Outstanding speaker line-up includes:

- **Simon Kaplan**
  Founder & CEO, North Shore Labs, a NICTA start-up

- **Dr Jonathan Gray**
  CEO, Performance Assurance Pty Ltd (a NICTA Spin-Out Company)

- **Dr Simon Dunstall**
  Research Director, Digital Economy, CSIRO

- **Kevin Dwyer**
  Managing Director, Change Factory

- **Christine Johnston**
  Director Agency Accountability, National Archives of Australia

- **Mel Barrie**
  Principal, Design Managers Australia (DMA)

- **Joana Valente**
  Advisory Partner, Ernst & Young

- **Chris Lowe**
  Director Federal Government Telstra Global Enterprise Services Australia

- **Amrita Bhattacharyya**
  Director of Consulting Services, Stellar

- **Mel Barrie**
  Principal, Design Managers Australia (DMA)

- **Darren Whitelaw**
  Assistant Director, Department of Premier and Cabinet (Vic)

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**GOV Digital 2016**

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  Director of Consulting Services, Stellar

**Best practices in mobility & mobile apps for government**

**Day 3 - 26th October 2016**

**GOVERNMENT MOBILITY & MOBILE APPS CONFERENCE**

- **Amy Wardrop**
  NSW National Parks and Wildlife Service

- **Suzan Campbell**
  Australian Securities and Investments Commission

- **Ken Moule**
  Global GBM

- **Peter Birch**
  Mobile Embrace

- **Lou Nulley**
  Department of Parliamentary Services

- **Julie Briggs**
  Riverina Eastern Regional Organisation of Councils (REROC)

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Researched & Developed by:
Conference Overview

The Digital Government Transformation Conference will provide government IT professionals, Operations and Senior Managers with vital information about industry trends and emerging technologies through the presentation of expert analysis and case studies from leading IT professionals within government as well as industry experts and thought leaders.

The Digital Government conference will examine the role of technologies and processes in delivering efficiencies and cost savings as well as improving service delivery. The Digital Government Conference 2016 will provide the three tiers of government and the wider public sector with the tools to maximise the service delivery, efficiency and cost benefits of digital technologies. Presentations will cover Digital Operational Excellence and Digital Customer Experience.

We have gathered government professionals and thought leaders to provide invaluable updates, insights and ongoing discussion into the key issues central to achieving optimal outcomes for government delivery. The agenda will address cultural and change management, leadership, Disruption and more.

Conference Overview

DAY ONE
- Digital transformation – opportunities, threats and challenges
- Driving innovation and change through technology
- Managing your IT budget and delivering cost savings through IT
- The changing role of the CIO
- Selecting best business value technologies
- Digital Engagement for Government, The Future Digital Citizen

DAY TWO
- Taking an integrated approach to managing technology, people and processes
- Streamlining government processes and service delivery through ICT
- eServices – innovation in service delivery
- Digital strategies – integrating cloud, analytics, mobility and social media for business outcomes
- Big data analytics – gaining strategic value and improving service delivery through data analytics
- Security and privacy – strategies, policies and risk mitigation

Day THREE
Is your Government department, agency, body or enterprise ready for mobile solutions? The Government Mobility & Mobile Apps Conference 2016 will provide a blue print for creating an app from start to finish - from development, design, economics, management, marketing, post launch enhancements and the next generation of Apps.

The conference will feature discussion and analysis of key challenges facing government IT professionals including:
- DIGITAL STRATEGIES – Integrating cloud, analytics, mobility and social media for business outcomes
- TRANSFORMATION – opportunities, threats and challenges
- INNOVATION - Driving innovation and change through technology
- COST SAVINGS - Managing your IT budget and delivering cost savings through IT
- PROCUREMENT - Selecting best business value technologies
- PROJECT MANAGEMENT - Taking an integrated approach to managing technology, people and processes
- BIG DATA – gaining strategic value and improving service delivery through data analytics
- SERVICE DELIVERY - Streamlining government processes and service delivery through ICT
- MOBILE SOLUTIONS – BYOD and mobile device management and mobile applications
- SECURITY & PRIVACY

Reasons To Attend
1. Gain insights from key Government ICT presenters and thought leaders
2. Learn how to use mobiles to improve business processes and efficiencies.
3. Find out about emerging technology solutions to improve productivity, efficiencies and service delivery
4. Explore the key elements of their Government digital strategy
5. Overhaul existing government service delivery to end users
6. How to overcome major challenges along the journey and what Government can learn from their experiences so far

Who Should Attend
This conference will bring together IT executives, directors and managers from the three tiers of government and the wider public sector - including CIOs and CTOs, CDO, Chief Innovation Officer, Department Secretary, Project Manager Transformation, Share Services - as well as private companies whose work relates to the IT operating environment.

Sponsorship & Exhibition Opportunities

Government Digital Conference offers sponsors an excellent opportunity to demonstrate thought-leadership and leverage networking opportunities to build brand-value. If you would like to know more about sponsorship, exhibition and business development opportunities please just get in touch with us. sponsorship@ibrc.com.au

Contact Details

PHONE: (+61 2) 9896 0776
sponsorship@ibrc.com.au | www.ibrc.com.au
Speakers Panel

Simon Kaplan
Founder & CEO, North Shore Labs, a NICTA start-up

Dr Jonathan Gray
CEO, Performance Assurance Pty Ltd (A NICTA Spin-Out Company)

Dr Simon Dunstall
Research Director, Digital Economy, CSIRO

Chris Lowe
Director Federal Government Telstra Global Enterprise Services Australia

Kevin Dwyer
Managing Director, Change Factory

Glenn King
CEO, Service NSW

Christine Johnston
Director Agency Accountability, National Archives of Australia

Rohan Lane
Organisational Change Manager, Canberra Consulting

Stephen Moore
CIO, Australian Government Department of Education, Australian Government Department Employment

Rachna Gandhi
Acting CEO, Service NSW

Cr Mathew Dickerson
Mayor, Dubbo City Council

Amrita Bhattacharyya
Director of Consulting Services, Stellar

Darren Whitelaw
Assistant Director, Department of Premier and Cabinet (Vic)

Craig Fox
Deputy Commissioner, Service Operations, ATO

Justin Barrie
Principal, Design Managers Australia (DMA)

Joana Valente
Advisory Partner, Ernst & Young

Mel Barrie
Principal, Design Managers Australia (DMA)

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### Day One Monday 24 October 2016

**08.30** Registration and Networking

**09:00** Opening remarks from the Chair

**09:10** DIGITAL POLICY FOR DIGITAL GOVERNMENT
- Government information as a key government asset
- Digital Continuity 2020 Policy
- Integrated information governance
- Information interoperability
- End-to-end digital business systems and processes
- Information management professionalism and capability

*Christine Johnston, Director Digital Strategy and Solutions, National Archives of Australia*

**09:50** HARNESSING THE OPPORTUNITIES FOR THE DIGITISATION OF BUSINESS PROCESSES
- Government’s vision to improve business productivity by simplifying and reducing the amount of time spent on interacting with government
- The benefit of enhancing productivity and global competitiveness is fundamental to business success.
- Harnessing the opportunities for the digitisation of business processes, and reporting services

*Adrian Moore, a Senior Director for Business Reporting and Registration Agency and Business Engagement, Australian Business Register*

**10:30** Morning Refreshment

**11:00** TRANSFORMING E-GOVERNMENT SERVICE IN VICTORIA
- Innovation in Victorian government service delivery online.
- Transforming government transactions so they are end-to-end digital and above all, are easier, simpler and faster for every citizen

*Darren Whitelaw, Assistant Director, Department of Premier and Cabinet (Vic)*

**11:40** BIG DATA
- Information management: digital landfill versus digital recycling
- Predictive analytics: how does your business perform today, and how well can it perform tomorrow?
- Model-based analysis: what does good data look like, and where is it found?
- Collecting good data: identifying and implementing an effective metrics and monitoring regime
- Using good data: a framework for performance improvement and risk management

*Dr Jonathan Gray, CEO, Performance Assurance Pty Ltd (A NICTA Spin-Out Company)*

**12:20** Lunch And Networking

**01:20** SMART TOOLSET
- How to use modern techniques such as analytics to gain better insights build better models, with a view to designing and building more effective organisations.

*Simon Kaplan, Founder & CEO, North Shore Labs, a NICTA start-up*

**02:00** CUSTOMER EXPERIENCE MANAGEMENT - BRINGING CUSTOMERS ON YOUR DIGITAL JOURNEY
- Implementation of best practice
- Demographic & Behaviour profile
- Keeping a balance across all channels

*Amrita Bhattacharyya, Director of Consulting Services, Stellar*

**02:40** Refreshments And Networking

### Day Two Tuesday 25 October 2016

**08:30** Registration and Networking

**09:00** Opening remarks from the Chair

**09:10** HOW THE "INTERNET OF THINGS" IS CHANGING THE WAY GOVERNMENTS OPERATE
- Governments in Australia have the ability to lead not follow so this session will focus on where technology is headed in the future and how governments at all levels can take advantage of the ‘Internet of Things’.

*Cr Mathew Dickerson, Mayor, Dubbo City Council*

**09:50** HOW TO IMPLEMENT SUCCESSFUL DIGITAL SERVICE DELIVERY
- Successful digital transformation comes not from implementing new technologies but from re-orienting the organisation to take advantage of the possibilities that new technologies provide.
- This session will explore the critical success factors for implementing digital programs in government organisations.
- Key areas to be covered include:
  - Developing a future state vision using a human centric (voice of the citizen) and insight driven approach
  - How to harness internal knowledge to develop innovative digital solutions
  - Designing a clear strategic roadmap for digital
  - Creating a digital vision and understanding what you want to achieve

*Kylie Watson, Associate Director, SAP Institute for Digital Government*

**10:30** Refreshments And Networking

**11:00** CUSTOMER SERVICE EXCELLENCE IN NSW GOVERNMENT
- Service NSW - creating a single point of contact for customers of government services
- Measuring success
- Challenges and opportunities
- Defining excellence in digital world for government

**11:40** DEPARTMENT OF EMPLOYMENT TRANSFORMATION
- Implementation of a major ICT project the Web ESS
- The development of a significant upgrade of main ICT systems
- Supporting employment services providers Web ESS

*Stephen Moore, CIO, Australian Government Department Employment*

**12:20** Lunch And Networking
02:00 DIGITAL GOVERNMENT TRANSFORMATION AT ATO

With an increased emphasis on agile, responsive digital services key to Government and APS commitments to the community, it’s critical to acknowledge that these services exist on traditional infrastructure platforms. The key to delivering on the digital agenda in a broader and more sustainable sense than simply pilots or trials, is to transform the underlying infrastructure to support leading digital solutions.

As Deputy Commissioner for Service Operations within the ATO, Craig Fox has led this transformation; as his design collaborators DMA have helped him to take a traditional Infrastructure Delivery Group and turn it into a modern IT Services and Infrastructure Management Business.

The presentation will explore:
- Why the tension between Run the Business and Change the Business can be managed in an evolving Agency like the ATO
- What the breakthrough is from designing an internal business to changing it.

Successful digital transformation comes not from implementing new technologies but from re-orienting the organisation to take advantage of the possibilities that new technologies provide. This workshop will explore the critical success factors for implementing digital programs in government organisations. Key areas to be covered include: • Developing a future state vision using a human centric (voice of the citizen) and insight driven approach • How to harness internal knowledge to develop innovative digital solutions • Designing a clear strategic roadmap for digital

Creating a digital vision and understanding what you want to achieve
Craig Fox, Deputy Commissioner, Service Operations, ATO

02:40 Refreshments And Networking

03:10 TRANSFORMING SERVICE DELIVERY IN THE DIGITAL AGE

Dr Simon Dunstall, Research Director, Digital Economy, CSIRO

• Digital economy implementations in governance and public policy
• Embracing the notion and implementation of digital services agenda
• Engaging with and improving the quality of life of citizens
• Exploring some of the ways service delivery is being transformed for the digital era

CHANGE MANAGEMENT

03:50 MANAGING CHANGE - NORTHERN TERRITORY GOVERNMENT TRANSFORMATION

Kevin Dwyer, Managing Director, Change Factory

A case study covering technology, people, process and culture change in the administration of justice in the Northern Territory. In order to meet its vision, “From arrest to release; from lodgement to finalisation; fairness, swiftness and accountability”, the Department of the Attorney-General and Justice is leading the move from a mainframe to a middleware based system relying on policy, process and procedure. The recreation of an integrated justice system across police, attorney-general’s department and corrections is driven by a need to be able to handle increasing quantum of digital evidence and meet increasing higher order stakeholder service expectations. The case study focuses on the learning in designing, developing and implementing a cross-agency programme of work and the tactics used to gain and maintain collaboration.

04:30 Closing Remarks From The Chair

Close of Day two
International Business Review Presents:
Best practices in mobility & mobile apps for government

GOVERNMENT MOBILITY & MOBILE APPS CONFERENCE

26 October 2016*, Rex Hotel, Canberra

REASONS TO ATTEND
• Learn how enterprise mobility improves workforce productivity and efficiency
• Find out how to improve service and government delivery with customer facing mobile apps
• Share innovative mobile apps development case studies
• Share best practice in mobile strategy development

HOT TOPICS
• MOBILE STRATEGY • MOBILE WORKFORCE • APPS DEVELOPMENT • USER EXPERIENCE
• BYOD • ENGAGEMENT & RETENTION • BEST PRACTICE CASE STUDIES

SPEAKERS

Amy Wardrop
NSW National Parks and Wildlife Service

Suzan Campbell
Australian Securities and Investments Commission

Ken Moule
Global GBM

Peter Birch
Mobile Embrace

Lou Nulley
Department of Parliamentary Services

Julie Briggs
Riverina Eastern Regional Organisation of Councils (REROC)

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CONFERENCE OVERVIEW

Rapid adoption of Mobile Apps, Mobility and Mobile Devices represent both challenges and opportunities for Government. Is your Government department, agency or enterprise ready for the challenges and opportunities of mobility including bring your own app (BYOA); best practices for the rollout of mobile devices and apps; innovative technologies and making the most of mobile devices in government.

There will be implications for enterprise mobility, customer service, data integrity, and security. The Government Mobility & Mobile Apps Conference will be held on 1 June 2016 at the Rex Hotel, Canberra. The Government Mobility & Mobile Apps Conference follows the Digital Government Conference on 30-31 May 2016 continuing our digital focus over three days.

Enterprise mobility is not only redefining the way Government interacts with clients and citizens but also and more importantly changing the way governments operate, allowing them to reach unexpected productivity levels. Customers are driving greater expectation for improved service delivery and employees are expecting to use their own devices in the workplace. How do you identify the business values of mobility?

CONFERENCE TOPICS

The Government Mobility & Mobile Apps Conference will showcase a mix of expert presentations and practical case studies. The Conference will provide:

• An overview of Design, Marketing & Development of Government Apps.
• An understanding of how mobility can improve workforce efficiency and productivity in Government.
• Address BYOA and security implications in Government organizations.
• Best practice in building a mobile strategy for high quality effective government services.
• Insight into improving developer relationship Innovation.
• Concepts and principles that make a great Government app and how to apply them to your own organization including user-centred design and customer centric App.
• Mobile Workforce and opportunities to improve processes and productivity.
• The business case for mobility & app solutions

Find out about Workforce mobility and best practice government mobile apps.

WHO WILL BE ATTENDING?

The Government Mobility & Mobile Apps Conference will bring together IT executives, directors and managers from the three tiers of government and the wider public sector - including CIOs and CTOs, CDO - as well as private companies whose work relates to the IT operating environment.

SPONSORSHIP & EXHIBITION OPPORTUNITIES

Government mobility & Mobile Apps Conference 2016 offers sponsors an excellent opportunity to demonstrate thought-leadership and leverage networking opportunities to build brand-value amongst your target audience. If you would like to know more about sponsorship, exhibition and business development opportunities please just get in touch with us - sponsorship@ibrc.com.au
Amy Wardrop, WilderQuest Digital Project Manager, Visitor Experience and Education, NSW National Parks and Wildlife Service

Ken Moule, Chief Technical Officer, Global GBM. Ken is a founding partner of Global GBM. He is an information system specialist with a lifetime interest in building decision models from field observations. For the last twenty years Ken has been responsible for design and development of Global GBM software products.

Julie Briggs M.B.A., LLM is the principal of JBMS Consulting. She has worked with business and government for over twenty years. Julie established JBMS Consulting in 1996, the firm specialises in working for local government across a range of areas including corporate and strategic planning, community and economic development projects and environmental and waste management projects. Since September of 1997 JBMS Consulting has provided CEO services to the Riverina Eastern Regional Organisation of Councils (REROC). A voluntary association of 14 Local Governments located in the eastern Riverina region of NSW, which includes the largest inland city in NSW Wagga Wagga and its smallest shire, Urana. Julie’s main role is to identify, initiate and implement projects that increase the efficiency and effectiveness of local government through collaboration. In the last 15 years those activities have implemented efficiencies that have generated savings in excess of $45 million for REROC members. In meeting the challenge of finding solutions that work in the smallest rural councils and the largest cities in NSW, Julie often turns to a digital platform for an answer. Safe Sharps is an example of one such solution.

Suzan Campbell joined the Australian Securities and Investment Commission’s Financial Literacy team in January 2013 as Senior Manager responsible for ASIC’s MoneySmart website for consumers and retail investors (moneysmart.gov.au). She is responsible for strategy, planning, technology and content development, and marketing and communications. Suzan is a digital professional with over 15 years experience in digital development, research, strategy and communications. Prior to joining ASIC, she was the Network Manager of ABC Online, the Australian Broadcasting Corporation’s website. In this role, she developed policy and strategy for best practice in digital communications and audience engagement; as well as providing creative and editorial leadership, and strategic oversight to align business drivers with technology development.

Lou Nulley, Assistant Secretary, ICT Strategy, Planning & Applications, Department of Parliamentary Services, Lou has over 30 years IT experience in both the public and private sectors. Lou has held Senior Executive (SES) positions in a number of Commonwealth agencies and has extensive experience of all areas in IT, including Strategic Planning, development of business cases, enterprise architecture, applications development, procurement processes, system development methodologies, stakeholder engagement, cultural change and project management. As a Principal Consultant for over 8 years, Lou has applied his extensive knowledge and experience to other projects and programs in government agencies. Lou is currently the Assistant Secretary, ICT Strategy, Planning and Applications at the Department of Parliamentary Services.

Peter Birch, MD at 4th Screen Australia (Part of Mobile Embrace) Mobile Embrace

Peter Birch is one of Australia’s leading mobile marketers and strategic communications professionals and is the Managing Director of 4th Screen Advertising at Mobile Embrace – Australia’s largest premium mobile advertising network (representing more than 14,000+ global and local premium publishers and advertisers). With over 20 years’ experience in the advertising industry, both in Australia and the UK, Peter is ideally placed to offer commentary on mobile marketing campaigns and issues, and news and developments in mobile advertising. He began his career in the UK in broadcast media managing television ad sales and quickly moved into digital and new interactive media. Now in Australia, Peter is a leading new media communication specialist, devising cross platform advertising solutions that integrate traditional media with emerging digital advertising formats, with a key focus on the role that mobile can play as a stand-alone and complimentary media platform. Pete is also a regular commentator and key note speaker at events run by IAB and AIMIA
## Day Three Wednesday 26 October 2016

### 8.30
Registration and Networking

### 9:00
Opening remarks from the Chair

### STRATEGY

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.10</td>
<td>Building a Mobile Strategy for High Quality Effective Government Services</td>
<td>Mary Gourley, Public Sector Lead, Google for Work, Google Australia and New Zealand</td>
</tr>
</tbody>
</table>

- Leveraging the capabilities of mobile devices
- Using mobile devices to access to digital government information
- Managing devices and applications in smart and affordable ways

### CASE STUDY PUBLIC HEALTH

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.50</td>
<td>Safe Sharps is an Initiative of the Riverina Eastern Regional Organisation of Councils (REROC). The Project Uses Mobile Technology to Gather, Validate and Disseminate Information about Safe Sharp Disposal Locations.</td>
<td>Julie Briggs, Executive Officer, Riverina Eastern Regional Organisation of Councils (REROC)</td>
</tr>
</tbody>
</table>

This presentation will demonstrate:
- How the Safe Sharps app is used to reach and engage a geographically dispersed audience
- How Safe Sharps is used to obtain feedback and update data in a cost effective and resource effective way

### DEVELOPING MOBILE APPS

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.00</td>
<td>Enabling Digital Innovation in Enterprise</td>
<td>Amy Wardrop, WilderQuest Digital Project Manager, Visitor Experience and Education, NSW National Parks and Wildlife Service</td>
</tr>
</tbody>
</table>

- Vision and storytelling
- Customer experience model
- Project methodology
- Partnerships and relationships for ongoing benefits

### CASE STUDY

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.40</td>
<td>TrackMySpend App by ASIC’s MoneySmart</td>
<td>Suzan Campbell, Senior Manager, MoneySmart, Financial Literacy, Australian Securities and Investments Commission</td>
</tr>
</tbody>
</table>

Starting with a clear goal and user benefit
- How tools can change the user's thinking and behaviour
- The strategic place of apps vs web tools
- User-centred design and user experience testing
- Techniques for speed to launch and refinements
- What to do when (not if) your app has bugs
- The critical role of iTunes ratings and other promotion

### 10.30
Refreshments and Networking

### MARKETING

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.10</td>
<td>How to Target Mobl Apps for Government Marketing</td>
<td>Peter Birch, MD at 4th Screen Australia (Part of Mobile Embrace), Mobile Embrace</td>
</tr>
</tbody>
</table>

- How to reach the right people
- Business Case to spend on mobile
- How to reach and target your audience
- Right advertising

### 2.50
Refreshments and Networking

### 3.30
NSW Electoral Commission enabling Mobile Voting

The iVote(r) system was successfully used at the recent NSW State elections where it accepted about 280,000 votes, making it the largest internet voting project for a government election in the world so far.
Approximately 30% of people accessed iVote via a mobile (13% by tablet and 56% by desktop), however mobile increased to 43% on election day.
- The unique challenges of electronic voting
- Why iVote used mobile web instead of an app
- The role and share of mobile access for iVote
- The growth of iVote from 2011 to 2015

Mark Radcliffe, iVote Manager, NSW Electoral Commission

### 4.10
Human Services Mobile Case Study

Devika Weereratne, National Manager Insurance and Disability Services Branch, Canberra Delivery Centre Division, CIO Group, Department of Human Services

### 4.50
Closing Remarks from The Chair

### 5.00
Close of Conference
# GOVERNMENT DIGITAL TRANSFORMATION CONFERENCE

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<th>Normal Rate</th>
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<tbody>
<tr>
<td>3 Days Conference (Digital Government Conference + Government Mobility &amp; Mobile Apps Conference) 24 - 26 October 2016</td>
<td>$2695 + GST = $2,964.50</td>
<td>$2,995 + GST = $3,294.50</td>
<td>$3,395 + GST = $3,734.50</td>
</tr>
<tr>
<td>2 Days Conference Only (Digital Government Conference 24 - 25 October 2016)</td>
<td>$2095 + GST = $2304.50</td>
<td>$2,395 + GST = $2,634.50</td>
<td>$2,595 + GST = $2,854.50</td>
</tr>
<tr>
<td>1 Day Conference (Government Mobility &amp; Mobile App 26 October 2016)</td>
<td>$1295 + GST = $1425</td>
<td>$1495 + GST = $1644.50</td>
<td>$1695 + GST = $1865</td>
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</tbody>
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3rd Delegate Name (Dr/Mr/Mrs/Ms) ___________________________________________________________________________
Job Title: ___________________________________________________________________________
Telephone: __________________________ Fax: __________________________
Email: ___________________________________________________________________________

4th Delegate Name (Dr/Mr/Mrs/Ms) ___________________________________________________________________________
Job Title: ___________________________________________________________________________
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Company Name: ___________________________________________________________________________
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**VENUE DETAILS**

Canberra Rex Hotel, 150 Northbourne Avenue Canberra City, ACT 2601 p: 02 6248 3311