

Using an Online Engagement Strategy to Drive an Innovation Culture

Mike Bradford

Chief Executive

Landgate

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LANDGATE

Responsible for WA land and property information

Statutory Authority in 2007

Self-sustaining

Location knowledge

Customer focused

Commitment to innovation



WHY INNOVATION?



New ways of doing things

Identify efficiencies

Improve delivery of information

Capitalise on experience and knowledge

Inspire creativity

Develop partnerships

Embedding our values

HOW DO WE MAKE INNOVATION WORK?

- ✓ Strategic direction from the Board
- ✓ Routine involvement from Executive
- ✓ Centralised funding of \$2 million p.a.
- ✓ Identify 'champions'
- ✓ Staff inclusion
- ✓ Act on ideas in a timely manner
- ✓ Reward and recognition
- ✓ Celebrate success & failure

INK2 INFORMATION NEWS AND KNOWLEDGE

HOME

RESOURCES

PORTALS

DOCUMENTS

STAFF

HELP&SUPPORT



nk home> resources> Welcome to Landgate Innovation Program

POPULAR LINKS >>>

Innovation Program
Clockwise
Web Kiosk
Outlook – Web Access
Corporate website
Classifieds
Contact Us
iLand

Quick Links - Apps & Info

[+]

- Customer Feedback Form
- EBIS Application
- EBIS - Homepage
- Facility - Log Problem
- Valsys 10g
- Landgate Project Issues Tracking System (JIRA)
- Landgate Logon
- Service Desk - Incident/Request Form
- Unicenter Service Desk / CA CMDB
- RIC Feedback Form
- Quality Management System
- Training Document Center

Welcome to Landgate Innovation Program


[IDEAS](#) [ANALYTICS](#) [FORUMS](#) [NEWS](#) [PROJECTS](#)

CLICK ON ONE OF THE COLUMNS BELOW TO REVIEW OR SUBMIT AN IDEA



CLICK HERE TO VIEW ALL FORUM CATEGORIES

**Innovation Peer Review Team**

[Collaborate](#)[Bookmarks](#)[My Communities](#)[+ Induction](#)[Add Page](#)

Web Content Display



Welcome to the IPRT!

At this site, you will find all sorts of materials that will help guide you through your first steps through participation in the Innovation Program. Please feel free to surf around each of pages, watching the videos and clicking on links to find out how the whole system works!

Please contact Michael Britton on x7018 if you have any questions!

Reference Guide

[Home](#) | [Recent Changes](#) | [All Pages](#) | [Orphan Pages](#)

Welcome!
(Redirected from Home)

This is the Private Innovation Portal! It is not part of the corporate wiki and is for only sharing information between current and past members of the Innovation Peer Review Team. If you want to use the regular Landgate wide, wiki, please

Inspirational Video!



Online Friends (6)

 Adrian Carroll

 Julie Durbury

 Mandy Lawton

 Michael Britton

 Neil Wilkowski

 Paul Duncan

[Settings](#) [Online Friends \(6\)](#)

THE STORY SO FAR



Over 3,200 ideas discussed

110,000 hits on the forum

50+ projects funded

New partnerships have emerged

\$800K in new revenue

Significant in-house efficiencies identified

85% staff engaged in creative thinking

Premier's Award Finalist 2010

home

dream

launch

create

excite

sustain

realise

contact

Website
Online Shop
Twitter
YouTube

Products Available



Linking people and location



YouTube home

Search

Browse

Landgate Map Viewer - Hillarys 1965-2010

landg8

9 videos

Subscribe



Like



+ Add to

Share



176 views



Uploaded by landg8 on Apr 19, 2011

no description available

0 likes, 0 dislikes



iPad Application

7th International Symposium on Digital Earth

23 - 25 August 2011, Perth Convention and Exhibition Centre

Information sharing was a hot topic at the [#isde7](#) workshop. Looking forward to getting more Local Gov data into [#SLIP](#)

4 trends impacting your business: **innovation, collaboration, social** and **mobility**

A unique global spatial conference for 2011 — [isde7.net](#)

Great to hear the **focus on analysis** rather than just data serving [#ISDE7](#)

Social statistics of **twitter feeds** during the QLD floods. Peaked in 13th Jan then followed the flood path. Cool data eeeek!

I've seen PowerPoint, arcgis explorer, google earth used 4 presentations. Anyone brave enough to run their show with an xbox kinect? [#isde7](#)

Our HyperPod is above [#Perth](#) CBD in a holding pattern. Not long now :)

Off to the **ABCC MOU** photo op! [#isde7](#)

[#ISDE7](#)

Finally home after week in Perth. Great

I'm in **post-conference crunch**. Too many ideas, too little time [#ISDE7](#)

780 days for twitter to reach 10 million users, google plus took 16 days. [#isde7](#)

[#ISDE7](#) Experiencing serious **latency issues** with my Internet connection this morning

Accessibility, mobility and emotion. 3 key factors that need to play into the future of spatial. [#isde7](#)

Key numbers in the future of spatial: '0' anyone who thinks mobile is a fad

Enjoyed [#ISDE7](#) so much I'm **considering a career change**

"The speed of light is not getting any faster." True! Cloud & latency discussions at [#isde7](#)

I need to present on a 3d globe in future like [@GisIntelligence](#) **awesome presentation**

Don't re-invent the wheel!



The screenshot shows the Landgate Innovation Program website. At the top, there are logos for Landgate and the innovation program, followed by a navigation bar with links: home, dream, launch, create, excite, sustain, realise, and contact. The main heading is 'capture your thought bubbles'. Below this, text states: 'Research tells us that a person can have as many as 10,000 thoughts a day, some of these will be about work, some about play'. It then says: 'Since 2008, Landgate's Innovation Program has captured more than 3,000 thought bubbles'. A paragraph follows: 'We built this website to share our experience with other agencies - so that you don't have to reinvent the wheel in setting up your own innovation program. Each page acts as a step in the process, offering useful materials and food for thought.' Another paragraph says: 'And if you're having doubts, check out our FAQs on innovation - we assure you, anyone can create an innovation program. For more tailored inspiration please contact us - we'd love to help.' At the bottom, it says 'Enjoy your journey towards innovation.' There is a small 'Academy' logo with an arrow pointing right, and a 'play video >' button next to a photo of a man.