

- ▶▶ A One Day Fully Encompassed Forum, Case Studies, Interactive Mini-Workshops and Strategies
- ▶▶ Plus, TWO Half-Day Post Forum Workshops

**BOOK EARLY
TO SAVE**

Creative Tools for Engagement in the Public Sector



19-20 April 2017, Novotel Canberra, Australia

#gameaus



The Government and Public Sector is serious business, so can we really expect them to play games?

If it's one of the most valuable tools you can use now in engaging communities and staff for both learning and communication, then **"YES"** would be the answer.

Sharing insights and learnings through case study presentations are:

Laureate Australia

Department of Employment

gerenwa

Health Education and Training Institute

ThinkPlace

Code for Australia

Happy Body At Work



Official Partners:



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The Government and Public Sector is serious business, so can we really expect them to play games? If it's one of the most valuable tools they can use now in engaging communities and staff for both learning and communication, then "YES" would be the answer.

How does it work? Gamification creates an environment where people compete as part of a game, and through the process learn something new or behave in a desirable manner.

Players of the online role-playing game World of Warcraft have collectively spent more than 6 million years playing the game. Gamification was born through the realisation that a person will spend thousands of hours playing a computer game to earn a digital representation of a purple sword. By applying elements of behavioural psychology and gaming to business, it was discovered that the same drive to participate found in the game player could be brought out in customers and employees. Research firm Gartner predicted that "by 2015, 40 percent of Global 1000 organisations will use gamification as the primary mechanism to transform business operations." Gamification, whether by using something as simple as virtual badges or as complex as an entire game, offers a framework for encouraging desirable behaviour.

HALF DAY WORKSHOPS

Workshop A: Changing the Game: Using Gamification in your Organisation to Engage and Motivate

Dr. Zac Fitz-Walter, Gamification Consulting & App Development, Eat More Pixels, Gamification Geek

Workshop B: Taking Gamification in the Public Sector to the Next Level

Kerstin Oberprieler, Executive Designer, ThinkPlace, Lead Gamification Designer, PentaQuest

Day One - AGENDA

8.30 Registration and refreshments

9.00 Chairperson's opening remarks



Professor Steffen P Walz, Managing Director, gerenwa, Germany

Steffen is an award winning game & interaction designer, an internationally recognised scholar & book author, a business consultant & an entrepreneur with a background in computer aided architectural design, cultural anthropology, creative web direction, TV satire writing, entertainment media production as well as attempted pop music stardom.

9.15 The Game Changer - Saving Patients' Lives

Imagine if you were a nurse working in a small rural health facility with no medical officer on site. You begin your shift and have no idea what the day will hold. You are on your own. All you know is that during your shift, any age of patient may attend with a variety of health problems and signs and symptoms of illness, perhaps including emergency presentations. You need the skills for an astute assessment, potential resuscitation, and quick decision making.

- ▶▶ There is no medical officer available on site or in town
- ▶▶ The ambulance service, staffed by paramedics, is 40 km away
- ▶▶ Brigalow Hospital is located one hour's drive away

In this highly interactive session, you will play the role of the rural nurse through a gamified approach. Your life or death decision making will be done through

<https://www.polleverywhere.com/>

which should be downloaded (App) or on your browser for the session.

This is the game changer.



Nina Lord, Director, District HETI

Nina is the Director of a large portfolio in NSW Health's Health Education and Training Institute (HETI), Nina leads and manages education for approximately 150,000 health workers across the State. She has a long work career in education both in the private sector and in government. Nina graduated from the Australian National University in 1994 with a Bachelor of Asian Studies and a Bachelor of Arts majoring in Islamic Studies and International Politics.



Howard Dawson, Senior Program Officer, Professional Practice and Interprofessional Collaboration, District HETI

A Learning and Development Program Manager with over 25 years experience specialising in the design, development, delivery and evaluation of end-user training and education on large scale corporate and clinical ICT projects. He has worked in NSW Health for 14 years on the implementation of the electronic Medical Record (eMR), HR/Payroll (StaffLink), rostering (HealthRoster) and learning management (HETI Online) systems.



10.15 Morning refreshments and networking **#gameaus**

10.30 Gamification design: Meaningful engagement for the public sector: **Mini-Workshop**

At the end of this workshop, you will have a gamification concept.

- ▶▶ Learn the gamification design process, used successfully with many teams and organisations
- ▶▶ Practical tools and tips on implementing gamification in your organisation
- ▶▶ Interactive and fun workshop that goes through a rapid design process



Kerstin Oberprieler, Executive Designer, ThinkPlace, Lead Gamification Designer, PentaQuest @KerstinOberprieler

Kerstin Oberprieler is a gamification expert, with particular experience in applying gamification techniques to complex challenges in government. Kerstin draws on her human centred design, user research, and digital design experience to deliver outstanding gamification solutions. Kerstin regularly publishes and speaks on gamification, and is currently completing her Masters by research in gamification, design thinking, behavioural economics and cultural-historical activity theory. She was also awarded the Australian Association for Research in Education's award for her work on gamification in complex systems.

Day One - AGENDA

11.30 Making Optus H(App)ier

How a Gamified Wellbeing program engaged Optus Retail employees

In 2016 the award winning Happy Body At Work ABC Commercial team were commissioned by Optus to develop an industry-first gamified wellbeing program. This program was rolled out as a nationwide pilot to all 1400 Optus Retail staff over a 6 week period. Macquarie University was commissioned to do a post doctoral research project reviewing the development and outcomes.

Developed using Agile and Lean protocols, the program included three layers of engagement:

- ▶▶ A Group Journey, with four key education pillars - energy, sleep, mood and stress
- ▶▶ A Personal Journey - with daily quizzes and individual feedback
- ▶▶ Gamification with teams, points and prizes

The engagement results were an incredible 78% of staff onboarding with over 57% still engaged at the end of the program. Statistically significant findings in engagement, behaviour change, awareness and ability to cope with customers reflected the huge word of mouth success of the project.

The program will now be rolled out across the entire organisation and a number of peer reviewed research papers will be published.

Anna-Louise Bouvier, Executive Director, Happy Body At Work

The ABC's multi award-winning Happy Body At Work (HBAW) was created in 2013 by leading physiotherapist and mind/body expert, Anna-Louise Bouvier in partnership with ABC Commercial. To date, our wellbeing programs have rolled out to over 25,000 employees throughout many leading public and private sector organisations with great success.



12.30 Networking lunch (Please let us know two weeks prior of any dietary requirements)

1.30 Game Change – Or How Talking Like a Pirate Made Me Come to Class

A high proportion of contemporary tertiary students struggle to maintain motivation and engagement. Gamification has been suggested as one means of addressing this issue. Dr Rowan Tuloch at Macquarie University implemented a gamification system within the classroom and then surveyed students to ascertain their reactions to the gamification. The system was designed with three key principles in mind: relevance, mastery, and agency. The purpose was to foster student interaction, mastery of skills and knowledge and control over their classroom experience. Students reported the experience as enjoyable and that it increased motivation.

This session will show you:

- ▶▶ How well-designed gamification systems can be well-received by everyone
- ▶▶ How to steer desired behaviour with the help of game mechanics
- ▶▶ That the success of gamification projects may not lie in their ability to recreate the experience of a video game, but in the strength of the relatedness, competence, and autonomy of the individual



Dr. Jens Schroeder, Associate Dean, Design, Laureate Australia/New Zealand

Dr Jens Schroeder is the Associate Dean of the Design Vertical of Laureate Australia/New Zealand. He presented papers at a number of conferences, spoke at German and Australian universities, and managed an award-winning creative media institute. He worked in a Berlin-based games studio, acted as an assessor for the NSW Government's Interactive Media Fund and judged entries for the AIMIA Awards. He has written two books on digital games and is passionate about using digital technologies and games for learning purposes and the social good. He works with Sydney based Epiphany games on several gamification projects, one of them a gamification project that originated a Macquarie University and is supported by Optus as part of their Future Makers grant scheme.

The Laureate network of more than 80 campus-based and online universities offers undergraduate and graduate degree courses to over 1,000,000 students around the world. Laureate is the largest education network in the world and employs more than 50,000 staff members.



Day One - AGENDA

2.30 **What do cupcakes, lawyers and SMS reminders have in common?**

In August, 2016 we began a partnership with **Victoria Legal Aid** to examine the way clients are matched with services and determine where technology could be used to enhance the client experience. In 6 months, the team worked to develop two web apps. The first, an SMS appointment reminder service to cut down on administrative time sending text messages to clients. The second, a Legal Aid Checker tool to assist clients in helping themselves through a legal matter, making it clear what the organisation can and cannot give legal advice on, and providing the most useful information to the client.

This session will take you through:

- ▶ Civic technology and uses within gamification
- ▶ Geeks in government
- ▶ Iterating service delivery



Alvaro Maz, Code for Australia

Alvaro is one of the co-founders of Code for Australia and Managing Director. Before Code for Australia, Alvaro was an urban planner, designer, open data and open government consultant for Australian governments and a social entrepreneur. He is also a Sandboxer, Centre for Sustainability and Leadership Fellow, Startup Leadership Fellow and is learning how to play the Ukulele.

3.45 Afternoon refreshments and networking **#gameaus**

4.00 **Jobfit Mobile App: Engage job seekers with gamification techniques**

Becoming unemployed is typically very challenging and stressful. Job seekers are typically upbeat and positive in the early days but they can quickly become negative and demotivated. The Department of Employment applied the merits of gamification techniques and produced the Jobfit mobile app to motivate job seekers by keeping them doing things they need to do to find work. Through the app, we also provide some timely and relevant information to guide job seekers and improve their "job fitness". By achieving the above, we hope job seekers can find work in less time than they are currently taking.

- ▶ Whilst the Jobfit mobile app uses game design methodologies, it should not look like a game. We couldn't be seen to be trivialising the issue of being unemployed and the process of getting back to work. We need to be very conscious of the risks such as unintended impact to certain job seekers
- ▶ The Jobfit mobile app can currently be downloaded from iTunes and Google Play app stores. It is being piloted through selected employment consultants
- ▶ A market research company was recruited to perform a testing with about 60 job seekers before our pilot. The job seekers were surveyed every two days over a period of app usage. Besides giving us assurance on the expected outcome, it also validated the risk of unintended impact and allowed us to refine the product based on their feedback

What the delegates will learn from the session:

- ▶ The Jobfit mobile app functionalities and how they can better engage job seekers.
- ▶ Our challenges and learning in designing and implementing the app
- ▶ Gamification as one of the engagement tools in the Australia Public Sector



Stephen Moore, Chief Information Officer, Department of Employment *Stephen Moore has spent 23 years in the Department and its predecessors in a variety of ICT and policy roles.*

Stephen's Group develops, maintains and supports IT software products that underpin the Department's employment programs. These systems are used by around 500 organisations and 45,000 users to access information about the job seekers they have on their caseload, record their assistance activities and claim outcome payments and service fees.

4.45 **Closing remarks from the chair**

20 April 2017, Half-Day Workshops



Changing the Game: Using Gamification in your Organisation to Engage and Motivate

Registration: 8.30 am
Workshop starts: 9.00 am
Workshop ends: 12.00 pm

EAT MORE PIXELS

Facilitated by: Dr. Zac Fitz-Walter, Gamification Consulting & App Development, Eat More Pixels, Gamification Geek

About the Workshop:

This workshop covers looks at what makes games so engaging, explains relevant motivational psychology theories, and how all of this can be used to innovate and engage employees in organisations. CEOs, leaders, and managers have a strong focus on improving performance, increasing productivity, and encouraging excellence. When it comes to work, the greatest asset in any business are the employees, and it is important that the work they do is satisfying, challenging and meaningful. However, these days it can be difficult to engage employees and keep them motivated. Turning to games offers one solution to make the systems and processes in place more intrinsically motivating and engaging to use by our employees. This is because video games can be incredibly engaging. An estimated 68% of Australians play video games and spend on average 88 minutes a day playing games. In one game alone, World of Warcraft, it is estimated that the 11 million registered users have spent over 50 billion hours playing, almost 5.9 millions years - as much time as we have spent evolving as a species.

About Your Workshop Leader:



Dr. Zac Fitz-Walter is the creative lead at Eat More Pixels Pty Ltd, a development studio located in Brisbane, Australia that specialises in creating apps for research and industry. The team at Eat More Pixels have a background in research, and playful design.

Zac previously researched and taught at the Games Research and Interaction Design Lab as an Associate Lecturer in the Bachelor of Games and Interactive Entertainment at Queensland University of Technology (QUT). He received his PhD for investigating the effective design of gamification for smartphone apps and mobile devices.

Zac has interned at the Nokia Research Center in Helsinki and worked as an app developer for the Institute of Health and Biomedical Innovation (IHBI) at QUT. He is also an established iOS developer, who has developed a number of apps for both industry and research, he has taught iOS development nationwide for the Apple University Consortium, and regularly keynotes at conferences on the topic of gamification and motivational design.



Taking Gamification in the Public Sector to the Next Level

Registration: 12.30 pm
Workshop starts: 1.00 pm
Workshop ends: 4.00 pm



Facilitated by: Kerstin Oberprieler, Executive Designer, ThinkPlace, Lead Gamification Designer, PentaQuest

About the Workshop:

Kerstin will lead from her mini-workshop on Day Two and take what you have learnt to new areas and what is next for the public sector.

Taking gamification in the public sector to the next level

- Do a deep dive into the full gamification design process
- A high energy and interactive workshop that rapidly prototypes and iterates a gamification solution for your goal
- Get tools and techniques that you can apply to your organisation and team
- At the end of the workshop, you will have a detailed gamification concept and plan for implementing it in your organisation, and hands-on tools and techniques you can re-use in your organisation

About Your Workshop Leader:



Kerstin Oberprieler is a gamification expert, with particular experience in applying gamification techniques to complex challenges in government. Kerstin draws on her human centred design, user research, and digital design experience to deliver outstanding gamification solutions. Kerstin regularly publishes and speaks on gamification, and is currently completing her Masters by research in gamification, design thinking, behavioural economics and cultural-historical activity theory. She was also awarded the Australian Association for Research in Education's award for her work on gamification in complex systems.

5 WAYS TO BOOK YOUR PLACE AT THIS EVENT

SO-WEB

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EMAIL: aga@arkgroupasia.com
WEB: www.arkgroupaustralia.com.au

POST: Send the completed registration form to Ark Group Australia Pty Ltd, Suite 2, 69 Carlton Crescent, Summer Hill, NSW 2130

Creative Tools for Engagement in the Public Sector (Gamification)

19-20 April 2017, Novotel Canberra, Australia

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Pricing - circle choice	Whole Event <input type="checkbox"/>	Forum and One Workshop <input type="checkbox"/> A or <input type="checkbox"/> B	Forum only <input type="checkbox"/>	Workshops <input type="checkbox"/> A or <input type="checkbox"/> B
Standard Pricing	<input type="checkbox"/> \$2785 + GST = \$3063.50	<input type="checkbox"/> \$2090 + GST = \$2299	<input type="checkbox"/> \$1395 + GST = \$1534.50	<input type="checkbox"/> \$695 + GST = \$764.50
Early bird (exp:20/03/2017 Not valid with any other offer)	<input type="checkbox"/> save \$500 \$2185 + GST = \$2403.50	<input type="checkbox"/> save \$400 \$1590 + GST = \$1749	<input type="checkbox"/> save \$300 \$995 + GST = \$1094.50	<input type="checkbox"/> save \$100 \$595 + GST = \$654.50

Del-egate	Name	Job title	Twitter Handle	Email
1st				
2nd				
3rd				
4th				

Signature

I have read and accepted the booking conditions

Please note: Payment must be received in full prior to the event to guarantee your place

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Cardholder's name

Cardholder's signature

Payment enclosed (Cheques should be made payable to Ark Group Australia Pty Ltd)

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Booking conditions

- Bookings can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and booking early is therefore recommended. In the event of the booking not being accepted by Ark Group Australia the total amount will be refunded.
- Payment must be received in full prior to the course.
- All speakers are correct at the time of printing, but are subject to variation without notice.
- If the delegate cancels after the booking has been accepted, the delegate will be liable to the following cancellation charges:
 - Cancellations notified over 45 days prior to the event will not incur a cancellation fee.
 - In the event of a cancellation being between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
- For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
- All bookings submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
- All cancellations must be received in writing.
- Ark Group Australia will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the programme.
- All bookings, whether Australian or overseas will be charged Australian GST at the prevailing rate at the time of booking.
- Delegates are responsible for their own travel, accommodation and visa requirements.

We occasionally allow reputable companies to mail details of products we feel may be of interest. If you do not wish to receive this service, please tick this box

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Event venue and accommodation

Novotel Canberra
65 Northbourne Ave, ACT 2600
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