



# GOV 2.0 CONFERENCE

25 - 26 October 2011

National Convention Centre Canberra

NEW  
VENUE  
FOR 2011

## FEATURED SPEAKERS



Senator the Hon Kate Lundy, Parliamentary Secretary to the Prime Minister and Parliamentary Secretary for Immigration and Citizenship



John Sheridan, First Assistant Secretary Agency Services, Australian Government Information Management Office



Nicholas Skytland, Director, Open Government Initiative, NASA, USA

## PROGRESSING TOWARDS AN OPEN AND TRANSPARENT GOVERNMENT

To register for the Gov 2.0 Conference call +61 2 9280 3400 or visit [www.gov2.com.au](http://www.gov2.com.au)

Partnership, exhibition and sponsorship opportunities are available.



25 – 26 OCTOBER 2011 NATIONAL CONVENTION CENTRE CANBERRA

# PROGRESSING TOWARDS AN OPEN AND TRANSPARENT GOVERNMENT

## WHY ATTEND GOV 2.0 2011?

After the **resounding success** of the Gov 2.0 Conference in 2009 and 2010, the event returns this year with international and local advice and solutions for releasing accessible and transparent data and engaging with citizens in decision making.

At the end of 2010, AGIMO announced the publication of a Government 2.0 Primer for Australian Government agencies. The Primer showcases ideas and practical advice on how and when agencies can use Government 2.0 tools to engage with the public and publish more data online.

Earlier this year, Part Two of the Freedom of Information Act launched the Information Publication Scheme (IPS), which commenced on 1 May 2011. The IPS expects government agencies to make information public or to publish details of how the information could be found online. The Office of the Australian Information Commissioner hopes with these reforms to push the government towards proactively publishing the information they have.

The recent Federal Budget announced increased support of Gov 2.0 initiatives significantly strengthening the commitment to Open Government and citizen collaboration and keeping Australia at the forefront of e-Government.

At Gov 2.0 Conference 2011 you will **gain first-hand knowledge from leaders** and Web 2.0 innovators within the public sector. Learn and be inspired by an expert panel of senior government officials, government practitioners and policy makers who will provide insights, case studies and solutions to the challenges facing the progression of Gov 2.0 in Australia.

Gov 2.0 Conference will this year provide greater opportunities for interaction and learning with a **full day of workshops and a tailored two-stream conference**.

## CONFERENCE THEMES

- » Building a business case for Gov 2.0: evaluating risks and benefits
- » Raising awareness and inspiring change
- » Implementing and monitoring social media tools in government
- » Managing content and service delivery
- » Improving information sharing and internal communications
- » A look into Gov 3.0

## CONFERENCE OUTCOMES

Gov 2.0 Conference 2011 will help you and your organisation:

- » Identify the strengths, weaknesses, opportunities and threats of a Gov 2.0 strategy
- » Build a pre disclosure culture across government through FOI reform
- » Educate government towards making information freely available
- » Recognise the issues associated with information sharing in the Cloud
- » Achieve a level of cultural maturity to focus on innovation
- » Utilise latest technologies and trends
- » Engage your citizens in a two-way communication
- » Manage risk, leveraging opportunities and building an online community
- » Identify opportunities and constraints for government agencies in making data publicly accessible
- » Deliver accessible government information via Web 2.0 technologies
- » Facilitate business improvement through internal collaboration
- » Identify the needs of your community



**Simon Kelly**  
Deputy Director, Media and Public Affairs  
Queensland Police Service



**John Sheridan**  
First Assistant Secretary Agency Services,  
Australian Government Information Management  
Office



**Gail Fairlamb**  
Community Engagement and Stakeholder Relations,  
Office of the Executive Committee of Cabinet  
Department of the Premier and Cabinet, South  
Australian Government



## KEYNOTE SPEAKERS INCLUDE

**Andrew Schatz**

Senior Lawyer  
Australian Government Solicitors

**Alison Verhoeven**

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

**Brenda Aynsley**

ACS Vice President Membership Boards

**Caroline Le Couteur MLA**

ACT Greens Member for Molonglo and ACT Greens Spokesperson for  
Planning, Territory and Municipal Services, Business and Economic  
Development, Land and Property Services, Arts and Heritage

**Chris Beer**

IT Development Manager  
Department of Regional Australia, Regional Development & Local  
Government

**Denise Wood**

Senior Lecturer, School of Communication, International Studies and  
Languages  
University of South Australia

**John Sheridan**

First Assistant Secretary Agency Services  
Australian Government Information Management Office

**Gail Fairlamb**

Community Engagement and Stakeholder Relations, Office of the  
Executive Committee of Cabinet  
Department of the Premier and Cabinet, South Australian Government

**Manuela Davidson**

Mobile Executive Producer  
ABC Innovation

**Marie Johnson**

First Assistant Secretary, Client Strategy and Performance Division  
Department of Immigration and Citizenship

**Mark Ferguson**

General Manager  
Pittwater Council

**Nicholas Skytland**

Open Government Initiative  
NASA, USA

**Patrick McCormick**

General Manager, Online Collaboration and Citizen Engagement, Strategic  
Communication Branch  
Department of Justice Victoria

**Rachel Spalding**

Assistant Commissioner Policy  
Office of the Australian Information Commissioner

**Rebecca Cattran**

Manager Internal Communications  
VicRoads

**Scott Hollier**

Project Manager & Western Australia Manager  
Media Access Australia

**Senator the Hon Kate Lundy**

Parliamentary Secretary to the Prime Minister and Parliamentary  
Secretary for Immigration and Citizenship  
Senator for the Australian Capital Territory

**Simon Kelly**

Deputy Director, Media and Public Affairs  
Queensland Police Service

**Stephen Schmid**

General Manager, Open Technology Foundation

**Wendy Pryor**

Manager, Web Services, Department of Business and Innovation, State  
Government of Victoria

## WHO SHOULD ATTEND

Federal, state and local government representatives who are  
working across the areas of:

- » Communications and Marketing
- » ICT Strategy/ Policy / Services
- » IT / Information Systems
- » Web / Website / Online Strategy
- » Web Designers / Developers
- » Technology Improvement
- » Systems Development
- » IT Security
- » e-Business
- » Online Service
- » Corporate Systems
- » Policy
- » Information Management

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opportunities are available**

*"Thank you #gov20cebit, I feel enlightened, challenged and inspired. I take away many good ideas that I hope will translate to outcomes.  
Conference Delegate*

## CONFERENCE WORKSHOPS TUESDAY 25 OCTOBER 2011

**7.45am** Registration & Coffee On Arrival

### 08.30am - 11.20am **WORKSHOP 1: MOVING TOWARDS A GOV 2.0 CULTURE**

In this highly interactive workshop, delegates will have the opportunity to learn how to overcome cultural issues and move towards an open and transparent government. Thanks to this workshop delegates will gain knowledge on how to motivate and educate senior managers into adapting new technologies, overcome resistance to change, develop skills and raise awareness on Web 2.0 tools for government.

*Morning Tea will be served during this workshop (10.00am – 10.20am)*

**Workshop Leader:**  
Nicholas Skytland, Director Open Government Initiative, **NASA, USA**

### 11.50am - 3.00pm **WORKSHOP 2: DEVELOPING STRATEGIES, CULTURE AND BUSINESS CASES TO SUPPORT GOV 2.0**

In this highly interactive workshop, delegates will have the opportunity to learn how to develop strategies, shape initiatives, support culture change and seek support and funding for Gov 2.0 projects in their government department with clear business benefits and public policy outcomes.

*Lunch will be served during this workshop (1.20pm – 2.00pm)*

**Workshop Leader:**  
Patrick McCormick, General Manager, Online Collaboration and Citizen Engagement, Strategic Communication Branch, **Department of Justice Victoria**

### 3.20pm - 6.10pm **WORKSHOP 3: ADOPTING WEB 2.0 TECHNOLOGIES TO ENGAGE WITH THE COMMUNITY**

In this highly interactive workshop, delegates will have the opportunity to learn how to create a successful online engagement strategy. Thanks to this workshop, delegates will be educated on how to effectively communicate and engage with their community and adapt to fast changing technology and community expectations.

*Afternoon Tea will be served during this workshop (4.50pm – 5.10pm)*

**Workshop Leader:**  
Chris Beer, IT Development Manager, **Department of Regional Australia, Regional Development & Local Government**



*"The CEBIT Gov 2.0 Conference successfully brought together the best and brightest working to create Australia 2.0. It was a privilege and a pleasure to share ideas and experience with such committed people over two packed days of presentations and interactive workshops"*  
**Andrew Stott, Director for Transparency and Digital Engagement, Cabinet Office, UK Government**

## CONFERENCE AGENDA 26 OCTOBER 2011

**8.15am** Registration & Coffee On Arrival

**9.00am** **Chair Opening Speech**  
Patrick McCormick, General Manager, Online Collaboration and Citizen Engagement, **Department of Justice Victoria**

### INTERNATIONAL AND NATIONAL CASE STUDIES

**9.10am – 9.40am** **IMPLEMENTING OPEN GOVERNMENT IN AUSTRALIA**  
» Open Government - Building a strategy for resilience  
» Getting the balance with open data  
» Moving from policy to implementation  
Senator the Hon Kate Lundy, **Parliamentary Secretary to the Prime Minister and Parliamentary Secretary for Immigration and Citizenship, Senator for the Australian Capital Territory**

**9.40am – 10.10am** **International best practice: NASA Open Government Initiative and Social Media Engagement**  
» Identifying the needs of your community to understand how to better communicate and engage them  
» Engaging citizen through the use of Web 2.0 tools  
» Moving towards an open and transparent government  
Nicholas Skytland, Director Open Government Initiative, **NASA, USA**

**10.10am – 10.40am** **NATIONAL KEYNOTE ADDRESS**  
**A vision for the future**  
» Assessing the reality of Gov 2.0 in practice  
» Identifying the progress made since the launch of the Gov 2.0 taskforce  
» Examining the next steps in the implementation of the Gov 2.0 agenda in Australia  
John Sheridan, First Assistant Secretary Agency Services, **Australian Government Information Management Office**

**10.40am – 11.00am** **MORNING TEA BREAK**

### BUILDING A BUSINESS CASE FOR GOV 2.0: EVALUATE RISKS AND REACH BENEFITS

**11.00am - 11.05am** **Chair Address**  
Rob Crispe, Director Online Services, **Australian Federal Police**

**11.00am – 11.30am** **Case Study – myregion.gov.au - Gov 2.0 meets BAU**  
» Identifying the risks associated with utilising web 2.0 tools in the government  
» Reaching benefits through a detailed business case  
» Implementing Gov 2.0 strategies in your organisation  
Chris Beer, IT Development Manager, **Department of Regional Australia, Regional Development & Local Government**

**11.30am – 12.00pm** **Developing a business case for Gov 2.0**  
» Identifying the strengths, weaknesses, opportunities and threats of a Gov 2.0 strategy  
» Embedding culture change and high performing teams into your Gov 2.0 initiatives  
» Assessing the technologies that will best meet your organisational requirements  
» Thinking big, starting small and failing fast - achieving meaningful public benefits  
Patrick McCormick, General Manager, Online Collaboration and Citizen Engagement, **Department of Justice Victoria**

**12.00pm – 12.30pm** **PANEL DISCUSSION: Assessing the viability of a Web 2.0 strategies in your organisation**  
Gail Fairlamb, Community Engagement and Stakeholder Relations, Office of the Executive Committee of Cabinet, **Department of the Premier and Cabinet, South Australian Government**  
Patrick McCormick, General Manager, Online Collaboration and Citizen Engagement, **Department of Justice Victoria**  
Chris Beer, IT Development Manager, **Department of Regional Australia, Regional Development & Local Government**  
Wendy Pryor, Manager, Web Services, **Department of Business and Innovation, State Government of Victoria**

**12.30pm – 1.30pm** **LUNCH BREAK**

*"It's recognition of a new way of engaging with citizens. It's completely open. It's completely transparent. It builds on the expertise and enthusiasm of citizens in Australia"*  
**Senator The Hon. Kate Lundy**

## STREAM ONE

### RAISING AWARENESS AND INSPIRING CHANGE

1.30pm–1.35pm

#### Chair Address

Brenda Aynsley, **ACS Vice President Membership Boards**

1.35pm – 2.05pm

#### Educating and influencing government into embracing Gov 2.0 strategies

- » Embracing the federal government leadership to encourage change
- » Educating government towards making information freely available
- » Transforming government services through the use of Gov 2.0 strategies

Caroline Le Couteur MLA, **ACT Greens Member for Molonglo and ACT Greens Spokesperson for Planning, Territory and Municipal Services, Business and Economic Development, Land and Property Services, Arts and Heritage**

2.05pm – 2.35pm

#### The impact of culture on Gov 2.0

- » Achieving a level of cultural maturity to focus on innovation
- » Changing the way government engages with its community
- » Identifying requirements to sustain and deliver future Gov 2.0 projects

Rob Crispe, Director Online Services, **Australian Federal Police**

2.35pm – 3.05pm

#### Embracing mobile to reach your audience at all times

- » Understanding the impact of mobile in traditional broadcasting
- » Utilising latest technologies and trends to drive business strategies
- » Encouraging a 2-way communication to improve mobile service offering

Manuela Davidson, Mobile Executive Producer, **ABC Innovation**

3.05pm – 3.25pm

#### AFTERNOON TEA BREAK

## STREAM TWO

### MANAGING CONTENT AND SERVICE DELIVERY

1.30pm–1.35pm

#### Chair Address

Stephen Schmid, General Manager, **Open Technology Foundation**

1.35pm – 2.05pm

#### Making data more accessible: MyHospitals website case study

- » Opportunities and constraints for government agencies in making data publicly accessible
- » Audience segments, their needs and interest in government data
- » How complex data sets can be presented in a user-friendly format

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

2.05pm – 2.35pm

#### Ensuring the accessibility of Web 2.0 technologies employed in Gov 2.0 strategies

- » The benefits of designing and maintaining accessible Web 2.0 sites
- » Delivering accessible government information via Web 2.0 technologies
- » Managing the content of your website to ensure accessibility
- » Designing social media to increase the participation of people with disabilities

Dr Denise Wood, Senior Lecturer and Program Director, **University of South Australia**

Dr Scott Hollier, Project Manager and the Western Australia Manager, **Media Access Australia**

2.35pm – 3.05pm

#### Department of Immigration and Citizenship's Client Service Transformation

- » Global Challenges
- » Re-Thinking Service Delivery
- » Social Media & Social Inclusion

Marie Johnson, First Assistant Secretary, Client Strategy and Performance Division, **Department of Immigration and Citizenship**

3.05pm – 3.25pm

#### AFTERNOON TEA BREAK

*"The CEBIT Gov 2.0 Conference was, in my view, the best Government 2.0 event of its type in Australia for 2010"*  
**Craig Thomler, Government 2.0 Advocate and Conference Chair**

## STREAM ONE

### IMPLEMENTING AND MONITORING SOCIAL MEDIA TOOLS IN GOVERNMENT

- 3.25pm – 3.30pm Chair Address**  
Brenda Aynsley, **ACS Vice President Membership Boards**
- 
- 3.30pm – 4.00pm Utilising social media for emergency response**
- » Engaging your citizens in a two-way communication
  - » Giving feedback back to the community
  - » Making friends and influencing people
- Simon Kelly, Deputy Director Media & Public Affairs, **Queensland Police Service**
- 
- 4.00pm – 4.30pm Monitoring social media: look, learn and listen**
- » Understanding risks and responsibility to make the most out of these powerful tools
  - » Identifying the skills required to monitor social media interaction
  - » Creating guidelines for the use of web 2.0 tools that meet your organisational requirements
- Mark Ferguson, General Manager, **Pittwater Council**
- 
- 4.30pm – 5.00pm South Australia's Strategic Plan: a case study in digital community engagement**
- » Building an integrated, transparent and participatory engagement strategy
  - » Exploring South Australia's experience using multi-media, social media and online engagement in the update of the state's strategic plan
  - » Managing risk, leveraging opportunities and building an online community
- Gail Fairlamb, Community Engagement and Stakeholder Relations, Office of the Executive Committee of Cabinet, **Department of the Premier and Cabinet, South Australian Government**

## STREAM TWO

### IMPROVING INFORMATION SHARING AND INTERNAL COMMUNICATION

- 3.25pm – 3.30pm Chair Address**  
Stephen Schmid, General Manager, **Open Technology Foundation**
- 
- 3.30pm – 4.00pm Freedom of Information – supporting the Government 2.0 agenda**
- » Building a pro-disclosure culture across government through FOI reform
  - » Establishing the Information Publication Scheme
  - » Opening up Public Sector Information and building citizen participation
- Rachael Spalding, Assistant Commissioner Policy, **Office of the Australian Information Commissioner**
- 
- 4.00pm – 4.30pm Understanding the risks and benefits behind information sharing**
- » External web 2.0 platforms v. agency owned / sourced solutions
  - » Identifying the issues associated with information sharing in the Cloud
  - » Reconciling new world policies with old world laws
- Andrew Schatz, Senior Lawyer, **Australian Government Solicitors**
- 
- 4.30pm – 5.00pm Facilitating business improvement through internal collaboration**
- » Building strong partnerships with senior management
  - » Developing an engagement strategy as a key success factor for implementing social media
  - » Demonstrating successful business outcomes
- Rebecca Cattran, Manager Internal Communications, **VicRoads**

## WRAP UP DISCUSSION

- 5.05pm – 5.40pm PANEL DISCUSSION: A Look into Gov 3.0**  
Rob Crispe, Director Online Services, **Australian Federal Police**  
Nicholas Skytland, Director Open Government Initiative, **NASA, USA**  
Rachael Spalding, Assistant Commissioner Policy, **Office of the Australian Information Commissioner**  
Stephen Schmid, General Manager, **Open Technology Foundation**
- 
- 5.40pm - 5.45pm Chair Closing Remarks**  
Patrick McCormick, General Manager, Online Collaboration and Citizen Engagement, **Department of Justice Victoria**
- 
- 5.45pm Close of Conference**



# Gov 2.0 Conference

25 - 26 October 2011

National Convention Centre Canberra

## Registration Form

(Please complete one Registration Form per person.)

### Three easy ways to register:

Fax: +61 2 9280 1977  
Scan & email: [events@hannoverfairs.com.au](mailto:events@hannoverfairs.com.au)  
Web: [www.gov2.com.au](http://www.gov2.com.au)

<b>PERSONAL DETAILS:</b> (please print in CAPITALS)			
Title:	First Name:	Surname:	
Position:			
Organisation:			
Phone:	Mobile:	Fax:	
Email:			
Website:			
Address:			
Suburb:	State:	Postcode:	Country:
<b>CONFERENCE REGISTRATION</b>			
	Standard (10 Sep - 24 Oct 2011)	Onsite (25 Oct - 26 Oct 2011)	
Gov 2.0 Conference Only (26 Oct 2011)	<input type="checkbox"/> \$950 + GST	<input type="checkbox"/>	\$1,095 + GST
<b>PACKAGE OPTIONS</b>			
Gov 2.0 Conference + One Workshop of your choice (25-26 Oct 2011)	<input type="checkbox"/> \$1300 + GST	<input type="checkbox"/>	\$1,450 + GST
Gov 2.0 Conference + Two Workshops of your choice (25-26 Oct 2011)	<input type="checkbox"/> \$1600 + GST	<input type="checkbox"/>	\$1,750 + GST
Gov 2.0 Conference + All Three Workshops (25-26 Oct 2011)	<input type="checkbox"/> \$1850 + GST	<input type="checkbox"/>	\$1,995 + GST
<b>Select which workshop/s you wish to attend</b>			
<b>Workshop 1 – 8.30am – 11.20am</b>	<input type="checkbox"/>		
<b>Workshop 2 – 11.50am – 3.00pm</b>	<input type="checkbox"/>		
<b>Workshop 3 – 3.20pm – 6.10pm</b>	<input type="checkbox"/>		
Special dietary requirements: _____			
<b>PAYMENT DETAILS</b> (please print in CAPITALS)			
<input type="checkbox"/> <b>Credit Card</b> (select one): <input type="checkbox"/> Visa   <input type="checkbox"/> Mastercard   <input type="checkbox"/> AMEX (AMEX Processing fee of 3.5% is applicable)			
CREDIT CARD NUMBER _____		EXPIRY DATE ____ / ____	
CVN _____ (CVN is the last 3 digits on the reverse side of Visa and Mastercard and the separate 4 digit code on the front side of AMEX card.)			
TOTAL FEES \$ _____ + 10% GST = TOTAL AMOUNT \$ _____			
NAME ON CARD _____		SIGNATURE _____	DATE ____/____/____
<input type="checkbox"/> I have read and agreed to the Terms and Conditions (see below)		<input type="checkbox"/> I do not wish my personal details above to be passed on to companies involved in CeBIT Global Conferences or receive any special offers from third parties.	
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