

Creating the KNOWLEDGE-BASED ORGANISATION for the future

From internal silos
to Information Management
to Knowledge Management

- ➔ A Strategic Roadmap to Deliver Business Excellence
- ➔ Knowledge is the wealth creator for the twenty-first century.

WHEN:
Tuesday July 10 &
Wednesday
July 11, 2012

WHERE:
Rydges Melbourne,
186 Exhibition
Street,
Melbourne

"Knowledge Management is the discipline of enabling individuals, teams and entire organizations to collectively and systematically capture, store, create, share and apply knowledge, to better achieve their objectives." Although there is nothing new in managing knowledge as such, there is something totally new about doing this 'collectively' and 'systematically' using some new strategies, new innovative knowledge processes, knowledge communities/networks, with some new supporting and enabling tools and technologies. This has never been possible before, but the new technologies, including web 2.0 Social Computing, have provided us with totally new ways of working across the globe and offer tremendous potential.

Information management: to classify, categorise, tag, index content for search, is not a sufficient condition for the effective use and application of that data. The next plateau is the application of information for innovation and problem-solving, in a continuous manner, is the challenge of knowledge management. This drives improvement, productivity, quality and inspires innovation.

Building organisational capability requires putting in place organisational systems and processes that capture individual learnings and make them part of the organisation's collective wisdom, its major asset moving forward.

This transformation is inevitable. Let's plan the journey together, starting now. The world-class speakers at this event possess ground-breaking knowledge that can be the catalyst to deliver the world of the future for your organisation.

A national conference excitedly convened by the Municipal Association of Victoria (MAV) as part of the Future of Local Government Program.



Day 1: Tuesday, July 10

8.30am	Registration and Coffee
9am	Welcome, Bill McArthur, President, MAV
9.10am	<p>'The Future of Work', Richard Hames, The Hames Group. Recently described as one of this century's most insightful corporate philosophers, Richard Hames is considered to be one of the most influential intellectuals and strategic knowledge designers in the world today. President of Australia21, Chairman of The Hames Group, Founding Director of the Asian Foresight Institute and a Founding Partner in The Constellation, Richard works internationally as an adviser to governments and with many of the world's most innovative and entrepreneurial business corporations. He is personal adviser and mentor to heads of state, government ministers, Boards and CEOs in Asia, Africa, the Middle East, Europe and South America. A celebrated speaker and writer, Richard is also the author of several best-selling books including The Management Myth; Burying the 20th Century, and The Five Literacies of Global Leadership. Richard is a Fellow of the World Academy of Art & Science, an adviser to the Climate Prosperity Alliance in New York and the Center for Human Emergence in The Hague, a director of State of the World Foundation Africa, and the inspiration behind Isaan New Life - a social venture aimed at stemming the traffic of young women and children into Bangkok's sex industry by revitalizing community life in the north-east of Thailand and its immediate borders.</p>
10.10am	<p>Fostering organisational innovation and creative problem solving, Cory Banks, Bucket Head, The Knowledge Bucket.</p> <ul style="list-style-type: none"> • Designing programs to encourage new ideas, services, products and ways of working • Developing trust within an organisation so employees feel empowered to break the mould • Supporting a culture of cross disciplinary knowledge sharing • Promoting creativity in the organisation and leveraging knowledge from various business units • Facilitating creative problem solving sessions and providing the tools to encourage innovation in the organisation <p>Cory has an extensive background including Knowledge Manager, Capability Group, Parsons Brinckerhoff and in 2011 won the Gold Award for Knowledge Management Excellence at the actKM Forum.</p>
11.00am	Morning tea
11.30am	<p>Social media and knowledge management: a marriage made in heaven or hell? Robert Wilkins, Director Learning and Development, Aussie Home Loans.</p> <ul style="list-style-type: none"> • Understanding the role of knowledge management and how Enterprise 2.0, using the Social Media on Web 2.0, can be used to capture the knowledge of the people in your people and turn it into an organisational asset • Exploring the myths and realities of social media and its practical application to knowledge management • Applying social media to knowledge management through an understanding of the way knowledge is shared and the way organisations and individuals organise information
12.10pm	<p>'Using spatial information to change the world', Richard Simpson, Business Development Director, NextSpace. Richard's career spans architecture, technology, and politics. In his current role at Nextspace, Richard is leading the vision for the Visual City - an innovative 3D platform developed by Nextspace for evidential modelling of cities from the crust upward. Visual City has already been successfully deployed by Melbourne's South East Water for visualisation of catchments, pressure sewer and the urban water cycle. Other related initiatives have been underway in other major cities including Hong Kong, Sydney, Christchurch and Auckland. For Christchurch, Nextspace has teamed up with the Institute of Earth Sciences and Engineering (IESE) to apply the Visual City platform to stereographic forensic visualisations of the over 4,000 after shocks since the initial September 2011 quake. Richard is currently Chair of the ANZAC Centenary Bridge governance committee - a bold project often referred to as Auckland's next 'Sky Tower'. Nextspace is a partnership between Right Hemisphere and NZ Government to catalyse 3D visualization developed for the aerospace industry into improving NZ's competitiveness. All of these have common interwoven threads of people and ideas.</p>
1pm	Lunch
1.45pm	<p>'Transforming systems into knowledge', Glyn Evans, President, Association of IT Managers (SOCITM, UK). Glyn has over 30 years experience of working in local government in IT support and management positions. In November 2003 he was appointed as Director of Business Solutions & IT with Birmingham City Council with the remit to drive forward a business transformation programme across the Council. He has led the development of the Council's approach to transformational change and in the creation of a joint venture company with Capita to support the change programme. Following this, Glyn took on the role of Corporate Director of Business Change to ensure business transformation is adopted, embedded and implemented across the Council. At a national level, he is a member of the CIO Council, an advisory body established by the Cabinet Office's e-Government Unit, of the Local CIO Council and of the Local Government Delivery Council. Within Socitm, Glyn is past Chair of the policy group, Socitm Futures, and was also chair of its forerunner, the Socitm Information Age Government Group.</p>
2.40pm	<p>'Making your knowledge strategy stick', Mark Schenk, Director, Anecdote Australia Considerable effort can go into developing your KM strategy. But does anyone know what it is? This presentation will describe how you can use storytelling to engage your stakeholders in the strategy and ensure everyone who needs to know really understands it. A knowledge strategy is worthless unless it can be recounted when it counts, that is, when decisions are being made.</p>
3.20pm	Afternoon tea



3.45pm	<p>'The Knowledge Hub', Brad Krauskopf, founder and CEO, Hub Melbourne Brad Krauskopf co-founded Hub Melbourne in 2010 following his discovery of the global Hub network in Europe (where he worked with Hub Madrid and the former Hub World team). Brad is passionate about cultivating connections and innovating new business models that create both economic and societal value. He is also an avid traveller, entrepreneur and learner, and has enjoyed all of these pursuits in places such as USA, Spain, South America. Brad previously founded two successful businesses in events management and technology respectively. He serves as a micro-trustee of Awesome Foundation Melbourne and is on the advisory team for RMIT's Social and Environmental Enterprise Development program (SEEDs).</p>
4.20pm	<p>Group discussion: key learnings to date</p>



Day 2: Wednesday, July 11

9am	<p>'A Better Future for Records Management', Steve Bailey, Senior Advisor (Records Management) at JISC infoNet, University of Northumbria (UK). Steve Bailey is a recognised authority on records management. His book 'Managing the crowd: Rethinking records management for the Web2.0 world' is highly acclaimed. He views records management as a massive area of opportunity if it can adapt to the new environment: "For a field largely reliant on the active participation of the individual users responsible for creating, using and managing records to achieve its aims, much of records management appears sorely lacking in the depth and sophistication of its knowledge about those same users, their needs and objectives. Records management has focused almost exclusively on the needs of 'the organisation' often to the detriment of the users we are so reliant upon. After all, records management has long strived to be acknowledged as a 'corporate function' alongside HR, finance etc and clearly many of the drivers for it (accountability, governance, regulation etc) tend to apply at the organisational, rather than the individual level. Few record managers have the authority to compel users to adopt the procedures or systems they introduce. Instead we rely on a mixture of inspiration and perspiration to encourage adoption – with varying degrees of success and one quote reflects this:</p> <p>"In spite of extensive training, most staff never got to grips with the system"</p> <p>Technology has transformed the act of information creation out of all recognition in recent years. As a result, our users and information creators have been empowered as never before and yet, at the same time, the records management profession remains wedded to a methodology which has changed little in fifty years and which risks shortly being no longer fit for purpose. Steve's mission is to change all this.</p>
9.30am	<p>Using Technology to Drive Public Sector Innovation, Dominic Campbell, Founder, FutureGov (UK) FutureGov has changed over time, beginning life advising councils, in particular communications teams, on how to use social media. As time has gone by it has become much more than a social media consultancy, going back to its roots in technology-led public service change. Passionate about innovation in public services, FutureGov started to advise more and more on the use of web technology for social innovation and change. It began to focus in more detail on the design process as well as building its own technology and working with partners to implement tools on the ground. In parallel, an online presence and open approach to communication has grown its reputation as thought leaders, helping to shape policy and practice in government. The Futures Programme gives councils the chance to explore their own local priorities for change through design and social technology. The mission is an open and collaborative change model that ensures deep change locally, alongside an innovation network across the local public sector and beyond.</p>
10.30am	<p>Morning tea</p>
11.00am	<p>Making use of knowledge as a critical and dynamic resource in your organisation, Karen Purser, Australian Centre of Excellence in Local Government</p> <ul style="list-style-type: none"> • Moving away from the definition of knowledge management as records management • Empowering employees to make optimal use of information to perform effectively • Providing employees with the skills to report, evaluate, analyse and interpret information, including advice from business networks on the Internet • Designing accessible knowledge repositories for employees and recording critical information to minimise knowledge loss when employees leave the organisation
11.40am	<p>'Knowledge management and public records compliance: a forgotten world', Julian Galt and Stewart Halse, Southern Cross University, New Zealand Tertiary institutes in New Zealand are being challenged by the need to make headway on Public Records Act (PRA) compliance. This aspect of knowledge management has been hitherto largely neglected. Furthermore, the actual implementation of knowledge management systems, where the rubber hits the road, is still developing at a time when ensuring that one's knowledge base is not lost as staff move jobs, retire or are retrenched. This case study focuses on the strategy and implementation processes of a tertiary institution and the steps taken towards compliance. It examines the strategies employed to support the organisation's growth and viability, and identifies issues contributing to a mismatch between the underpinning records systems, and operational needs. The institution has instigated an implementation plan to address this misalignment of strategies, and to address both the need for effective systems to support the organisation's core activities, and the need for legislative compliance.</p>



Day 2: Wednesday, July 11 Continued

12.10pm	'A personal journey in knowledge management', Rosemary Seneviratne, Principal Advisor, Knowledge & Information Management, Hobart City Council. Rosemary will discuss her journey in the records and knowledge management space.
12.40pm	Lunch
1.30pm	'Our Challenge for the Future', Mike McAllum, Global Foresight Network. Michael McAllum is an internationally recognized speaker, author and facilitator / consultant. He works predominantly with organisations and cities to develop strategies, innovative thinking and new business models that make them resilient in a fast changing world. He is the founder of the Global Foresight Network which specializes in the practice of strategic foresight and designing better futures. He is also a member of an exclusive international speakers bureau 'Future Voices' and was one of only nine global expert commentators in the recently released British Government report 'The Shape of Jobs to Come'. Michael is also on the steering committee of the National Business Leaders Forum for Sustainable Development and is active in the establishment of a Pan Asian Business Forum dedicated to networking leaders in post carbon competitiveness. Michael previously occupied leadership positions in the New Zealand Dairy Industry. Michael is well recognized globally for his writings on 21st century strategy. This has included his latest book Designing Better Futures - rethinking strategy for a sustainable world, co-authorship of Strategic Foresight: the power of standing in the future and many critically acclaimed essays including Rewire Your Head, Getting ahead of the curve, Future cities and Managing Uncertainty.
2.15pm	'OK, let's get to work: how do we move this forward?' Small Group discussion: Strategies to move forward <ul style="list-style-type: none"> • Vision • Strategy: First steps • Support needed
3.15pm	Reports back and wrap up
3.45pm	Close



Conference Cost:

\$572 (including GST).

Note: no single day registrations are available

To register:

go to www.mav.asn.au/events/Pages/upcoming-events.aspx and scroll down to July 10

Queries:

John Hennessy: jhennessy@mav.asn.au (03 9667 5555)

Accommodation:

Rydges Melbourne, 186 Exhibition Street. 03 9662 0511

Mercure Hotel, 13 Spring Street, Melbourne, Toll free 1800 813 442

Excitedly convened by the
Municipal Association of
Victoria on behalf of local
government nationally