

Conversations with a Director General

Rob Delane PSM

Department of Agriculture and Food



Institute of Public
Administration Australia
WA

Joanne Blayney

Program Development Manager
WA Institute of Public Administration

PREMIER Corporate Member



PSC | Public Sector
Commission



Murdoch
UNIVERSITY

HAYS Recruiting experts
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Government of **Western Australia**
Department of **State Development**

AUSTRALIA
POST



Institute of Public
Administration Australia
WA

Advancing Excellence in the Public Sector

"Building a Future Ready Sector"

Rob Delane

Director General

Department of Agriculture and Food



Building a Future Ready Sector

26 July 2011

Rob Delane

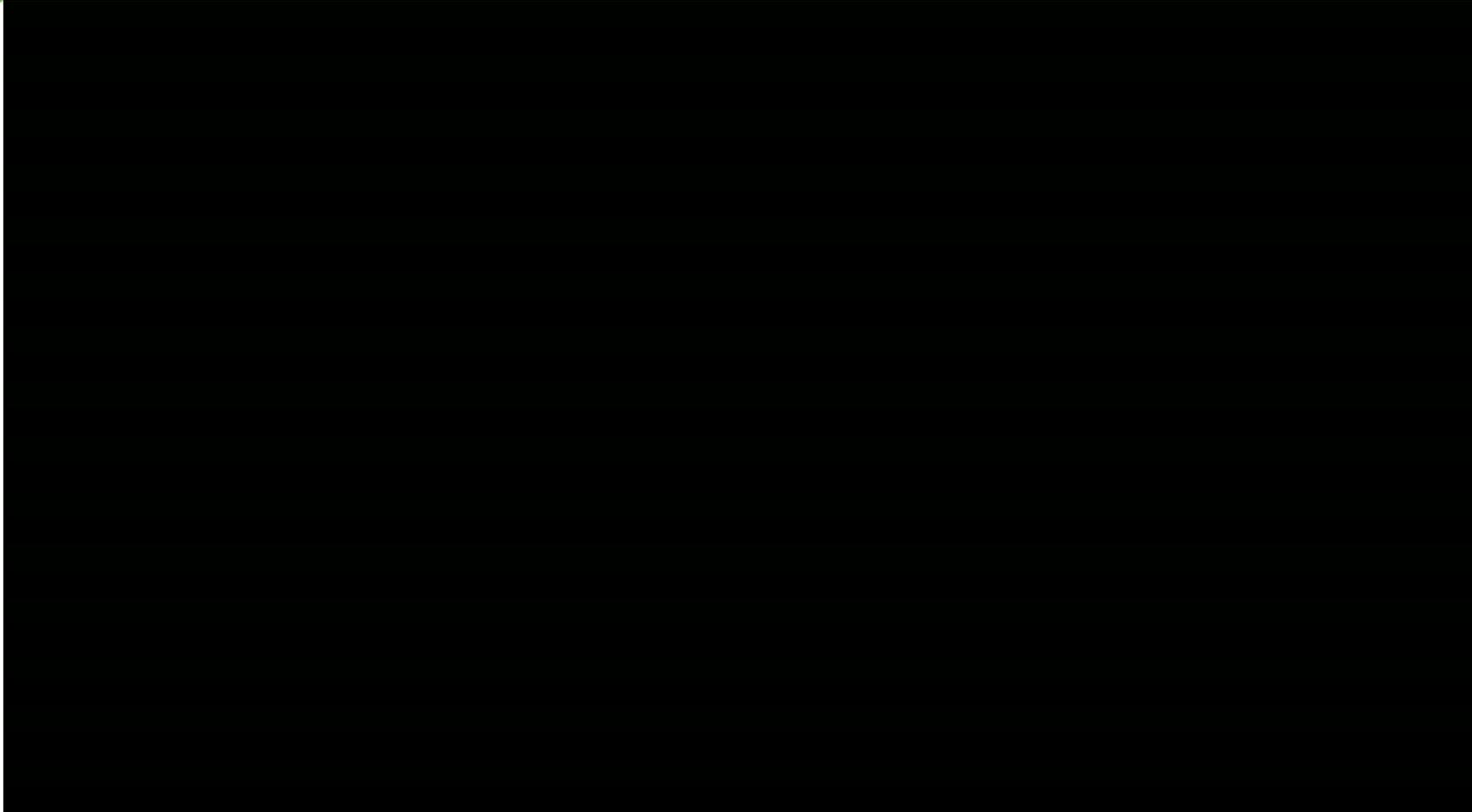
Director General

Department of Agriculture and Food, WA





Department of
Agriculture and Food



*The problems of today will not be solved by
the same level of thinking that created them*

Albert Einstein

*The trouble with the future is that it usually
arrives before we're ready for it*

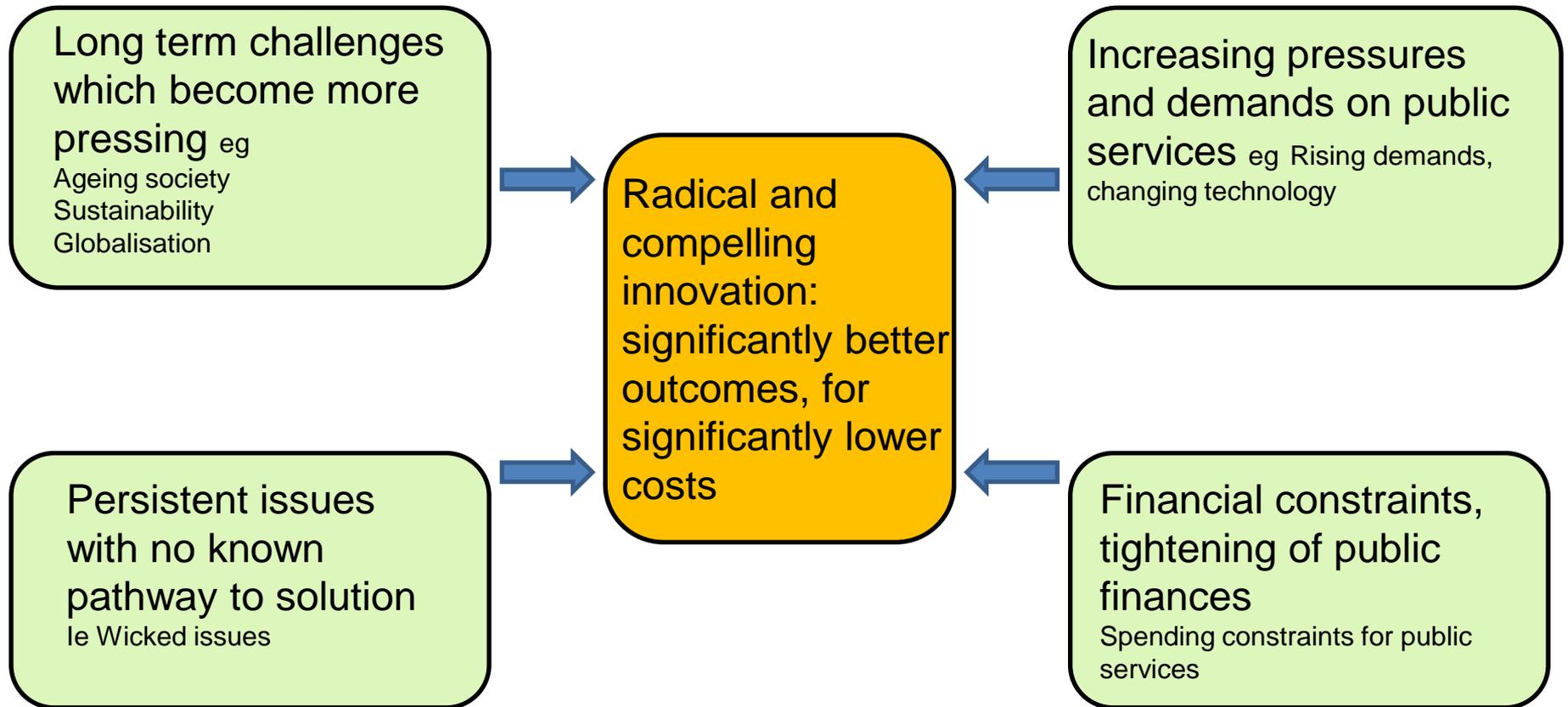
Arnold H. Glasgow

*The best way to predict the future is to invent
it*

Alan Kay



The 2010s Perfect Storm





Changing DAFWAs Culture





DAFWA's economic development role

Maximise the sustainable contribution of the agriculture and food sectors to the Western Australian economy and community

- Proud history of 117 years of contribution – different phases and diverse ways
- In a new era of global, national and State settings
- DAFWA's emphasis has shifted within its long established economic development charter





DAFWA Transformation

- Significant changes over the last two years to strengthen our economic development focus and capacity
- New structure, more responsive, collaborative, industry focused and market driven
- New executive (and SLT) and organisational structure
- Whole-of-supply chain approach
- Partnerships essential with public and private sector; local, national and internationally





Clarity of Direction

- **Our New Mission:**
 - ‘to lead and facilitate the development of the WA agriculture and food sector; and to effectively manage the natural resources on which it relies’
- **Our New Vision:**
 - ‘a progressive and profitable agriculture and food sector that benefits WA’

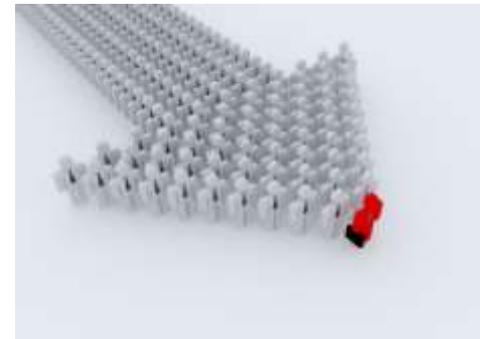


Clarity of Direction

Strategic Plan 2011 - 2015

Four key areas of investment identified to achieve Mission

- Improving long term profitability
- Building a sustainable sector
- Building industry capacity
- Improving markets and trade





CLARITY - COMMUNICATION

Communication is critical to our success:

- **AgConnect**
- **AgBrief, AgWeb**
- **MyPlan**
- **Staff survey**
- **Reference Groups**
- **DG Direct**

**Staff need to be informed -
and should expect good communication**





INNOVATION

Innovation is a change that
adds value



in•no•vate:

transitive verb
1: to introduce as or as if new
2: to effect a change in

intransitive verb
: to make changes : do something in a new way

Merriam-Webster Dictionary



Definition: *Knowledge Innovation*

- The creation, evolution, exchange and application of new ideas into marketable goods and services
 - for the *success* of an enterprise
 - for the *vitality* of a nation's economy
 - for the *advancement* of society



Innovation – a social process



SOCIAL NETWORK





GOVERNMENT OF WESTERN AUSTRALIA
DEPARTMENT OF AGRICULTURE AND FOOD
DEPARTMENT OF COMMERCE
DEPARTMENT OF PREMIER AND CABINET



WAPS 2011



WAPS Action Plan



WAPS web portal



Innovation
Champions



Innovation Workshop

DAFWA Innovation Seminar Series





Developing our Brand





OneDAFWA

One Executive
One SLT
One Department

Cohesion – Consistency - Standards

Brand development strategy

Remember

We are the ones we have been waiting for





VISION

– *A high value brand*



GOVERNMENT OF
WESTERN AUSTRALIA

Department of
Agriculture and Food



Pride...Recognition...Support...Anticipation



Development of Staff





DEVELOPING PEOPLE

- **MyPlan – needs driven professional & personal development**
- **Project/Program management**
- **Senior Leadership Team**
- **Pre-requisite DAFWA training**
- **More, better ID, targeting & return**
- **QoL**

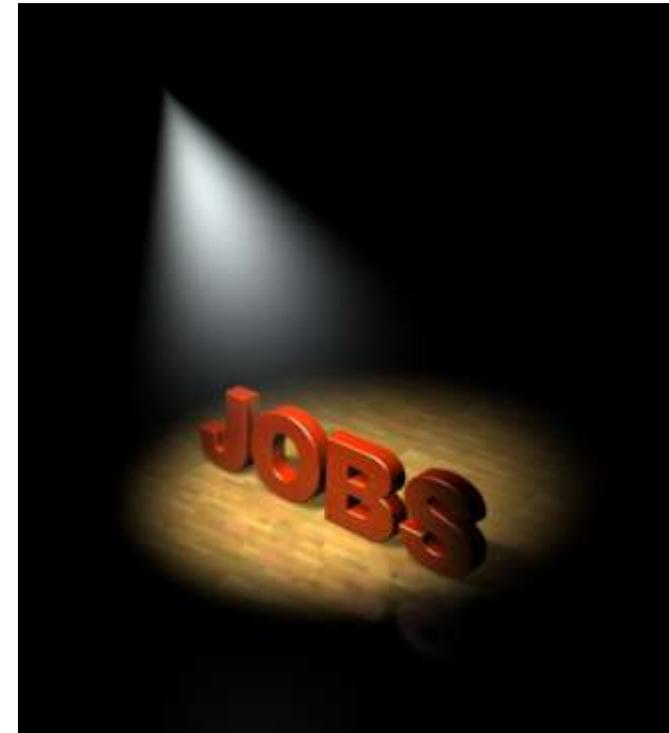




Recruiting differently

DAFWA's spotlight on jobs

- *Geneticists*
- *Researchers*
- *Economists/Statisticians*
- *Policy Developers/Strategists*
- *Entomologists*
- *Food Technologists*
- *Hydrologists*
- *Pathologists*
- *Business/Market Analysts*
- *Agronomist*
- *Farm business advisors*
- *Marketeers/Journalists*
- *Field/Laboratory Technicians*
- *Quarantine Inspectors*
- *Biosecurity Staff*
- *Administrators*
- *Veterinarians*
- *Accountants*
- *IT Specialists*
- *HR Consultants*
- *Producer/grower*





Together we need to build a
future ready public sector







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