

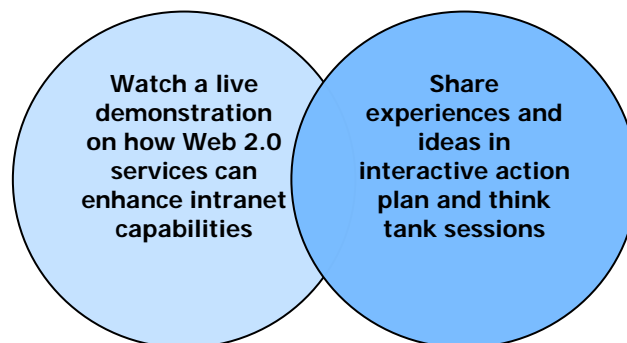
Driving Effective Intranet Delivery in the Public Sector

Deploying strategies to establish your intranet as a comprehensive information resource

Two-day conference and workshop
12-14 November 2007
Rydges World Square, Sydney

This conference will provide opportunities to hear from other public sector agencies who will provide practical insights on how to:

- Outline an intranet strategy that matches public sector organisational culture
- Enhance user experience and engage the organisation
- Negotiate the areas of risk management, governance and intranet ownership
- Evaluate technological options and effectively manage content on an ongoing basis



Post-conference workshop: Wednesday, 14 November 2007

Facilitated by: James Breeze, Principal, Objective Digital

Hear from public sector organisations including:

VicRoads

Australasian Association for Information Systems

University of Technology Sydney (UTS)

The University of New South Wales (UNSW)

Rockdale City Council

Queensland University of Technology

State Services Commission, New Zealand

University of South Australia

Learn from corporate case studies presented by:

Telstra

Tabcorp

Why is this conference so pertinent to your organisation?

Managing an intranet in a public sector organisation presents a unique set of challenges not usually faced by corporate counterparts. Intranets in public sector organisations need to be able to cope with the demands of diverse, hierarchical, and often vast workforces, and meet regulatory requirements statutory obligations, whilst still providing a valuable information resource to the organisation.

In order to find a balance between meeting public sector requirements and ensuring that your intranet accurately meets the needs of your organisation, it is imperative to devise a strategic approach. You must define your organisational vision for the intranet, negotiate hierarchical management, and effectively engage the organisation. You need to also employ stringent content management practices to keep content current, accurate, usable and accessible.

This conference will provide a valuable opportunity to hear from other public sector organisations on how to best manage an intranet for optimum results. It will address prominent challenges such as:

- Improving user experience and gaining constructive feedback to effectively engage the organisation
- Utilising the intranet as an effective communication and collaborative tool
- Discerning what technology will be most suitable and interoperable with existing platforms
- Maintaining content accuracy and currency to make sites more usable and accessible

Who should attend?

Intranet Managers, Managers of Online Services, Intranet Content Developers, Web Designers, Web Authors, Usability Managers, Information Architects, Information Systems Managers, Knowledge Managers, Internal Communication Managers, Learning and Development Managers, IT/IS Strategy Leaders, and Chief Information Officers.

Day One – Monday, 12 November 2007

8.45 Registration and refreshments

9.15 Chairperson's opening remarks

Dr Deborah Bunker, Treasurer, Australasian Association for Information Systems; Senior Lecturer, School of Information Systems, Technology and Management, The University of New South Wales (UNSW)

Meeting public sector intranet needs

9.30 Developing a clear strategic vision for public sector intranets

- Achieving a cohesive approach to intranet management
- Outlining what your organisation wants and needs out of its intranet
- Engraining the intranet in wider information management and communication strategies
- Planning for the future: considering how your intranet should adapt over time

10.15 Meeting the information needs of vast and diverse workforces

- Getting intranet initiatives through management hierarchy for efficient information delivery
- Catering to the needs of different business groups and their responsibilities
- Discerning whether a centralised or decentralised intranet will better serve the organisation
- Identifying when pockets of the organisation are missing out on important information or access

11.00 Morning refreshments and networking

Driving intranet use and engaging the organisation

11.30 Utilising the intranet as a workflow and work management tool

- Building upon a solid foundation
- Aligning the intranet with the business objectives
- Supporting service delivery and decision-making
- Measuring success

John Roots, Coordinator Information Services, Rockdale City Council

12.15 Employing the intranet as a medium for internal communication

- Understanding how an intranet is suited to communication with large public sector workforces
- Targeting messages to specific audiences
- Understanding how to engage with employees in an online environment

Jacqui Legge, Intranet Manager, Internal Communications, VicRoads

1.00 Networking lunch

2.00 Interactive action plan session: Performing intranet evaluations to gain constructive metrics

Coming up with effective ways to measure the success rate of your intranet can be a challenging task. This interactive session will allow you to engage in roundtable discussions with fellow attendees to share ideas and experiences in evaluating intranets. Towards the end of the session each table's conclusions will be pooled together and documented, so that you can leave the conference with an action plan of techniques you can implement in your workplace. Areas for discussion include:

- Tracking user uptake of the intranet
- Identifying what is being downloaded and from where

- Logging the time spent viewing a page
- When hit rates don't equate to value: identifying less-frequented pages that provide valuable information

3.15 Afternoon refreshments and networking

3.45 **Live demonstration: Web 2.0 services to support collaboration and information sharing**

With advances in web technology making it easier for users to participate in the creation and management of content, it is useful to understand how a knowledge management strategy can leverage these trends. This live demonstration will explore how Web 2.0 services can be employed to work in tandem with an intranet and will highlight key areas such as:

- Social networking to build and maintain professional relationships
- Content storage and sharing for teams working across organisational boundaries
- Taking advantage of network effects for marketing and promotion
- Issues of intellectual property protection, privacy, credibility and consistency

Dr Marcus Foth, Senior Research Fellow, Institute for Creative Industries and Innovation, Queensland University of Technology

4.45 **Chairperson's closing remarks and end of day one**

Day Two – Tuesday, 13 November 2007

9.00 Registration and refreshments

9.30 **Chairperson's opening remarks**

David Wilson, President, Australasian Association for Information Systems; Associate Dean (Teaching and Learning), Department of Information Systems, University of Technology Sydney (UTS)

9.45 **Wikis as an online participation tool**

- Using an internal ideas wiki to encourage internal discussion and information sharing
- Employing community of practice wikis
- All-of-government wikis: gathering information about eGovernment initiatives

Sonitha Aniruth, State Services Commission, New Zealand

10.30 **Enhancing involvement and targeting Users**

- Using meta-tags to optimise visibility
- Linking corporate resources for ease of use
- Maximising user involvement
- Making complex issues simple and workable!

Prof. Paula Swatman, Professor of Business Information Management and Professor of Information Systems, University of South Australia

11.15 Morning refreshments and networking

Enhancing content management practice

11.45 Corporate case study

Structuring an intranet for usability and accessibility

- Ensuring staff have appropriate levels of access
- Understanding user habits and making information clearly visible and accessible
- Providing effective search engines
- Utilising information architecture to create a more usable site

Peter Richards, Group Intranet Producer, Tabcorp

12.30 Corporate case study

Maintaining the currency and accuracy of content

- Setting up processes to identify when information is out of date
- Inviting user feedback to tag pages that need improvement
- Getting it right the first time: preventing incorrect information from getting online in the first place

Keith De La Rue, Knowledge Manager, Sales Excellence, Telstra

1.15 Networking lunch

2.15 Open floor think tank session: Managing tools and technology for efficiency and interoperability

Deciding what technology to use to manage an intranet and identifying whether it will be interoperable with other platforms is always a difficult task. This think tank session will allow attendees to openly discuss what has and hasn't worked for them and learn from the successes and war stories of others. Come equipped to share your technology stories and benefit from the experience of others at the same time!

Facilitated by David Wilson, President, Australasian Association for Information Systems; Associate Dean (Teaching and Learning), Department of Information Systems, University of Technology Sydney (UTS)

3.15 Afternoon refreshments and networking

3.45 Stipulating guidelines for generating and submitting online content

- Generating awareness of how and where information should be stored
- Creating a culture of consistency to achieve high information quality
- Ensuring that your intranet does not become overcrowded with content
- Keeping the intranet fresh without extensive resource investment

4.30 Chairperson's closing remarks and end of conference

Post-conference workshop: Wednesday, 14 November 2007

Engage your organisation

Registration: 9.00 am
 Workshop starts: 9.30 am
 Workshop ends: 4.00 pm

Facilitator: James Breeze, Principal, Objective Digital

About the workshop:

In this practical workshop you will learn to leverage new and existing techniques for engaging with management, staff and IT early and frequently in your intranet (re)development project.

Together we will discuss the intranet software development life cycle, what you currently do, what outcomes you deliver and how to improve in the future:

- Gathering executive and staff requirements
- Developing a common intranet vision
- Techniques that can be used to improve in gathering requirements and gaining feedback
- Communicating what you need your developers to do
- Validating your design decisions
- Tracking your ongoing intranet success

About your workshop leader:

James is an IT Psychologist who constantly seeks better ways of doing things. He enjoys helping people get the most out of technology and has experience across a myriad of intranet, extranet and Web projects across Australia's largest corporates and government agencies. He has recently created a new and unique usability company that focuses on scalable consulting products, delivered in a highly motivational context for staff, customers and developers alike.