

4th Annual

Digital Disruption 2018



- Main Conference: 26-27 March 2018
- Master Classes: 28 March 2018
- Venue: Novotel Sydney Central, NSW

“The best conference I have attended for networking and the most unique ideas in innovation and disruption I have heard.”

Director of Technology, Expedia

A “HOW TO” ROAD MAP TO AVOID DIGITAL DISRUPTION AND GAIN COMPETITIVE ADVANTAGE

OVER 30+ EXPERT SPEAKERS



WHAT'S NEW FOR 2018?

- 90% New Speaker Line-up
- 100% New Case Studies, Master Classes and Panel Discussions
- Scale back approach from big ideas to practical solutions for avoiding disruption and gaining competitive advantage
- Streamed sessions in order to tailor content to your pressing problems
- 20+ Case Studies to give you practical strategies to stay ahead of digital disruption
- Interactive Discussion Groups to explore the newest technologies in the digital arena

Event Partners:



Spotlight Presenters:



Roundtable Host:



Exhibiting Partner:



Co-located with



Building Cyber Fraud Resilience and Improving Service Delivery through Innovative Digital Identity Technologies and Systems

DDX 2018 is co-located with the Digital Identity Summit, giving you complimentary access to all conference areas, speakers and sessions.

WELCOME TO DDX 2018

Dear Colleague,

If companies today are not disrupting or on a journey to disrupting, they run the threatening risk of becoming obsolete. As the contributions of digital technologies to the Australian economy is forecasted to be \$139 billion by 2020, equating to 7% of Australia's GDP, this further highlights the significant role technologies such as cloud platforms, data analytics, artificial intelligence (AI) and the Internet of Things (IoT) will play in driving economic growth in Australia.

This velocity of technology change is pushing companies to stay relevant and be one step ahead of the game when it comes to innovation. With this in mind, the **4th Annual Digital Disruption X** conference has been tailored to address these current challenges and provide delegates with a "how to" roadmap to avoid being disrupted. Cutting edge innovation focused themes coupled with 30+ influential digital innovation industry leaders, will provide delegates with a fascinating experience to hear from the disruptors and those creating a plan to avoid being disrupted in this digital era.

DDX 2018 will address these questions by bringing together business leaders from across the country, representing industry incumbents and revolutionary disruptors. They will discuss:

Topics Explored:

- **Implementing Digital Processes, Procedures and Innovation to Stay Ahead of Digital Disruption** (Partnering, Venturing, Incubating, Data Analytics, Thinking like a Start-ups)
- **Identifying Emerging Technology and Adapting to the Velocity of Change** (RPA, AI, IoT, Cloud, Digital Transformation)
- **Embedding Digital Culture and Change Management into your Organisation** (Human-Centered design, Customer Experience, Agile Workforce, Risk Management)

To book your place, simply call **02 9229 1000**, email registration@iqpc.com.au or book online at digitaldisruption.iqpc.com.au

I look forward to seeing you at the event in March!

Yours faithfully,

Salina Tong

Head of 4th Annual Digital Disruption 2018
IQPC Australia



SOLVING YOUR BIGGEST CHALLENGES



How to implement digital processes, procedures, and innovation to avoid digital disruption



How to disrupt ourselves using future/design thinking to stay ahead of the game



How to identify emerging technologies and adapt to the velocity of change



How to embed the best change management into your organization to remain competitive

INDUSTRY SNAPSHOT

The opportunities for digital innovators and enablers of technology have never been greater.



BNP Paribas just invested **\$3 billion** on their digital transformation program



32% of Australian companies have recently rolled out **innovation labs** in the last 12 months to structure their workforce mentality into design thinking.



ING Direct attributes its **163,000 customer increase** from improved digital experience



72% of companies state that they are susceptible to digital disruption in the next 3 years

Australian companies must keep up with the pace of innovation while understanding, developing and interpreting digital disruption or they run the risk of becoming obsolete.

By using lean start up principles, human centred design, partnering, agile workplace, emerging technologies and innovative business models, companies can stay ahead of digital disruption. This event will show you how to do exactly that.

WHO WILL YOU MEET

- Chief Information Officer
- Chief Digital Officer
- Chief Technology Officer
- Chief Innovation Officer
- Chief Product Officer
- Head of Digital
- Head of Innovation
- Head of Digital Transformation
- Head of Customer Centred Design
- Head of Product
- Head of Digital Strategy
- Head of Data Strategy
- Head of Emerging Technology
- Head of Digital Operations
- Head of Human Centred Design

From the Industries:

- Financial Services
- Government
- Retail
- Automotive
- Utilities
- Energy
- Transport
- Telecommunications
- Universities

MEET THE SPEAKERS

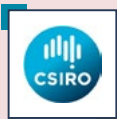
ADVISORY BOARD



Greg Higgins
Head of Digital Learning Lab,
TAFE NSW



Sarah Forsterling
Head of Client Strategy
AUS & NZ,
Uber



Hilary Cinis
User Experience Design
Group Leader and Principal
Designer,
CSIRO



Mary-Anne Williams
Director, Disruptive
Innovation,
**University of Technology
Sydney**



Bryan Williams
Chief Knowledge Officer,
Service NSW



Jeremy Balkin
Head of Innovation,
HSBC (USA)



Marcus Marchant
Head of Digital,
QBE Insurance



Dr. Ian Oppermann
CEO and Chief Data Scientist,
NSW Data Analytics Centre



Melissa Witheriff
Head of Digital Innovation,
**Credit Union Australia
Limited**



Sarah Forsterling
Head of Client Strategy
AUS & NZ,
Uber



Alessio Bresciani
General Manager- Digital
Channels and Innovation,
Australia Post



Jeremy Bean
Associate Director,
Performance Audit,
**Office of the Director
General WA**



Jo-Ann Pass
Head of Digital Operations,
Sydney Water



William Judge
Social Robotics Project
Lead, Innovation Lab,
Commonwealth Bank



Jared Chapman
Chief Executive Officer,
**Dimmi Online Restaurant
Reservations**



Craig Fenwick
Executive Manager,
Suncorp Innovation Labs



Mary-Anne Williams
Director, Disruptive Innovation,
**University of Technology
Sydney**



Greg Higgins
Head of Digital Learning Lab,
TAFE NSW



Darryl Carpenter
Head of Integrated Services,
**Department of Internal
Affairs NZ**



Lewis Billingham
Head of Digital Ventures,
Westpac New Zealand



Bryan Williams
Chief Knowledge Officer,
Service NSW



Hilary Cinis
User Experience Design
Group Leader and Principal
Designer,
CSIRO



Mitra Bhar
Chief Information Officer,
**NSW Education Standards
Authority**



Cameron Gough
General Manager, Digital ID,
Australia Post



David Bell
General Manager
ASB

Simon Banks
Director, & Keynote Speaker,
Visual Funk & Author,
A Thousand Little Light Bulbs (AUS)

MEET THE SPEAKERS

 <p>Bart Sobies Chief Global Digital Revenue Officer, Order Mate</p>	 <p>Stefan Miljkovic Head of Digital Strategy & Innovation, Novartis Pharmaceuticals</p>	 <p>Alex Hanlon Executive Director, Learning Resources, University of Canterbury</p>	 <p>Gavin Shearing Chief Financial Officer, Foundation for Educational Digital Development</p>
 <p>Christy McLeod Digital Innovation Manager, Sunsuper</p>	 <p>Claire McFarland Innovation and Entrepreneurship Program Director, The United States Studies Centre at the University of Sydney</p>	 <p>Jeff Rubenstein VP of Global Product Strategy and Business Development, Kaltura Inc</p>	 <p>Tai Rotem Director of Research, Janus Analytics</p>
 <p>Eduard Liebenberger Head of Digital, Jade Software</p>	 <p>Chris Moore Founder Roam Creative</p>	 <p>Greg Lindsay & Andrew Lucas Enterprise Agile Coaches Hypothesis Consulting</p>	 <p>Cam Harris Director - Digital Business Optus Business</p>
 <p>Judith Bessant Executive Digital Lead, Professor, RMIT</p>	 <p>Kellie King Head of Lean-Transformation Bupa</p>		

NEW INTERACTIVE DISCUSSION GROUPS:

 <p>Customer Journey Analytics and Mapping</p>	 <p>Rolling our Digital Technologies in your Organisation</p>
 <p>Emerging Technology in Robotic Innovation</p>	 <p>Culture Connective-ness</p>
 <p>Real-Time Data Management</p>	 <p>Building a Case for Innovation Funding & Research</p>





A FOCUS ON IMPLEMENTATION AND APPLICATION

DDX 2018 will focus on the implementation and application of building the ultimate "how to" road map to avoid digital disruption and gain complete advantage, with 20+ case studies specifically on implementing digital processes to stay ahead of disruption, identifying emerging technology and embedding digital culture and change management into your organisation.

WHY SPONSOR OR EXHIBIT?

87% of 2017 Sponsors rated the event as Excellent or Very Good in meeting their objectives

The **4th Annual Digital Disruption X 2018** is a 'must-attend' event for businesses which have a service or solution that would bring benefit to an audience of senior executives leading their organisation's digital transformation and innovation agenda.

 <p>GAIN PREFERENTIAL ACCESS to senior executives in your target market and demonstrate your newest products</p>	 <p>ESTABLISH STRONG RELATIONSHIPS and make proposals to potential customers</p>	 <p>MEET DECISION MAKERS face-to-face to leverage your product and brand building</p>	 <p>DEMONSTRATE YOUR EXPERTISE and product excellence</p>
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Contact us today - simply call +61 2 9229 1050 or email sponsorbranding@iqpc.com.au

ENQUIRE ABOUT SPONSORSHIP

MASTER CLASS A

08:00 - 11:00

How to Use Lean Start-Up Principles to Transform Your Organisation and Remain Ahead of Digital Disruption

Overview: Lean start-up principles are no longer solely for the IT industry or for well, Start-ups. This session will take you through the main strategies, business flow models, and methodologies that companies are using to get ahead of disruption and gain competitive advantage in a market that seems to be constantly innovating. Using lean start up principles, you will begin to create order instead of chaos and provide tools to your organisation that will test and aid your vision. Join this session to start your journey on implementing these principles in your organisation or perfect your current initiatives in staying innovative, cutting costs, enabling future thinking, and transforming your lean visions to the rest of your organisation.

Objectives:

- Learning to eliminate uncertainty
- Discovering strategies for working smarter not harder
- Understanding that entrepreneurs are everywhere
- Rolling out validated learning to test each element of your vision
- Measuring progress and setting milestones to benchmark internally and with competitors
- Accelerating your feedback loop to turn ideas into products and capitalise on the sustainability of your organisation

Learning Outcomes:

- You will be able to implement start up principles into your business models
- You will be able to think like a start-up and learn or continue to disrupt yourself
- You will learn how to use lean, agile and design thinking strategies to remain competitive and keep up with the pace of innovation

Kellie King

Head of Lean-Transformation

Bupa

MASTER CLASS B

12:00 - 15:00

Graphic Facilitation Design Thinking Workshop with Simon Banks

Overview: Our brain is changing and the way we communicate is changing. Graphic Facilitation and visual communication are more than just 'attractive images'. It's a sophisticated tool that puts information in a way that the brain likes. It helps people to communicate, brainstorm, think, evaluate, explore, reach consensus and then move forward at pace. The process of Graphic Facilitation and visual communication assists teams to get clear with their thinking. Participants are engaged and the process of learning is optimised and done at pace. Graphic Facilitation is brilliant to enhance creativity of people and is an essential tool for innovators, designers and disruptors.

Objectives:

- Mobilising the energy and creativity of groups to quickly bring different perspectives to the exploration
- Engaging customers, potential customers, and other partners in an open ended exploration of value priorities

Learning Outcomes:

- You will be able to apply new visual models of business architecture to your current model
- You will have the ability to map out a roadmap for medium and long term innovation models

AND...

- It's a really great way to shift your thinking and give new perspectives
- Solve problems quickly and communicate big picture ideas easily with an audience
- Improve productivity in meetings and strategy engagements

Simon Banks

Director, Visual Funk and Author

A Thousand Little Light Bulbs (AUS)

Professional, Engaging, Creative, Experienced, Enthusiastic, Energetic.....and FUN!

Simon is a sought-after speaker, author, and thought leader in business innovation and creativity. His characteristic vim and vigour instantly engages your team's minds, keeping them there for the ride.

And his unique blend of energetic enthusiasm, creativity and humour guarantees that their time with Simon will live on in the memories of your people for all the right reasons.

CONFERENCE DAY ONE

Monday, 26 March 2018

08:00 CONFERENCE REGISTRATION & ARRIVAL COFFEE

08:20 **Opening Remarks by IQPC Australia and the Conference Chair**

08:30 **How to Foster a Culture of Innovation to Drive Productivity and Improve Performance Results**

Digital Disruption is a reality facing every industry. According to a study from the world famous MIT and co-sponsored by Deloitte, 90% of managers anticipate that their industries will be disrupted by digital trends to a great or moderate degree, but only 44% believe their organisations are adequately preparing for the disruptions to come. Preparing for a digital future is no easy task and requires the holistic development of a culture that embraces change, disruptive thinking, bold ideas and trusting your people. HSBC has recently completed a \$2 billion Retail Transformation Program including embracing the use of biometrics, automation, AI, digital and mobile-first customer centricity. Join this session to hear New York-based Aussie expat Jeremy Balkin discuss the importance of developing a winning culture to create the conditions necessary for success that are absolutely vital before undertaking major transformation.

- Defining what Innovation means to your organisation
- Understanding the different types of Innovation and how to filter ideas and priorities
- How to embrace the revolutionary zeal of your employees balancing the evolutionary reality of a global organisation
- Leveraging the importance of hard and soft Innovation while measuring success
- Learning the art of turning skeptical stakeholders into advocates enhancing the probability of success

Jeremy Balkin

Head of Innovation, [HSBC \(USA\)](#)

09:10 **AI and the impact on your digital journey - A Real World Example.**

Machines that anticipate your needs before you ask might sound like sci-fi, but this is the reality being delivered by some of today's best customer experiences. Have you ever wondered how Netflix recommends your next favourite show, how Amazon already knows the products you'd like to purchase, or how your smartphone suggests just the right words for a text message? The answer: These systems are all underpinned by clever AI algorithms.

In this session, Eduard Liebenberger, Head of Digital for Jade Software will discuss:

- How AI fits into your digital experience, and where front-running organisations are already finding a competitive advantage.

- How to get started with limited effort and investment, choose the right path for your organisation, and get buy in from your senior leaders for AI projects
- Real world examples of AI that are already making a difference
- AI mistakes, pitfalls, and horror stories (and how to avoid them)

Eduard Liebenberger

Head of Digital, [Jade Software](#)

09:50 **Speed Networking Session**

10:20 **MORNING TEA & NETWORKING BREAK**

10:50 **Your Customer May Be The Chief Disruptor**

As businesses square up to ride unprecedented waves of disruption, they need to re-orient their business models to cater for the new world of the digitally connected customer. Join Cam Harris, Director - Digital Business, Optus Business, for a session that looks why a focus on people can drive customer experience innovation and help organisations keep pace with the digitally savvy Chief Disruptor.

Cam Harris

Director - Digital Business,
[Optus Business](#)

11:30 **Interactive Discussion Groups**

This is your chance to make your conference experience truly interactive and collaborative. Each IDG is set in a roundtable format and will be facilitated by an expert practitioner in the space. In two rotations, each IDG will last for 30 minutes, allowing you to pick the two top of mind topics you wish to discuss and solve.

1 Customer Journey Analytics and Mapping

Lewis Billingham

Head of Digital Ventures, [Westpac New Zealand](#)

2 Emerging Technology in Robotic Innovation

William Judge

Social Robotics Project Lead, Innovation Lab, [Commonwealth Bank](#)

3 Beyond the AI Hype: Making Behavioural Analytics Work for your Business

Tai Rotem

Director of Research, [Janus Analytics](#)

Keynote

Keynote

4 Changing hearts & minds beyond your technology teams

Greg Lindsay and Andrew Lucas
Enterprise Agile Coaches
[Hypothesis Consulting](#)

5 **Cam Harris**
Director - Digital Business
[Optus Business](#)

13:00 LUNCH & NETWORKING BREAK

*The audience will break into two separate rooms

STREAM A Tech - How to Adapt with the Pace of Change

STREAM B Workforce Transformation for Improved ROI

Chair:
Claire McFarland
Innovation and Entrepreneurship Program Director,
The United States Studies Centre at the University of Sydney

Chair:
Hilary Cinis
User Experience Design Group Leader and Principal Designer,
[CSIRO](#)

14:00 **We are not Spotify: Self-disruption and Innovation Driving Explosive Customer Experience at Westpac NZ**

Westpac New Zealand is in the third year of a radical transformation on the way the Technology group delivers value in the hands of internal and external customers. Key components of this transformation are an agile approach to delivery and the strong relationship with the internal Ventures team, in charge of driving innovation and explosive customer experience. This talk will explore how Westpac created synergy between the internal groups and lessons learned in the process.

This session will show you how to:

- Implement an agile approach to delivery within your organisation
- Drive innovation and boost customer experience with non-startup tools that can achieve the same results
- Create balance and synergy between internal staff groups to align innovation goals

Lewis Billingham
Head of Digital Ventures,
[Westpac New Zealand](#)

How Australia Post is Enabling Digital Transformation Across The Enterprise to Achieve Customer Satisfaction

As customers hasten toward digital channels, even the most contemporary organisations are re-thinking how to satisfy this demand and approach digital transformation. But the ongoing challenges of legacy systems, complex operations, and existing processes can make it feel like hard going. In this session we'll look at:

- How Australia Post has developed a model for digital that unlocks the perspectives needed for strong digital work
- How this model has been used at scale to achieve diverse commercial outcomes for customers and the enterprise
- Watch points that might hinder success and the importance of culture in team performance

Alessio Bresciani
General Manager- Digital Channels and Innovation,
[Australia Post](#)

14:40

Disruptor Session: How the NSW Data Analytics Centre is Acting as the Agent of Change to help Government Keep up with Innovation and Disruption

The Data Analytics Centre (DAC) is a start-up within the NSE Government and based in the Finance, Services and Innovation Department. Set with a various amount of tasks and challenges like investigating the 48,000 automatic fire alarms set off of which 97% were unwanted, they are overall looking to solve challenges while raising the level of ambition for agencies. The DAC's ultimate goal is to help all agencies lift their data analytics capability and problem solving ability. They are doing this through sophisticated analytical approaches which go beyond data linkage like machine learning, continuous data based exploration and more. Join this session to understand how Ian is using big data and data analytics to act as an agent of change in the NSW Government.

This session will show you how to:

- Understand the role that big data and data analytics plays in an agency or organisation
- Use analytical approaches which go beyond data linkage to solve significant challenges
- Utilise data and multiple data sets to enhance your organisations efficiency or realign your priorities

Dr. Ian Oppermann

CEO and Chief Data Scientist,
NSW Data Analytics Centre

How Dimmi Online Reservations is Using Future Thinking to increase your Success Rate for Innovation

Design-led companies such as Apple, Coca-Cola, IBM, and Nike have outperformed the S&P 500 over the past 10 years by an extraordinary 219%. Dimmi is currently using Design Thinking frameworks for understanding and pursuing innovation to contribute to growth and value adding for your customers.

This session will show you how to:

- Implement design thinking to minimize the uncertainty and risk of innovation by engaging customers
- Incorporate design that has the wow factor making products more desirable and services more appealing to users
- Integrate creative problem solving (CPS) for your employees to develop a a culture of design thinking in your organisation

Jared Chapman

Chief Executive Officer,
Dimmi Online Restaurant Reservations

15:20

How is Service NSW implementing Data, Information and Knowledge to Stay Ahead of Digital Disruption

Knowledge strategically transforms self service as a service. Service NSW is currently rolling out Knowledge based drivers throughout its digital front, middle and back offices. As the first Chief Knowledge Officer in Australia, Bryan is leading this transformation of the CAR and SBI models that Service NSW is incorporating into their digital eco-system to provide balance across the ICT project management teams.

This session will show you how to:

- Implement knowledge indexes into your current business architecture models
- Incorporate knowledge management into your ICT teams to drive business productivity and improved customer experience
- Embed an effective knowledge assessment for capability
- Offer a landing base of Q & A knowledge based material for your front and middle offices to serve customers efficiently with quality

How Sydney Water is Driving Culture to Bolster Risk Taking, Agility and Collaboration

As many companies are responding to an increasingly digital market environment by adding roles with a digital focus, the list of "digital" business roles and functions is extensive and growing. Digitally matured companies are setting the benchmark for employee engagement with 75% providing employees with recourses to develop their digital acumen, 80% engaging in efforts to improve employee agility & collaboration, and 71% attracting new talent based on their use of digital.

This session will show you how to:

- Create an effective digital culture to bolster risk taking, agility and collaboration
- Invest in your own talent and resources to benefit from success breeding success
- Train your staff to have transformative vision, become a forward thinker and ebbed a change oriented mindset rather than enhancing technological skills
- Embrace digital congruence (culture, people, structure and tasks aligned with each other, company strategy and the challenges of constantly changing digital landscape)

Bryan Williams

Chief Knowledge Officer,
Service NSW

Jo-Ann Pass

Head of Digital Operations,
Sydney Water

16:00

TAFE NSW Digital Learning Lab - Partnering with Businesses and Industry on Applications of Emerging Digital Technologies to Solve Problems

The contribution of Digital Technologies to the Australian economy is forecast to grow by 75% to \$139billion by 2020. A new wave of digital disruption is emerging, which has inspired the opening of the TAFE NSW Digital Learning Lab - to partner with business and industry to explore emerging technologies together and to co-create exciting solutions to problems of efficiency and productivity.

Outline of session:

- Current state of digital technologies and growth forecasted in the Australian economy
- Definitions and examples of digital disruption
- The challenge to business and industry to embrace digital disruption
- How TAFE NSW's Digital Learning Lab is helping business industry solve problems through emerging technologies like AR / VR, Machine Learning, Robotic Process Automation and more

Greg Higgins

Head of Digital Learning Lab,
TAFE NSW

How The University of Canterbury is Forecasting Future Changes to Improve Workplace Productivity

The University of Canterbury cultural change programme is designed to take best advantage of forecast future changes and in the process to improve workplace productivity. Recent reports forecast that by 2025, 40% of Australian jobs and 46% of New Zealand jobs will be replaced by disruptive technologies.

This session will show you how to;

- Develop a management team who can lead a cultural change programme with success
- Engage your workforce to learn new skills and adopt new working methods and behaviours
- Implement a programme of initiatives that allow your staff to develop their own learning and adapting capabilities'

Alex Hanlon

Executive Director, Learning Resources,
University of Canterbury

16:40

AFTERNOON TEA AND NETWORKING BREAK



“Excellent opportunity to gain perspective on Digital Disruption and how it relates to our organisation. Also an excellent opportunity to network with other businesses that can assist us with our transformation.”

Manager, Digital Services, Royal Automobile, Association of South Australia



17:10

Disruptor Session

How Roam Helped Accelerate ASB Bank's Innovation to Stay One Step Ahead of the Market

Established in 2014 by Ben Morreau and Chris Moore, Roam is now Auckland's leading digital product design studio. Over a collaborative 2 year project, Roam and ASB Bank have brought to life an exciting and clever digital product which started as a solution to the problem "how can we help SMB owners save 1 hour a day?". In this session, Chris Moore and General Manager of ASB Business Ventures David Bell will present a case study of how they've worked together to build and launch a great fintech product with strong critical acclaim.

They will discuss:

- The importance of a digital product agency to keep your organization one step ahead of the market
- The importance of design to drive innovation and success
- How a corporate like ASB was able to leverage an agency like Roam to deliver great results
- Some of the key barriers to innovation inside organisations and how to use a third party like Roam to overcome them

Chris Moore

Founder
[Roam Creative](#)

David Bell

General Manager
[ASB](#)

17:50

How you are Identifying and Implementing Future / Emerging Technologies to Drive Innovation within Your Organisation

35% of C-level Australian executives are investing in digital innovation as part of their overall business strategy. Identifying emerging technology in an age of digital innovation is imperative to businesses if they want to stay ahead of digital disruption. This expert panel discussion features 4 top brands that are at the forefront of utilising emerging technologies to enhance their digital strategies and remain competitive in the digital landscape.

*Bonus Question Answered: What are the "out-there" thinkers thinking?

This panel will discuss:

- Developing a business and technology vision
- Simplifying and driving agility
- Formalising innovation



Panel Discussion

- Driving business innovation through technology innovation
- Implementing emerging technology into your business model

Panelists:

Jeremy Bean

Associate Director, Performance Audit,
[Office of the Director General WA](#)

Jared Chapman

CEO,
[Dimmi Online Restaurant Reservations](#)

Gavin Shearing

Chief Financial Officer,
[The Foundation for Educational Digital Development](#)

Stefan Miljkovic

Head of Digital Strategy & Innovation,
[Novartis Pharmaceuticals](#)

18:30

END of DAY ONE

08:00 CONFERENCE REGISTRATION AND ARRIVAL COFFEE

08:20 **Opening Remarks by the Conference Chair**

Hilary Cinis

User Experience Design Group Leader and Principal Designer, **CSIRO**

08:30 **What is Happening Around the World with Start-ups & Technology and Why Are These Companies Emerging? How to Innovate your Business Model to Take Advantage of Competitive Differentiation**

Keynote

Ever since Google was born in 1998, technology has enabled innovation for the juggernaut and others like it. Google changed the way we access information on the internet just as Airbnb, Uber and Netflix have reinvented the business model traditional infrastructure design. Paving a way for the online business models to shift from innovation through technology to innovation through disruption. In principal:

“Pharmaceutical companies are searching for alternatives to the blockbuster model. Banks are looking for innovative ideas to make up for lost fees and revenues due to new regulations. A drop in advertising revenues and circulation pushes newspapers towards new sources of income. Traditional brick and mortar bookstores are losing out to online competitors that are not encumbered by pricey real estate. Software providers are being threatened by cloud computing.” Partner, Valeocon

This session will show you how to:

- Create and isolated team to solely focus on innovation without disturbing your core business
- Innovate your business model through disruption to get on the path to sustainability
- Keep supply and demand in perfect harmony in your business model by adopting a low risk methodology
- Get comfortable with uncertainties and unknowns
- Restrict resources to enhance cost reduction and free up budget for innovation
- Make compliance a part of your culture to avoid unexpected road-blocks with the regulatory radar down the road

Marcus Marchant

Head of Digital, **QBE Insurance**

09:10 **How Are Large Organisations Disrupting Themselves? How to Implement Agile Design Thinking Technology without Starting From Scratch**

Keynote

We can't all be Uber, Air B & B, Spotify or Instagram. 85% of Companies cannot simply start their innovating from scratch. With the new innovators in the market place having the ability to avoid legacy systems, this makes staying ahead of digital disruption even more difficult for Government, Banks, Universities and Resources Industries. How can your organisation rethink your business model and begin on the journey to disrupting themselves?

This session will show you how to:

- Implement design thinking into every aspect of your organisation
- Align your people with your organisation goals to proceed with innovation
- Transform IT to support 1000 times more data created from 1000 more users
- Discuss the disrupt or disappear phrase that we are hearing much too often
- Adopt the latest technologies and applications to transform your workforce and productivity

Sarah Forsterling

Head of Client Strategy AUS & NZ, **Uber**

09:50 **The Video-Enabled Workplace**

More and more, competitiveness for modern enterprises is based on how fast they are moving to digital workplaces. Changes are coming to how we work, learn, communicate, and manage. Let's explore how the companies of tomorrow will be approaching everything from recruiting and onboarding to learning and development to corporate communications through video.

- Discover how technology convergence is going to change the way you approach video technology
- Build a digital workplace with live and asynchronous video
- See how video-based training is changing for 21st century skills
- Find out how analytics is helping managers
- Learn how to take advantage of emerging technologies like VR

Jeff Rubenstein

VP of Global Product Strategy and Business Development,
Kaltura Inc

10:30 **Morning Tea and Networking Break**

11:00 **Interactive Discussion Groups**

This is your chance to make your conference experience truly interactive and collaborative. Each IDG is set in a roundtable format and will be facilitated by an expert practitioner in the space. In one rotation, the IDG will last for 30 minutes, allowing you to pick one topic you wish to discuss and solve.

1 Table 1: Design Thinking and Human Centred- Design

Hilary Cinis

User Experience Design Group Leader and Principal Designer, **CSIRO**

2 Embracing the Disruptive Revolution

Bart Sobies

Chief Global Digital Revenue Officer, **Order Mate**

3 Emerging Technology

Mitra Bhar

Chief Information Officer, **NSW Education Standards Authority**

- 4** **Real- Time Data Management**
Stefan Miljkovic
Head of Digital Strategy & Innovation, [Novartis Pharmaceuticals](#)
- 5** **Culture Connective-ness**
Jo-Ann Pass
Head of Digital Operations, [Sydney Water](#)

- 6** **Building a Case for Innovation Funding & Research**
Claire McFarland
Innovation and Entrepreneurship Program Director,
[The United States Studies Centre at the University of Sydney](#)
- 12:10 **LUNCH & NETWORKING BREAK**

*The audience will break into two separate rooms

	STREAM A	STREAM B
	Implementation of Digital Strategy to Improve your Business Model	Investment & Utilisation of Future Thinking & Partnership for Business Model Efficiency
13:10	<p><i>Chair:</i> Claire McFarland Innovation and Entrepreneurship Program Director, The United States Studies Centre at the University of Sydney</p> <p>How Australia Post is Implementing Digital Identity to Enhance the Digital Customer Experience With a shift to digital and mobile channels, we find ourselves in a new world of rising identity fraud, frequent stories of hackers stealing data, and heightened sensitivity and protections for how our personal data is handled. Digital identity sits at the heart of this. A well designed model for digital identity is needed to ride out the storm and unlock the full potential of the digitised economy.</p> <p>This session will show you how to:</p> <ul style="list-style-type: none"> ■ Build a mental model for the different aspects of identity we see today ■ Evaluate common identity models used in digital channels today and how these might apply to your organisation ■ Consider strategic trends and how your organisation may be placed to take advantage of these <p>Cameron Gough General Manager, Digital ID, Australia Post</p>	<p><i>Chair:</i> Hilary Cinis User Experience Design Group Leader and Principal Designer, CSIRO</p> <p>The Great Transformation: History for a Techno-Human Future While AI, robots, bio-technologies and digital media are transforming work, culture and social life, there is little understanding of or agreement about the scope and significance of this change. This new interpretation of the 'great transformation' now underway uses history and evolutionary theory to highlight the momentous shift in human consciousness taking place. Only by learning from recent crises and by rejecting technological determinism will governments, communities and businesses re-design social arrangements that ensure all of us will benefit from the new and emerging technologies.</p> <p>In this session Judith will:</p> <ul style="list-style-type: none"> ■ Offer case samples of three transformations underway in financial markets, entertainment and medicine now affecting all aspects of work and social life. ■ Draw on historical sociology and co-evolutionary theory to argue that the radical transformation of human consciousness and social life now underway is comparable with, if not greater than, the agrarian revolution (10,000 BCE), the birth of science, philosophy and religion in the Axial age (600 BCE), and the industrial revolution that began in the 1750s. ■ Address questions on how well governments, businesses and communities dealt with much smaller disruptions like the 2008 global financial crisis and our capacity to deal effectively with radical change ■ Argue that we need more of what the greatest living advocate for radical experiment Roberto Unger describes as 'deep freedom' and what this means for people in government, education and business. <p>Judith Bessant Executive Digital Lead, Professor, RMIT</p>

13:50

How UTS, Commonwealth Bank & Air New Zealand have Partnered to Use Design Thinking and Social Robots to Disrupt Customer Experience

Design-led companies such as Apple, Coca-Cola, IBM, and Nike have outperformed the S&P 500 over the past 10 years by an extraordinary 219%. Design thinking offers a structured framework for understanding and pursuing innovation to contribute to growth and value adding for your customers. Social robotics are coming in a big way to disrupt the customer experience industry. UTS, Commonwealth Bank and Air New Zealand are currently working on a partnership to push the boundaries to ensure they are at the forefront of technology in the digital age by socially experimenting with their Social Bots to improve the digital customer experience within their organisations.

This session will show you how to:

- Implement design thinking to minimize the uncertainty and risk of innovation by engaging customers
- Incorporate design that has the wow factor making products more desirable and services more appealing to users
- Discover the framework for design thinking: Discovery, frame, incubate, illuminate, iterate, deliver, test, and evaluate
- Integrate creative problem solving (CPS) for your employees to develop a culture of design thinking in your organisation

William Judge

Social Robotics Project Lead, Innovation Lab,
Commonwealth Bank

14:30

How the Department of Internal Affairs NZ is Incorporating a Service Design Focus Strategy to Save 107M Per Annum and Invest in Innovation

The Department of Internal Affairs NZ is taking a service and system design approach to delivering government services. The NZ Government are committed to a service-led transformation agenda which requires them to place the citizen at the heart of their thinking, enabling broader service innovation and cross agency collaboration. In this session Darryl will discuss the context and how the DIA have used design thinking to make government services more responsive to customers.

This session will show you how to:

- Utilise a collaborative shared ICT services
- Partner with organisations and agencies to boost innovation and collaboration
- Implement an ICT strategy that is agile and outcome focused
- Use design focus to not only improve your employee engagement for innovation, but implement a design focus strategy that ensures efficiency is increased

Darryl Carpenter

Head of Integrated Services,
Department of Internal Affairs NZ

Start-Up Special: How Order Mate is Incorporating Learning Initiatives, Innovation Skills and Training to Ensure your Staff are Prepared to Operate your Automated Business Models of the Future

Order mate is being compared to Uber as the delivery solution for businesses. With order tracking, a customizable menu form, and a multi-platform system this is truly an all in one point of sale business for hospitality.

This session will show you how to:

- Innovate your business model and incorporate learning initiatives to ensure your staff are ready to disrupt with the goals of your business
- Understand a POS system and the opportunities a consolidation for out of hospitality industry can help to cut costs and improve your productivity
- Pull live data and information for a 24/7 experience for your customers and staff

Bart Sobies

Chief Global Digital Revenue Officer,
Order Mate

How Credit Union Australia is Utilising Collaborative Partnerships to Enable Innovation Across the Organisation

Corporate venturing has completely accelerated the growth of start-ups, innovators and digital organisations. As collaborative partnership is now taking a larger part in the evolving investment landscape including banks, crowd funding, incubators and accelerators, it has become one of the valued instruments in the Open Innovation Funnel. Join this session to discover the importance and value in network effect and strategic return.

This session will show you how to:

- Build credibility through responsible and consistent investment behavior
- Ensure sponsors are in place and actively managing multilevel relationships
- Leverage external networks to make the necessary connection to internal stakeholders
- Invest in start-ups and enablers of innovation for business growth, increased revenue, and enhances collaboration

Melissa Witheriff

Head of Digital Innovation,
Credit Union Australia Limited

15:10 **AFTERNOON TEA & NETWORKING BREAK**

15:40 **How the NSW Education Standards Authority is Enhancing Innovation Labs to Adapt to Emerging Technology**

Innovation labs are opening rapidly helping businesses understand from an outside-perspective the signals of change that could lead to disruption. The flexible spaces filled with the latest technology are benefitting businesses by enabling faster collaboration and ideation that ever thought possible.

This session will show you how to:

- Set up or enhance an innovation lab within your organisation and continue to innovate your business next generation of products
- Interact with real time data, interpret trends and brainstorm solutions while collaborating with teams
- Transform your ideas into implementation
- Leverage emerging technology to drive the engagement of workforce in your innovation labs

Mitra Bhar

Chief Information Officer,
NSW Education Standards Authority

16:20 **Resisting the future - lessons in disruption from the WA public sector**

This session looks at the many forms resistance takes - to disruption, innovation and long held beliefs about creativity - and what WA government agencies have done in trying to overcome it. Drawing on his experience auditing the performance of government agencies and a diverse background in creative industries and academia, Jeremy will consider questions such as where have they succeeded, where have they failed, and how much does it matter and to whom?

Jeremy Bean

Associate Director, Performance Audit,
Office of the Director General WA

17:00 **Ask the Experts Session:**

This session will be your chance to hear our expert 4 speaker's responses to some of the most pressing challenges in the digital disruptive and innovation era. Come with your notepads ready, as these featured speakers explain their top practical strategies for dealing with the following issues.

The following questions will be asked to the 4 speakers:

- How can we Integrate Risk Management to Successfully Adjust your Processes, Data, IT, and Analytics?

- What are the Roles that are Emerging in the Digital Disruption Era?
- What In your Opinion is Emerging on a Scale that has the Potential to Disrupt Everyone?
- How Can We Create Medium to Long Term Roadmaps for our Business models?

Greg Higgins

Head of Digital Learning Lab,
TAFE NSW

Hilary Cinis

User Experience Design Group Leader
and Principal Designer,
CSIRO

Alex Hanlon

Executive Director, Learning
Resources,
University of Canterbury

Jeremy Bean

Associate Director,
Performance Audit,
Office of the Director General WA

Christy McLeod

Digital Innovation Manager,
Sunsuper

17:40 **END OF DAY TWO**

ABOUT OUR SPONSORS



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■ Main Conference:
26-27 March 2018
■ Master Classes:
28 March 2018
■ Venue:
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- * Payment not made at the time of registration will be subject to a \$99 service charge.
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26 - 27 March 2018

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