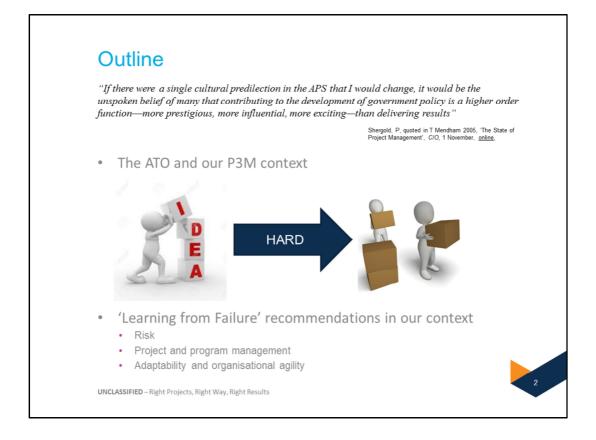


- Good afternoon, I am Daniel Bamford, head of the Australian Taxation Office's enterprise portfolio management function.
- I have been in this role for about six months at the enterprise level and I was previously in charge of our transformation Reinventing the ATO program office.
- ATO Portfolio Management Branch consists of our P3M Centre of Excellence, an Enterprise Portfolio Office, a Quality Conformance and Assurance team and an IT Program of Work Office.
- Thank you for inviting me to talk about our P3M improvement journey in the context of the recommendations in last year's Learning From Failure report by Professor Shergold.
- We think along similar lines to the theme of this symposium; well managed projects turn out better and deliver valuable business outcomes. In my branch, we measure our impact by asking 'Are we doing the right projects, are they being done the right way and are we getting the right results from them'.
- In short, 'Right Projects, Right Way, Right Results'.
- And if I had to summarise the outcomes being sought by the recommendations made in the Learning From Failure report, I would use these same words with perhaps the addition to Right Way of "by the Right People".
- So I think there is a very strong alignment between the work we are doing in the ATO P3M space and the recommendations of Professor Shergold.



- In the ATO, we share Peter Shergold's long held view that delivering the right results is a priority for the public service
- To demonstrate this, I will start by giving a short overview of P3M in the ATO
- We know generating ideas about change is relatively easy, delivering against them is hard
- We treat projects and programs as the major vehicles for delivering change
- But the change road can be hazardous and risky
- We use portfolio management to select the right projects
- Our project methods are tailored and are the right way for projects to be delivered in the ATO
- We use value management to make sure they achieve the right results in terms of benefit realisation
- Consequently, being good at P3M is important for the ATO; it reduces the risk of failure
- I will then talk about the high level of alignment between our improvement journey and some of Peter Shergold's key recommendations in relation to:
  - Risk
  - Project and program management
  - Adaptability and organisational agility

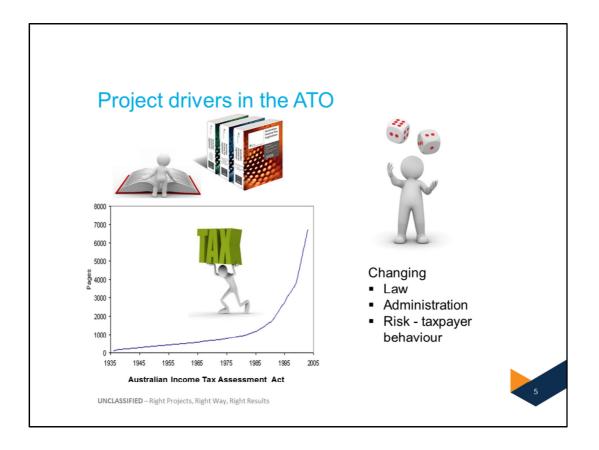


So, lets talk about the ATO and the importance of P3M



- The ATO administers the Tax and Superannuation systems. We do not make the laws.
- Above all else, the ATO is a **delivery agency**.
- We collect over \$400b in revenue and return almost \$100b in refunds
- We administer the collection of \$58b GST on behalf of the states and collect \$21m in Excise
- We are a major participant of Australia's superannuation system
- We maintain the Australian Business Register and Australian Charities and Not For Profit Commission
- Each year the ATO processes nearly 18 million tax returns for individuals, businesses and non-profit organisations.
- We handle over 10 million telephone enquiries, over 25,000 email enquiries and over 500,000 visits to Tax Office shopfronts.

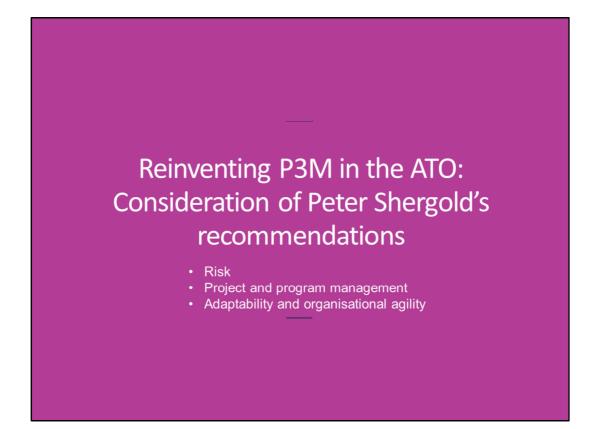
- We process over 43 million forms a year
- We have 87 million visits to www.ato.gov.au and over 3 million people lodge their tax returns via myTax.
- We undertake extensive and continuous consultation with our stakeholders
- We deal in large numbers.
- We employ 18,000 people to achieve this. However, most would generally not regard working on projects to be their primary task.
- But our desire to deliver for the Government and improve services and experience for our clients and staff means we need to be continually reinventing the ATO.
- And it is this constant stream of change and wanting to improve its delivery that has driven our project management journey and more recently directed us towards program and portfolio management as well



- What drives this change; where does our need to do projects come from
- When the first Commonwealth Income Tax Assessment Act was written during the First World War, it was 38 pages and the (then) Secretary of the Attorney General's Department, Robert Garran, described its brevity and language as 'a thing of beauty and simplicity that would not have shamed Wordsworth or T S Eliot". One wonders what he would think of today's monster of over 7000 pages.
- In our 100 year history, we have gone from administering one tax to 125; as well as being given responsibility for many other functions such as the Australian Business Register and supporting the Foreign Investment Review Board tracking overseas investment in property. The globalisation of business presents challenges for tax administrations across the world. As citizens are increasing connected with technology, the demand for responsive digital services is rapidly increasing.
- This increasing complexity of tax and superannuation law drives changes to our systems, requires us to improve the efficiency of our operations, work more closely with other agencies and stakeholders, and drives changes in citizen behaviour (both good and bad).
- As I mentioned earlier, we have positioned P3 management so it is seen as the vehicle by which the ATO's strategic change agenda is delivered
- This gives us an important organisational reason for doing projects and to be good at project management and the complementary program and portfolio management-This is further reinforced by our Commissioner's emphasis on Reinvention the ATO



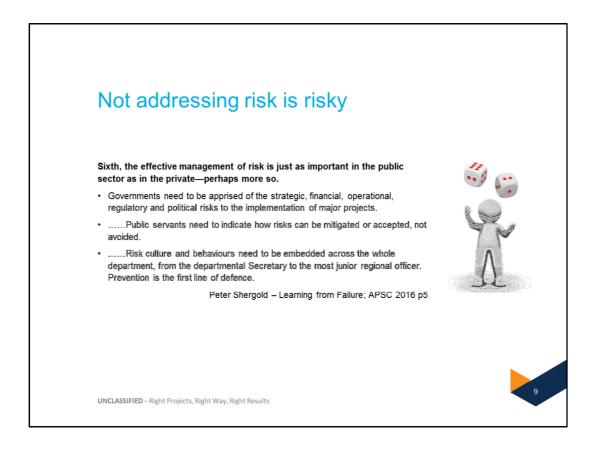
- In March 2015, our Commissioner, Chris Jordan, launched our Blueprint for Reinventing the ATO.
- This is an extensive transformation agenda focusing on improved client and staff experience and changing the culture of our organisation.
- And our ability to deliver the transformation is be dependent on our P3M capability
- While we have had a long term focus on building project delivery capability, Reinventing P3M in the ATO is part of the cultural transformation from merely focusing on doing projects the right way and expanding this to consider doing the right projects and making sure we get the right results from them.
- So part of the Reinvention program is also about changing the way we think about project management. We are placing much greater emphasis on enterprise level integration using portfolio management which positions us at the heart of strategy delivery and working closely with our corporate planning and finance functions. And in fact, as of yesterday we have been moved with our Corporate Finance Business Line.



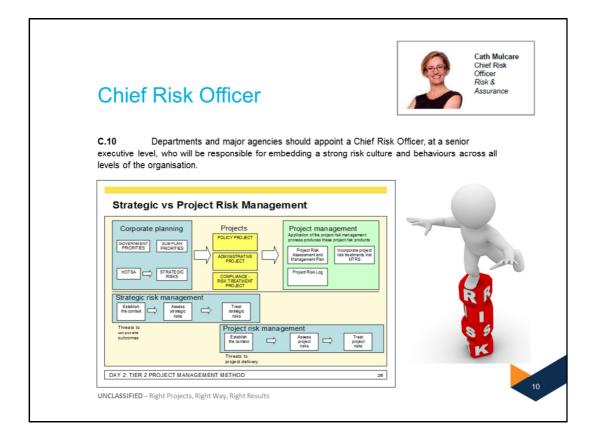
- Most significantly, Reinventing P3M about moving from bottom-up, organisationally siloed planning to top-down, strategy led investment decision making
- It's about moving from a risk adverse to a risk engaged culture
- It's about improving the capability of people managing and governing
- And its about making the ATO more adaptable and agile in our ability to respond to and drive change



• So firstly, risk management



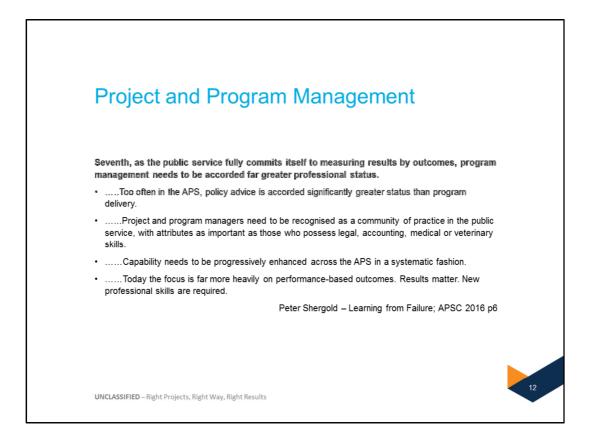
- Peter Shergold calls out effective risk management
- The ATO is in violent agreement with him.
- We have a current focus of enterprise risk management and developing a risk engaged culture
- Until yesterday, the ATO Portfolio Management branch reports directly to a Second Commissioner (Band 3) who leads a Risk and Assurance Group
- So, we very much agree with the sentiment regarding creating and embedding a risk engaged culture
- For us its about making sure the right things happen as opposed to worrying about the risk of the wrongs thing occurring even though we actively control and mitigate
- Its also about getting ATO staff to embrace their accountabilities and take action in the context of a risk engaged culture



- We can't claim that it was directly in response to the report, but we have indeed appointed a Band 2 Chief Risk Officer
- For a long time, we have made the connection that Professor Shergold calls out in the relationship between projects mitigating corporate strategic risks and projects in turn giving rise to risks of their own which need to be managed....its just a question of how you manage them.



- And it is the increased risk associated with transformational change which gives rise to the need for disciplined P3M practice
- So lets talk about some of the work we are doing to reduce the risk associated with undertaking change through improved P3M capability



- We would like to think that Professor Shergold has echoed our focus on the importance of outcomes; ie getting the right results
- As a delivery agency, like Professor Shergold, we place a very high importance on the successful delivery of change
- For us, our focus is to pursue success, manage risk appropriately and overcome the threat risk aversion that can reduce our organisational agility
- It's a difficult line to walk
- We believe that governance and management skills should be valued, developed and deployed cognisant to the risk and complexity of the change being managed; we should use our most professional and experienced people on the most complex and risky projects and programs.



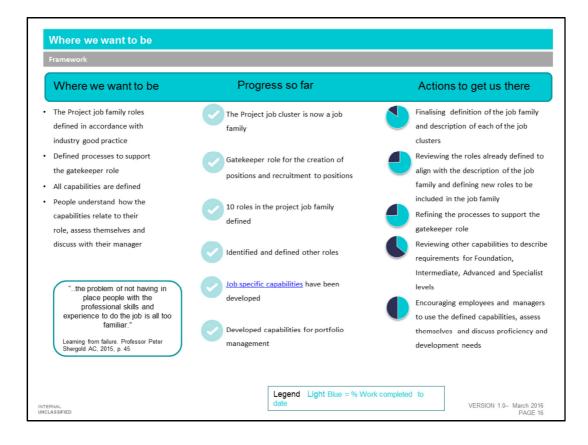
- Professor Shergold made four recommendations in relation to project and program management
- I have labelled them Professionalism, Professional Support and Governance and Leadership.
- And would like to briefly explore each of these recommendations from the ATO perspective,
- I recognise that some of the recommendations are focussed on a whole of APS level; however, I think that there are definitely elements that individual agencies can enact
- <u>As I will discuss, we believe that the Better Management of projects results from high</u> standards of professionalism, professional support and governance and leadership because they reduce the risk of failure. And Better Projects are those that are successful in smoothly delivering organisational value.</u>



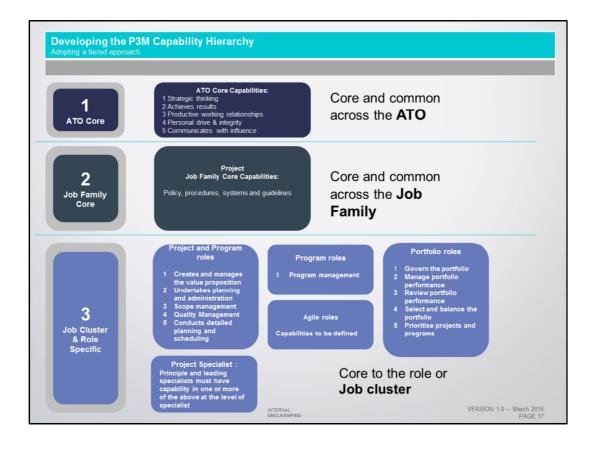
- We recognise P3M as an organisational capability
- We are highly engaged in the APS P3M Community of Practice that was established as a result of this recommendation
- As a large agency, we welcome the opportunity to share what we have developed with smaller agencies who may not have the level of resources we have in this field
- We probably have a difference of opinion in relation to industry associations and professional certifications, but we definitely think organisations need to develop capability so they can match skills with the risk and complexity being managed
- Our capability development framework and plan has this goal
- Its about how we can deal with the need for 'subject matter specialists' to be one-off project managers and sponsors if required while being supported by project management professionals

Capability is	the combined result of several connected and interdependent key elements
Framework	recognises P3M as a profession and a critical capability to drive the organisation's key initiatives to success. It aims to create the right environment to develop the capability and support business with clear information describing the capabilities required for this work and provide a common building block for all human resource activities involved in the delivery of change. This includes identifying, recruiting, developing and retaining the people with appropriate skills and experience needed to deliver the ATO's portfolio of change.
Organisation	need to have an appropriate structure, mix of people, balance of capabilities and competencies to manage the change portfolio and achieve the organisation's strategic objectives
Learning and Development	is used to invest in the development of employees and enhance their capability, capacity and confidence for challenges and opportunities, enabling them to deliver success. Provides multiple options for learning including formal, social and work based opportunities to create the blend required to optimise learning and empower individuals to take control of their own development.
<b>Resources</b> provide the necessary tools for capability development including access to people, libraries and information services, training facilities and infrastructure that support training	
Roles	responsibilities at all levels need to be clear so that planning, application, reporting, input and evaluation all assist and enable skills enhancement
titionersSome expert	stronger cohort of skilled and experienced program and project managers rather than relying on the 'accidental' s already work in the APS but their experience and qualifications are still not sufficiently recognised and their professional status rely receive the attention they deserve."

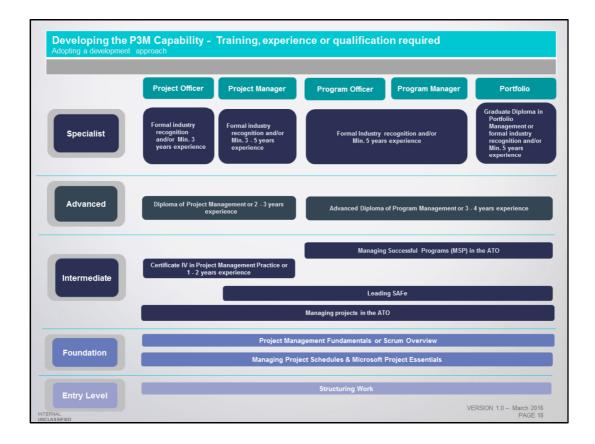
- I do not intend to present the plan in detail but simply give you a flavour of its contents
- You will note that we had the report in mind as we developed the plan early last year



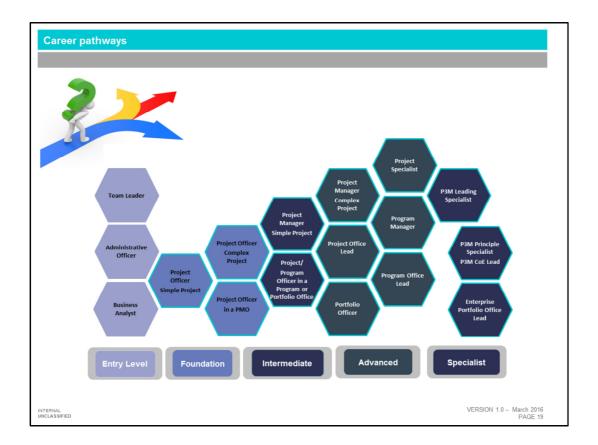
• For each of the areas on the previous slide, we are measuring our progress



 We have project management as a Job Family which covers the range of P3 Job Clusters



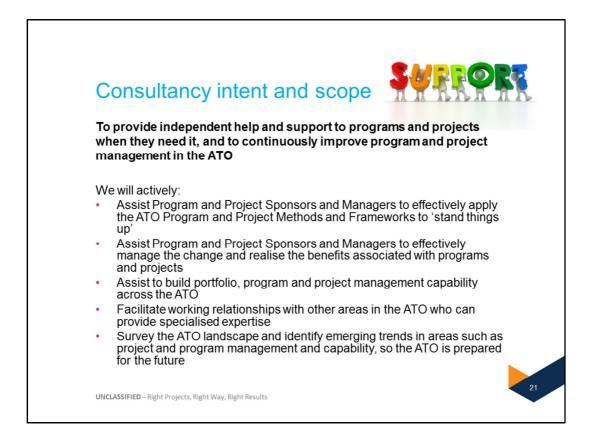
• We have defined the roles and/or experience required for each capability level by role



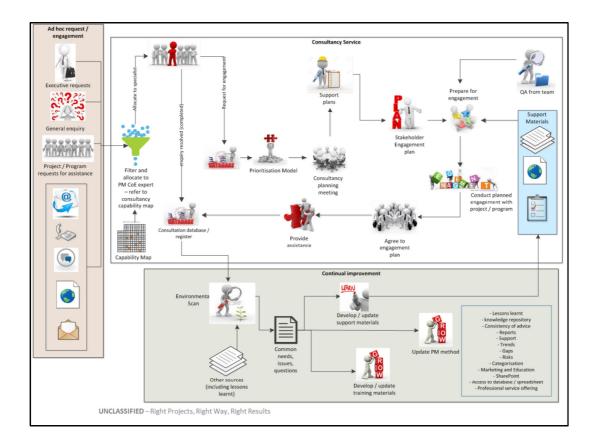
- And finally, we have mapped out potential career paths to build capability
- And I would like to make the point that all of the roles add up to the capability requirements that we need.
- I have literally seen a project go bad when the admin officer is on leave for while.

	Professional Support			
-12	D.15 The APS should establish a <b>'tiger</b> <b>team' capacity</b> by which service wide expertise can be harnessed to assist Senior Responsible Officers in the management of high risk, large-scale projects.	Australian Government Australian Traction Office		
		P3M CoE Consultancy Service		
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UN	ICLASSIFIED – Right Projects, Right Way, Right Results		20	

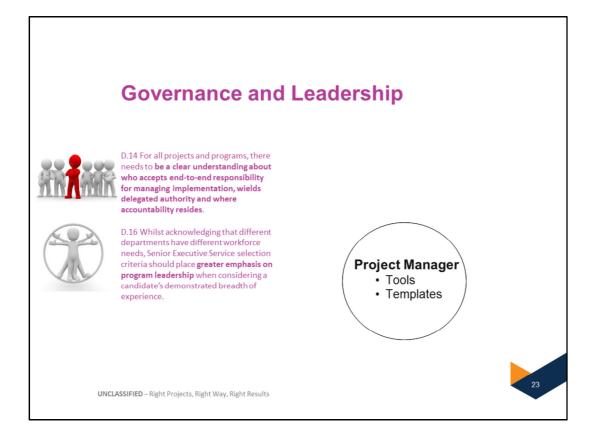
- While this recommendation again has a whole of APS flavour, we believe that at its core is the notion that professional support should be available
- In addition to our standard 'help desk' level of support from our P3M Centre of Excellence, we are also developing a consultancy service



- Again, this has the aim of recognising that no matter how desirable it would be, that not every high profile project can be managed by experienced people.
- However, the right levels of support can be made available through the consultancy service



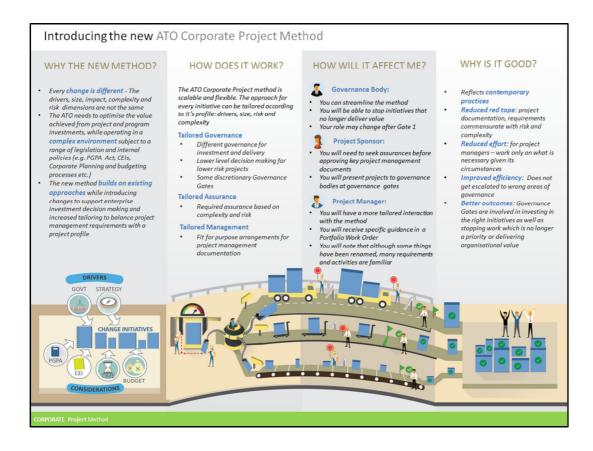
• This is the draft engagement model we are developing



- Although not our core business, we have been doing projects for a long time.
- What we would recognise as disciplined project management started in the Tax Office with IT projects in the early 90s.
- In the late 90s, tried to embed PM practices into the wider ATO
  - Despite having a tailored, world class methodology produced for us by a blue chip consulting company, we were not successful
  - At the time, our approach concentrated on tools and templates for project managers
  - Although an extensive guide was developed, no training was provided and we did not achieve any cultural change
  - Projects were to be avoided rather than embraced
- Early 2000
  - Tried introducing simplified cut down templates and eliminated the detailed guide.
  - Still no training was provided.
  - Again this was not successful, the new method being too simple for more complex projects and not put into context and still too complicated for simpler projects and inexperienced project managers
- So, up until a few years ago, we had not been very effective in widely implementing project management. In 2004/05 – looked seriously at improving our capability and priority was given to this in our corporate plan and we formed a small team and set them the task of building an enterprise ATO wide capability in project management.
- Given our less than laudatory track record, what made us think things could, and would, be different this time.

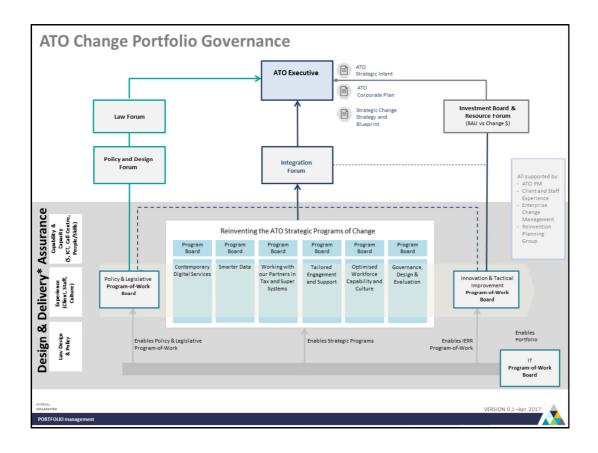


- Firstly, we tapped into research and have remained cognisant of the fact that change is risky and may not be successful.
- In fact the vast majority of projects fail outright or are challenged on at least one performance measure be it scope, time or cost.
- This has been remarkably constant for 20 years according to the Standish group.
- Any journey to build organisational capability needs to start with an understanding of both the causes of project failure and what are all the elements of a successful PM capability
- Based on experience in the (then) newly formed Project Management Improvement team and backed by the research, we started to stop focusing solely on project managers as being the vehicle for project success. We recognised that the two biggest contributors to successful projects were value to the organisation (ie strategic contribution) and executive championship (ie project leadership and accountability)
- We understood that pouring even more effort **only** into methods was unlikely to give us the results we were looking for unless we built the capability of the people using them..
- We realised that we needed to change the culture in the office, we needed to think more holistically about what project management was.
- So we developed this model, and have continued to use it and test our thinking as a journey has continued.

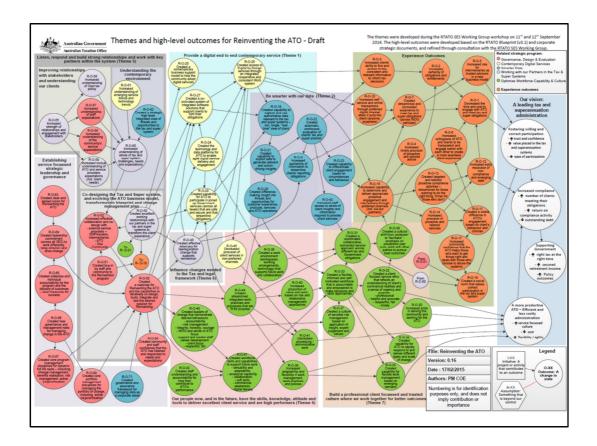


Over the last five years we have been focusing on portfolio management, investment management and value governance and creating new processes to be able to practice these in the ATO

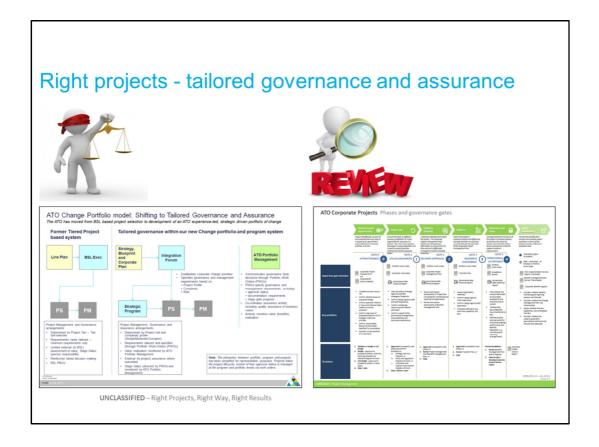
• Last year we release a major update of our project method to better drive selection of the right projects and realisation of the right results.



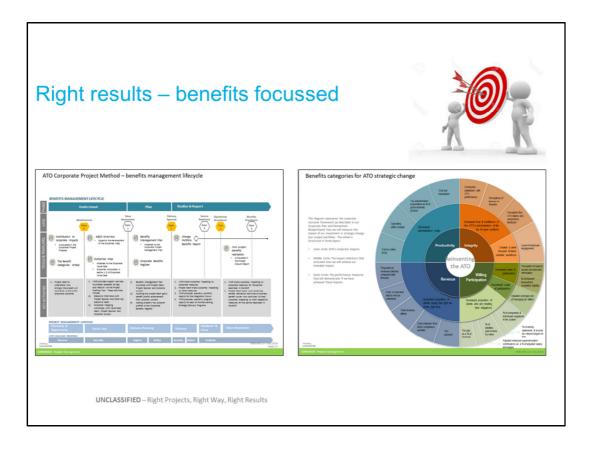
- This is the new governance model we introduced to support our reinvention program
- Its very much driven by our desire to shift to top down strategy led portfolio definition; that is, selecting the right projects
- We also placed a much greater focus on joining up projects within programs; while we had done this before it was more in the context of large projects rather than broader related work
- The tailored governance approach in our methods is given life through this model; we have a much sexier interactive version of our methods that demonstrate the shifting decision making rights between portfolio definition and portfolio delivery
- We have been operating this model for a couple of years now and as we have matured our portfolio management understanding we have identified some changes which we are working through now



- In selecting projects, one of our core elements of value assessment is an initiative contribution to strategic outcomes
- I actually have a dedicated team who's mission is to help the organisation to understand value in our context
- We demonstrate this through outcomes mapping
- These are an integral part of the value case for all our major initiatives and tracking achievement of outcomes is the basis of our benefits realisation activity



- We changed governance gating from a project sponsor activity to an independent and enterprise level investment board
- We introduced a new assurance framework so that decision makers could be confident in the information that was being placed in front of them at Governance Gates



- Whilst our old method had business cases with all the elements that you would expect to see, their overall quality was poor. They were written knowing they would be approved whatever was in them.
- There was no way of connecting project management with organisational strategy
- We ask people to talk about 'strategic alignment and contribution' in the business case, but its often scantily addressed
- The new Governance processes mitigate this because we realised to be successful, we needed to move beyond thinking about how to do individual projects and to start asking better questions as to why we are doing projects
- We no longer think that project sponsorship is just about governing the project, but rather its about showing the project's contribution to corporate strategy and making sure that value is realised. We evaluate value cases based on strategic contributions using our benefits wheel in our Connected Benefits Framework.
- In fact, we are no longer talking about Sponsors but rather Senior Accountable Officers.



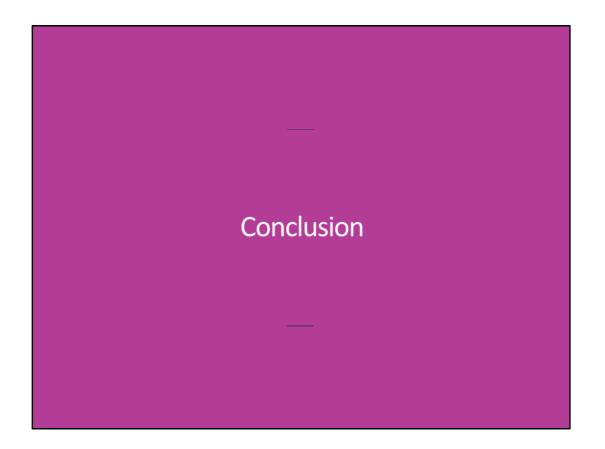
• Lastly I would like to talk about the reviews observations and recommendations around what I have grouped as adaptability and organisational agility



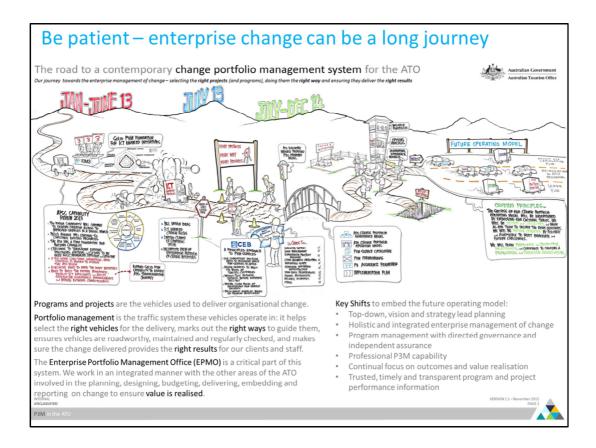
- In the ATO, our service and delivery ethos are at the core of our Reinvention Program
- Although a significant player, we realise we do not own the tax and super systems
- Indeed, many Australians choose not to interact directly with the ATO but manage their tax affairs through agents
- In an increasingly digital world, software developers play a significant role through accounting software or the practice management packages agents use to run their businesses
- Our Reinvention treats all these participants as partners in the system, just as Professor Shergold observes they should be
- And in this increasingly digital world, citizens and partners are demanding faster change and we need to be organisationally agile to respond to their expectations



- On a whole of government level the Digital Transformation Agency has been established to support this shift to adaptive government
- The Digital Service Standard is promoting a shift to user centered design and engagement, prototyping and incremental releases of services and products
- These can be challenging concepts for an organisation that largely operates to laws based on financial years
- I have a team in my branch whose role is to promote and drive adoption of the digital standard
- We are also closely engaged in work to build organisational agility, moving beyond agile delivery in software development to a wider adoption of lean practices across the organisation.
- Our Corporate Project Management Methods are very much about staged decision making. Projects are only approved to progress to a defined gate.
- We are very conscious that project management can be seen as red tape and slowing things down, so we work hard on achieve the right balance between documentation and review to mitigate risk and getting the change done
- We have already established a Data and Analytics R&D lab and are presently setting up a Technology Innovation Lab in Sydney.
- Like most organisation, we are moving rapidly to cloud services to improve development cycle times
- Our P3 approach and how we are evolving it are supporting these new capabilities



I will conclude this talk with some final observations of my own



- Firstly, enterprise change takes a long time
- We started our journey well before the release of the Learning from Failure report
- Unfortunately, the failures identified and recommendations made by Professor Shergold have been all too common across the world
- We were not driven by need to correct failures, but rather to prevent them
- These failures generally arise from good project management practice either being ignored or applied poorly
- The ATO success depends on our delivery ability, so while we are not a 'project organisation', we have recognised P3M as intrinsic to derisking delivery and focussed on it accordingly
- We have focussed equally on
- Selecting the **Right Projects** through enterprise portfolio management focused on strategic contribution, business value and delivery risk
- Doing them the **Right Way**, using disciplined but tailored project management practices which account for contemporary delivery methods such as Agile system development
- By the Right People with the capability commensurate with the risk and complexity of the project, not necessary project management professionals but supported, professional project management
- And our ultimate focus in on getting the Right Results through have a sound value management framework to ensure benefits realisation.

**KEY LEARNINGS** 

- Project management is more than method and manager. It is about enterprise capability (leadership, linkage to strategy, culture and remember that your people enable it)
- There are no right and wrong method. Benchmark and research pick one and go for it and get it right in the context of your organisation.
- Executive sponsorship and mandate is crucial
- If you focus on portfolio (value and choosing the right projects) then just about everything falls into place. This helps to deliver project management in the context of organisation imperative
- This means that strategic alignment, value, outcome and benefit becomes paramount
  - "Nothing is dumber than doing something well that you shouldn't have done in the first place" Drucker



