

PUBLIC SECTOR MANAGEMENT — ITHINK

5711. Ms M.J. Davies to the Premier; Minister for Public Sector Management; State Development, Jobs and Trade; Federal–State Relations:

I refer to the McGowan Government’s contract with Crowdicity to build and deliver online ideas management system iThink, and I ask:

- (a) On what date was iThink’s construction completed, when was it officially launched and how long will it run for;
- (b) How was the name iThink determined;
- (c) How was the launch of iThink communicated to the public sector and how will participation be promoted on an ongoing basis;
- (d) Please table any documentation relating to (c);
- (e) Of the 140,000 public sector staff, can you break down by department or agency the number of:
 - (i) iThink accounts created;
 - (ii) Account holders from regional WA;
 - (iii) Account holders who have submitted at least one idea to iThink; and
 - (iv) Account holders that have logged in more than twice;
- (f) What is the average screen time of an account holder per log-in; and
- (g) Describe the process in place to develop ideas provided to iThink and how will they be attributed to users that submitted them?

Mr M. McGowan replied:

- (a) iThink did not require construction as it is purchased software. It went live on 12 August 2019. The initial contract term with Crowdicity is one year from 20 May 2019 to 19 May 2020. The contract provides for two extension options of one year each.
- (b) The name iThink (WA Public Sector) was developed by the Public Sector Commission.
- (c) Communications to the public sector occurred through a range of channels including the CEO Gateway, emails from the Commission to sector groups and alumni, Commission and other government websites, social media platforms, Public Sector Reform newsletter, and ‘lunch and learn’ sessions at major government hubs in the metropolitan area. Ongoing participation is also communicated promoted through these channels.
- (d) [See tabled paper no [3168](#).]
- (e) (i)–(iii) [See tabled paper no [3168](#).]
- (iv) This data is not available as the system does not have this functionality.
- (f) As at 9 January 2020, 7 minutes 53 seconds.
- (g) iThink is used to crowdsource ideas to help solve business challenges faced by the sector. Staff at the Public Sector Commission assess and analyse each idea against the goals of the specific challenge, the problem the idea will solve, the benefit to the sector or community, and the resourcing required. This is undertaken with subject matter experts if needed. If an idea is not specifically related to a challenge, it may be sent to a relevant agency for consideration. The Commission has a number of processes to attribute ideas to users that submit them. These include the use of status labels, showcasing ideas via blog posts, tagging users and linking ideas, and celebrating achievements.