

# Towards Co-Design & Co-Production

*Working with citizens to design, shape & deliver better policies & services*

27th & 28th March 2012, Novotel on Collins, Melbourne

## Hear insights from:



Lynelle Briggs  
Former Chief Executive Officer  
**Medicare Australia**



Brenton Ciffin  
Chief Executive Officer  
**The Australian Centre for Social Innovation**



Gill Callister  
Secretary  
**Department of Human Services, VIC**



Nicole Pietrucha  
National Manager  
Co-Design Branch  
**Department of Human Services**

## Benefits of attending:

- ✓ **Increase your understanding** of co-design and co-production
- ✓ Learn how to **successfully commence and progress** initiatives
- ✓ Find out how to **overcome challenges** and **realise the potential**
- ✓ Hear how to effectively use **online channels** to co-design and co-produce

## Pre & Mid Conference Workshops

### Workshop A

How to effectively use online channels to co-design & co-produce

### Workshop B

How to successfully co-design

**Register 3 delegates & the 4th comes FREE**

Researched by:

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THE AUSTRALIAN CENTRE FOR SOCIAL INNOVATION  
**BOLD IDEAS. BETTER LIVES.**

## Join the conversation with:

Elaine Henry, Chair  
**Australian Research Alliance for Children and Youth** & Former Chief Executive Officer  
**The Smith Family**

Simon A Y Smith, Deputy Director General  
Delivery and Implementation  
**Department of Premier and Cabinet, NSW**

Yehudi Blacher, Former Secretary  
**Department of Planning and Community Development, VIC**

Sandy Pitcher, Deputy Chief Executive  
Cabinet and Policy Coordination  
**Department of Premier and Cabinet, SA**

Craig Thomler, myregion Director  
**Department of Regional Australia, Regional Development and Local Government**

Jo Sammut, Senior Project Manager  
Service Delivery Integration Team  
South West Sydney Metro Region  
**Department of Family and Community Services**

Kathryn Williams  
Claymore/Macquarie Fields Project Manager  
**Department of Family and Community Services – HNSW**

Robbi Williams, Chief Executive Officer  
**Julia Farr Association**

Greg Stenton, Director  
Business Planning and Communications  
**Department of Health, VIC**

Gerardine O'Sullivan, Manager, Digital Services Unit  
**Department of Health, VIC**

Neil Twist, Director  
Appropriate Dispute Resolution (ADR)  
**Department of Justice, VIC**

Damian Waight, Team Leader  
Community Development  
**Golden Plains Shire Council**

Jo Argent, Online Communications Advisor  
**Office of Gaming and Racing, VIC**

Senior Representative  
**CoDesign Studio**

## Working with citizens to improve policy & service delivery

### Government and the Not-for-Profit sector are increasingly recognising the benefits of co-design and co-production.

The question now is not whether to pursue co-design and co-production, but how to do this most effectively.

Co-design and co-production can be defined as a systematic approach to understanding citizens and **working with them to design, shape and deliver better policies and services.**

It's not only about being '**citizen-centric**' but about **partnering with communities** to ensure policies and services deliver desired outcomes.

The benefits of this approach are clear but it can be challenging, particularly because it is a significant departure from the way policies and services are traditionally designed and delivered.

**The Towards Co-Design & Co-Production Conference** has been designed to assist in this. It will do so through a series of presentations from some of the **pioneers of co-design and co-production in Australia** as well as **13 case studies** exploring how various Government and Not-for-Profit organisations are successfully co-designing and co-producing.

Don't miss out on the chance to attend this unique event!

#### Delegates will learn how to:

- Build a **culture** that **supports co-design** and **co-production**
- Build the **capabilities** of **staff** and **communities** for co-design and co-production
- Take successful **approaches to scale**
- **Harness social media** to facilitate co-design and co-production

#### Team Discounts

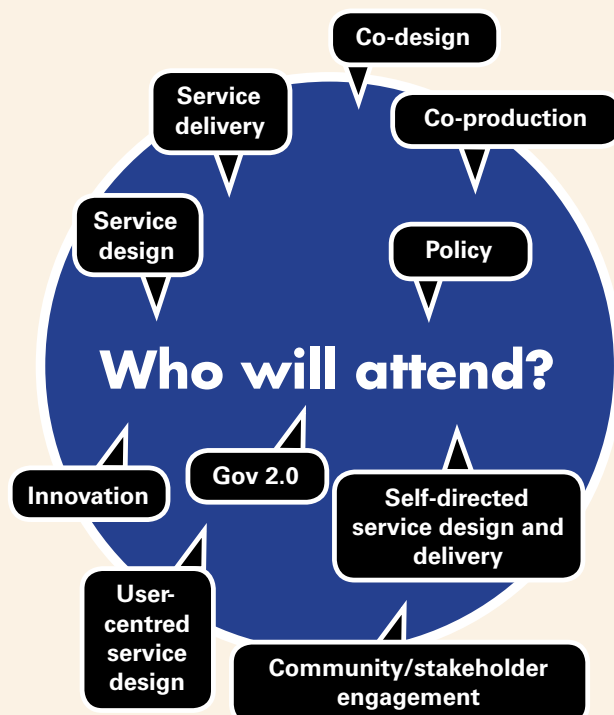
Register 3 delegates & the 4th comes FREE

For larger group bookings call us on 1300 316 882 & find out how you can SAVE

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Senior Commonwealth, State and Local Government representatives, as well as Academics and Not-for-Profit sector representatives with an interest in:



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# Day One

Tuesday 27th March, 2012

## 8.30 Registration, coffee & networking

## 9.00 Welcome remarks from the Chair

Brenton Caffin  
Chief Executive Officer  
The Australian Centre for Social Innovation

## Realising the potential of co-design & co-production

### 9.15 Progressing co-design in one of the Federal Government's largest service delivery organisations



Keynote

- What a co-design approach means for the Department of Human Services
- How the Department of Human Services is building its co-design capability and the co-design practices that have been adopted to support work in the Department
- Overcoming challenges around co-design and how to influence others across the public service to use co-design

Nicole Pietrucha  
National Manager, Co-Design Branch  
Department of Human Services

### 10.00 Making co-design & co-production a reality



Keynote

- Why we need to move towards co-design and co-production
- De-mystifying the concept and how we might scale-up our initiatives
- The Social Incubator Model and its potential

Elaine Henry, Chair  
Australian Research Alliance for Children and Youth &  
Former Chief Executive Officer  
The Smith Family

## 10.45 Morning tea & networking

### 11.15 Building public trust & enhancing service delivery through co-production & an exploration of work in NSW

- Challenges facing the public sector today – the importance of putting the citizen at the centre of decision making
- Co-production as a means of putting the citizen at the centre, restoring trust and ultimately improving outcomes
- What's being done to ensure more citizen-centred services in NSW – Customer Service Commissioner and NSW's exploration of opportunities for co-production

Simon AY Smith  
Deputy Director General, Delivery and Implementation  
Department of Premier and Cabinet, NSW

## Co-design in practice

### 12.00 Co-designing thriving solutions



Keynote

- The Australian Centre for Social Innovation's Radical Redesign approach
- How the approach has been applied to a range of areas including; families, ageing and Government services
- Impact of the approach and lessons learned

Brenton Caffin  
Chief Executive Officer  
The Australian Centre for Social Innovation

## 12.45 Networking lunch

### 1.45 Co-designing South Australia's Strategic Plan

- Why SA chose to co-design and how they co-designed
- Using Web 2.0 tools to support the ability to access community views and co-design
- The impact of this collaborative approach and what the future holds for co-design in the South Australian Government

Sandy Pitcher  
Deputy Chief Executive, Cabinet and Policy Coordination  
Department of Premier and Cabinet, SA

### 2.30 Victoria's user-centred Better Health Channel (BHC) & its community engagement model & participation agenda

- How the Department of Health tailors and co-designs with user communities to meet consumer needs
- How BHC is being developed as a platform for Health 2.0 – enabling better collaboration and co-production with communities
- Features for an integrated Health 2.0 focus e.g. mobile apps, social media integration, user-centred self-management tools, customised content tailored to specific interests, crowd-sourcing ideas

Greg Stenton  
Director, Business Planning and Communications &  
Gerardine O'Sullivan  
Manager, Digital Services Unit  
Department of Health, VIC

## 3.15 Afternoon tea & networking

### 3.45 Design thinking for problem solving - towards collaborative approaches

- About CoDesign Studio, a non-profit design services organisation dedicated to working with communities to co-create built environment projects and how they do what they do
- Applying the principles of Design Thinking to enable your organisation to work more collaboratively and co-create
- Building capacity for communities and service providers to work more collaboratively to deliver outcomes

Senior Representative  
CoDesign Studio

### 4.30 Exploring the potential of co-design in the disability, mental health & the wider healthcare arena

- An exploration of co-design in the reform of mental health services in Wellington NZ in the late 90s
- The critical nature of co-design in the use of Individualised (Self-Directed) Funds in human services

Robbi Williams  
Chief Executive Officer  
Julia Farr Association

## 5.15 Closing remarks from the Chair & close of day one



# Day Two

Wednesday 28th March, 2012

8.30 **Welcome, coffee & networking**

9.00 **Welcome remarks from the Chair & re-cap of day one**

Lynelle Briggs  
Former Chief Executive Officer  
Medicare Australia

## Overcoming challenges around co-design & co-production

9.15 **Realising the potential of co-design & co-production**



Keynote

- Our service delivery journey to date and the positive potential of co-design/co-production
- An exploration of our progress down this path
- Overcoming some of the barriers around co-design and co-production – particularly those around organisational culture, capabilities and trust

Lynelle Briggs  
Former Chief Executive Officer  
Medicare Australia

10.00 **Building capacity for more collaborative approaches**



Keynote

- Co-design and co-production require a significant shift from 'traditional' service delivery approaches – how can we build this more collaborative approach into organisational culture?
- Building the capacity of Government for co-design and co-production
- Building capacity in communities for greater involvement in designing, shaping and delivering services

Yehudi Blacher  
Former Secretary  
Department of Planning and Community Development,  
VIC

10.45 **Morning tea & networking**

11.15 **Perspectives from the Secretary of DHS Victoria**



Keynote

Gill Callister  
Secretary  
Department of Human Services, VIC

## Effectively utilising online channels to support co-design & co-production

12.00 **Co-design via Government 2.0**

- The potential of online channels to support co-design and co-production for organisations
- How myregion.gov.au has been designed to support co-design
- The future of co-design in government

Craig Thomler  
myregion Director  
Department of Regional Australia,  
Regional Development and Local Government

12.45 **Networking lunch**

## Co-production in practice

1.45 **Drawing on collective strength & wisdom to manage problem gambling**

- The evolution of the Problem Gambling website – from comments to community
- Co-design – how comments are fed back into the design of service delivery as well as community education and awareness
- Co-production – how problem gamblers and their families and friends support each other online

Jo Argent, Online Communications Advisor  
Office of Gaming and Racing, VIC

2.30 **Co-production for stronger communities**

- About the NSW Government's Building Stronger Communities Strategy 2007-2011 and its focus on community participation and social inclusion
- Motivations for taking a co-production approach to improving service delivery in Macquarie Fields and Mt Druitt
- Their approach to community engagement and how they 'co-produced'
- The results of a co-design/co-production approach and what the future holds

Jo Sammut, Senior Project Manager  
Service Delivery Integration Team  
South West Sydney Metro Region  
Department of Family and Community Services &  
Kathryn Williams  
Claymore/Macquarie Fields Project Manager  
Department of Family and Community Services - HNSW

3.15 **Afternoon tea & networking**

3.30 **Planning by communities for communities – co-production in Golden Plains Shire**

- How Golden Plains Shire Council views community planning – 'enabling' communities to identify priorities, find solutions and implement projects to achieve community goals
- How Golden Plains Shire 'does' co-production – the mechanics of the process and how to effectively hand over ownership
- A reflection on the benefits of co-production over ten years on – both in terms of tangible results and community building

Damian Waight  
Team Leader, Community Development  
Golden Plains Shire Council

4.15 **Co-production improving dispute resolution services**

- The Department of Justice's Appropriate Dispute Resolution (ADR) Directorate's motivations for co-production
- How the ADR section co-produces with key stakeholders (Courts) – the practical aspects of collaboration
- Community members 'delivering' dispute resolution services – empowering community members to resolve disputes before they get to the courts

Neil Twist  
Director, Appropriate Dispute Resolution (ADR)  
Department of Justice, VIC

5.00 **Closing remarks from the Chair & close of conference**

Early booking discounts apply – the earlier you book the more \$\$\$ you save

# Workshops

Monday 26th March, 2012

Tuesday 27th March, 2012

## How to effectively use online channels to co-design & co-produce:

policies, programs, campaigns & services

### Pre Conference Workshop A

Monday 26th March, 2012

9.00am – 4.00pm

More and more Government agencies are realising the potential of online channels for co-design and co-production.

The South Australian Department of Premier and Cabinet, for instance, used these tools to support the co-design of South Australia's Strategic Plan and in Queensland the Emergency 2.0 wiki is being used to co-design more effective responses to emergencies.

In this highly practical workshop Gov 2.0 advocate, Craig Thomler, will provide you with an understanding of how to effectively use online channels to support co-design and co-production.

#### You will explore:

- The potential of online channels for co-design and co-production
- The tools available
- How to select the most appropriate tools for your specific purposes
- How the private sector is engaging online to allow citizens to develop products
- Success stories in Government and what's required to progress in the future

#### About your workshop leader:



##### Craig Thomler

myregion Director

**Department of Regional Australia, Regional Development and Local Government**

Craig Thomler is one of Australia's leading Government 2.0 advocates and practitioners. As an entrepreneur he has founded and held senior roles at a number of early-stage technology and resources companies in Australia and overseas. Since 2006 he has worked in the Australian Public Service, where he developed his interest in improving public governance through strategic and innovative use of digital technologies.

In 2009 Craig was awarded the inaugural Government 2.0 Individual Innovator Award by the Australian Government's Government 2.0 Taskforce. In 2010 he was named one of 'The Top 10 Who are Changing the World of Internet and Politics' by PoliticsOnline and the World eDemocracy Forum.

## How to successfully co-design

### Mid Conference Evening Workshop B

Tuesday 27th March, 2012

5.30pm – 8.30pm

Australia faces some significant policy and delivery challenges. Addressing these challenges requires a fundamental shift in the way we do things; a move to a co-design approach.

The Australian Centre for Social Innovation has pioneered a successful approach to co-design called Radical Redesign. Essentially, it's about working bottom-up and top-down as well as working in, with, and for local communities to generate, prototype and improve solutions.

This highly anticipated workshop will explore the approach and how Radical Redesign can be applied in other organisations.

#### You will explore:

- An introduction to Radical Redesign
- The key principles and processes of co-designing with users to create new solutions
- The six behaviours required to co-design effectively
- How you can apply co-design processes in your organisation

#### About your workshops leaders:



##### Brenton Caffin

Chief Executive Officer

**The Australian Centre for Social Innovation**

Brenton began his career in the Department of the Prime Minister and Cabinet, later consulting to Australian and British governments on public policy, performance improvement and change management.

He has also held positions with the South Australian Department of the Premier and Cabinet, Government Reform Commission and WorkCover.



##### Sarah Schulman

Radical Redesign Leader

**The Australian Centre for Social Innovation**

Sarah Schulman is a Radical Redesign Leader with TACSI and wears the social policy thinker/doer hat. A graduate of Stanford University and a Rhodes Scholar, she's worked with national, state and local governments around the world to engage users in the design, delivery and evaluation of health, education, child, youth and family interventions.



##### Chris Vanstone

Radical Redesign Leader

**The Australian Centre for Social Innovation**

Chris Vanstone is a Radical Redesign Leader with TACSI and wears the design thinker/doer hat. A graduate of Central Saint Martins he's worked with organisations like RED and Participate in the UK to address problems like drug use, obesity, ageing, loneliness and youth disengagement.

**SAVE up to \$500 when you register  
by 27 January 2012**

**Early booking discounts apply – the earlier you book the more \$\$\$ you save**

