

// Your Inspiring **Speakers**

NSW

WILLIAM MURPHY

Deputy Secretary, Customer, Delivery and Transformation

NSW Department of Customer Service

NSW

PHANI CHILUKURI

Director Data & Integration

NSW Department of Planning, Industry and Environment

NSW

KIRSTY HOSEA

Chief Delivery Officer

TAFE NSW

NSW

YIN MAN

Director, Digital

Office of the Building Commissioner (NSW)

NSW

ED BRIDGELAND

NSW Government Lead

Publicis Sapient

NSW

SUDEEP ACHARYA

Chief Operating Officer

MTX Group Australia

NSW

ANTHONY NIGRO

Global Head of Customer Transformation

Squiz

NSW

NICK SMITH

Vice President and General Manager, APAC

Smart Communications

NSW

NANCY TAYLOR

Director

Nuance Communications

NSW

ROB KELLY

Executive Director of Regional Operations
Local Land Services

// **Explore** the Agenda - NSW

8:30am **Registration and Networking Coffee**

9:00am **Opening from Public Sector Network & Icebreaker**

9:10am **Welcome from Chair:**

Ed Bridgeland, *NSW Government Lead,* Publicis Sapient

9:20am **Government Keynote:**
Elevating Customer-Centric Services across NSW Government in 2022
- Defining customer service in a public sector context, and establishing a Whole-of-Government (WoG) approach to citizen-facing services
- Reviewing key learnings from the last two years and exploring how they are being leveraged to inform future investments, projects and strategies
- Providing insights into new and emerging projects within the Department of Customer Service over the duration of 2022

William Murphy, *Deputy Secretary, Customer, Delivery and Transformation,* NSW Department of Customer Service

9:40am **Platinum Partner Session:**
Hyper Personlised Conversations - Delivering Human-Centred Communications for Government Services
- Communications vs conversations, here's why it's a big deal
- The need of the hour - a fast, easy, reliable way to collect, confirm, share and communicate– at the speed of digital.
- Digital is changing staff expectations – why taking a digital-first approach in 2022 will be more critical than ever

Nick Smith, *Vice President and General Manager, APAC,* Smart Communications

10:00am **Government Case Study:**
Consolidating and Optimising Workflows to Enable Greater Collaboration between Government and Citizens
- Using a Common Operating Environment to facilitate integration across local, state and federal jurisdictions
- Leveraging automation through an API Strategy to better process planning applications
- Enabling greater collaboration between citizens & government by providing visibility of projects & establishing a single view of the customer

Phani Chilukuri, *Director Data & Integration,* NSW Department of Planning, Industry and Environment

10:20am **Gold Partner Session:**
Maximising your ROI in the new web tech landscape
- DXP 101: the key new capabilities to accelerate CX improvement
- Maximising the enterprise SaaS: the user guide
- Linking analytics to business goals to show ROI and measure CX

Anthony Nigro, *Global Head of Customer Transformation,* Squiz

10:40am **Morning Tea and Networking Break**

11:00am   **Concurrent Roundtable Discussions**

Roundtable 1
Delivering a seamless CX to enhance citizen, employee and government outcomes

When we think about digital, we all know that the quality of a citizen experience can massively impact the tone of the associated employee experience. So how can we simplify and streamline the citizen experience, and anticipate and meet citizen needs more efficiently, so it has a positive influence on employee experience? Where do we see efficiency gains in the status quo? Let's identify duplicated efforts and interactions driving similar outcomes, with a view to working together in delivering seamless, holistic services for citizens.
Join this roundtable to explore how adopting a 360-degree approach to CX can drive better outcomes for citizens, agency employees and government as a whole.

Sudeep Acharya, *Chief Operating Officer,* MTX Group Australia

Roundtable 2
Personalised Journeys - from life events to every day life interactions?

In this roundtable we will be exploring the opportunities to extend life event thinking to day-to-day service interactions, helping to create ongoing connected experiences between citizens and governments. Key questions we will address include:
• Which other customer journeys or service areas could 'life event thinking' be applied to?
• What are the key enablers for achieving this evolution?
• What are the risk or issues that need to be managed in further personalising citizens' experiences with government?

Ed Bridgeland, *NSW Government Lead,* Publicis Sapient
Elisa Berg, *Creative Experience Director - Public Sector,* Publicis Sapient

Roundtable 3
From data to insight: linking CX analytics up to business goals

We're all awash with data, but short on insight. In this Roundtable we'll share approaches and experiences with making CX-related data relevant, actionable and insightful.

Anthony Nigro, *Global Head of Customer Transformation,* Squiz
Will Kierath, *Senior Business Development Manager,* Squiz

Roundtable 4
The power of voice: Authenticating the actual person

You can never underestimate the power of someone's voice. Did you know, a person's voice is as unique as a fingerprint? Together, we'll discuss your experience in authentication moving out of the pandemic, and how to make your customers feel recognised, welcomed and protected.

Nancy Taylor, *Director,* Nuance Communications

Roundtable 5
Enabling Customer Conversations and Staff Engagement to Drive Better Digital Government Outcomes

Since the start of the pandemic, COVID-19 tested the relationship between Australians and government. As millions of people flocked to government shop fronts and websites for assistance to deal with the effects of the pandemic, departments and agencies scrambled with purpose, removed barriers, and stepped up to the task. As Australia emerges on the other side of COVID-19 and reopens to the world, government is expected to maintain and deliver better outcomes for citizens and staff, whilst also providing the types of services and digital experiences that match the experiences they are used to in a consumer world.
• How to achieve tangible process improvements and reduce costs, while imporiving citizen & staff experience?
• How to provide great personalisation, more convenience, and fewer barriers as customers engage with your department across multiple channels?
• How to ensure Staff can streamline conversations and improve efficencies when servicing citizen requests?

Ken Macdonald, *Public Sector Lead, ANZ,* Smart Communications

12:00pm **Panel Discussion:**

Driving Collaboration and Coordination: Aligning Service Delivery Across Jurisdictions to Provide Seamless CX to Citizens

- Establishing a whole-of-government (WoG) vision for the future of digital service delivery, & identifying actions to achieve state-specific priorities
- Facilitating collaboration between local, state and federal government agencies to streamline services and capitalise on each interaction with citizens
- Shifting focus from reactive transformation to proactive improvements based on citizen needs
- Fostering a culture of innovation to encourage outcomes-focused projects that maximise existing channels and infrastructure
- Leveraging emerging technologies to enhance insights, deliver data-informed projects & move beyond the challenges of existing digital products

Kirsty Hosea, *Chief Delivery Officer,* TAFE NSW

Yin Man, *Director, Digital,* Office of the Building Commissioner (NSW)

Rob Kelly, *Executive Director of Regional Operations, Local Land Services,* Department of Regional NSW

Sudeep Acharya, *Chief Operating Officer,* MTX Group Australia

12:40pm **Closing remarks from Chair and Networking Lunch**

// Your Inspiring Speakers

VIC

LISA TEPPER

Deputy Chief Executive Officer

Digital Victoria (Department of Premier and Cabinet)

VIC

DALE ANDREA

Chief Transport & Digital Technology

Department of Transport

VIC

KATE BARNES

Executive Director, Customer Experience

Solar Victoria (Department of Environment, Land, Water and Planning)

VIC

ANDREW LARKIN

CIO; Executive Director Information Technology Services

Department of Families, Fairness and Housing

VIC

ANNA FAITHFULL

Victorian Government Lead

Publicis Sapient

VIC

KEITH LEONARD

Portfolio Director – Police, Fines & Crime Prevention, Technology Solutions

Department of Justice and Community Safety

VIC

SUDEEP ACHARYA

Chief Operating Officer

MTX Group Australia

VIC

NICK SMITH

Vice President and General Manager, APAC

Smart Communications

VIC

HARALD LOHE

Director Enterprise Sales

Zendesk

VIC

DAVID THORNTON

Director Government & Public Security

Nuance Communications

// Explore the Agenda - VIC

8:30am	**Registration and Networking Coffee**
9:00am	**Opening from Public Sector Network & Icebreaker**
9:10am	**Welcome from Chair:** **Anna Faithfull,** *Victorian Government Lead,* Publicis Sapient

9:20am

Government Keynote:
Digital Victoria: Making it Easier for Business, Communities and Citizens to Connect with Government through Whole-of-government (WoG) Digital Transformation
- Leading the state's digital and IT strategy and planning by identifying and delivering priority initiatives and programs
- Streamlining work across digital strategy and transformation, cyber security and digital design and innovation teams to achieve common outcomes
- Improving the coordination of Victoria's digital transformation agenda by providing increased guidance and support, and building digital capability

Lisa Tepper, *Deputy Chief Executive Officer,* Digital Victoria (Department of Premier and Cabinet)

9:40am

Platinum Partner Session:
Modernising service delivery for better citizen experience
As citizen and employee expectations rise, government organisations are encountering increased pressure from all sides to improve their technology and provide better services. Government support services are looking to embrace digitally transformative technologies to help provide citizens and staff with a seamless omnichannel experience. Join us as we discuss how Zendesk can help you stay agile, and deliver above expectations in a remote world.

Harald Lohe, *Director Enterprise Sales,* Zendesk

10:00am

Government Case Study:
Using Innovation and Partnerships to Support Mass Digital Transformation
- Outlining the DoT's approach to front and back-office digital transformation, supported by innovation, partnerships and collaboration with industry
- Showcasing how services migrated to the digital realm throughout COVID-times (including digital licensing and registration, real-time travel analytics and transport information platforms) and how the DoT plans to sustain and improve said services
- Forecasting DoT's priority projects for 2022 (including Intelligent Transport Systems (ITS), open data and the work of the Australian Integrated Multimodal Ecosystem [AIMES])

Dale Andrea, *Chief Transport & Digital Technology,* Department of Transport

10:20am

Gold Partner Session:
Hyper Personlised Conversations - Delivering Human-Centred Communications for Government Services
- Communications vs conversations, here's why it's a big deal
- The need of the hour - a fast, easy, reliable way to collect, confirm, share and communicate– at the speed of digital.
- Digital is changing staff expectations – why taking a digital-first approach in 2022 will be more critical than ever

Nick Smith, *Vice President and General Manager, APAC,* Smart Communications

10:40am	**Morning Tea and Networking Break**

11:00am

Concurrent Roundtable Discussions

Roundtable 1

Delivering a seamless CX to enhance citizen, employee and government outcomes

When we think about digital, we all know that the quality of a citizen experience can massively impact the tone of the associated employee experience. So how can we simplify and streamline the citizen experience, and anticipate and meet citizen needs more efficiently, so it has a positive influence on employee experience? Where do we see efficiency gains in the status quo? Let's identify duplicated efforts and interactions driving similar outcomes, with a view to working together in delivering seamless, holistic services for citizens. Join this roundtable to explore how adopting a 360-degree approach to CX can drive better outcomes for citizens, agency employees and government as a whole.

Sudeep Acharya, *Chief Operating Officer,* MTX Group Australia

Roundtable 2

Personalised Journeys - from life events to every day life interactions?

In this roundtable we will be exploring the opportunities to extend life event thinking to day-to-day service interactions, helping to create ongoing connected experiences between citizens and governments. Key questions we will address include:
• Which other customer journeys or service areas could 'life event thinking' be applied to?
• What are the key enablers for achieving this evolution?
• What are the risk or issues that need to be managed in further personalising citizens' experiences with government?

Anna Faithfull, *Victorian Government Lead,* Publicis Sapient
Elisa Berg, *Creative Experience Director - Public Sector,* Publicis Sapient

Roundtable 3

Creating Citizen Experiences the Exceed Your Organisation's Expectations

Citizens today are looking for speed, convenience, empathy and a personalised approach.
Not only did a global pandemic transform the way we live and work, but economic and social disruptions forced citizens to re-examine their values, and what they expect from the agencies they interact with.
Although improving customer satisfaction remains a core area for business success, how does this translate into our Government organisations, especially those who have a monopoly on services? Are business measurements relevant for Government agencies, and if not, should they be?

Julia Frayman, *Government Lead, Enterprise Account Director,* Zendesk

Roundtable 4

Striking the right balance between digital CX and the human connection

The speed of change. The move to AI-first and Cloud-first. What's next for post pandemic customer experience? Government agencies moved quickly to digital customer service channels during the pandemic to support the community with speed and efficiency of service. However in certain situations, customers still require the empathy and reassurance of another human. Together, we'll explore how to achieve the right balance between digital CX and the human connection.

David Thornton, *Director Government & Public Security,* Nuance Communications

Roundtable 5

Enabling Customer Conversations and Staff Engagement to Drive Better Digital Government Outcomes

Since the start of the pandemic, COVID-19 tested the relationship between Australians and government. As millions of people flocked to government shop fronts and websites for assistance to deal with the effects of the pandemic, departments and agencies scrambled with purpose, removed barriers, and stepped up to the task. As Australia emerges on the other side of COVID-19 and reopens to the world, government is expected to maintain and deliver better outcomes for citizens and staff, whilst also providing the types of services and digital experiences that match the experiences they are used to in a consumer world.
• How to achieve tangible process improvements and reduce costs, while imporiving citizen & staff experience?
• How to provide great personalisation, more convenience, and fewer barriers as customers engage with your department across multiple channels?
• How to ensure Staff can streamline conversations and improve efficencies when servicing citizen requests?

Ken MacDonald, *Public Sector Lead, ANZ,* Smart Communications

12:00pm **Panel Discussion:**

Driving Collaboration and Coordination: Aligning Service Delivery Across Jurisdictions to Provide Seamless CX to Citizens
- Establishing a whole-of-government (WoG) vision for the future of digital service delivery, & identifying actions to achieve state-specific priorities
- Facilitating collaboration between local, state and federal government agencies to streamline services and capitalise on each interaction with citizens
- Shifting focus from reactive transformation to proactive improvements based on citizen needs
- Fostering a culture of innovation to encourage outcomes-focused projects that maximise existing channels and infrastructure
- Leveraging emerging technologies to enhance insights, deliver data-informed projects & move beyond the challenges of existing digital products

Kate Barnes, *Executive Director, Customer Experience,* Solar Victoria (Department of Environment, Land, Water and Planning)

Andrew Larkin, *CIO; Executive Director Information Technology Services,* Department of Families, Fairness and Housing

Keith Leonard, *Portfolio Director – Police, Fines & Crime Prevention, Technology Solutions,* Department of Justice and Community Safety

Sudeep Acharya, *Chief Operating Officer,* MTX Group Australia

12:40pm **Closing remarks from Chair and Networking Lunch**

// Your Inspiring Speakers

DOUG SMITH

Deputy Commissioner, Strategy and Corporate Services

Queensland Police Service (QPS)

JEREMY JANES

Chief Information Officer, Information, Facilities and Customer Services

Queensland Building and Construction Commission

KAREN JARMEN

Chief Information Officer

Trade and Investment Queensland

ANTHONY NIGRO

Global Head of Customer Transformation

Squiz

MELISSA WILSON

Director Digital Engagement and Systems

Department of Agriculture and Fisheries

PHILLIP BLAND

Principal Industry Advisor, Public Sector

Qualtrics

ANTHONY BROWN

Director of Solutions Consulting

NICE

RUSSELL MURPHY

Director Program Delivery

Service NSW

SUDEEP ACHARYA

Chief Operating Officer

MTX Group Australia

DR JEAN SANDALL

Director, Customer Research and Insights

Department of Transport and Main Roads

PETER GRANT

Partner

Bnimble

// Explore the Agenda - QLD

8:30am   **Registration and Networking Coffee**

9:00am   **Opening from Public Sector Network & Icebreaker**

9:10am   **Welcome from Chair:**
Surveying the Digital Landscape: Reviewing Key Learnings, Insights and Achievements to Date
- Exploring state-specific developments in digital service delivery of the past two years and deriving actionable insights from challenges and achievements
- Forecasting the future of digital government and service delivery, including key technologies, frameworks, policy and projects in 2022

Peter Grant, *Partner,* Bnimble

9:20am   **Government Keynote:**
Equipping Citizens with Fast and Flexible Access to Online Services
- Allowing organisations, businesses and individuals to interact with Queensland government agencies through 24/7 multi-channel platforms
- Empowering citizens to meet their legislative obligations by streamlining contact points and providing user-friendly interfaces
- Securely managing citizen data and information by leveraging privacy by design and stringent cybersecurity strategies

Doug Smith, *Deputy Commissioner, Strategy and Corporate Services,* Queensland Police Service (QPS)

9:40am   **Platinum Partner Session:**
Redesigning the citizen and community experience through innovation, listening and beyond
After years of huge disruption, it's time to shift the focus to how agencies and departments can understand and delight the new type of citizen that has emerged during this time. Join Service NSW and Qualtrics on a journey of taking action to design and improve the citizen and community experience in a world that's changed forever. Through exploring Service NSW's innovative approach to listening and engaging its citizens, and driving improved outcomes by changing the way they engage customers.

Russell Murphy, *Director Program Delivery,* Service NSW

Phillip Bland, *Principal Industry Advisor, Public Sector,* Qualtrics

10:00am   **Government Case Study:**
DIGITAL1ST: Advancing Queensland's Digital Future
- Designing digital services by empowering people, encouraging collaboration, improving connectivity and building trust with citizens
- Reviewing strategies and policies which complement Queensland's whole-of-government (WoG) digital transformation, including Federated Identity Blueprint, Cloud Computing and Collaborative Workplaces
- Supporting decision makers to align their ICT investments and projects with statewide digital principals and priorities, delivering greater outcomes to citizens

Jeremy Janes, *Chief Information Officer, Information, Facilities and Customer Services,* Queensland Building and Construction Commission (QBCC)

10:20am   **Gold Partner Session:**
Maximising your ROI in the new web tech landscape
- DXP 101: the key new capabilities to accelerate CX improvement
- Maximising the enterprise SaaS: the user guide
- Linking analytics to business goals to show ROI and measure CX

Anthony Nigro, *Global Head of Customer Transformation,* Squiz

11:00am   Concurrent Roundtable Discussions
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Delivering a seamless CX to enhance citizen, employee and government outcomes

When we think about digital, we all know that the quality of a citizen experience can massively impact the tone of the associated employee experience. So how can we simplify and streamline the citizen experience, and anticipate and meet citizen needs more efficiently, so it has a positive influence on employee experience? Where do we see efficiency gains in the status quo? Let's identify duplicated efforts and interactions driving similar outcomes, with a view to working together in delivering seamless, holistic services for citizens.
Join this roundtable to explore how adopting a 360-degree approach to CX can drive better outcomes for citizens, agency employees and government as a whole.

Sudeep Acharya, *Chief Operating Officer,* MTX Group Australia

Roundtable 2
From data to insight: linking CX analytics up to business goals

We're all awash with data, but short on insight. In this Roundtable we'll share approaches and experiences with making CX-related data relevant, actionable and insightful.

Anthony Nigro, *Glboal Head of Customer Transformation,* Squiz
Will Kierath, *Senior Business Development Manager,* Squiz

Roundtable 3
Personalising Digital Experiences to Engage and Empower Citizens

Since the start of the pandemic, digital has become the medium of choice for citizens seeking government in information and services. Online platforms provide the fastest and easiest access when they are tailored to citizens' digital profiles, and as such, government must divest from the 'one-size-fitsall' approach. Join this roundtable to enhance service personalisation by learning to read the signals that citizens elect to share online. Personalising an individual's digital experience based on their unique needs and digital profile can provide more relevant and streamlined services, while honouring user choices.

Anthony Brown, *Director of Solutions Consulting,* NICE

Roundtable 4
Future of Government: Keeping Citizens Safe and Engaged in a New World

As every government department and agency continues to adapt for a post-pandemic future, they are faced with a common challenge - meeting the rapidly changing and diverse needs, behaviours, and preferences of their citizens. The Future of Government roundtable will help you explore the steps you can take today to continually design the new and improved experience, services, and support your citizens need. Join Qualtrics for a roundtable event with industry thought leaders and peers to make sense of the rapidly changing demographic, societal and technological trends shaping the future.

Phillip Bland, *Principal Industry Advisor, Public Sector,* Qualtrics

12:00pm   **Panel Discussion:**

Driving Collaboration and Coordination: Aligning Service Delivery Across Jurisdictions to Provide Seamless CX to Citizens
- Establishing a whole-of-government (WoG) vision for the future of digital service delivery, & identifying actions to achieve state-specific priorities
- Facilitating collaboration between local, state and federal government agencies to streamline services and capitalise on each interaction with citizens
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- Fostering a culture of innovation to encourage outcomes-focused projects that maximise existing channels and infrastructure
- Leveraging emerging technologies to enhance insights, deliver data-informed projects & move beyond the challenges of existing digital products

Karen Jarman, *Chief Information Officer,* Trade and Investment Queensland

Melissa Wilson, *Director Digital Engagement and Systems,* Department of Agriculture and Fisheries

Dr Jean Sandall, *Director, Customer Research and Insights,* Department of Transport and Main Roads

Sudeep Acharya, *Chief Operating Officer,* MTX Group Australia

12:40pm   **Closing remarks from Chair and Networking Lunch**

// Your Inspiring Speakers

ACT

MONITA LAL

National Manager of myGov Customer Experience

Services Australia

ACT

PAULA ADAMSON

Deputy Director General, Customer Services

IP Australia

ACT

SIMON CLEVERLEY

A/g Assistant Secretary, Digital Health Branch

Australian Department of Health

ACT

PAUL CREECH

Chief Program Officer

Australian Digital Health Agency

ACT

KERRYN KOVACEVIC

Chief Digital Officer (CDO)

Australian Department of Education, Skills and Employment

ACT

NATALIE GUNN

Data and AI Specialist Global Markets - Cloud Platform Sales

IBM

ACT

DAVID WONG

Chief Information Officer

National Library of Australia

ACT

DAVID THORNTON

Director Government & Public Security Nuance Communications

ACT

ANTHONY NIGRO

Global Head of Customer Transformation

Squiz

ACT

MARK WILLIAMS

Federal Government Lead

Publicis Sapient

// **Explore** the Agenda - ACT

8:30am **Registration and Networking Coffee**

9:00am **Opening from Public Sector Network & Icebreaker**

9:10am **Welcome from Chair:**
Mark Williams, *Federal Government Lead,* Publicis Sapient

9:20am **Government Keynote:**
Enhancing MyGov to Deliver Convenient and Efficient Services to Providers, Businesses and Families
- Modernising service delivery and ways of working to deliver simple, helpful, respectful and transparent services to citizens
- Exploring recent improvements to MyGov services, including the phone number directory, Express Plus apps and digital assistants
- Enhancing online services by collating feedback and driving continuous improvement across digital channels

Monita Lal, *National Manager of myGov Customer Experience,* Services Australia

9:40am **Platinum Partner Session:**
Striking the right balance between digital CX and the human connection
The speed of change. The move to AI-first and Cloud-first. What's next for post pandemic customer experience? Government agencies moved quickly to digital customer service channels during the pandemic to support the community with speed and efficiency of service. However in certain situations, customers still require the empathy and reassurance of another human. How can you achieve to achieve the right balance between digital CX and the human connection?
David Thornton, *Director Government & Public Security,* Nuance Communications

10:00am **Government Case Study:**
Using API Technology to Deliver World-Leading IP Digital Services
- Exploring how the Transactional Digital Services (TDS) Program is enabling private sector stakeholders to submit simpler and faster service requests for intellectual property (IP) rights
- Utilising an Application Programming Interface (API) solution to redevelop systems, consolidate data and share information between businesses and government
- Ensuring the public sector meet the expectations of customers by retaining technical talent and modernising digital infrastructure

Paula Adamson, *Deputy Director General, Customer Services,* IP Australia

10:20am **Gold Partner Session:**
Maximising your ROI in the new web tech landscape
- DXP 101: the key new capabilities to accelerate CX improvement
- Maximising the enterprise SaaS: the user guide
- Linking analytics to business goals to show ROI and measure CX

Anthony Nigro, *Global Head of Customer Transformation,* Squiz

10:40am **Morning Tea and Networking Break**

11:00am **Concurrent Roundtable Discussions**
Roundtable 1

From data to insight: linking CX analytics up to business goals

We're all awash with data, but short on insight. In this Roundtable we'll share approaches and experiences with making CX-related data relevant, actionable and insightful.

Anthony Nigro, *Global Head of Customer Transformation,* Squiz
Andrew Byrne, *Head of Presales,* Squiz

Roundtable 2

Personalised Journeys - from life events to every day life interactions?

In this roundtable we will be exploring the opportunities to extend life event thinking to day-to-day service interactions, helping to create ongoing connected experiences between citizens and governments. Key questions we will address include:
• Which other customer journeys or service areas could 'life event thinking' be applied to?
• What are the key enablers for achieving this evolution?
• What are the risk or issues that need to be managed in further personalising citizens' experiences with government?

Mark Williams, *Federal Government Lead,* Publicis Sapient
Elisa Berg, *Creative Experience Director - Public Sector,* Publicis Sapient

Roundtable 3

The power of voice: Achieving the winning balance between digital CX and human empathy

The speed of change. The move to AI-first and Cloud-first. What's next for post pandemic customer experience? Government agencies moved quickly to digital customer service channels during the pandemic to support the community with speed and efficiency of service. However in certain situations, customers still require the empathy and reassurance of another human. Together, we'll explore how to achieve the right balance between digital CX and the human connection.

David Thornton, *Director Government & Public Security,* Nuance Communications

Roundtable 4

Personalising Digital Experiences to Engage and Empower Citizens

Since the start of the pandemic, digital has become the medium of choice for citizens seeking government in information and services. Online platforms provide the fastest and easiest access when they are tailored to citizens' digital profiles, and as such, government must divest from the 'one-size-fits- all' approach. Join this roundtable to enhance service personalisation by learning to read the signals that citizens elect to share online. Personalising an individual's digital experience based on their unique needs and digital profile can provide more relevant and streamlined services, while honouring user choices.

Natalie Gunn, *Data and AI Specialist, Global Markets - Cloud Platform Sales,* IBM
Thanh Nguyen, *Associate Partner for Data and Transformation,* IBM

12:00pm **Panel Discussion:**

Driving Collaboration and Coordination: Aligning Service Delivery Across Jurisdictions to Provide Seamless CX to Citizens
- Establishing a whole-of-government (WoG) vision for the future of digital service delivery, & identifying actions to achieve state-specific priorities
- Facilitating collaboration between local, state and federal government agencies to streamline services and capitalise on each interaction with citizens
- Fostering a culture of innovation to encourage outcomes-focused projects that maximise existing channels and infrastructure
- Leveraging emerging technologies to enhance insights, deliver data-informed projects & move beyond the challenges of existing digital products

Kerryn Kovacevic, *Chief Digital Officer (CDO),* Australian Department of Education, Skills and Employment

Simon Cleverley, *A/g Assistant Secretary, Digital Health Branch,* Australian Department of Health

David Wong, *Chief Information Officer,* National Library of Australia

Paul Creech, *Chief Program Officer,* Australian Digital Health Agency

Natalie Gunn, *Data and AI Specialist, Global Markets - Cloud Platform Sales,* IBM

12:40pm **Closing remarks from Chair and Networking Lunch**

// Your Inspiring **Speakers**

SA

LOIS BOSWELL

Chief Executive
Department of Human Services

SA

TROY FOUNTAIN

Manager Customer Services and
Business Development, Planning &
Land Use Services

Attorney-General's Department

SA

AMEYA SAWANT

Director
Plan SA

SA

PAUL GOIAK

Director, Information,
Technology and Asset Services

**Department for Innovation and
Skills**

SA

ALICE LAWSON

Director Customer Service
Improvement

SA Housing Authority

SA

ALASTAIR MCDONALD

Director, Strategy and
Architecture

Digital Health SA

SA

RITA MCPHAIL

Director, Customer and
Transformation

**South Australian Transport
Authority (Department for
Infrastructure and Transport)**

SA

ANTHONY NIGRO

Global Head of Customer
Transformation

Squiz

SA

DARREN RUSHWORTH

President
NICE

SA

KEITH ROSCAREL

Partner
Bnimble

// **Explore** the Agenda - SA

8:30am   **Registration and Networking Coffee**

9:00am   **Opening from Public Sector Network & Icebreaker**

9:10am   **Welcome from Chair:**
Surveying the Digital Landscape: Reviewing Key Learnings, Insights and Achievements to Date
- Exploring state-specific developments in digital service delivery of the past two years and deriving actionable insights from challenges and achievements
- Forecasting the future of digital government and service delivery, including key technologies, frameworks, policy and projects in 2022

9:20am   **Government Keynote:**
Modernising and Transforming Public Service Delivery in South Australia
- Rethinking services for the digital age in partnership with key stakeholders and communities
- Using a whole-of-government (WoG) Digital Transformation strategy to provide a framework for building digital capability across front and back-office operations
- Assisting government agencies to implement their digital strategy by providing tools to assess digital maturity and identify priority projects

Lois Boswell, *Chief Executive,* Department of Human Services

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9:40am   **Government Case Study:**
Driving UX Enhancements Through Genuine Collaboration with Stakeholders
- Identifying areas for improvement in the PlanSA system based on consultation with local government and private sector
- Enhancing the system interface and core functionality to meet the diverse needs of both internal and external users
- Driving continuous engagement and system improvement by leveraging user feedback in the delivery and prioritisation of enhancements

Troy Fountain, *Manager Customer Services and Business Development, Planning & Land Use Services,* Attorney-General's Department
Ameya Sawant, *Director,* PlanSA

10:00am   **Gold Partner Session:**
Maximising your ROI in the new web tech landscape
- DXP 101: the key new capabilities to accelerate CX improvement
- Maximising the enterprise SaaS: the user guide
- Linking analytics to business goals to show ROI and measure CX

Anthony Nigro, *Global Head of Customer Transformation,* Squiz

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10:20am   **Morning Tea and Networking Break**

10:40am

Concurrent Roundtable Discussions

Roundtable 1

From data to insight: linking CX analytics up to business goals

We're all awash with data, but short on insight. In this Roundtable we'll share approaches and experiences with making CX-related data relevant, actionable and insightful.

Anthony Nigro, *Global Head of Customer Transformation,* Squiz
Edward Braddock, *Chief Customer Officer,* Squiz

Roundtable 2

Personalising Digital Experiences to Engage and Empower Citizens

Since the start of the pandemic, digital has become the medium of choice for citizens seeking government in information and services. Online platforms provide the fastest and easiest access when they are tailored to citizens' digital profiles, and as such, government must divest from the 'one-size-fitsall' approach. Join this roundtable to enhance service personalisation by learning to read the signals that citizens elect to share online. Personalising an individual's digital experience based on their unique needs and digital profile can provide more relevant and streamlined services, while honouring user choices.

Anthony Brown, *Director of Solutions Consulting,* NICE

11:40pm

Panel Discussion:

Driving Collaboration and Coordination: Aligning Service Delivery across Jurisdictions to Provide Seamless CX to Citizens

- Establishing a whole-of-government (WoG) vision for the future of digital service delivery, and identifying actions to achieve state-specific priorities
- Facilitating collaboration between local, state and federal government agencies to streamline services and capitalise on each interaction with citizens
- Fostering a culture of innovation to encourage outcomes-focused projects that maximise existing channels and infrastructure
- Leveraging emerging technologies to enhance insights, deliver data-informed projects and move beyond the challenges of existing digital products

Rita McPhail, *Director, Customer and Transformation,* South Australian Transport Authority (Department for Infrastructure and Transport)

Paul Goiak, *Director, Information, Technology and Asset Services,* Department for Innovation and Skills

Alastair McDonald, *Director, Strategy and Architecture,* Digital Health SA

Alice Lawson, *Director Customer Service Improvement,* SA Housing Authority

Darren Rushworth, *President,* NICE APAC

12:20pm

Closing remarks from Chair and Networking Lunch

// Your Inspiring **Speakers**

WA

ANNA PEARCE

Head of Customer Strategy & Engagement

Water Corporation

WA

TIM LEEN

Executive Director Transformation

South Metropolitan Health Service (WA Health)

WA

LINA BARBATO

Director Business and Corporate Services

ChemCentre WA

WA

DAVID ETHERTON

Chief Executive Officer

Venues West

WA

DAMIAN SHEPHERD

Director, State Records

State Records Office of Western Australia

WA

BRUCE WRIGHT

Head of Data & Analytics

Water Corporation

WA

ANTHONY NIGRO

Global Head of Customer Transformation

Squiz

WA

PETER GRANT

Partner

Bnimble

// **Explore** the Virtual Agenda - WA

9:00am   **Opening from Public Sector Network & Icebreaker**

9:10am   **Welcome from Chair:**
Surveying the Digital Landscape: Reviewing Key Learnings, Insights and Achievements to Date
- Exploring state-specific developments in digital service delivery of the past two years and deriving actionable insights from challenges and achievements
- Forecasting the future of digital government and service delivery, including key technologies, frameworks, policy and projects in 2022

Peter Grant, *Partner,* Bnimble

9:20am   **Government Keynote:**
CX Strategy: Delivering convenient and smart digital services for all Western Australians
- Re-imagining the role of CX in how Government serves people, businesses and communities
- Exploring how to align CX with organisational culture and corporate strategy
- Leveraging insights to drive capability maturity

Anna Pearce, *Head of Customer Strategy & Engagement,* Water Corporation

9:40am   **Government Case Study:**
HIVE (Health In A Virtual Environment): Harnessing Innovation to Improve Healthcare in Western Australia
- Utilising Artificial Intelligence (AI) and technology to track and monitor high risk patients across sites from a central command centre
- Employing a proactive rather than reactive approach by using predictive analytics to enable early intervention and preventative services
- Allowing stakeholders greater access to structured data by consolidating patient information in common platform

Tim Leen, *Executive Director Transformation,* South Metropolitain Health Service (WA Health)

10:00am   **Gold Partner Session:**
Maximising your ROI in the new web tech landscape
- DXP 101: the key new capabilities to accelerate CX improvement
- Maximising the enterprise SaaS: the user guide
- Linking analytics to business goals to show ROI and measure CX

Anthony Nigro, *Global Head of Customer Transformation,* Squiz

10:20am   **Morning Break**

10:25am **Concurrent Roundtable Discussions**
Roundtable 1
From data to insight: linking CX analytics up to business goals

We're all awash with data, but short on insight. In this Roundtable we'll share approaches and experiences with making CX-related data relevant, actionable and insightful.

Anthony Nigro, *Global Head of Customer Transformation,* Squiz
RaeJean Pearce, *Head of Government & Account Management,* Squiz

Roundtable 2
Accelerating Digital Trasnformation: What About Those Ducks?

During the pandemic, Government implemented short sharp digital initiatives to help keep communities safe. By developing digital pathways to engage with government, citizens have been able to work, seek medial attention, learn, shop, and live while maintaining a healthy distance. Transformation of these digital services were fast-tracked throughout CODID-19, and are a testament to how the public service has stepped up during crises.

Now, as we enter the post-COVID era, citizens expect more from digitalised services. Not only is there increased demand, but Government has set new expectations for delivery. That being said, Government find themselves in a unique position. There has never been such belief in the power of digital to transform our lives, so it is time for agencies across ANZ to accelerate their transformation agenda.

Join this roundtable to to know just which ducks you need in a row before starting your next big digital transformation. Discuss how you might qualify whether you are ready to undertake a big transformation initiative, whose decision it is, and what core capabilities will be absolutely essential.

Peter Nimble, *Partner,* Bnimble

11:10pm **Panel Discussion:**
Driving Collaboration and Coordination: Aligning Service Delivery across Jurisdictions to Provide Seamless CX to Citizens
- Establishing a whole-of-government (WoG) vision for the future of digital service delivery, and identifying actions to achieve state-specific priorities
- Facilitating collaboration between local, state and federal government agencies to streamline services and capitalise on each interaction with citizens
- Shifting focus from reactive transformation to proactive improvements based on citizen needs
- Fostering a culture of innovation to encourage outcomes-focused projects that maximise existing channels and infrastructure
- Leveraging emerging technologies to enhance insights, deliver data-informed projects and move beyond the challenges of existing digital products

Lina Barbato, *Director Business and Corporate Services,* ChemCentre WA

David Etherton, *Chief Executive Officer,* Venues West

Damian Shepherd, *Director State Records,* State Records Office of Western Australia

Bruce Wright, *Head of Data & Analytics,* Water Corporation

Thomas Kohlenbach, *Senior Product Specialist,* Nintex

11:50pm **Closing remarks from Chair**

// Your Inspiring Speakers

NZ

BILL MOSES

Chief Information Officer

Te Kawa Mataaho Public Service Commission

NZ

ANN-MARIE CAVANAGH

Deputy Government Chief Digital Officer

Department of Internal Affairs

NZ

YOGESH ANAND

Chief Technology Officer

Waka Kotahi NZ Transport Agency

NZ

MARK HORGAN

Principal Advisor to CDO/CIO
The Ministry of Education

NZ

NADIA WEBSTER

Manager Data and Insights

Wellington City Council

NZ

ANTHONY NIGRO

Global Head of Customer Transformation

Squiz

NZ

JAMES DOWLE

Advisory Partner - Transformation and Technology
KPMG

NZ

RACHAEL NIAO

Technology Consulting Partner
KPMG

// Explore the Virtual Agenda - NZ

9:00am   **Opening from Public Sector Network & Icebreaker**

9:10am   **Welcome from Chairs:**
Rachael Niao, *Technology Consulting Partner,* KPMG

9:20am   **Government Keynote:**
Supporting Transformation to Build a Digital Public Service
- Exploring the key strategies, programmes and partnerships supporting New Zealand's digital government transformation
- Highlighting investments in digital and data innovation from across agencies, and identifying positive outcomes in a range of sectors
- Helping government to meet the changing needs of citizens by integrating technology, data, culture, practices and processes in service design and delivery

Ann-Marie Cavanagh, *Deputy Government Chief Digital Officer,* Department of Internal Affairs

9:40am   **Government Case Study:**
Encouraging Digital Collaboration Within the Public Sector Workforce
- Using digital identity as a vehicle for interagency collaboration
- Creating a centralised directory of data that can be leveraged by agencies across New Zealand's public sector
- Safeguarding data privacy and security to facilitate trust between agencies and citizens

Bill Moses, *Chief Information Officer,* Te Kawa Mataaho Public Service Commission

10:00am   **Gold Partner Session:**
Maximising your ROI in the new web tech landscape
- DXP 101: the key new capabilities to accelerate CX improvement
- Maximising the enterprise SaaS: the user guide
- Linking analytics to business goals to show ROI and measure CX

Anthony Nigro, *Global Head of Customer Transformation,* Squiz

10:20am   **Morning Break**

10:25am **Concurrent Roundtable Discussions**
Roundtable 1
From data to insight: linking CX analytics up to business goals

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Anthony Nigro, *Global Head of Customer Transformation,* Squiz
Patrick FitzGerald, *Head of Local Government,* Squiz

Roundtable 2
Presented by KPMG

11:10pm **Panel Discussion:**
Driving Collaboration and Coordination: Aligning Service Delivery across Jurisdictions to Provide Seamless CX to Citizens
- Establishing a whole-of-government (WoG) vision for the future of digital service delivery, and identifying actions to achieve state-specific priorities
- Facilitating collaboration between local, state and federal government agencies to streamline services and capitalise on each interaction with citizens
- Fostering a culture of innovation to encourage outcomes-focused projects that maximise existing channels and infrastructure
- Leveraging emerging technologies to enhance insights, deliver data-informed projects and move beyond the challenges of existing digital products

Yogesh Anand, *Chief Technology Officer,* Waka Kotahi NZ Transport Agency

Mark Horgan, *Principal Advisor to CDO/CIO,* The Ministry of Education

Nadia Webster, *Manager Data and Insgihts,* Wellington City Council

Thomas Kohlenbach, *Senior Product Specialist,* Nintex

Moderator: James Dowle, *Advisory Partner - Transformation and Technology,* KPMG

11:50pm **Closing remarks from Chair**

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Silver Partner
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Silver Partner
Perth | New Zealand

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Adelaide

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Brisbane