

MEDIA RELEASE

10th February 2011

Launch of New Public Sector Innovation Leadership Programs

The **Western Australia Institute of Public Administration** announced today that it is now offering an extensive suite of Innovation Leadership and Management Programs tailored for Public Sector Management.

The programs are the culmination of over three years of practical innovation workshop experiences with public sector senior management conducted by UWA Professor Tim Mazzarol and research associate Ron J McFarlane MBA.

These programs are further enhanced by a global research study on best practice in public sector innovation conducted by Ron McFarlane and the incorporation of internationally acclaimed *Creative Teamwork and Innovative Problem Solving Program Concepts* from the Basadur Applied Creativity Centre in Canada.

Alison Petrie, CEO of the Institute said, "Research and workshops with the public sector have shown us that many CEO's and senior public sector managers do not have an in depth understanding of what a potent and versatile tool innovative leadership is when used in organisational change, creativity and renewal programs."

According to Mr McFarlane, the most significant innovation opportunities and case studies were engaged in or through conversations.

"That is why we developed our Innovation Leadership programs under the Converse banner. Essentially they help to create conversations in and around innovation leadership," said Mr McFarlane.

UWA Professor, Tim Mazzarol also added that targeting public sector management will help to ensure innovative ideas to be implemented at a top-end level.

"We now realise that if we are to get innovation leadership more firmly ingrained in the DNA of public sector organisations then we need to provide more help and support to those senior managers charged with leading the organisation's future ambitions and its renewal," Professor Mazzarol said.

The **IPAA WA-CEMI-Basadur Applied Creativity Programs** include:

- Organisational **innovation strategy development** programs - 1 or 2 days.
- Customised **innovation team development, problem solving processes & coaching** - 1 or 2 days
- Innovative **problem solving facilitation and thought leadership** - 1 or 2 days.
- Customised **innovative leadership training and development** programs.
- **Conferences and Seminars** thought leadership - by individual negotiation.

The aim of these programs is to ensure that senior managers are able to fully explore confidential problems/opportunities and create more potent solutions for both them and their organisations.

Professor Mazzarol said "Solutions are often about creating the headspace you need on your organisational issue in your own time in your own space together with a network of people that you know and trust".

If any public sector manager or organisation is interested they can get a program outline from the Institute's website www.wa.ipaawa.org.au or phone (08) 9221 1177.

Institute of Public Administration Australia, Western Australia (IPAA WA) is an independent, not-for-profit membership body and has been the peak professional body in public administration for over 60 years. The Institute provides topical, informative and innovative thought leadership events and professional development training programs that ensure members are kept ahead of the debate on significant changes and initiatives influencing the public sector both locally and internationally.

Media Contact

Kylie Macqueen
Marketing & Communications Officer
kylie.macqueen@ipaawa.org.au
08 9221 1177
Institute of Public Administration Australia
Western Australia