LOCAL GOVERNMENT TRANSFORMATION SERIES

INCREASING EFFICIENCY AND CITIZEN SATISFACTION THROUGH ICT AND DIGITAL TRANSFORMATION

SYDNEY - 1ST MAY | MELBOURNE - 2ND MAY | WELLINGTON - 3RD MAY
ADELAIDE - 22ND MAY | BRISBANE - 23RD MAY | PERTH - 24TH MAY
Local councils in Australia are facing a challenging time. Whilst good progress has been made in delivering efficiency savings, the need to transform has never been more pressing. Rate capping, financial constraints, advancing technology and growing citizen expectations are just some of the key challenges local government areas (LGAs) are facing.

To transition successfully into a citizen-centric digital local government, councils need to improve backend systems, utilise new technology and challenge the way ‘things have always been done’. While many councils have transformed their customer facing processes already, the real challenge lies with transforming back office systems and processes.

Now is the time to transform and disrupt by creating the best digital experience for both citizens and workers, lowering cost, achieving savings and improving community outcomes.

The Local Government Transformation Series will bring together local government senior executives focused on ICT and digital transformation, and technology providers, to network and discuss how to make the most of these challenges.

The series will head to 6 cities across Australia and New Zealand to benchmark the key challenges faced by LGAs in each state, and develop a comprehensive report on the findings. The report will be created using a combination of interviews and surveys, as well as expert opinions, and released later in the year, in partnership with KPMG.

Join your peers to identify opportunities to collaborate across councils for greater efficiencies.

Who will Attend?

Professionals from local government in the roles of:

- CIO/CTO/IT Director
- CEO, CDO, COO
- IT Infrastructure Manager
- ICT Manager
- General Managers of Information Management, Business Transformation and Improvement
- Head of Corporate Services
- Heads of Customer Service, Customer Experience, Customer Insights
- Head of Community Engagement
- Heads of Business Units
SPEAKERS

PERTH | 24TH MAY
Martin Mileham - Chief Executive Officer, City of Perth Council
Anthony Vuleta - Chief Executive Officer, Town of Victoria Park
Carissa Bywater - Director of Finance and Corporate Services, City of Bayswater
Arthur Kyron - Chief Executive Officer, City of Canning
Garry Hunt - Chief Executive Officer, City of Joondalup
David Taylor - Executive Manager Corporate and Community Services, Town of East Fremantle

WELLINGTON | 3RD MAY
Kevin Lavery - Chief Executive Officer, Wellington City Council
Eddo van Loenen - Chief Information Officer, South Taranaki District Council
Dana Burnett - My Council Programme Manager, Christchurch City Council
Hari Sreedhar - Acting Director ICT, Auckland Council

BRISBANE | 23RD MAY
Bernadette Stone - Chief Information Officer, Brisbane City Council
Ben Pole - Chief Operating Officer, City of Ipswich
Jane Frawley - Director of Innovation and City Transformation, Logan City Council
Ian Churc - Chief Executive Officer, Lockyer Valley Regional Council
Kerrily Rowan - Manager Customer Service, Toowoomba Regional Council

SYDNEY | 1ST MAY
Fresia Segovia - Chief Information Officer, Georges River Council
Kevin Voegt - Chief Information Officer, Camden Council
James Carey - Director City Future, Canterbury Bankstown Council
Rik Hart - General Manager, Inner West Council
Chris White - Director City Corporate, Liverpool City Council

ADELAIDE | 22ND MAY
Mark Goldstone - Chief Executive Officer, Adelaide City Council
Henry Inat - Chief Executive Officer, Town of Gawler
Phil Cameron - Chief Executive Officer, District Council of Elliston
David Bevan - Manager Business Systems and Solutions, City of Salisbury
Paul Di Iullo - Chief Executive Officer, Campbelltown City Council
Chris Horsell - Manager Knowledge & Technology Services, The Barossa Council
John Harry - Chief Executive Officer, City of Salisbury

MELBOURNE | 2ND MAY
Carl Cowie - Chief Executive Officer, Mornington Peninsula Shire Council
Marianne Di Giallonardo - Director Corporate Services, Maroondah City Council
David Belchambers - Manager Information Technology Services, Manningham City Council
Sally Curtain - Strategic Director Customer Service & Innovation, City of Casey
Matt Green - Chief Financial Officer, Mornington Peninsula Shire Council
Marion Greig - Action Manager Innovation and Performance, Yarra Ranges Council
Chris Carroll - General Manager Organisational Performance, Port Philip City Council
08:40 Welcome from PSN

What does digital transformation mean for your council?
Local government in Australia is facing disruption due to changing residents' expectations and evolving technology, requiring councils to change their services, processes, technologies and people. This session will look at the various forms and levels of local government transformation, at a metro, regional and rural level.

08:45 What does digital transformation mean for your council?
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09:00 Keynote: Building a digital future that brings new strengths and opportunities to your LGA
- Challenges and opportunities in developing local government’s digital capabilities
- ICT transformation – how a digital ecosystem is key to achieving truly citizen-centric services
- Assessing opportunities and pain points in delivering ICT shared services, building new platforms and developing customer-centric integrated systems – how do we transform our existing infrastructure?
- How to take an integrated approach to managing processes, people and technology

09:25 Case Study: Designing and implementing digital transformation strategy with the community in mind
- Redesigning your ICT infrastructure to deliver customer centric outcomes
- Transforming traditional services with digital front-end processes, self-service portals and mobile friendly websites
- Changing mindsets and upskilling staff to meet increasing service expectations
- Implementing data analytics to improve processes, planning and customer service

09:50 Sponsor Session: Transforming local government services
- Outlining the current level of digitalisation in local government
- How can local councils create successful digital transformation strategies?
- Building a digital ecosystem – how collaboration is key to delivering truly citizen-and community-centric services
- Transforming back-end systems and processes to be digital ready
- Building digital capability to engage and enhance citizen and community experience

10:10 Roundtable Session A – attendees choose 1 session

Roundtable 1: Building digital capability to engage and enhance user experience
Next to improving internal processes, the main driver for digitalising local government is to meet increasing service expectations. Offering Wi-Fi for the public, self-service websites and mobile apps, website optimisation for mobile devices, and social media are key to better serve your community 24/7. This roundtable will discuss how to increase participation, ease of information access, and achieving faster response times and greater engagement.

Roundtable 2: Transitioning to a digital culture and mindset to foster innovation and collaboration
Digital transformation is about more than just technology implementation, it requires a different way of thinking and a digital mindset. Resistance to change is one of the key challenges when undergoing digital transformation. This roundtable will discuss how to overcome challenges around changing the internal culture in your council, to achieve customer focus, open functionality, and agile development.

Roundtable 3: Creating and managing a digital workforce
A tech-savvy workforce is integral to any LGAs digital transformation. This roundtable will equip you with strategies and insights into bridging skill gaps, upskilling and how to improve your recruitment processes. Participants will also discuss how to involve existing staff in transformation processes, to ensure a sense of ownership of new tasks and incentive to succeed.

Roundtable 4: Selecting the right technology solutions, tools and processes
This roundtable will discuss how to create a future-proof IT infrastructure by incorporating modern technology principles and practices such as cloud and Software as a Service (SaaS), to improve both the back-end and customer facing processes.

Roundtable 5: Understanding your cyber risk profile to protect your citizens and reputation
With digitalisation, increased automation and more web-enabled services also comes more risk and the need for regulatory compliance. Local councils hold an abundance of sensitive data about citizens and are prone to cyber-attacks. Join this roundtable discussion to identify best practice strategies and adequate risk management measures to protect your citizens’ information and your council’s reputation.

Roundtable 6: Utilising data analytics to improve decision making, processes and customer service
Councils collect and hold huge amounts of data about their citizens, infrastructure, assets and local businesses. This roundtable will discuss how to use data to use data more effectively. Data analytics will make services more efficient, effective and personalised. Integrating data analytics will improve decision making, help achieve strategic objectives and ultimately serve the community better.
### Agenda

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<tr>
<th>Time</th>
<th>Session</th>
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<td>10:50</td>
<td><strong>Morning Tea and Networking</strong></td>
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| 11:15 | **Case Study: Meeting citizen and community needs by digitalising services**  
- Understanding service demand and customer transaction processes in detail  
- Automating frequently used services to allow access 24/7  
- Implementing data analytics to better understand your citizens and community  
- Collaborating with other LGAs to uniform service delivery |
| 11:45 | **Roundtable Session B – attendees choose 1 session**  
- Building digital capability to engage and enhance user experience  
- Transitioning to a digital culture and mindset to foster innovation and collaboration  
- Creating and managing a digital workforce  
- Selecting the right technology solutions, tools and processes  
- Understanding your cyber risk profile to protect your citizens and reputation  
- Utilising data analytics to improve decision making, processes and customer service |
| 12:25 | **Panel Discussion: Local government transformation – key challenges and opportunities**  
- How to reform policies and processes that stand in the way of transformation?  
- Streamlining and simplifying processes to enhance service delivery and customer experience  
- How can we achieve greater collaboration between councils?  
- Best practice in fostering community engagement  
- Doing more with less - how to stretch your budget |
| 01:00 | **Lunch and Networking**                                                |
“AN EXCELLENT LINE UP OF PRESENTERS WHO WERE ABLE TO GIVE GREAT INSIGHTS AND PERSONAL PERSPECTIVES ON THEIR JOURNEYS... AN INSPIRING DAY THAT REALLY MADE ME THINK”
- BLUE MOUNTAINS CITY COUNCIL

“THE ROADSHOW WAS A GREAT WAY TO SEE WHAT OTHERS ARE UP TO AND PROVIDES INVALUABLE "NETWORKING OPPORTUNITIES TO FURTHER OUR LEARNING”
- CITY OF BOROONDARA
About Us

PSN is a research company that represents public sector professionals across Australia and New Zealand and develops roundtables, seminars, and conferences to suit current areas of interest. Our growing online community spans across Federal, State, and Local government departments, healthcare, and education, allowing members to share information, access the latest in government news and innovation, and engage with other like-minded individuals on a secure and closed-door network.

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