

12 - 14 MAY, 2009

CeBIT
australia

www.cebit.com.au

Speakers highlight world's best practice at Gov 2.0 Conference

High-power speaking roster to put world's best of Web 2.0 in government on agenda

SYDNEY, Australia September 3, 2009: Australia's leading government Social Media policy makers will be joined by the top exponents of public sector Web 2.0 use from the US, UK and New Zealand in the highly topical and content-packed Gov 2.0 Conference, in Canberra on October 19. Gov 2.0 is the first event to be held in Australia under the CeBIT Global Conferences outside CeBIT Australia in May. It will feature snapshots of best practice Social Media policies from the Obama Administration, Westminster as well as case studies presented by Australia's own Web 2.0 visionaries. Governments around the globe have been enthusiastic adopters of social media. The UK Government, for example, has been using Wikis since 2005, while President Obama has made Open Government, and the use of technology to achieve this, a cornerstone of his Administration. As President Obama puts it in his Memorandum on Transparency and Open Government: Public engagement enhances the Government's effectiveness and improves the quality of its decisions. Executive departments and agencies should offer Americans increased opportunities to participate in policymaking and to provide their Government with the benefits of their collective expertise and information. Executive departments and agencies should use innovative tools, methods, and systems to cooperate among themselves, across all levels of Government, and with nonprofit organizations, businesses, and individuals in the private sector. Heading up the local line-up is ACT Senator Kate Lundy, one of the government's most experienced users of Web 2.0 technology, making strong use of micro-blogging, wikis and other social media tools, and is also has been a strong supporter of Australia's technology industry throughout her parliamentary career. As the conference chair, Ms Lundy will deliver the opening address, outlining how Government 2.0 technologies and methodologies can help all levels of government build a strong citizen-centric approach in the delivery of services. Ms Mia Garlick, Assistant Secretary for the Digital Economy within the Department of Broadband, Communications and the Digital Economy, is the most recent Australian thought leader to join the Gov 2.0 Conference. As a high profile advisor to Minister Stephen Conroy, Ms Garlick is helping lead the discussion within Government about all issues relating to the long-term direction of the nation's Digital Economy. With her unparalleled expertise, Ms Garlick's insights will add further authority to the powerful speaker panel. The roster of overseas experts will be led by Dr Melodie Mayberry-Stewart, the Chief Information Officer and Director of the Office of Technology for New York State in the US. Dr Mayberry-Stewart, the first woman and African-American to be appointed to the role of New York CIO, will outline best-practice in the USA, particularly in light of her oversight role in the implementation of the state's Empire 2.0 strategy, modeled after President Obama's Open Government Memorandum. Dr Andy Williamson, the director of the UK Hansard Society's eDemocracy Program, which is promoting greater dialogue and partnership between the UK Parliament and the public, and former Deputy Chair of the New Zealand Government's Digital Strategy Advisory Group, will outline how the Hansard Society is driving online political communications and furthering digital democracy. Australian case studies of successful government Web 2.0 initiatives will give the conference a valuable practical focus. Ms Bobby Graham the Director Web Publishing (Acting) at the National Library of Australia, for example, will outline the library's enthusiastic use of Wiki-based collaboration since 2006, one of the world's pioneering applications of such techniques. A full speaker list, and agenda for the conference, is available at www.gov2.com.au Press contact: Roland Tellzen Ph: +61-2-9282 7509 M: +61-447 031 710 roland.tellzen@hannoverfairs.com.au Hannover Fairs Australia is the largest business technology exhibition and conference event organiser in the region. Its flagship CeBIT Australia 2010 event will be held from May 24-26 2010 at the Sydney Convention and Exhibition Centre at Darling Harbour. For more information on CeBIT Australia, please visit www.cebit.com.au. Hannover Fairs Australia is a wholly-owned subsidiary of the global trade group company Deutsche Messe AG. Hannover Fairs Australia also assists Australian companies in attending other international events organised by Deutsche Messe AG across the world. For information about other Deutsche Messe global events please visit www.hannoverfairs.com.au