

The 4th Annual Public Sector Information Management Strategy Conference 2010

Preparing for Ongoing Organisational and Technological
Evolution with Effective Information Management Strategies

Liquid Learning is delighted to present this highly informative conference,
featuring engaging case studies, expert insights and practical workshop
sessions from leading practitioners.

FEATURED SPEAKERS



Frances Finney Assistant Secretary, Communication and Change
Taskforce and User Centred Design Competency Centre
Department of Immigration and Citizenship



Nadine McBain Assistant Commissioner, Document Content and
Records Management
Australian Taxation Office



Joseph Stablum Chief Information Officer
Australian Competition and Consumer Commission (ACCC)



Robyn Mudie Assistant Secretary, Information Resources Branch
Department of Foreign Affairs and Trade



Alison Verhoeven Senior Executive, Governance and
Communications Group
Australian Institute of Health and Welfare



Tony Pearce Director-General, Emergency Management Australia
Attorney-General's Department



Jeff Tenders Program Director, Policy, Enterprise Architecture and
Security - Queensland Government Chief Information Office
Department of Public Works, Queensland



Brigid Costello Manager, Knowledge and Information Services
and Systems
Family Court of Australia



Karen Morris Manager, Policy and Research
Queensland State Archives



Jonathan Ashley Manager, Information Management Strategy
Department of Human Services, Victoria



Tim Turner Lecturer
UNSW@ADFA



Robert Eames Managing Director
Fivenines Consulting Pty Ltd



Kate Muir Assistant Secretary, Information Management and
Corporate Systems Branch - ICT Division
Department of Human Services



Suzanne Clarke Director of Information Resources, Monash
University Library
Monash University



Wayne Janzen Executive Information Agenda Consultant, Global
Government and Healthcare Leader
IBM Software Group



16 & 17 March 2010
The Marque Hotel, Canberra

EXPLORE

- Managing Human Factors in IM Transformation
- Information Sharing - The Changing Orientation and Structure of Information
- Sustaining a Comprehensive IM Strategy Reform
- Prioritising IM into the Future

PLUS WORKSHOPS

Two Separately Bookable, Half-Day
Workshops on 18 March 2010

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Day One 16 March 2010

8.30 - 8.55 **Registration and Morning Coffee**8.55 - 9.00 **Opening Remarks from the Chair**9.00 - 9.45 **OPENING CASE STUDY****Interagency Collaboration in the Use of IM and Data Management During a Crisis**

The information and data management needs of organisations during a crisis are substantial. The vast quantity of information that passes through an organisation in times of crisis often makes coordination with other departments or agencies a very difficult task for those responsible for harnessing and disseminating information. It is often the case that these difficulties are exacerbated by a lack of communication between organisations – communication likely to reveal that the information being managed is very similar. Rather than creating futile work, collaboration has the potential to enhance the efficiency of both information management as well as the wider business functions of the organisation. The Attorney-General's Department has been addressing this problem with a strategy to approach information sharing from a national level during a crisis. The department has partnered with domestic and overseas agencies in order to promote information management efficiency. Explore:

- The many functions of information
- The importance of collaboration to cut data-collection costs
- Increasing the participatory nature and collaboration of government agencies during a crisis

Tony Pearce Director-General, Emergency Management Australia
Attorney-General's Department

9.45 - 10.00 **Questions and Discussion**10.00 - 10.45 **CASE STUDY****The ATO Five Years On - Lessons Learned from Strategic Reform**

With a government refocus emphasising information management, devising and executing an effective strategy will increasingly be a priority for information management practitioners. This session will provide a unique insight into one organisation that is ahead of the game in strategic IM reform. It will provide an opportunity to explore lessons learned and the ensuing challenges resulting from the Tax Office's progressive initiative aimed at facilitating a fundamental change in information management capabilities. Explore:

- The Information Management Strategic Framework
- Developing a common business language
- Enterprise content management challenges

Nadine McBain Assistant Commissioner, Document Content and Records Management
Australian Taxation Office

10.45 - 11.00 **Questions and Discussion**11.00 - 11.15 **Morning Tea**11.15 - 12.00 **CASE STUDY****Empowering Employees in IM - The DFAT Journey**

Information management systems are becoming increasingly complex and many public sector organisations are experiencing limited success in maximising their capacity. Often the reason for this is not due to the technology itself, rather the capacity and motivation of staff to utilise it effectively. There is a common perception amongst those on the ground that information management systems are an extra burden that produces no immediate benefits. The Department of Foreign Affairs and Trade are embarking upon a comprehensive strategy to update their information management capacity. Discuss:

- Equipping staff with the understanding to adopt new systems
- Identifying the 'what's in it for me' factor
- Clarifying the long-term benefits of thorough behavioural change now
- Instigating a change in culture

Robyn Mudie Assistant Secretary, Information Resources Branch
Department of Foreign Affairs and Trade

12.00 - 12.15 **Questions and Discussion**12.15 - 12.45 **EXPERT COMMENTARY****Creating an Information Agenda to Deliver the Business Value of Information for Government and the Public Sector**

The Government and Public Sector currently own significant data resources but turning that data resource into an information asset that can be managed for effective decision making is simply not happening at an enterprise level. Learn how an IBM Information Agenda can help manage information as an enterprise asset and use this asset with utmost wisdom to make responsive and responsible decision that have major impact on citizens' lives.

Wayne Janzen Executive Information Agenda Consultant, Global Government and Healthcare Leader
IBM Software Group

12.45 - 1.00 **Questions and Discussion**1.00 - 2.00 **Networking Lunch**2.00 - 2.45 **CASE STUDY****Combating the 'Silo Effect' with Technology**

The Australian Competition and Consumer Commission have recently responded to the significant growth of the organisation by aggregating several diverse departments all with an ICT focus into the Information Management and Technology Services branch. The goal of the new branch is to improve business practices through the application of technology. This is a strategy that many public sector organisations struggle with and rather than improve efficiency, technology often serves to reinforce the 'silo effect'. Explore:

- Creating a succinct electronic document management classification scheme
- Building confidence in digital information

PLUS WORKSHOPS!

TWO Post-Conference Half-Day Workshops on 18 March 2010

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- Aligning information systems with business processes

Joseph Stablum Chief Information Officer
Australian Competition and Consumer
Commission (ACCC)

2.45 - 3.00 Questions and Discussion

3.00 - 3.45 CASE STUDY

Information Management Policy Reform - The Queensland Government Experience

As the Queensland Government commenced its journey towards the replacement of the Freedom of Information Act with the Right to Information Act 2009 (RTI), a fresh, holistic and whole-of-government approach to information management policy has emerged. Key in achieving this was defining the scope of IM in a way that allows for pragmatic and systematic policy development. Jeff will discuss:

- The background to FOI and RTI reforms
- The Queensland Government's definition of IM
- The derivation and development of the Queensland Government Information Management Strategic Framework
- The Queensland Government's information policy and supporting policy material

Jeff Tendero Program Director, Policy, Enterprise Architecture and Security - Queensland Government Chief Information Office
Department of Public Works, Queensland

3.45 - 4.00 Questions and Discussion

4.00 - 4.15 Afternoon Tea

4.15 - 5.00 CASE STUDY

Information Lifecycle Management

By its very nature, Centrelink must store and manage vast amounts of data. Incorporated in its strategy is the need to maintain a sophisticated awareness of the lifetime of data's utility and also the agility and responsiveness of strategy to changes in both technology and government policy. Public sector organisations are often unwilling to address this challenge; rather than implementing policies and long-term plans they feel more comfortable simply increasing their storage capacities and continuing to accumulate data. In this session, Dirk will outline how Centrelink is responding to these challenges by exploring:

- The policy dimension of data lifecycle management
- Strategies surrounding the capacity to store and the disposal of data
- Lessons learned from Centrelink's strategy implementation

Dirk Schluter Information Architecture, Enterprise Architect Branch
Centrelink

5.00 - 5.15 Questions and Discussion

5.15 Concluding Remarks from Chair

5.15 - 6.15 Networking Reception

8.30 - 8.55 Morning Coffee

8.55 - 9.00 Opening Remarks from the Chair

9.00 - 9.45 CASE STUDY

Strategising for Effective IM Reform

The (former) Victorian Department of Human Services (DHS) was Victoria's largest state government department. Nearly 80% of the department's \$13.1 billion budget was spent on services provided by approximately 2,300 organisations. The volume and complexity of these funding arrangements led to an ever expanding web of data collection and reporting requirements creating a burden for both the department and the funded organisations. In this presentation, Project Manager Jonathan Ashley will outline the evolution of the (former) DHS IM strategy which was implemented to address the reporting burden. Explore:

- The importance of taking a staged approach to reform
- Developing a shared language for reform
- Sending a consistent reform message

Jonathan Ashley Manager, Information Management Strategy
Department of Human Services, Victoria

9.45 - 10.00 Questions and Discussion

10.00 - 10.45 CASE STUDY

An Effective and Sustainable IM Strategy

Monash University is implementing a comprehensive information management strategy project aimed at improving the quality and accessibility of information into the future. Challenges that have arisen from this process are those that many public sector organisations are likely to be confronted with as they delve deeper into the planning stages of their own information management strategies. In this session, Sue will discuss how she is addressing some such issues, including:

- Cultural change surrounding information ownership
- The increasingly dispersed nature of information
- Prioritising a user-focus

Suzanne Clarke Director of Information Resources,
Monash University Library
Monash University

10.45 - 11.00 Questions and Discussion

11.00 - 11.15 Morning Tea

11.15 - 12.00 CASE STUDY

Engaging Employees to Transform Business

In order to optimise system effectiveness organisations must acknowledge the crucial interaction between technology and people. This is often overlooked in the way that the public sector imposes system reforms onto people without acknowledging the crucial nature of their role. The Department of Immigration and Citizenship is undergoing a comprehensive business transformation strategy called Systems for People. This session will explore some of the lessons that the Department

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Aligning IM Strategy with Business Outcomes

has learned along the way with regards to empowering employees to adopt change. Discuss:

- Managing complex organisational change across project, release and program levels
- Equipping employees for future business needs
- DIAC's cultural change journey

Frances Finney Assistant Secretary, Communication and Change Taskforce and User Centred Design Competency Centre
Department of Immigration and Citizenship

12.00 - 12.15 Questions and Discussion

12.15 - 1.15 Networking Lunch

1.15 - 2.00 CASE STUDY

The Impact of IM Skills Shortages on Government

As technological advancements become more complex and governments respond to increased community expectations for online engagement and services, information management is becoming increasingly important. Service delivery strategies are being introduced across government which require a range of information management skill sets, however many public sector agencies are facing challenges in defining the scope of required skills and in successful recruitment. The Queensland Government has developed an Information Management Strategic Framework and Information Management Skills Action Plan which outlines strategies for addressing these issues. In this session, Karen will discuss:

- Why IM must be a priority within organisations
- The types of IM skills shortages in Queensland Government
- Queensland Government's activities to address the IM skills shortages

Karen Morris Manager, Policy and Research
Queensland State Archives

2.00 - 2.15 Questions and Discussion

2.15 - 3.00 CASE STUDY

Developing the Maturity of IM Strategy

When beginning the journey towards streamlined IM functions, organisations must maintain a strong focus on both short and long term goals. The Family Court of Australia is currently embarking upon an information and knowledge analysis which is taking place in an environment of significant change. The organisation is preparing to take the next step towards IM maturity and this session will explore lessons learned thus far. Discuss:

- Taking the next step in IM maturity
- Identifying the IM goal-posts
- Training and re-training to meet IM capacities

Brigid Costello Manager, Knowledge and Information Services and Systems
Family Court of Australia

3.00 - 3.15 Questions and Discussion

3.15 - 3.30 Afternoon Tea

3.30 - 4.15 EXPERT COMMENTARY

The Future of Information Management in the Public Service

In an age of rapid change information management is an area that is consistently addressed by public sector organisations, but one in which few gain significant traction. There are several reasons for this, including a failure to understand the scope of information. There is a sense that agencies and departments are facing similar challenges, yet there is no overarching body to address the wide range of informational issues, common problems, or to allow agencies to learn from others' triumphs. In this session, Kate will explore how to address these challenges in the future. She will discuss:

- Coping with rapid change
- Acknowledging the 'knowledge factor' in information management
- Collaboration through a 'Centre of Excellence'

Kate Muir Assistant Secretary, Information Management and Corporate Systems Branch - ICT Division

Department of Human Services

4.15 - 4.30 Questions and Discussion

4.30 - 5.15 CASE STUDY

Emerging Compliance Considerations

The Australian Institute of Health and Welfare's role in producing and disseminating health and welfare information and statistics means the organisation must adopt progressive strategies. The organisational goal is to simultaneously prioritise privacy considerations and make data more accessible. In this session, Alison will explore the strategies AIHW is implementing to ensure privacy, ethics and confidentiality are balanced with the demand from policy makers, researchers and the media for enhanced data accessibility in the areas of health and welfare statistics. Discuss:

- Lessons learned in implementing privacy and ethics strategies
- Enhancing data accessibility while ensuring privacy, ethics and confidentiality
- Ensuring governance procedures are appropriate, flexible and responsive to technology and policy change

Alison Verhoeven Senior Executive, Governance and Communications Group

Australian Institute of Health and Welfare

5.15 - 5.30 Questions and Discussion

5.30 Closing Remarks and Conclusion of Forum

WHO WILL ATTEND

- CIOs / CTOs
- Information Management
- Information Architecture
- Enterprise Architecture
- Knowledge Management / Collaboration
- Records Management / EDRM
- Information Systems

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Workshops 18 March 2010

9.00 - 12.30 **WORKSHOP A**

Managing Change to Maximise IM Capacity

Information does not mean what it used to, as the commoditisation of data and growing user expectations characterise the rapidly changing face of information management strategy. Public servants have more access to information than ever, yet a lack of effective tools is resulting into a reluctance to engage with the information. For many organisations, these problems are only compounded by the implications of the Gershon Review, which mean that the public sector is having to do more with less. Organisations who invest in information systems are increasingly noting the importance of partnering reforms with comprehensive change management strategies, yet it is an area where the sector faces difficulty. The ever-increasing size and complexity of agencies and departments leads to "information islands" and a reluctance to share information becomes the organisational culture. In addition, changes are often implemented by a top-down approach, and as staff are often not educated on how reforms benefit themselves, they are reluctant to take ownership of the processes involved. Explore:

- Education as the key to maximising capacity
- Executive engagement
- Prioritising policy development and program management
- Creating an information-sharing culture

Expert Facilitator: Robert Eames Managing Director
Fivenines Consulting Pty Ltd

Robert has over 25 years experience in management and consulting at senior levels. He is an experienced business facilitator, presenter of management education and Managing Director of Fivenines Consulting Pty Ltd – an agency specialising in information management and business process reform.

12.30 - 1.30 **NETWORKING LUNCH**

1.30 - 5.00 **WORKSHOP B**

Embracing Web 2.0 to Enhance Information Management Strategy

Participants are encouraged to bring their existing organisational information management strategies to this hands-on session where Tim will assist in directly contextualising various elements. The workshop will briefly remind participants of the key elements of an information management strategy to set the context. Then the key characteristics of Web 2.0 technologies will be explored, particularly from an information management point of view. Tim will involve participants in developing potential information management strategy elements for each of the main Web 2.0 technologies. This interactive session will cover:

- Web 2.0 technologies in action
- The application of Web 2.0 tools to information management strategy

Expert Facilitator: Tim Turner Lecturer
ADFA@UNSW

Tim has been involved in the IT industry for over 20 years, with the focus on e-commerce, and particularly e-government, for over 10 years. He has concentrated his attention on assisting governments at all levels to understand how information technology can be used to enhance effectiveness and efficiency. He has played significant roles in several of Australia's leading e-government projects and continues to consult to peak government and industry bodies in the e-government arena. Tim has also delivered significant projects in the private sector in information technology generally and electronic commerce specifically.

ABOUT THE EVENT

The journey that is information management is characterised by rapid change. Technology and organisational needs are evolving at such a pace that staying ahead of the game in the world of information management is not an easy task. Comprehensive strategies and effective implementation processes are essential if information management practitioners are to remain relevant in the face of changing long term demands.


This highly anticipated event will build on successes of previous years, featuring case studies and expert analyses from leading practitioners. Information management executives from a variety of public sector organisations will share practical experience and advice on the latest developments in information management strategy, in an effort to establish a cogent trajectory to the future.

Renowned for its interactive format, this event attracts the regular attendance of some of Australia's most influential information management leaders and managers. They will discuss effective ways to implement information management strategy to ensure relevance in the face of changes in both technology and organisational structures.

The attendees of Liquid Learning's Information Management Strategy conferences themselves comprise a 'who's who' of information, ICT and knowledge management. They will consider methods to enhance knowledge capacity and establish comprehensive information management strategies with a view towards improving efficiency and service delivery.

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