

SUBMISSION TO:
**GOVERNMENT
PROCUREMENT
INQUIRY STAGE 2**

PREPARED BY

MARK OGDEN





BACKGROUND & OVERVIEW

The views presented in this submission are the views of myself, the author, and not necessary those of 11point2 Pty Ltd.

This submission resulted from a meeting I had with Ian Nightingale earlier this week who encouraged me to submit to capture my thoughts shaped by lived experience within global corporate innovation structures as well as the startup community.

Due to other commitments, I haven't had the amount of time I would have liked to provide a more considered submission, however still wanted to outline the main points that may be of interest for the commission to seek further insight or clarity against. I would welcome the opportunity to provide this if the commission deemed it worthwhile to do so.

With over 15 years experience in global corporations and 5 years in the ICT sector, I have proven success and strategic management experience within respected multinational organisations, highly adaptive and an MBA in business strategy. I have worked across the care, consumer, manufacturing, and technology industries, in senior business, sales and marketing roles. I have represented Asia Pacific on global sales capability teams as well as being the sales lead on business activity including innovation on iconic brands such as; Mars, M&M's, Snickers, Pedigree, and Whiskas. I am currently Director of a startup that helps organisations start transformative innovation projects whilst mitigating risks.

RELEVANT EXPERIENCE

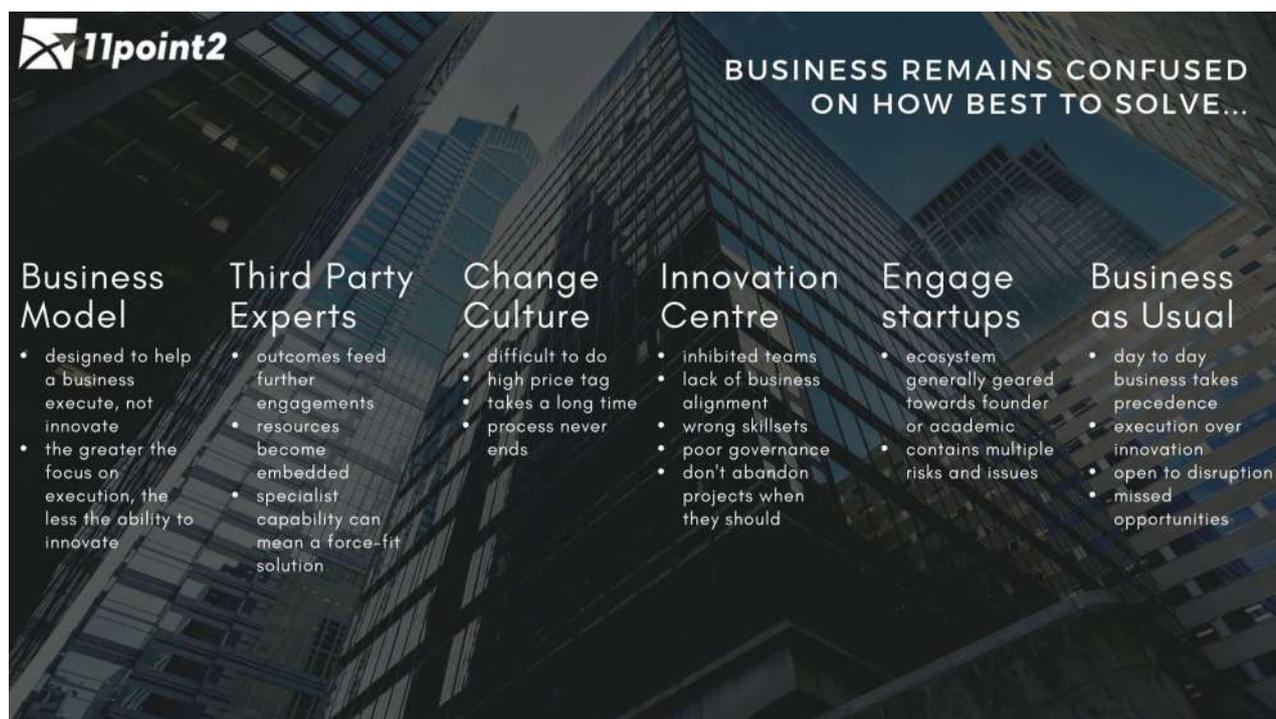
For context.

INNOVATION IS DIFFICULT TO DO CONSISTENTLY WELL

Innovation is hard and contains risk - in fact, most large organisations I speak to confirm they plan for transformative innovation but get iterative or incremental instead. But this is not just limited to South Australia...

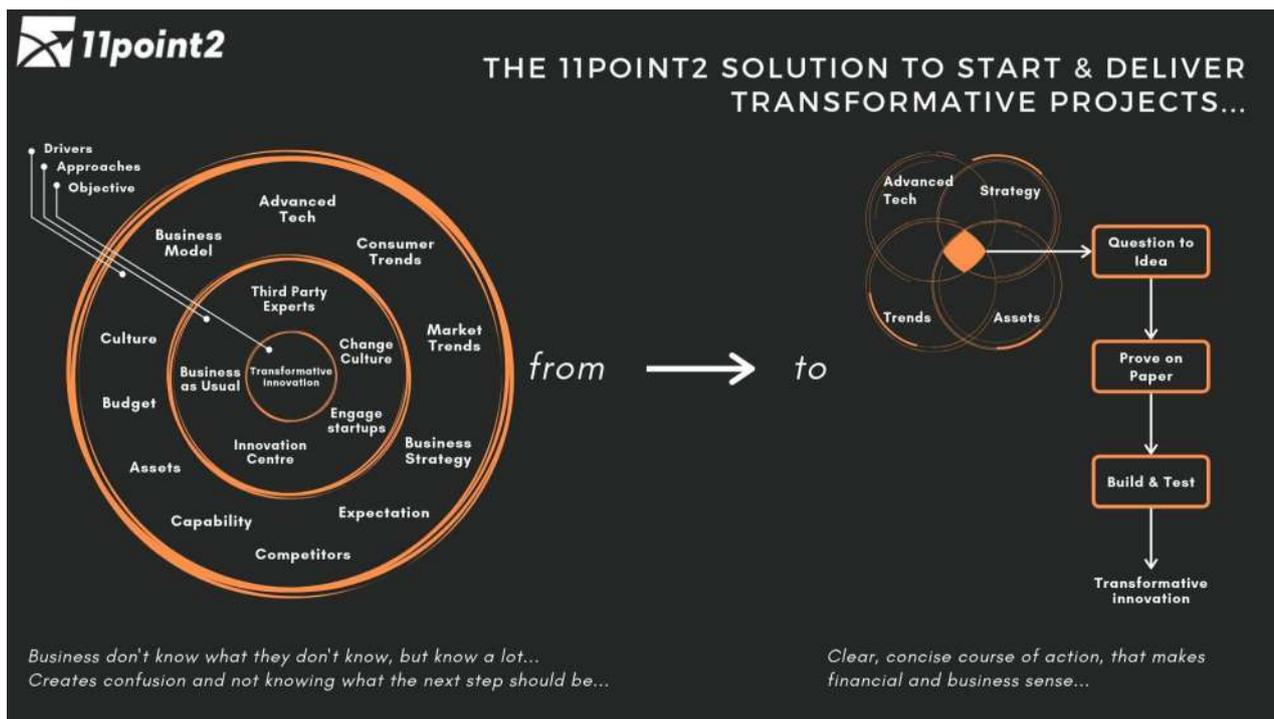


There are many reasons for this, the main being as a business matures its focus and capability shifts to execution of their model, which is appropriate, but stifles their ability to innovate. Most known options available currently have inherent challenges that can impact the success of outcomes...

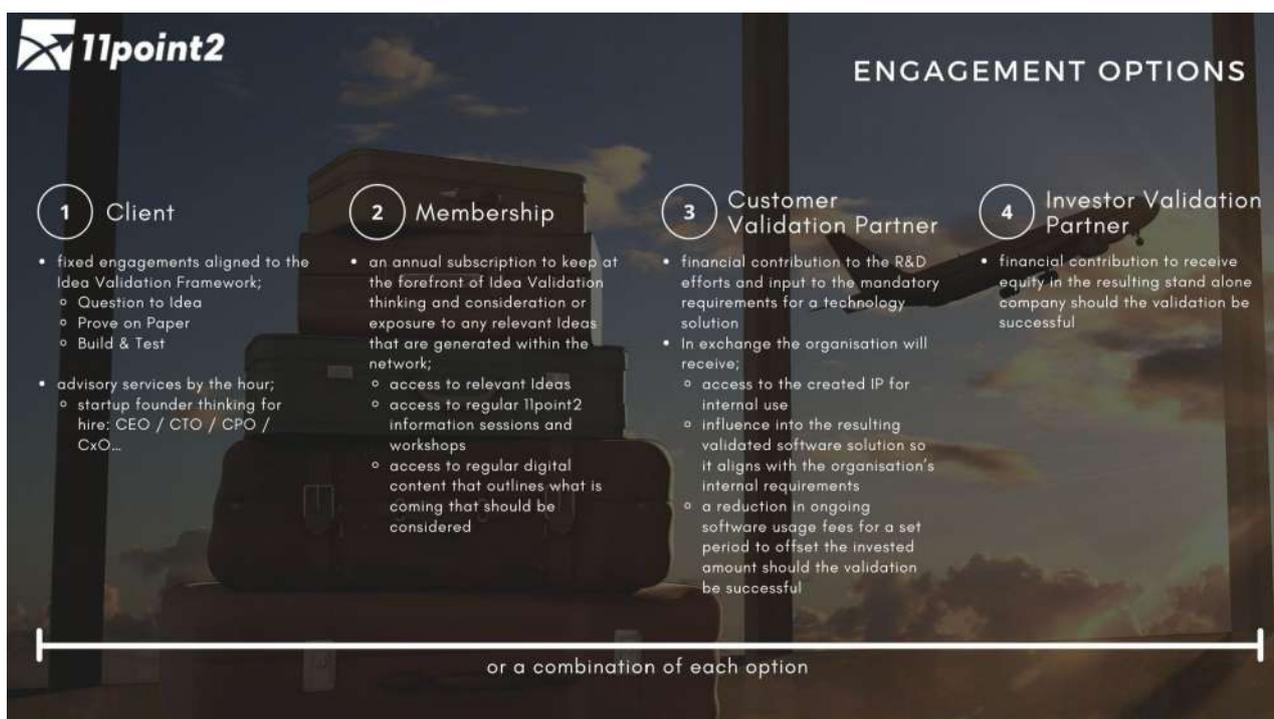


With this in mind, it is easy to understand the preference for government agencies to align more with preferred suppliers that contain inbuilt insurance against risk of project failure - especially with the perceived fallout if it was assumed they were responsible for the waste of taxpayer money.

I have found that the private sector is also confused on how they should best move forward with regards to starting innovative projects. However, momentum is building through a structured and complementary approach where it starts at the project design and failure is planned for...



The more that is prescribed the less innovative the solution can be - the same goes for how IP ownership is applied. We have found that a more flexible approach can unlock the best outcome hence offer a range of engagement options to enable the best suited outcome once all variables are understood...



HOW TO ENCOURAGE INNOVATIVE ORGANISATIONS TO PARTICIPATE...

The reality is that many innovative organisations and individuals that I come across in the private sector do not participate in government procurement processes as they do not see or believe the effort is worthwhile. Overly bureaucratic requirements and a perception that the preferred large suppliers that insure against project failure are just too difficult to compete against.

Whilst I agree in principle with the draft recommendations in the Report, I have provided some additional suggestions for consideration based on my own personal experience.

Outsource some entire projects to FIXE

Give control and a budget to the entrepreneurial community to deliver innovative solutions for a selection of defined government problems. This will likely get new organisations involved and re-engage those that no longer participate, encourage collaboration and accelerate the FIXE stated objectives. It would also likely deliver government some innovative solutions they wouldn't otherwise achieve.

Improve the feedback process of those who are unsuccessful

My own personal experience is that over the years I have submitted for a handful of tenders and to this day have no idea how close we came to winning any of them. You either win the work or you don't, how do you know if you just missed out, hence are encouraged for next time, or were way off and for what reason so you can close the identified gaps for next time.

Provide an avenue for the private sector to approach the public sector with innovative opportunities

When someone in the private sector observes or experiences something that could be done better, even has an idea or innovative solution to do so, what can they do? A current example is the seemingly significant inefficiency of resources in preparing for Government Estimate Committees. 11point2 has a view that by using Natural Language Processing with advanced digital search capability on top of a digitised data set, huge amounts of wasted time could be saved and/or reinvested to more value-add activities – potentially saving the government millions of dollars each year. But we have no idea on how we would go about approaching this.

CONCLUSION

Although no way exhaustive, hopefully some of the concepts and insights raised in this submission will prove of value to the process which I support in encouraging innovative procurement offerings in government procurement,



11point2

Level 2, Eleanor Harrald Building
Lot Fourteen, North Terrace
Adelaide, SA, 5000

Tel: +61 (0)8 8311 3905
<https://11point2.io>