

## Let's talk about...

International collaboration

Your participation in our conference planned for late 2012

A professional organisation for public service design

Our upcoming book on our design methodology

Building public sector design knowledge

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ThinkPlace  
is the leading  
public sector  
design firm  
in the Asia  
Pacific region



**THINKPLACE**  
Bridging vision and reality

[www.thinkplace.com.au](http://www.thinkplace.com.au)

We design  
public services



**We care about public services, the people who receive them and the people who deliver them.**

We use ethnographic and other forms of research to understand the behaviours of people.

The people we design for include citizens, intermediaries and other organisations involved with public services.

We are helping leaders across the public sector grapple with difficult questions.

- How to build a co-design capability in one of the largest public sector organisations in Australia, the Department of Human Services?
- How to model the future experience for citizens receiving services from the Department of Human Services?
- How to measure the effectiveness of strategies to address organised crime in Australia?
- How the Australian Securities and Investment Commission creates value through its role to regulate financial services? – an effectiveness framework and a business model.
- How to improve the efficiency and effectiveness of organisations by designing their business processes e.g. government procurement processes, border protection processes?
- How to ensure citizen representation, empowerment and related ethics to design public services?



## We have strong foundations in public sector leadership and design.

ThinkPlace is the only design consultancy in the region to have a team of designers that have established and run design capabilities in three leading edge public sector organisations adopting design; the Australian Taxation Office, Australian Customs and Border Protection Service and New Zealand Inland Revenue. ThinkPlace is currently the lead consultancy advising many other government departments on design approaches such as Australia Department of Human Services.

We are a multidisciplinary team with experience in service design, user research, organisational change, design methods including co-design, collaboration, strategy, facilitation, business process mapping, administration design, user experience design, information design, experience modelling, and design evaluation.

The organisations we work with provide critical public functions—payment of social benefits, collection of revenue, management of the border, enforcement of the law and many others. These agencies are some of the largest in Australia and New Zealand and are part of complex social, economic and political systems.

We have a deep understanding of these complex systems. We are involved in the development of policy, legislation and administration. We particularly understand service delivery, compliance and regulation.



## We are outcomes focused

We work with our clients to ensure they achieve the outcomes they seek.

We develop measurement frameworks to determine overall effectiveness and efficiency of the design for the community.



## Our Principles

**A clear intent;** we crystallise the intent of the change initiative; we clarify focus and direction; we form a compelling argument for change.

**A human-centred approach;** we work with the complexity of the user's perspective; we design from the outside-in—with and for people

**Collaboration;** we harness innovative thinking from multiple disciplines; we get people from different perspectives talking and working together.

**Exploration and innovation;** we foster divergent thinking; we create possibilities and options; we focus the scope of innovation

**Early visualisation and prototyping;** we experiment early and often; we improvise as opportunities emerge; we make ideas visible

**Optimise desirability, possibility and viability;** we find the intersection between the best user experience, business viability and technical possibility

**Disciplined and flexible process;** we take a fresh perspective; we customise processes and methods; we are rigorous in our thinking

**Design the whole system;** we take a comprehensive systems view; we uncover intended and unintended consequences of change; we align the parts to the whole