

# BOOLA KATITJIN

## DIGITAL ENGAGEMENT STRATEGY FOR BOOLA KATITJIN, MURDOCH UNIVERSITY

### LTAG Innovation *Speakers*

## Speakers



**PHIL FERREIRA**  
*ECU City Campus Technology  
Program Director*

Specializing in Program & Project Management of highly technical Construction builds, Technology Transformations and Logistics implementations and operations. Phil has 20 years of experience in the industry managing diverse programs, projects and stakeholder groups. Involved in over \$600M worth of new builds, renovations and logistic implementations in Aviation, Fire Rescue, IT, Heritage, Research, Education, Health, Supply Chain & Distribution, Commercial and Private facility projects in Canada, Malaysia and Australia

Phil was the Technology Program Manager for the new B360 Boola Katitjin Academic Building at Murdoch University. Overseeing the most advanced evolution in teaching & learning in Australia, at a macro scale, utilising new technology in terms of Applications, Audio Visual and IT.

Phil was the Construction/IT Project Manager for the first ever integrated Air Traffic Control Tower and Aviation Rescue and Fire Fighting facility in Australia; the first Air Traffic Control tower using electronic flight strip technology in Australia; the first procedural control tower to use this technology in the world

Kieran is a co-founder and Partner at TheFulcrum.Agency, a creative consultancy that leverages community and social outcomes through evidenced-based design strategy, digital innovation, advocacy and research.

The Fulcrum Agency positions design thinking and community co-production at the fore of all decision-making. Kieran's career is grounded in the challenge of bringing equity, social justice and inclusion to built environment projects across Australia. He has won numerous awards across architecture, community participation and social impact and has written on topics covering urban renewal, Indigenous housing and new models of design practice and procurement.

Kieran is an Adjunct Senior Research Fellow at Monash University, Industry Partner for the University of Sydney's Health Habitat Incubator and Project Advisor for University Queensland's Pilot Research project into the Room to Breathe Housing Program across the Northern Territory. Kieran was State Advisor: Architecture on the WA Museum Boola Bardip in Perth's Cultural Centre; Project Lead – Digital Engagement and Innovation on Murdoch University's Boola Katitjin buildings; and is leading a series of projects with First Nations communities across remote WA and the NT.



**KIERAN WONG**  
*Co-founder and Partner at  
The Fulcrum Agency*

12.30pm-1.30pm  
**Tuesday 6 June, 2023**  
**Online**

Register

[Click here to register](#)

or visit the **Staff  
Development calendar**

Contact  
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## Abstract

New builds offer an exciting time to relook at the way we work and how we deliver of our core services. Phil will take us through the Methodology for achieving the best wholistic Technology outcome for a new facility, while considering all aspects of the experience the building is designed to provide.

Kieran will take us through a Digital Engagement Strategy, which emphasises on bringing the technology and the overall user experience together and focuses on Campus on Country, Wellbeing and a sense of Belonging.