

VML:MB
Vicki Lukritz
3810 6221

SPARE

5 October 2017

Sir/Madam

You are advised that a Meeting of the **ECONOMIC DEVELOPMENT AND DIGITAL CITY COMMITTEE** will be held in the **Council Chambers** on the 2nd Floor of the Council Administration Building, 45 Roderick Street, Ipswich commencing at **10.30 am or 10 minutes after the conclusion of the Planning Development and Heritage Committee, whichever is the earlier** on **Tuesday, 10 October 2017**.

PRESENTATION

At the commencement of the meeting Simon Holt, the Communications and Media Manager will be making a 15 minute presentation to give an update on the Communications and Media Branch regarding strategy, structure and action plan.

<u>MEMBERS OF THE ECONOMIC DEVELOPMENT AND DIGITAL CITY COMMITTEE</u>	
Councillor Tully (Chairperson) Councillor Wendt (Deputy Chairperson and Deputy Mayor)	Councillor Antonioli (Mayor) Councillor Morrison Councillor Pahlke

Yours faithfully

Gary Kellar
ACTING CHIEF EXECUTIVE OFFICER

ECONOMIC DEVELOPMENT AND DIGITAL CITY COMMITTEE AGENDA

10.30 am or 10 minutes after the conclusion of the Planning, Development and Heritage Committee, whichever is the earlier on **Tuesday,**

10 October 2017

Council Chambers

Item No.	Item Title	Officer
PRESENTATION	At the commencement of the meeting Simon Holt, the Communications and Media Manager will be making a 15 minute presentation to give an update on the Communications and Media Branch regarding strategy, structure and action plan.	CMM
1	Churchill Abattoir and Baiada Plant Closures and Response	EDM
2	Fire Station 101 Market Testing by Expressions of Interest	COO(EDM)
3	Regional Innovation Accelerator Program	CM – FS101
4	Revision of the Digital Innovation Steering Committee	SCPM
5	SEQ Council of Mayors Singapore Business Mission Report	EDM
6	EDM Department September Quarter Report	ESRO

ECONOMIC DEVELOPMENT AND DIGITAL CITY COMMITTEE NO. 2017(01)

10 OCTOBER 2017

AGENDA

PRESENTATION

At the commencement of the meeting Simon Holt, the Communications and Media Manager will be making a 15 minute presentation to give an update on the Communications and Media Branch regarding strategy, structure and action plan.

1. **CHURCHILL ABATTOIR AND BAIADA PLANT CLOSURES AND RESPONSE**

With reference to a report by the Economic Development Manager dated 20 September 2017 concerning the announced closures of the Churchill Abattoir and Baiada plants and the response of Ipswich City Council.

RECOMMENDATION

That the report concerning the Churchill Abattoir and Baiada plant closures and response be received and noted.

Report

2. **FIRE STATION 101 MARKET TESTING BY EXPRESSIONS OF INTEREST**

With reference to a report by the Chief Operating Officer (Economic Development and Marketing) dated 29 September 2017 concerning Fire Station 101 market testing by expressions of interest for delivery, operation and management of an expanded portfolio of programs.

RECOMMENDATION

- A. **That Council approve market testing of private sector interest in delivery, operations and management of a range of programs to be delivered at Fire Station 101.**
- B. **That Council resolve that it is satisfied that the calling of Expressions of Interest under section 228(5) of the *Local Government Regulation 2012* is in the public interest for the following reason:**

It will allow Council to identify potential suppliers who are serious contenders for the provision of delivery, operations and management of relevant programs without putting all contenders to the expense of preparing a full tender response in the initial stages.

- C. That Council resolve to invite Expressions of Interest under s228(5) of the *Local Government Regulation 2012*, as detailed in the report by the Chief Operating Officer (Economic Development and Marketing) dated 29 September 2017, for the delivery, operations and management of an expanded portfolio of programs to be delivered at Fire Station 101.
- D. That Council resolve to prepare a short-list of the Expression of Interest applications received and invite tenders from the specific suppliers on the short-list, in accordance with section 228(6) of the *Local Government Regulation 2012*.
- E. That pursuant to section 257(1) of the *Local Government Act 2009* Council delegate to the Chief Executive Officer the power to exercise the powers of Council under Chapter 6 (Contracting) of the *Local Government Regulation 2012* in its capacity as a local government.

This delegation is subject to the following conditions:

- a) Whenever this power is exercised, a record of the exercise shall be made in writing at the time of exercising such power, and a copy thereof shall be kept in such format as determined from time to time by the Chief Executive Officer.
- b) The Chief Executive Officer may only exercise the powers granted under this delegation in relation to entering into a contract with suppliers, for the delivery, operations and management of an expanded portfolio of programs to be delivered at Fire Station 101.
- c) The Mayor and the Chairperson of Economic Development and Digital City Committee are to be consulted before exercising this delegation.

Report

3. REGIONAL INNOVATION ACCELERATOR PROGRAM

With reference to a report by the Community Manager – Fire Station 101 dated 28 September 2017 concerning the Regional Innovation Accelerator Program.

RECOMMENDATION

That the report concerning the Regional Innovation Accelerator Program be received and the contents noted.

Report

4. REVISION OF THE DIGITAL INNOVATION STEERING COMMITTEE

With reference to a report by the Smart City Program Manager dated 26 September 2017 concerning the revision of the Digital Innovation Steering Committee.

RECOMMENDATION

That the structure of the Digital Innovation Steering Committee be amended to comprise the Chair of the Economic Development and Digital City Committee as Chair of the Digital Innovation Steering Committee.

Report

5. SEQ COUNCIL OF MAYORS SINGAPORE BUSINESS MISSION REPORT

With reference to a report by the Economic Development Manager dated 26 September 2017 concerning the SEQ Council of Mayors Singapore Business Mission Report.

RECOMMENDATION

That the report concerning the SEQ Council of Mayors Singapore Business Mission Report be received and the contents noted.

Report

6. EDM DEPARTMENT SEPTEMBER QUARTER REPORT

With reference to a report by the Executive Support and Research Officer dated 28 September 2017 providing the Economic Development and Marketing Department September Quarter Report.

RECOMMENDATION

That the report providing the Economic Development and Marketing Department September Quarter activity summary be received and the contents noted.

Report

and any other items as considered necessary.

20 September 2017

Economic Development & Digital City Committee	
Mtg Date: 10.10.17	OAR: Yes
Authorisation: Ben Pole	

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: ECONOMIC DEVELOPMENT MANAGER

RE: CHURCHILL ABATTOIR AND BAIADA PLANT CLOSURES AND RESPONSE

INTRODUCTION:

This is a report by the Economic Development Manager dated 20 September 2017 concerning the announced closures of the Churchill Abattoir and Baiada plants and the response of Ipswich City Council.

SUMMARY:

On 28 August 2017 announcements were made by both Churchill Abattoir and Baiada to close their Ipswich based processing plants.

It is understood that the decisions were coincidental but both based on domestic economic conditions with Churchill Abattoir facing the impending loss of Woolworths' meat contract and Baiada consolidating production at other plants.

These closures will affect an estimated 800 to 900 direct staff and many other indirect businesses and their staff, it is understood the numbers at each site are as follows:

- Churchill Abattoir – 130 staff to be made redundant on 28 September 2017
- Woolworths (co-located with Churchill Abattoir) – approximately 367 staff with redundancies commencing on 28 September 2017 and continuing through to the end of 2018.
- Baiada – 250 staff at Wulkuraka and Wacol with redundancies commencing in October 2017 and continuing through to 17 January 2018.

In conjunction with the Ipswich-based SEQ West Department of State Development Office, Council's Office of Economic Development (OED) immediately enacted a rapid response initiative. OED made contact with both Churchill Abattoir and Baiada to offer assistance to both the employers and employees.

Churchill Abattoir

As Churchill Abattoir was identified as the operation with the most critical need for staff assistance, OED met with the owners and senior managers of Churchill Abattoir on 29 August 2017 to discuss an assistance program for their staff.

After meeting with Churchill Abattoir, OED contacted relevant State and Federal government agencies to plan a staff assistance day set for 14 September 2017. At this day, valuable advice would be given to assist employees transition from their current employer to either potential new employment opportunities or up-skilling programs.

Agencies that offered their assistance on the day were as follows:

- The Commonwealth Department of Human Services provided advice on Centrelink programs and assistance;
- The Australian Tax Office provided advice on how best manage employees' redundancy packages and any tax implications;
- The Commonwealth Department of Employment offered advice on how to engage with Job Active providers as well as how to apply for re-location assistance packages;
- Regional Development Australia Ipswich and West Moreton offered assistance on how to register on the Ipswich and West Moreton Jobs website;
- The State Department of Education and Training provided advice on the Skilling Queenslanders for Work program and other training programs;
- The Department of State Development offered advice on general State government support
- Ipswich City Council, across both OED and ASDCE, offered advice on potential new job opportunities locally, resume writing skills courses and available community assistance packages and programs;
- TAFE South West provided advice on courses and training available to up-skill workers and link to potential new employers;
- Uniting Care Financial Service offered advice on individuals' rights and responsibilities to managing credit and debt as well as financial institutions' rights to ensure people obtain their legal rights to mortgage and rental payments under hardship; and
- Ipswich Chamber of Commerce and Industry provided advice on how they could assist with linking employees to Chamber members who may have jobs available.

Council and other agencies on the day identified the need for further assistance to some Churchill Abattoir staff and OED with Council's Community and Library Services teams are working with Churchill Abattoir, the Commonwealth Department of Human Services and TAFE South West to deliver a customised course to up skill staff members literacy and numeracy skills.

There is ongoing discussion with Churchill Abattoir regarding the possibility of the facility reopening as an export abattoir. This would require investment to bring the plant up to export standards and also the development of suitable export markets, so OED with Trade and Investment Queensland is exploring this opportunity.

Woolworths

OED with senior staff of Churchill Abattoir attempted to include Woolworths staff in the staff assistance day on 29 August 2017 but have been unable to connect with Woolworths management.

Woolworths has awarded its meat contract to the UK's Hilton Food Group, resulting in the recent announcement that they will construct a new meat processing centre adjacent to the

Woolworths Distribution Centre at Larapinta in Brisbane. This new facility is expected to create 500 jobs but won't be open until early 2020.

Baiada

OED with the Department of State Development is currently working with Baiada to deliver a staff assistance program to their staff.

Although Baiada will close its processing operations in January 2018, approximately 100 staff will continue to be employed at Wulkuraka in sales and distribution.

NEXT STEPS:

OED has consulted stakeholders to better understand the state of the industry and to explore investment and export opportunities for the region.

There are approximately 29 chicken farms with 150 sheds affected across Ipswich City, Scenic Rim, Lockyer Valley, Logan City and Somerset Council areas.

The potential to attract another operator or consortium of farmers to continue processing at Wulkuraka is a priority while longer-term there may be an opportunity for a new chicken processing facility in our region possibly focused on servicing export markets.

OED will continue provide services to Churchill Abattoir, Woolworths and Baiada to assist their staff transition as well as helping with possible solutions and connections that may lead to the reopening of these plants in the future.

OED and the Community Engagement and Library Services teams continue to work on delivering skills training programs in partnership with State and Federal Government agencies.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The rapid action response to the announced closures of the Churchill Abattoir and Baiada plants corresponds to the Advance Ipswich Plan:

Goal 1 Strategy 1 Key Action 1.2 – Develop trade and export links to support long-term competitiveness in the Ipswich economy.

Goal 1 Strategy 6 Key Action 6.6 – Support traditional agricultural production and rural activities.

RECOMMENDATION:

That the report concerning the Churchill Abattoir and Baiada plant closures and response be received and noted.

Paul Hodgson

ECONOMIC DEVELOPMENT MANAGER

I concur with the recommendation contained in this report.

Ben Pole

CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

Economic Development and Digital City Committee	
Mtg Date: 10.10.17	OAR: YES
Authorisation: Daniel Best	

29 September 2017

MEMORANDUM

TO: ACTING CHIEF EXECUTIVE OFFICER

FROM: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

RE: FIRE STATION 101 MARKET TESTING BY EXPRESSIONS OF INTEREST

INTRODUCTION:

This is a report by the Chief Operating Officer (Economic Development and Marketing) dated 29 September 2017 concerning Fire Station 101 market testing by expressions of interest for delivery, operation and management of an expanded portfolio of programs.

BACKGROUND:

Since opening in March 2016, Fire Station 101 has shaped a more connected innovation and entrepreneur community in Ipswich.

Fire Station 101 has worked with 154 startup business members, has generated \$524,000 in venture capital, has attracted \$190,000 in new public-private investment, has hosted 205 events and is currently engaged in projects with Council, Queensland Government, Queensland Urban Utilities and Motor Trade Association Queensland.

Council has been recognised and awarded for its bold and successful approach to backing innovation through Fire Station 101 with the 2017 Innovative Management Award from Local Government Professionals Australia and the 2017 Excellence in Innovation Award from Local Government Managers Queensland.

Now after 18 months and as part of the broader Ipswich Smart City Program, the Digital Innovations Steering Committee believes there is an opportunity to evolve the portfolio and value of Fire Station 101 to deliver even greater social, economic and innovation outcomes.

It is proposed that Council seeks expressions of interest to co-invest, co-manage and deliver Fire Station 101's key programs, this process will allow for:

- A wide range of innovative proposals
- Proposals covering one, several or all of the key programs
- A variety of operating and commercial models to be proposed and evaluated.

The key programs Council is seeking partners for are:

Startup accelerator program.

Business accelerator programs are defined, time-bound programs, usually lasting between 3-6 months. The emphasis of the business accelerator is on assisting businesses to achieve rapid growth, and to minimise and overcome organisational, operational, and strategic difficulties that might be facing the business. It achieves this through a business advisory service to those who have a working business model and are seeking to rapidly grow their business to meet market demand.

Startup incubator program.

Business incubator programs offer startup businesses shared-office space, business skills training, access to finance and professional networks that enable the development of a business plan, product, path to market or other services required when starting a business.

Technical skills development program.

Technical skills programs range from novice to expert and are aimed at actively developing increased capability in digital technology for the community and in specific industry sectors.

Digital literacy programs for business.

Digital literacy programs are designed to ensure that local businesses receive insight into digital disruption of business models, digital-led innovation and alternative paths to market.

Design thinking programs for business.

Design thinking harnesses a powerful economic force; consumer choice. Understanding what a customer really wants and thinks, unconstrained by organisational barriers, can unlock the answer to some of the most 'wicked problems' in business and public policy. Design thinking seeks to understand, explore, prototype and evaluate customer centric solutions.

Pretotyping program.

Pretotyping is testing the initial appeal and actual usage of a potential new product by simulating its core experience with the smallest possible investment of time and money including activities which clarify the value proposition and barriers to success early for a small investment.

A program of events.

A varied program of events has proven to be an effective way to engage the relevant regional contributors and the general community alike.

Coworking space.

Fire Station 101 offers a modern, inviting and secure co-working space with a dedicated Community Manager, high speed internet, shared kitchen facilities, breakout areas and several private meeting rooms. Fire Station 101 can comfortably accommodate 40-50 members on any given day and is accessible to members 24/7.

Successful proponents will be required to report against an agreed set of key performance indicators on a regular basis to improve accountability, identify gaps in performance and provide insights on how those gaps might be closed. The use of performance indicators will

also increase transparency, allowing Council, residents and ratepayers to assess the ongoing performance of Fire Station 101 projects and initiatives. General performance indicators for Fire Station 101 may include:

- standard financial, including profit and loss, actual vs forecast operating budget, working capital, and debt ratio
- participant evaluation and exit surveys
- media mentions
- number of and value of external sponsorships and partners
- total number of events held and total number of event attendees
- total businesses participating (internal and external)
- social media metrics
- number of inbound inquiries.

Specific KPIs relating to each of the key projects will also be required.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The call for expressions of interest to assess the market response to an expanded portfolio of programs and increased range of benefits for Fire Station 101 supports the Advance Ipswich Plan and the Ipswich Smart City Program:

Goal 1 Strategy 1 Key Action 1.4 – Utilise the city’s increasing multiculturalism to diversify economic opportunities in service provision, business development and employment.

Goal 1 Strategy 4 Key Action 4.1 - Review critical success factors and develop a plan, including a digital infrastructure plan, to support the development of a vibrant local digital economy.

Goal 1 Strategy 4 Key Action 4.2 – Develop a digital incubator hub within the Ipswich CBD.

Goal 1 Strategy 6 Key Actions 6.1 to 6.7 – Support economic activity based on education, research, technology, health, human services, retail, hospitality, tourism, transport, logistics, manufacturing, agriculture, and niche enterprises.

Goal 3 Strategy 2 Key Action 2.5 - Increase the use of on-line and digital communications to deliver and promote services and information to the community.

RECOMMENDATION:

- A. That Council approve market testing of private sector interest in delivery, operations and management of a range of programs to be delivered at Fire Station 101.
- B. That Council resolve that it is satisfied that the calling of Expressions of Interest under section 228(5) of the *Local Government Regulation 2012* is in the public interest for the following reason:

It will allow Council to identify potential suppliers who are serious contenders for the provision of delivery, operations and management of relevant programs without putting all contenders to the expense of preparing a full tender response in the initial stages.

- C. That Council resolve to invite Expressions of Interest under s228(5) of the *Local Government Regulation 2012*, as detailed in the report by the Chief Operating Officer (Economic Development and Marketing) dated 29 September 2017, for the delivery, operations and management of an expanded portfolio of programs to be delivered at Fire Station 101.
- D. That Council resolve to prepare a short-list of the Expression of Interest applications received and invite tenders from the specific suppliers on the short-list, in accordance with section 228(6) of the *Local Government Regulation 2012*.
- E. That pursuant to section 257(1) of the *Local Government Act 2009* Council delegate to the Chief Executive Officer the power to exercise the powers of Council under Chapter 6 (Contracting) of the *Local Government Regulation 2012* in its capacity as a local government.

This delegation is subject to the following conditions:

- a) Whenever this power is exercised, a record of the exercise shall be made in writing at the time of exercising such power, and a copy thereof shall be kept in such format as determined from time to time by the Chief Executive Officer.
- b) The Chief Executive Officer may only exercise the powers granted under this delegation in relation to entering into a contract with suppliers, for the delivery, operations and management of an expanded portfolio of programs to be delivered at Fire Station 101.
- c) The Mayor and the Chairperson of Economic Development and Digital City Committee are to be consulted before exercising this delegation.

Ben Pole
CHIEF OPERATING OFFICER
(ECONOMIC DEVELOPMENT AND MARKETING)

I concur with the recommendations contained in this report.

Daniel Best
ACTING CHIEF EXECUTIVE OFFICER

Economic Development and Digital City Committee	
Mtg Date: 10.10.17	OAR: YES
Authorisation: Ben Pole	

28 September 2017

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: COMMUNITY MANAGER – FIRE STATION 101

RE: REGIONAL INNOVATION ACCELERATOR PROGRAM

INTRODUCTION:

This is a report by the Community Manager – Fire Station 101 dated 28 September 2017 concerning the Regional Innovation Accelerator Program.

BACKGROUND:

The Regional Innovation Accelerator Program has been devised as part of the Ipswich Smart City Program to skill young entrepreneurs and develop sector-specific startups leveraging funds from the Queensland Government’s Advancing Regional Innovation Program (ARIP).

The Regional Innovation Accelerator Program runs two (2) specific streams, the first is the Entrepreneurs in Schools and the second is Sector Accelerators.

The Entrepreneurs in Schools stream focuses on entrepreneurial thinking and action-based learning through practical business development for students in years 9 to 11. All schools in Ipswich will be able to nominate to have Entrepreneurs in Schools delivered in-school over one (1) term or through weekend intensive sessions. TAFE Queensland is the delivery partner for Entrepreneurs in Schools and the aim is for participants to also gain Certificate II recognition upon completion of the program.

The Sector Accelerators stream aims to mobilise the business and entrepreneurial community around practical and regionally relevant industry challenges. The Sector Accelerators will run as intensive idea development and proof of concept courses delivered in partnership with invested industry leaders. Queensland Urban Utilities and Motor Trades Association of Queensland are the first two (2) organisations confirmed as partners of the Sector Accelerators stream.

The Regional Innovation Accelerator Program has been developed by Council through Fire Station 101 in collaboration with the University of Southern Queensland, Springfield Land Corporation and Little Tokyo Two.

The Regional Innovation Accelerator Program is reliant on the support and funding of the Advanced Queensland ARIP scheme. Through ARIP the Queensland Government has dedicated \$500,000 in matched funding over three (3) years to the Ipswich and West Moreton region for collaborative programs which respond to local needs and regional capability development.

Following confirmation of funding for the Regional Innovation Accelerator Program plan by the Queensland Government in late September, Council will now develop an implementation plan and governance structure focused on engaging with all secondary schools and the general community ensuring accessibility and inclusion.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The Regional Innovation Accelerator Program supports the Advance Ipswich Plan and the Ipswich Smart City Program:

Goal 1 Strategy 1 Key Action 2.2 – Implement the Skilling Ipswich Program which covers community skilling, industry sector skills strategies and Indigenous employment, and expands the education and training sector in the city.

Goal 1 Strategy 1 Key Action 2.3 – Ensure state, private and tertiary education facilities match population growth, and provide adequate skills and knowledge to support the local economy and assist people to have rewarding careers.

Goal 1 Strategy 6 Key Actions 6.1 to 6.7 – Support economic activity based on education, research, technology, health, human services, retail, hospitality, tourism, transport, logistics, manufacturing, agriculture, and niche enterprises.

Goal 3 Strategy 2 Key Action 2.5 - Increase the use of on-line and digital communications to deliver and promote services and information to the community.

RECOMMENDATION:

That the report concerning the Regional Innovation Accelerator Program be received and its contents noted.

Chad Renando

COMMUNITY MANAGER – FIRE STATION 101

I concur with the recommendations contained in this report.

Ben Pole

**CHIEF OPERATING OFFICER
(ECONOMIC DEVELOPMENT AND MARKETING)**

Economic Development and Digital City Committee	
Mtg Date: 10.10.17	OAR: YES
Authorisation: Ben Pole	

26 September 2017

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: SMART CITY PROGRAM MANAGER

RE: REVISION OF THE DIGITAL INNOVATION STEERING COMMITTEE

INTRODUCTION:

This is a report by the Smart City Program Manager dated 26 September 2017 concerning the revision of the Digital Innovation Steering Committee.

BACKGROUND:

The Digital Innovation Steering Committee (DISC) was established under Council resolution in April 2016 to oversee, prioritise and implement all relevant digital technology and innovation projects and activities of Ipswich City Council.

DISC currently comprises of:

- Deputy Mayor (Chair)
- Mayor
- Deputy Chair of the Economic Development, Tourism and Digital City Committee
- Chief Executive Officer (Deputy Chair)
- Chief Financial Officer
- City Solicitor
- Chief Operating Officer (Economic Development and Marketing)

It is proposed DISC be restructured as below:

- Chair of the Economic Development and Digital City Committee (Chair)
- Deputy Mayor (Deputy Chair)
- Mayor
- Chief Executive Officer
- Chief Financial Officer
- City Solicitor
- Chief Operating Officer (Economic Development and Marketing)

RECOMMENDATION:

That the structure of the Digital Innovation Steering Committee be amended to comprise the Chair of the Economic Development and Digital City Committee as Chair of the Digital Innovation Steering Committee.

Zubair Khatree

SMART CITY PROGRAM MANAGER

I concur with the recommendations contained in this report.

Ben Pole

CHIEF OPERATING OFFICER

(ECONOMIC DEVELOPMENT AND MARKETING)

Economic Development and Digital City Committee	
Mtg Date: 10.10.2017	OAR: YES
Authorisation: Ben Pole	

26 September 2017

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: ECONOMIC DEVELOPMENT MANAGER

RE: SEQ COUNCIL OF MAYORS SINGAPORE BUSINESS MISSION REPORT

INTRODUCTION:

This is a report by the Economic Development Manager dated 26 September 2017 concerning the SEQ Council of Mayors Singapore Business Mission Report.

BACKGROUND:

The SEQ Council of Mayors proposed the 2017 Singapore Business Mission to explore four broad themes which demonstrate Singapore's dynamic response to the pressures of sustaining a growing population, creating connectivity across the region and using collaboration to drive innovation.

Those themes are:

Smart City Leadership - Singapore is an acknowledged global leader in Smart Cities and has committed to being the world's first Smart Nation. Focus areas for the mission under this theme included vision and rationale for investment, the horizontal elements of delivery (such as security, mass transit, city management), and possible applications of these findings to SEQ.

Infrastructure and Logistics - Singapore is recognised as a world leader in the delivery of efficient and modern infrastructure. This mission searched for insights into Singapore's rapid mass transit and autonomous vehicles, urban development and integrated transport, and the nation's capability and experience in delivering and operating infrastructure abroad.

Innovation - The mission aimed to unpack how different services and infrastructure are being digitised through smart innovation, with a focus on the drivers for investment in technology, the strategies supporting the roll out of advanced technology across various sectors, and lessons to be learnt from Singapore's digital journey.

Trade and investment - As an important trade and investment partner in South East Asia, this mission investigated opportunities for future two-way trade and investment discussions and to raise the profile of SEQ as a region full of business opportunities.

Councillor Wendt was Ipswich City Council's elected delegate on the SEQ Council of Mayors Singapore Business Mission from 03 to 05 July 2017. He attended the 19 formal meetings and demonstrations scheduled as part of the itinerary as well as representing Ipswich at a number of other meetings and functions.

ATTACHMENT:

Name of Attachment	Attachment
Attachment A – SEQ Council of Mayors Singapore Business Mission Report	 Attachment A

BENEFITS TO COMMUNITY AND CUSTOMERS:

The SEQ Council of Mayors Singapore Business Mission Report furthers the Advance Ipswich Plan:

Goal 1 Strategy 1 Key Action 1.1 – Promote a major investment pathway within Council that supports investment attraction in key areas.

Goal 1 Strategy 1 Key Action 1.2 – Develop trade and export links to support long-term competitiveness in the Ipswich economy.

Goal 1 Strategy 1 Key Action 1.3 – Work with adjoining local governments to support shared and complementary economic growth priorities.

Goal 1 Strategy 6 Key Actions 6.1 to 6.7 – Support economic activity based on education, research, technology, health, human services, retail, hospitality, tourism, transport, logistics, manufacturing, agriculture, and niche enterprises.

RECOMMENDATION:

That the report concerning the SEQ Council of Mayors Singapore Business Mission Report be received and the contents noted.

Paul Hodgson
ECONOMIC DEVELOPMENT MANAGER

I concur with the recommendations contained in this report.

Ben Pole
**CHIEF OPERATING OFFICER
(ECONOMIC DEVELOPMENT AND MARKETING)**

An aerial photograph of Singapore's skyline at sunset. The sky is a mix of blue and orange, with soft clouds. The city is densely packed with skyscrapers and modern buildings. In the foreground, there's a large green field, possibly a park or sports field, and a body of water with a bridge. The overall scene is vibrant and captures the essence of a modern, bustling city.

Singapore Business Mission

2017 | MISSION REPORT



Council of Mayors
South East Queensland

2017 Singapore Business Mission - Post Mission Report

QUALITY INFORMATION

Document: 2017 Singapore Business Mission- Post Mission Report
Ref: COMSEQ-20170830_v11
Date: 30-08-2017
Prepared by: Derek Ephrem - Economic Development Coordinator - Council of Mayors (SEQ)
Melissa Fitzgerald - Media and Communications Coordinator - Council of Mayors (SEQ)
Reviewed by: Scott Smith - A/ Executive Director - Council of Mayors (SEQ)

PREPARED BY



Council of Mayors (SEQ) Pty Ltd
Level 12, 143 Turbot Street, Brisbane
www.seqmayors.qld.gov.au

Copyright

© The Council of Mayors (SEQ) Pty Ltd 2017. Copyright protects this material.
Enquiries should be addressed to info@seqmayors.qld.gov.au.

The Council of Mayors (SEQ) makes no statements, representations, or warranties about the accuracy or completeness of, and you should not rely on, any information contained in this publication. The Council of Mayors (SEQ) disclaims all responsibility and all liability (including without limitation, liability in negligence) for all expenses, losses, damages and costs you might incur as a result of the information being inaccurate or incomplete in any way, and for any reason. Any reference to any specific organisation, product or service does not constitute or imply its endorsement or recommendation by the Council of Mayors (SEQ).

CONTENTS

01	Introduction	2
02	Mission overview	6
03	Mission follow-up	12
04	Itinerary overview	14
05	Acknowledgements	20

Introduction

01

01

Introduction

Since independence in 1965, Singapore has transformed from a country facing severe unemployment and a shortage of housing to one of the world's most prosperous nations.

Global leader

Singapore is recognised as a global leader in pioneering innovation, bringing business, government and communities together to deliver an holistic and integrated approach to furthering its economic development and quality of life for its citizens.

A small island, with a land area that sits between that of Redland and Logan City councils, Singapore is home to almost 6 million people. Through a modern and efficient public transport network, residents and visitors move seamlessly throughout the region.

While there is much to learn from this world leader in innovation, there are some key differences between Singapore and Australia that have assisted Singapore on its innovation journey.

Government

Most noteworthy, Singapore has only one level of government - national government and local government are one and the same. The city-state's form of government reflects the country's unusually small area and modest population.

Singapore has been governed by the same political party for more than fifty years. This is supported by strict laws and legislation (by Australian standards) which contribute to the nation's reputation as one of the cleanest, safest and most heavily regulated countries in the Asia Pacific region.

Global image

Singapore strongly values its forthright and corruption-free image, and the strong and positive relationships it shares with its Asia-Pacific neighbours, particularly Australia.



Model of Singapore at the Urban Redevelopment Authority (URA)



Mission themes

Council of Mayors (SEQ) proposed the 2017 Singapore Business Mission to explore four broad themes which demonstrate Singapore's dynamic response to the pressures of sustaining a growing population, creating connectivity across the region, and using collaboration to drive innovation.

Those themes are:

1

Smart city leadership

Singapore is an acknowledged global leader in Smart Cities and has committed to being the world's first Smart Nation. Focus areas for the mission under this theme included vision and rationale for investment, the horizontal elements of delivery (such as security, mass transit, city management), and possible applications of these findings to SEQ.

Infrastructure and logistics

Singapore is recognised as a world leader in the delivery of efficient and modern infrastructure. This mission searched for insights into Singapore's rapid mass transit and autonomous vehicles, urban development and integrated transport, and the nation's capability and experience in delivering and operating infrastructure abroad.

2

3

Innovation

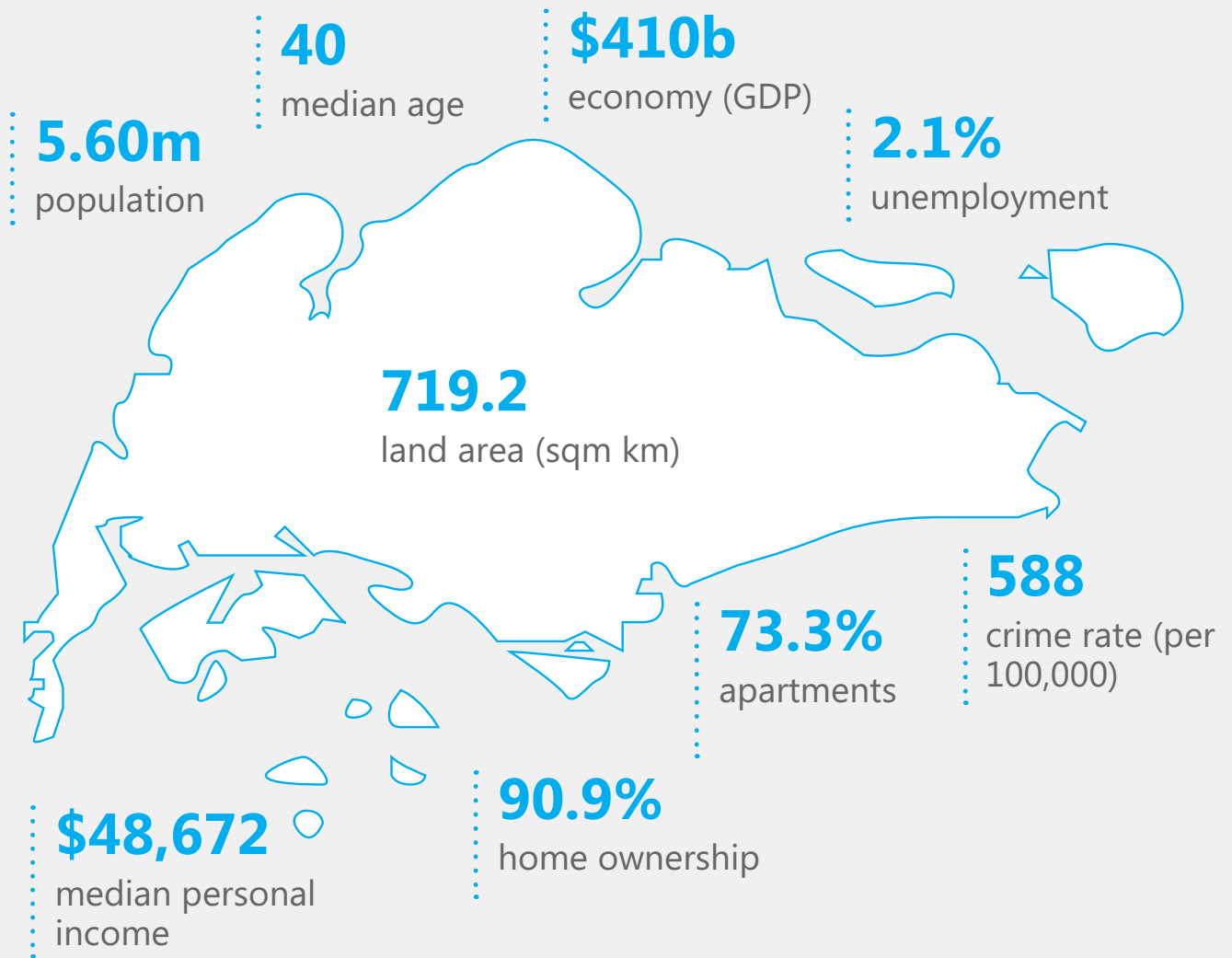
The mission aimed to unpack how different services and infrastructure are being digitised through smart innovation, with a focus on the drivers for investment in technology, the strategies supporting the roll out of advanced technology across various sectors, and lessons to be learnt from Singapore's digital journey.

Trade and investment

As an important trade and investment partner in South East Asia, this mission investigated opportunities for future two-way trade and investment discussions and to raise the profile of SEQ as a region full of business opportunities.

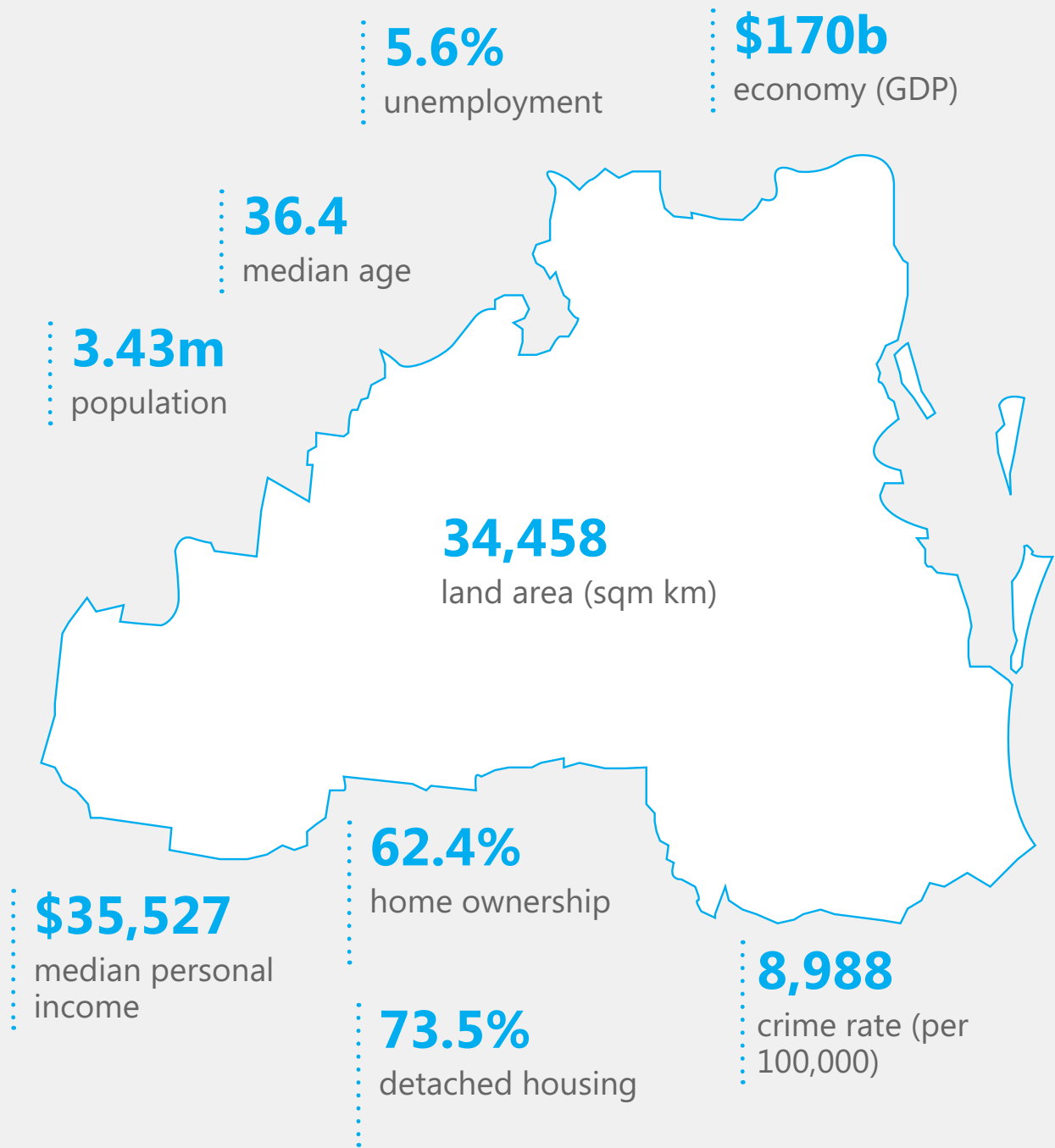
4

Singapore



Source: Queensland Government, Singapore Government

South East Queensland (SEQ)



Not to scale

Mission overview

02

02

Mission overview

The **2017 Singapore Business Mission** covered many areas related to the four broad themes outlined. Delegates were particularly interested in how these themes could be explored to deliver real and valuable insights for SEQ.

Smart City leadership

One of the most significant observations was the collaborative and integrated approach to Singapore's Smart City agenda. Through strong leadership and a unified vision, the nation's embrace of innovation and digital technology is a mantra that permeates through all aspects of Singaporean life.

Singapore's Smart Nation agenda starts with putting citizens at its centre. The Smart Nation vision summarises this objective perfectly, to co-create a future of better living for all through tech-enabled solutions.

Info-Communications Media Development Authority (IMDA)

This was evident during the delegation's discussions with the Info-Communications Media Development Authority (IMDA). IMDA is a key enabler of Singapore's economic competitiveness, fostering technological innovation and collaboration between public and private sectors.

Discussions highlighted the need for government, business and the community to work together to prepare the region's infrastructure, economy and society for a future driven by advanced technology and innovation.

Singtel

Meetings with various Singtel executives demonstrated this concept. Singtel, part of the state-owned holding company Temasek, is the prime example as a pivotal player in Singapore's rise as one of the world's leading innovation nations.

Community engagement

Mayor of Singapore's North West District, Dr Teo Ho Pin, reminded the delegation that community engagement and genuine public participation remains a key component of Singapore's success, and an important activity for any government.



SMRT control centre for automated train operation



Delegation meets with the IMDA

Infrastructure and logistics

Delegates had the opportunity to delve into Singapore's world class public transport systems with a tour of SMRT's Operations Control Centre, Maintenance Workshop and Bus Training and Evaluations Centre.

SMRT

SMRT is Singapore's premier multi-modal land transport provider, delivering the nation's rail operations, maintenance and engineering, as well as bus, taxi and automotive services. Interestingly, SMRT also has significant investments in marketing, retail and property management.

The delegation was impressed by the efficiency and cost effectiveness of SMRT's transport systems, enabled by strong government support and a partially driverless fleet. The punctuality of SMRT's services sits at 99.6 percent.

Singapore's rail network is geared for efficiency with many of the lines either elevated or underground with air conditioning, innovative accessibility measures, e-payment and escalators that shuttle passengers 50 percent faster than the average escalator speed.

Train stations, particularly in inner city areas, are designed to be 'lifestyle hubs'. Featuring passenger services, shopping centres, residential towers, fitness studios and corporate suites, every inch of Singapore's limited land area is maximised to generate positive economic and community outcomes.

Driverless vehicles

A visit to Singapore's world-renowned Gardens By The Bay gave the delegation a chance to see the nation's innovative transport solutions in action. Gardens By The Bay is home to Asia's first fully operational driverless vehicle.

Known as the Auto Rider, the vehicle uses a combination of advanced sensors and lasers to enable it to navigate independently along a virtual, pre-encoded route. The vehicle is equipped to take 12 passengers, travel at a maximum speed of 40km/h and is battery operated.



Mayor Greg Christensen and Samantha Kennedy (Optus) exploring the autonomous vehicle prototype at SMRT



World's largest underground train depot (SMRT)

Urban Redevelopment Authority (URA)

Singapore's infrastructure, development and innovation comes together at the Urban Redevelopment Authority (URA), one of the final stops of the Singapore mission. A land use planning and conservation authority, the URA is tasked with setting the path for sustainable growth and development within Singapore's limited land area.

In a recurring theme of the mission, the URA recognises that planning alone is not sufficient to realise the nation's ambitious objectives. Therefore, the URA works closely with government, industry and the community to deliver the sense of greenery, calm and order that is a striking feature of Singapore's inner city.



Mayor Paul Antonio with a drone at the Information Exchange and Experience Centre hosted by Singtel

Innovation

Singapore's use of innovation as an economic and social enabler was evident at every turn of the Singapore mission. From education, recreation and civic services, advanced technology is playing a leading role in delivering efficient, accessible and cost-effective services to Singapore's citizens.

Public housing

The public housing structure in Singapore, where almost 80 percent of the population lives in government-developed apartments, allows for technology to be rolled out and maintained across a vast majority of the population.

As demonstrated during the delegation's visit to Surbana Jurong's Head Office, a series of cameras, sensors and applications offer seamless monitoring and management of Singapore's residential

estates. Lighting, security, traffic, energy, water and amenity are closely monitored as part of its Smart City services.

Smart city sensors

The use of data from various sensors to drive efficient asset management and prompt predictive maintenance was a valuable insight for the delegation, offering comparable solutions for SEQ councils.

Sensors are also playing a crucial role in monitoring Singapore's elderly population to enable ageing in place and keeping family units together for longer, a salient point given both nations' aging populations.

A visit to the FutureNow exhibit at the Singtel ComCentre gave the delegation a view of what technology can currently deliver in the way of Smart City management, and what are some of the opportunities and challenges for the future.

Smart city platforms

A demonstration of IntellisURF, a smart city operating platform, showed the delegation how data from a wide range of sources (video, sensor, social media, mobile networks) can be analysed and displayed through a single user interface.

In doing so, IntellisURF can detect emerging situations and create operational efficiencies through automated responses with standard operating procedures, notifications and supporting tools. It can also deliver an improved response by providing information and insights to first responders and on-ground staff.

Cyber security

On the flip side, Singtel also showed the delegation the increased threat that comes with advancing technology through a cyber security demonstration. Singtel showed the ease with which an attack can be initiated and how a breach on a government organisation’s system may be executed.

Centre for Innovative Cities

One of the final stops for the mission was a visit to the Lee Kuan Yew Centre for Innovative Cities, a research institute which stimulates thinking around the critical issues of cities and urbanisation and explores how technology, design and policy can provide urban solutions.

The Centre has a unique approach to education and its role in innovation, with a structured curriculum that sets it apart from traditional universities. In addition to its unwavering focus on technology and design, it draws in expertise from architects, designers, engineers, social scientists, and urban planners to understand and address many of the complex issues of urbanisation.

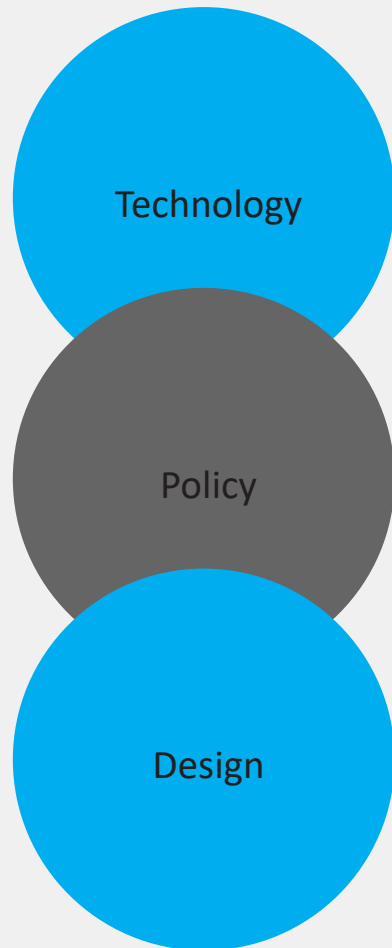
Centre Chair and Singaporean Ambassador-at-Large, Ambassador Chan Heng Chee, and her team shared valuable insights with the delegation regarding current research of relevance to SEQ and opened the door to further discussions following the Singapore mission.



Delegation meets with officials at the Lee Kuan Yew Centre for Innovative Cities

Centre for Innovative Cities

Lee Kuan Yew Centre for Innovative Cities, a research institute which stimulates thinking around the critical issues of cities and urbanisation explores how technology, design and policy can provide urban solutions.



Trade and investment

The Singapore Business Mission clearly demonstrated that a strong and lasting relationship between Singapore and SEQ is a win-win for both regions.

Constrained by land size, Singapore imports 90 percent of its fruit and vegetables and values the clean, high quality produce that SEQ offers. It enjoys close ties with Australia on several fronts, with a free trade agreement that has been in place between the two nations since 2003.

Conversely, SEQ has much it can learn about Singapore’s meteoric rise as one of the world’s leading innovators and how this can be harnessed to drive connectivity and economic growth.

The collaborative and coordinated approach by the SEQ Mayors’ mission was well received by government and business leaders at both the High Commissioner’s Reception and a Business Networking event hosted by Surbana Jurong.

Innov8 and Block 71

Discussions with Mr Edgar Hardless, CEO of Singtel’s Innov8 Venture Capital Fund, and a visit to Singapore’s Block 71, also provided some learning opportunities for SEQ in how it manages the emergence of its start-up culture and supporting facilities.

Home to more than 250 start-ups, 30 incubators, accelerators and venture capitalists, Block 71 is the epicentre of Singapore’s innovation entrepreneur ecosystem. The facility started as a government experiment, where a disused industrial area was rented and sub-let to start-ups at affordable rates.

This focus of effort and location has created a thriving ecosystem of innovation, which continues to expand within the Block71 precinct and create opportunities for Singaporean start-ups internationally.

Trade and investment partnerships

The mission concluded with a series of meetings aimed at unlocking potential opportunities and lessons to foster better trade and investment partnerships between SEQ and Singapore.

The first of these discussions, facilitated by International Enterprise Singapore, was with Singaporean special vehicles company ST Kinetics.

ST Kinetics plays a key role in the advancement of Singapore’s smart transportation network and the development of autonomous vehicle technologies. The company is currently in partnership with Singapore’s Land Transport Authority to trial a series of automated vehicles in urban mixed traffic conditions across Singapore.

Importantly, these discussions revealed that ST Kinetics is already working with the Royal Automobile Club of Western Australia on Australia’s first automated bus trial.

Benelux Produce and Toll Logistics

The delegation met with representatives from Benelux Produce and Toll Logistics to explore potential export opportunities in the Singaporean market.

Discussion around Singapore’s heavy reliance on an external supply of fresh produce flagged plenty of opportunity for SEQ’s producers. However, the challenges of enabling producers to be export ready and making the exercise financially viable were also raised.

Asian markets

Toll Logistics provided interesting insights into preparing SEQ’s exporters for entering the Asian market. While Singapore can provide a gateway to the Asian region, there were unique differences and challenges presented by the various nations.

The session concluded with Toll providing an example of how exporters can better prepare for business within the Asian region, and offered to work with SEQ councils and exporters to be better prepared to engage with countries like Singapore.



Presentation from Mr Chia Wee Boon, CEO, NCS

Mission Follow-up

03

03

Mission Follow-up

This business mission has presented a number of follow-up actions that are provided below.

1. Singapore is a great location to establish regional headquarters for most Australian companies looking to conduct business with the South East Asian region. The Council of Mayors (SEQ) will continue to engage with Austrade, Trade and Investment Queensland and International Enterprise Singapore to learn more about initiatives like the “Landing Pad” that are available to support Australian businesses entering the Singaporean market.
2. Councils within SEQ will work to attract more of Singapore’s projected tourism expenditure for Australia in the coming years.
3. Individual members of the Council of Mayors (SEQ) Singapore Mission delegation will follow-up with SMRT executives to explore various commercial opportunities within the SEQ transportation sector.
4. The Council of Mayors (SEQ) will maintain a dialogue with SMRT regarding the role out of autonomous vehicles for use on main roads in Singapore to learn how legal and insurance issues are resolved. This information may inform future autonomous vehicle usage in SEQ.
5. The Council of Mayors (SEQ) will continue to promote the central role that government plays within Singapore’s Smart Nation agenda. Council of Mayors (SEQ) will take every opportunity to support post mission dialogue between relevant government agencies in Singapore and SEQ councils.
6. The Council of Mayors (SEQ) will maintain contact with all relevant government agencies and companies regarding how smart technology is being used in Singapore and how issues of privacy and safety are being managed.
7. The Council of Mayors (SEQ) will work with Singtel to explore how the Innov8 Venture Fund can better engage with the growing digital technology ecosystem in SEQ.
8. Individual members of the Council of Mayors (SEQ) Singapore Mission delegation will follow-up with Surbana Jurong executives to explore further commercial opportunities within SEQ.
9. The Council of Mayors (SEQ) will work with Easy Mile to assist them with their proposed Queensland Road Show in 2017 where they intend to have autonomous vehicle demonstrations at various sites throughout SEQ.
10. Individual members of the Council of Mayors (SEQ) Singapore Mission delegation will follow-up with Toll Global Forwarding to arrange workshops for SEQ businesses considering exporting products to South East Asia.
11. Individual members of the Council of Mayors (SEQ) Singapore Mission delegation will follow-up with Singapore University of Technology and Design to promote two-way information exchange and explore the potential for Centre for Innovative Cities doing work with councils in SEQ.

Itinerary Overview

04

04

Itinerary Overview

Monday 03 July

Meeting: Australian Trade Commission/ Trade & Investment Queensland

Presenter: Mr David Campbell (Senior Trade and Investment Commission, Austrade)

Key Observations

- Singapore is a country small in land area and population but a globally competitive economy.
- Some of the factors that underpin Singapore's competitiveness are strong institutions, a highly skilled and educated workforce, an emphasis on innovation, and good infrastructure.
- The country has been very successful in attracting foreign direct investment across various industries including biomedical and pharmaceutical manufacturing, financial services, logistics and digital industries.
- Singapore is well positioned to capitalise on the GDP growth coming out of the Asia-Pacific region.
- Singapore sees innovation as the key to driving economic growth in the future. As such, the country is investing heavily into research and development as well as developing collaborations with Australian research institutions.
- Singapore is one of Australia's top ten two-way trading partners.
- 60% of global multinational companies have regional headquarters in Singapore.
- Singapore acts as a regional hub for trade and investment in South East Asia
- Singapore continues to be a global trading hub in both sea and airfreight. Serving as one of the main gateways into Asia.
- There is room for growth in Singapore's tourism expenditure in Australia that SEQ may be able to capitalise on.

Meeting: SMRT Operations, Mass Transit Overview

Presenters: Mr Goh Eng Kiat (Managing Director, SMRT International), Mr Jonathan Khong (Deputy Managing Director, SMRT International)

Key Observations

- SMRT transport's main areas of business interest are multi-modal transport and business solutions. Multi-modal transport include rail systems, buses, taxis, personal rapid transit, and group rapid transit vehicles. Business solutions includes property leasing, advertising, engineering/ consultancy, and maintenance.
- Many of SMRT's business units operate synergistically with each other allowing for excellent end-to-end customer experience.
- As Singapore's leading public transport operator, SMRT provides first class service delivery as benchmarked against the world's leading metro providers.
- SMRT works closely with the housing authority to contribute to integrated lifestyle and transport developments in Singapore.
- SMRT has an international footprint that spans throughout Asia, Europe, The Middle East, and South America. The company is actively pursuing the Australian market.
- SMRT is a strategic partner and shareholder in a Dutch-based company (2getthere) that is developing an automated transit network. SMRT has the exclusive rights for the Asia Pacific market.
- SMRT currently utilises driverless systems for the metro in Singapore.
- SMRT are field testing autonomous vehicles for road services.
- A driverless minibus is being tested at Macquarie Park in Australia
- SMRT's autonomous vehicle is ready for a mixed traffic environment in Singapore. The issues delaying deployment of the autonomous vehicle are regulatory and insurance.

Monday 03 July (cont.)

Meeting: Tour of SMRT Control Centre and Maintenance Facility

Presenters: Mr Jonathan Khong (Deputy Managing Director, SMRT International), Mr James Low (Deputy Director, Control Operations,)

Key Observations

- Nearly six out of 10 Singapore residents take public transport to work every day.
- Singapore residents depend on public transportation and have high expectations in terms of reliability, safety, and cleanliness of service at an affordable price.
- SMRT operates cost efficient trains that have a 99.6% punctuality and 95.8% safety record.
- SMRT services its autonomous train fleet at a state of the art facility which is the largest underground train services depot in the world. The maintenance depot also relies on an autonomous warehouse and distribution system to supply parts to service the trains.
- The metro train fleet provides data to the maintenance depot which moves parts autonomously from the warehouse to appropriate trains for servicing.
- Metro operations are closely monitored with video and data provided to SMRT's control centre to ensure efficient and safe movement of passengers throughout the network.

Meeting: Intro to Bus Operations and Tour of Bus Training & Evaluation Centre

Presenters: Mr Kwek Hyen Chee (Director SMRT Buses), Mr Tan Kian Heong (Managing Director of SMRT Buses & Roads Services)

Key Observations

- SMRT Buses serve 368 million commuters annually with more than 1 million commuters daily.
- Travel by bus is the predominant form of public transport taken daily in Singapore.
- Several years ago, the Singapore Land Transport Authority transitioned to a bus contracting model where bus operators bid for bus routes by packages and paid a service fee to run the bus services.
- SMRT is the second largest public bus operator in Singapore with 22% market share.
- SMRT is competing for human capital with other industries in Singapore. The company has uplifted the profession of bus driving by changing the titles of drivers to "bus captains".
- SMRT provides extensive training and driver performance evaluations with bus simulators, driver data analysis, and ongoing training based on data analysis.

Meeting: Infocomm Media Development Authority of Singapore (IMDA)

Presenters: Ms Yip Yuen Fong (Advisor, Digital Readiness Cluster, IMDA)

Key Observations

- IMDA is one of the key agencies at heart of the Smart Nation agenda in Singapore.
- IMDA's main role is to bring together industry, society, and government to transform Singapore into a Smart Nation.
- The four areas of focus for IMDA in the digital transformation of Singapore including cybersecurity, immersive media, internet of things, and data analytics/artificial intelligence.
- IMDA works with companies like Singtel to ensure that there is pervasive connectivity deployment throughout Singapore.
- IMDA is working with the Sentosa Development Corporation to use Sentosa Resort Island as a collaborative test bed for a variety of smart technologies to enhance customer experience.
- IMDA is working with primary and secondary schools to encourage digital making experiences for students.
- IMDA has partnered with schools and commercial partners to create Lab On Wheels mobile digital making learning lab.
- The Lab On Wheels purpose is to ignite students' passion for tech via engaging and experiential activities. Introduce students to computational thinking and makers mentality.
- School that have participated in the Lab On Wheels program have seen a 24% increase in students' interest in computer science.

Meeting: Government Networking Reception

Presenters: Mr Bruce Gosper, Australian High Commissioner Singapore

Key Observations

- The High Commissioner recognised the importance of regional collaboration and engagement with local government officials from Australia.
- Australian local governments generate much more attention and interest from Singapore business and government organisation when presenting aggregated information regarding investment, trade, and tourism opportunities.
- The Singapore attendees represented a diverse group of businesses and government organisations.
- Some of the Singaporean attendees included the following: Olam International, Agricorp International, Benelux Food and Flowers, Ambassador-at-Large with the Singapore Foreign Ministry.

Tuesday 04 July

Meeting: Information Exchange and Experience Centre: Singapore Telecommunications Ltd (Singtel) Overview

Presenters: Mr Bill Chang (Chief Executive Officer, Group Enterprise)

Key Observations

- Singtel is the Asia-Pacific's largest multimedia group and the largest ICT partner with Singapore's Smart Nation Program.
- Singtel is keen to co-develop smart city solutions with government and/ or other businesses.
- Singtel is building deep capabilities as enablers in the following domain areas: analytics, artificial intelligence, robotics, internet of things, public safety, cyber security, and healthcare.
- Issue of privacy needs to be addressed as new technology is being developed and deployed.
- Singtel is working with various organisations in Australia to showcase smart technology. One example is the Smart Campus work being done with Latrobe University through Optus.

Meeting: Information Exchange and Experience Centre: Singapore Telecommunications Ltd (Singtel) SMART Nations Initiatives

Presenters: Mr Chia Wee Boon (Chief Executive Officer, NCS)

Key Observations

- NCS provided a live demonstration of the IntelliSURF platform – a sophisticated big data visualisation engine that allows different government agencies to achieve real-time situational awareness of the country.
- Some of the key focus on NCS's Smart Nation initiatives are next generation infrastructure, an ecosystem of partners to accelerate innovation, strategic partnerships with large organisations and start-ups to enable experimentation.

Meeting: Information Exchange and Experience Centre: Singapore Telecommunications Ltd (Singtel) Innovation Walkabout

Presenters: Ms Yvonne Lim (Innovation Evangelist, Singtel)

Key Observations

- Dataspark is a service that uses data and location analysis to create powerful insights for better planning of government and business services.
- Use cases included emergency services, housing, advertising, tourism, and retail.
- Data can be obtained from video, wifi, mobile, and customer to create compelling customer insights.
- Singtel provided live demonstrations of robots used in healthcare industries as well as surveillance and drone technology used in a variety of industries.

Meeting: Information Exchange and Experience Centre: Singapore Telecommunications Ltd (Singtel) Cyber Security Briefing

Presenters: Mr William Woo (Managing Director, Enterprise Delivery and Managed Services)

Key Observations

- Singtel provided a tour of the Advanced Security Operations Centre and demonstrated how networks, systems and platforms are secured for Governments and private enterprises.
- Cyber-crime is now recognised as the number one economic crime in the world.
- Every major organisation in the Asia Pacific region has been hacked. Intellectual property, financial information, critical infrastructure, etc. is all vulnerable to cyberattack and/ or theft.
- Ransomware has become a very lucrative industry with 98% of Asia Pacific companies having been victims.
- There is a critical lack of cyber-security talent to defend enterprises and government.
- Beware of free WiFi!

Meeting: Block 71(Innov8) Innovation District Tour/ Presentation

Presenters: Mr Edgar Hardless, CEO, Singtel Innov8 Venture Capital Fund

Key Observations

- Singtel's Innov8 was established as a separate entity from Singtel.
- The two main roles of Innov8 are (1) scouting & investment and (2) business & portfolio development of digital technology start-ups.
- Innov8 is a strategic venture capital investor in technology start-ups that can do one or more of the following for Singtel: (1) provide insights into new markets and technology (2) develop next-generation products & services and (3) generate cost savings.
- Innov8 is building an ecosystem in Singapore, western US, Israel and Australia. There are 3 technology scouts based in Australia (including Brisbane). Optus works with Fishburners in Brisbane.
- Innov8 annually evaluates 1000 start-ups to identify 10 investable tech start-ups.
- Innov8, NUS Enterprise, and MDA collaborated in 2011 to turn light industrial area Block71 into a one-stop start-up hub.
- Block 71 has grown from 1 incubator in 2011 to 50 incubators/ accelerators that are home to 750 start-ups and 2000 entrepreneurs in various stages of development.
- The Australian Trade and Investment Commission has its Landing Pad facility located in Block 71. Australian start-ups that are accepted to be part of the Landing Pad have access to work in a collaborative workspace and referral to business support services for a period of up to 90 days.

Tuesday 04 July (cont.)

Meeting: Surbana Jurong (SJ) / Smart City Operation and Management

Presenters: Mr Joe Keen Poon (Smart Cities Lead, Surbana Jurong)

Key Observations

- Surbana Jurong provided a live demonstration of the Predictive Lift Operations and Maintenance Analytics systems used in several housing estates throughout Singapore.
- Sensors installed in lifts can collect real-time data to predict when lifts may need maintenance.
- Lift maintenance and repair shifted from being reactive to proactive, drastically increasing residents' satisfaction ratings which SJ closely monitors.
- Video monitoring and analytics are also used to monitor cleanliness and suspicious behaviour on lifts.

Meeting: Singapore Town Councils

Presenters: Dr. Teo Ho Pin (Mayor of North West District)

Key Observations

- Town Councils were formed in 1989 to empower local elected representatives and residents to run their own housing estates. Similar to a body corporate organisation.
- Elected Members of Parliament (MPs) are empowered to lead Town Councils and decide on local estate management matters.
- Town Councils are not a separate level of government and are very different to local councils in Australia.
- Dr. Teo Ho Pin gave a brief description of how SJ provides services within his North West District.
- Politically, it is very important for mayors of town councils to ensure that excellent customer service is provided to residents within their town councils.

Meeting: Business Leaders Dinner hosted by Surbana Jurong/ SMEC

Presenters: Mr Eugene Seah, Surbana Jurong (Senior Director, Special Projects)

Key Observations

- Several business and government representatives attended the event. Some of the organisations in attendance included the following: ANZ, Surbana Jurong, Singtel, Nanyang Technology University, developers and SMRT.
- Several follow-up meetings were scheduled to take place in Singapore and SEQ between various members of the CoM delegation and Singaporean organisations in attendance.

Wednesday 05 July

Demonstration: Gardens By The Bay - Auto Rider

Presenters: Mr Ralf Josef Gresch (Director of Visitor Services)
Mr Joe Keen Poon (Smart Cities Lead, Surbana Jurong)

Key Observations

- Gardens By The Bay is an iconic tourism destination that attracts millions of visitors each year.
- The Singaporean government invested large sums of money to ensure that the facility is a world-renowned attraction.
- Visitors can be transported, upon entry to the grounds to the Gardens via an autonomous minibus.
- The CoM delegation was given demonstration rides on the autonomous minibus by Easy Mile, which is the company that manufactures the vehicle. The temperature controlled vehicle travels on designated routes throughout the grounds without a driver.
- Easy Mile is currently trialling the vehicle in Australia, with plans to conduct demonstrations/ trials in SEQ this year.
- Some of the features in the Gardens, such as the waterfall, were modelled off natural features in the Scenic Rim national parks.

Lee Kuan Yew Centre for Innovative Cities (LKYCIC), Singapore University of Technology and Design

Presenters: Prof. Chan Heng Chee (Chairperson, LKYCIC)

Key Observations

- Professor Chan Heng Chee holds the title of Ambassador-at-Large with the Singapore Foreign Ministry. She was formerly Singapore's Ambassador to the United Nations.
- The centre is made up of makers, doers and thinkers for innovative cities.
- The centre works with Mayors of Towns in Singapore and abroad.
- The four main areas of research and activity are the future of cities, Smart Nation program, Ageing cities, and the international design centre.
- The future of cities area focuses on the need for a people-centred approach to innovation. Some of the research questions being addressed include:
 1. How do you bring innovation skills to a region?
 2. How do you integrate humans with machine?
 3. How do you recognise and address the job losses that will occur due to technology disruption?
- The ageing cities area focuses on the following research questions;
 1. How do you address older persons relationships with their communities/ neighbourhoods?
 2. How do you consider planning and designing age-friendly neighbourhoods?
 3. How do you test the use of sensors to monitor the health of elderly residents?

- The international design centre focuses on the following:
 1. Bringing design thinking to urban problems, in partnership with MIT.
 2. Assisting in the development of Virtual Singapore.
 3. Running a Design Futures Studio.
 4. Assisting in the design of the Singapore University of Technology and Design which is relatively new campus in Singapore.
- Several members the CoM delegation invited members of the research team to visit SEQ.

Meeting: Urban Redevelopment Authority

Presenters: Ms Yap Lay Bee (Director, Urban Design East) and Mr Colin Lauw, Senior Manager (Community Outreach and Programming).

Key Observations

- There was great emphasis placed on seeing urban design as a partnership with the community.
- The Singapore City Gallery had interactive and static exhibits spanning 3 floors and over 2,400 square metres which included one of the world’s largest architectural models – the Central Area model.
- The exhibit highlighted Singapore’s incorporation of green space throughout the city.
- It was clear that Singapore has managed urban density very well.

Meeting: ST Kinetics (Land systems and specialty vehicles)

Presenters: Ms. Kandasamy Krithika (Head, Operations & Marketing- Smart Transport, Kinetics Advanced Robotics)

Key Observations

- ST Kinetics was the first to deploy self-driving vehicles in Asia.
- The minibus being used at Gardens By The Bay is a partnership between ST Kinetics and Easy Mile.
- ST Kinetics intends to deploy several vehicles in Singapore in mid-2018.
- 15 minibuses will be used at airports, hospitals, and business parks.
- A 40-seater bus is currently being developed.
- Trials of the some of the vehicles are being planned for sites throughout Australia.
- Vehicle trials are taking place in Bordeaux and Switzerland on open roads.
- Members of the CoM delegation discussed cost of purchasing and leasing the vehicles.

Meeting: International Enterprise Singapore (IE Singapore)

Presenters: Mr Kenneth Sim (Divisional Director, Southeast Asia & Oceania Group, IE)

Key Observations

- Singapore is the premier business centre for South East Asia.
- The country has a good distribution network and partnerships throughout the world.

- Singapore is the perfect platform for trading into Asia.
- IE is very interested in opportunities for Singaporean companies to pursue business in the Smart City Solutions space in Australia.
- Singapore is also very keen to identify new suppliers of quality food products from Australia.
- Singaporean developers prefer large development opportunities.
- IE is keen to continue to engage with the Council of Mayors (SEQ).

Meeting: Trade and Investment sessions

Presenters: Linda Ong (Managing Director, Benelux Flowers & Food), Guek Hong TOH (Project Manager, Benelux Flowers & Food), Jason Wilson (General Manager – South East Asia, Toll Global Forwarding), Amie Luah (General Manager – Retail and Business Development – Asia Pacific, Toll Global Logistics Division)

Key Observations

- Benelux Flowers and Food
 1. 90% of Singapore’s food is imported. Bilateral trade relationships are highly valued.
 2. Benelux not only services the Singaporean market, as an importer of premium fruit and vegetables, but services several countries in South East Asia.
 3. Benelux has a long well-established relationship with Queensland farmers but is always in search of new suppliers.
 4. Benelux is looking to work with suppliers who are export ready. It is critical that suppliers can ensure they can supply sufficient volume and quality of fruit and veg.
- Toll Global Forwarding
 1. Toll have been owned by Japan Post Holding Company since 2015.
 2. The company has operations in more than 50 countries.
 3. Toll is the leading provider of logistics services in Asia.
 4. The company has a strong e-commerce capability – both systems and solutions.
 5. Toll has a new major cold storage facility 5km from Changi Airport.
 6. Singapore represents a great trading base for accessing the rest of Asia.
 7. Cotton-On is a great example of an Australian business that uses Singapore as a springboard into the rest of Asia.
 8. Several members of CoM delegations invited Toll to come to SEQ to present to local business interested in exporting to South East Asia.

Acknowledgements

05

05

Acknowledgements

Delegates

Elected Memebhrs

- **Cr Paul Antonio**, Mayor, Toowoomba Regional Council – Deputy Chair Council of Mayors (SEQ)
- **Cr Karen Williams**, Mayor, Redland City Council – Treasurer Council of Mayors (SEQ)
- **Cr Luke Smith**, Mayor, Logan City Council
- **Cr Allan Sutherland**, Mayor, Moreton Bay Regional Council
- **Cr Greg Christensen**, Mayor, Scenic Rim Regional Council
- **Cr Adrian Schrunner**, Deputy Mayor, Brisbane City Council
- **Cr Wayne Wendt**, Ipswich City Council, Deputy Chairperson- Economic Development, Tourism and Digital City Committee

Council of Mayors (SEQ) Staff

- **Mr Scott Smith**, A/Executive Director, Council of Mayors (SEQ)
- **Mr Derek Ephrem**, Economic Development Coordinator, Council of Mayors (SEQ)
- **Ms Melissa Fitzgerald**, Media and Communications Coordinator, Council of Mayors (SEQ)

Council Staff

- **Mr Daryl Hitzman**, CEO, Moreton Bay Regional Council
- **Ms Jane Frawley**, Director of Innovation and City Transformation, Logan City Council
- **Ms Kirby Orr**, Chief of Staff, Logan City Council
- **Mr Tony Krimmer**, Senior Economic Development Officer, Toowoomba Regional Council

Corporate Delegates

- **Mr Jonathan Powell**, Manager Business Development- QLD/NT, SMEC (Member of SJ Group)
- **Ms Samantha Kennedy**, Director- Government Strategy and Innovation, Optus
- **Mr Martin Durrant**, Account Manager- Local Government, Optus

Contacts

<p>Agrocorp International Pte. Ltd. 10 Anson Road #34-04/05/06 International Plaza Singapore 79903 www.agrocorp.com.sg</p>	<p>Krishna, SNV Risk Manager (65) 6578-9523 krishna@agrocorp.com.sg</p>
<p>Australian High Commission, Singapore 25 Napier Road Singapore 258507 www.australia.org.sg</p>	<p>Gosper, Bruce High Commissioner, Singapore (65) 6836-4209 tracey.petitgirard@dfat.gov.au</p>
<p>Australian Trade and Investment Commission Australian Trade and Investment Commission Level 3, Australian High Commission 25 Napier Road Singapore 258507</p>	<p>Campbell, David Senior Trade and Investment Commissioner (65) 6418-8400 David.Campbell@ustrade.gov.au</p>
<p>Benelux Flowers & Food Pty. Ltd. No. 245 Pandan Loop Singapore 128428 www.beneluxproduce.com</p>	<p>Hong, Guek Project Manager (65) 6779-6890 (65) 9113-9473 guekhong@beneluxproduce.com</p>
	<p>Ong, Linda Managing Director (65) 6779-6890 (65) 9681-4701 lindaong@beneluxproduce.com</p>
<p>Easy Mile 173A Telok Ayer Street Singapore 68622 Singapore www.easymile.com</p>	<p>Pequignot, Alexandre Sales Manager, Australia & New Zealand (65) 6592-0960 (65) 9017-2514 alexandre.pequignot@easymile.com</p>
<p>Gardens by the Bay 18 Marina Gardens Drive Singapore 18953 www.gardensbythebay.com.sg</p>	<p>Gee, Ng Boon Director, Gardens Operations (65) 6636-2027 ng.boon.gee@gardensbythebay.com.sg</p>
	<p>Loh, Jennifer Manager, Visitor Services (65) 6636-2429 jennifer.loh@gardensbythebay.com.sg</p>
	<p>Woo, Jasmine Senior Executive, Visitor Services (65) 6636-2433 jasmine.woo@gardensbythebay.com.sg</p>

Infocomm Media Development Authority 10 Pasir Panjang Road #10-01 Mapletree Business City Singapore 117438 www.imda.gov.sg	Fong, Yip Yuen Advisor, Digital Readiness Cluster (65) 6211-3809 yip_yuen_fong@imda.gov.sg
	Hong, Koh Suat Deputy Director Accreditation (65) 6211-1618 koh_suat_hong@imda.gov.sg
	Sain, Koh Wee Deputy Director, National Infocomm Infrastructure (65) 6211-1624 (65) 9008-4578 koh_wee_sain@imda.gov.sg
	Tee, New Soon Director, Logistics & Retail Sectoral Innovation Group (65) 6211-0369 (65) 9788-3998 new_soon_tee@imda.gov.sg
International Enterprise Singapore 230 Victoria Street #10-00 Bugis Junction Office Tower Singapore 188024 www.iesingapore.gov.sg	Loh, Magdalene Division Director, Infrastructure Solutions Division (65) 6433-4546 magdalene_loh@iesingapore.gov.sg
	Ho, Sabrina Senior Manager, Technology Division (65) 6433-4522 sabrina_ho@iesingapore.gov.sg
	Sim, Kenneth Divisional Director, Southeast Asia & Oceania Group (65) 6433-4970 kenneth_sim@iesingapore.gov.sg
	Tan, Ivan Group Director, Southeast Asia & Oceania Group (65) 6433-4638 ivan_tan@singapore.gov.sg
International Enterprise Singapore (Australia) 47 York Street, Level 11 Sydney NSW 2000 Australia www.iesingapore.gov.sg	Chua, Timothy Centre Director, Sydney Overseas Center (02) 9262-4011 0422 147 025 TIMOTHY_CHUA@iesingapore.gov.sg

<p>Lee Kuan Centre for Innovative Cities Lee Kuan Yew Centre for Innovative Cities Singapore University of Technology and Design 8 Somapah Road, #02-302 Building 3, Level 2 Singapore 487372 Singapore www.sutd.edu.sg</p>	<p>Chee, Chan Heng Chairman (65) 6489-7039 denise_gan@sutd.edu.sg</p>
	<p>Wang, Poon King Director (65) 6303-6600 poonkingwang@sutd.edu.sg</p>
	<p>Yuen, Belinda Research Director (65) 6303-6600 belinda_yuen@sutd.edu.sg</p>
<p>Member of Parliament for Bukit Panjang 900 South Woodlands Drive #06-01 Woodlands Drive Civic Centre Singapore 730900</p>	<p>Pin, Dr Teo Ho Mayor of North West District (65) 6248-5552 Teo_Ho_Pin@pa.gov.sg</p>
<p>NCS NCS Pte. Ltd. 5 Ang Mo Kio Street, 62 NCS Hub Singapore 569141 www.ncs.com.sg</p>	<p>Boon, Chia Wee Chief Executive Officer (65) 6556-6888 wbchia@ncs.com.sg</p>
<p>Olam Cotton Olam International Ltd. 9 Temasek Boulevard, #25-01 Suntec Tower Two Singapore 38989 www.olamgroup.com</p>	<p>Menon, Mahesh President (65) 6317-9533 (65) 9786-9107 mahesh@olamnet.com</p>
<p>Optus 15 Green Square Close Fortitude Valley QLD 4006 Australia</p>	<p>Durrant, Martin Account Manager, Local Government 0423 929 488 martin.durrant@optus.com.au</p>
	<p>Kennedy, Samantha Director, Government Strategy & Innovation 0438 860 261 sam.kennedy@optus.com.au</p>
<p>Personal Data Protection Commission 460 Alexandra Road #10-02 PSA Building Singapore 119963 www.pdpc.gov.sg</p>	<p>TOON, Valeriane Senior Assistant Director - Communications, Outreach & International (65) 6508-7357 valeriane_toon@pdpc.gov.sg</p>
<p>Singapore University of Technology and Design 8 Somapah Road, #03-101 Building 1, Level 3 Singapore 487372 www.sutd.edu.sg</p>	<p>Wood, Kristin Head of Pillar, Engineering Product Development (65) 6303-6600 kristinwood@sutd.edu.sg</p>

Singtel 31 Exeter Road #30-00 Comcentre Singapore 239732 www.singtel.com	Chang, Bill Chief Executive Officer, Group Enterprise (65) 6838-8311 billchang@singtel.com
	Lim, Yvonne Innovation Evangelist, FutureNow - Singtel Innovation Centre (65) 6838-2173 (65) 9819-5862 yvonne@singtel.com
	Wing, William Woo Siew Managing Director, Enterprise Data & Managed Services (65) 6838-5977 williamwoo@singtel.com
Singtel Innov8 Ventures Singtel Innov8 Ventures Pte. Ltd. Block 71, Ayer Rajah Crescent, #02-22 Singapore 139951 www.innov8.singtel.com	Hardless, Edgar Chief Executive Officer (65) 6838-8444 (65) 9757-7438 ehardless@singtel.com
SMRT Buses Ltd. 300 Bishan Road Bishan Depot Singapore 569140 www.smrt.com.sg	Chee, Kwek Hyen Director, Business Analytics and Systems Development (65) 6556-3297 (65) 9001-7010 kwekhc@smrt.com.sg
	Heong, Tan Kian Managing Director, SMRT Buses & Road Services (65) 6556-1775 TanKianHeong@smrt.com.sg
SMRT International Pte. Ltd. 300 Bishan Road Bishan Depot Singapore 57928 www.smrt.com.sg	Khong, Jonathan Deputy Managing Director (65) 6554-8520 (65) 9734-0075 JonathanK@smrt.com.sg
SMEC 60 Leichhardt St Spring Hill QLD 4000 Australia	Powell, Jonathan Manager, Business Development - QLD/NT (07) 3029-6697 0411 152 308 Jonathan.Powell@smec.com
ST Kinetics Singapore Technologies Kinetics Ltd. 249 Jalan Boon Lay Singapore 619523 www.stengg.com	Krithika, Kandasamy Head, Operations & Marketing - Smart Transport, Kinetics Advanced Robotics (65) 6265-7003 (65) 9174-7917 kandasamy.krithika@stengg.com

<p>Surbana Jurong Private Limited 168 Jalan Bukit Merah #01-01 Connection One Singapore 150168 www.surbanajurong.com</p>	<p>POON, Joe Keen Managing Director, Smart Cities Solutions (65) 6248-1120 (65) 9683-4997 joekeen.poon@surbanajurong.com</p>
	<p>SEAH, Eugene Senior Director (Special Projects), GCEO's Office Director, Threesixty Cost Management (65) 6248-1881 (65) 9764-9002 eugene.seah@surbanajurong.com</p>
	<p>TEO, Say Hong Group Director, GCEO's Office (65) 6248-1422 (65) 9722-8888 sayhong.teo@surbanajurong.com</p>
	<p>WEE, Su Lin Deputy Director, New Business & Strategic Projects - Built Environment (65) 6839-7132 sulin.wee@surbanajurong.com</p>
	<p>Thomas, Ebenezer (BEN) Head of Sales & Business Development, Smart Cities Solutions (65) 6248-1486 (65) 9145-1626 ebenezer.thomas@surbanajurong.com</p>
<p>Toll Global Forwarding BLK 511 Kampong Bahru Raod #02-07 Keppel Distripark Singapore 99447 www.tollglobalforwarding.com</p>	<p>Wilson, Jason General Manager - South East Asia (65) 6320 1111 (65) 9615-7697 jason.wilson@tollgroup.com</p>
<p>Toll Global Logistics Division 5 Clementi Loop Singapore 129816 www.tollgroup.com</p>	<p>Luah, Amie General Manager - Retail (65) 6462-8913 (65) 9792-8285 amie.luah@tollgroup.com</p>
<p>Trade & Investment Queensland 138 Market Street #24-01 Capita Green Singapore 48946 www.tiq.qld.gov.au</p>	<p>Osborn, John Director, International Business (65) 6679-6126 (65) 9625-5183 john.osborn@tiq.qld.gov.au</p>
<p>Urban Redevelopment Authority 45 Maxwell Road The URA Centre Singapore 69118 www.ura.gov.sg</p>	<p>Bee, Yap Lay Director, Urban Design, East Planning, Conservation & Urban Design Group (65) 6329-3526 yap_lay_bee@ura.gov.sg</p>

About Council of Mayors (SEQ)

The Council of Mayors (SEQ) was established in September 2005 as an independent political advocacy organisation to represent the interests of one of the nation's fastest growing regions – SEQ.

We are Australia's largest regional local government advocacy organisation, representing the one in seven Australians who call SEQ home.

The membership of the Council of Mayors (SEQ) consists of the 11 Mayors representing the Councils of SEQ: Brisbane, Gold Coast, Ipswich, Lockyer Valley, Logan, Moreton Bay, Redland, Scenic Rim, Somerset, Sunshine Coast and Toowoomba councils.

With five out of the ten largest Councils in Australia in SEQ, the region is no longer just a series of disparate geographic areas but a region that, in practical terms, functions as a single metropolitan area.

Contact



Council of Mayors

South East Queensland

The Council of Mayors (SEQ)

Phone: +61 7 3040 3460
Email: info@seqmayors.qld.gov.au
Website: seqmayors.qld.gov.au

www.seqmayors.qld.gov.au

Economic Development and Digital City Committee	
Mtg Date: 10.10.17	OAR: YES
Authorisation: Ben Pole	

28 September 2017

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: EXECUTIVE SUPPORT AND RESEARCH OFFICER

RE: EDM DEPARTMENT SEPTEMBER QUARTER REPORT

INTRODUCTION:

This is a report by the Executive Support and Research Officer dated 28 September 2017 providing the Economic Development and Marketing Department September Quarter Report.


BACKGROUND:

The Economic Development and Marketing Department consists of the Office of Economic Development, the Tourism Branch, the Marketing Services Branch, the Communications and Media Branch and the Smart City Program.

Currently there are 49 staff across the five areas responding to and providing these services to Council and the community.

The attached Department September Quarter Report provides a summarised view of the activities delivered by those staff and Branches over the three months of July, August and September 2017.

ATTACHMENT:

Name of Attachment	Attachment
Attachment A – EDM Department September Quarter Report	 Attachment A

RECOMMENDATION:

That the report providing the Economic Development and Marketing Department September Quarter activity summary be received and the contents noted.

Josephine Cory

EXECUTIVE SUPPORT AND RESEARCH OFFICER

I concur with the recommendations contained in this report.

Ben Pole

CHIEF OPERATING OFFICER

(ECONOMIC DEVELOPMENT AND MARKETING)

Economic Development and Marketing

Quarterly Activity Report
September 2017
Presented by Ben Pole

ipswich.qld.gov.au



Introduction	2
Office of Economic Development.....	3
Introduction	3
Activity Summary	3
Tourism	6
Introduction	6
Activity Summary	6
Marketing Services.....	10
Introduction	10
Activity Summary	10
Events	11
Introduction	11
Activity Summary	11
Media and Communication	14
Introduction	14
Activity Summary	14



Introduction

The consolidation of Economic Development, Tourism, Smart City Program and Digital Office, Marketing Services Branch and Communications and Media Branch under one department and vision aims to deliver quality corporate services and measureable development of new economic, social, and profile growth for the City of Ipswich.

The overarching Economic Development and Marketing Plan prescribes the path to serve this vision by achieving the following outcomes:

- Delivery of Vital Marketing and Communications Services to Council
- Best Practice Government Interface with Residents and Businesses
- Lead Digital Technology and Knowledge Economy Progress
- Accelerate and Promote Priority Economic Growth Sectors
- Increase Overnight Visitor Demand, Arrivals, and Expenditure
- Mass Improvement of Ipswich Positioning in Key Markets

The Marketing Services and Communications and Media branches provide core marketing, communications, media, and events service responsibility responding to the business needs and requests across all Council departments and staff. This area facilitates an average 275 marketing, communications, media, and events service requests every month or 3,300 service requests per annum.

The Office of Economic Development provides support and improvement services to local industry while facilitating opportunities for new business and investment across the city. This area is committed to generating economic progress, sustainable industry, and a skilled workforce.

The Smart City Program leads Council's ambitious economic and social transformation agenda. With a focus on technology, data, connectivity, liveability and prosperity this innovative unit drives priority initiatives and partnerships across Council and the community.

The Tourism Branch assists the region's tourism industry in the positive promotion of the destination to target audiences in an effort to increase visitor demand, visitor arrivals, and visitor expenditure. This area also focuses on improving the visitor experience through an award winning Visitor Information Centre which manages an average 1,800 visitor enquiries each month.

Through the measureable and successful delivery of these areas, the Economic Development and Marketing Department delivers vital corporate services and generates new growth for the City of Ipswich.

Office of Economic Development

Introduction

The Office of Economic Development (OED) is a driver, facilitator and catalyst for economic development in the City of Ipswich. The mission of OED is to attract new business and investment, and build industry capability to compete locally, nationally and internationally, creating better jobs for more people. The guiding vision over the next 25 years is to grow in excess of 100,000 local jobs across the city's key industry sectors.

Activity Summary

Over the July to September 2017 quarter, OED carried out a number of activities to progress its four strategic priorities. The key highlights are provided below:

1. Local Business Growth

- New ABN Welcome letters for June and July 2017 were sent out by the Acting Mayor.
- OED assisted Churchill Abattoir and Baiada and their employees with advice and assistance related to the upcoming closure of their processing facilities and associated redundancies.
- Worked with local Indigenous groups and a major local employer on an employment program for 20 local Indigenous people to gain employment in their logistics hub.
- Attended the IWMJobs hub annual stakeholder review meeting to analyse data and evaluate local job outcomes.
- Hosted Alibaba and Alipay Systems to seek opportunities for Ipswich companies accessing the China market.
- Attended local various Ipswich and Greater Springfield Chamber of Commerce events.
- Promoted the Ipswich Business Awards and nominated a number of local companies for their achievements over the past year.
- Attended the Ipswich Qld Bizlink Forum, providing advice and assistance to small business from all three levels of government.
- Met with Construction Skills Queensland and Lend Lease to understand local contractor opportunities on the Stage 2 Growler project at RAAF Amberley.

2. Business and Investment Attraction

- Convened an informal and internal investment network amongst Council staff to assist in the development of an Ipswich Investment Prospectus and pipeline of investment ready projects.

- Commenced the “HQ Ipswich” research project to assist in identifying which business headquarters can be attracted to the region.
- Convened the inaugural meeting of the City of Ipswich Investor/Developer Bio Economy Network.
- Worked with a local industrial estate developer to assist a prospective tenant with pre-lodgement discussions.
- Facilitated a tour of the City of Ipswich for Deloitte.
- Facilitated the introduction of a potential investor to a land owner in the Ipswich CBD.
- Supported the announcement of Costco establishing its second Queensland store in Ipswich.
- Delivered an Information proposal to assist in the potential development of a Bio Diesel plant in Ipswich.

3. Industry Development and Engagement

- Commenced the socialisation of the Tourism Assets Assessment report with Councillors and Industry.
- Facilitated QUT briefing sessions on the iMove CRC and Food Agility CRC to connect Ipswich regional transport, logistics and food manufacturing companies in with their research projects.
- Hosted Rheinmetall Defence Australia to showcase the Boxer CRV tank and introduce Ipswich companies to their supply chain.
- Coordinated the Ipswich Region Education Consortium members’ workshop to identify strategies to promote Ipswich as a study destination.
- Hosted AIRCDRE Ken Robinson, RAAF Amberley at one of the two City of Ipswich Defence Industry Attraction Committee meetings held in the quarter.
- Attended the Advanced Manufacturing Growth Centre CEO Roundtable to promote the Ipswich manufacturing industry.
- Attended the Queensland Productivity Commission’s Inquiry into manufacturing public consultation in Ipswich.
- Attended Construction Skills Queensland’s industry insights breakfast in Ipswich.
- Attended Defence CRC Autonomous Trusted Vehicle briefing by Federal Government to identify linkages for Ipswich to participate in the autonomous trusted systems project.
- Met with RDA Ipswich and West Moreton and their consultant on their Regional Agricultural Needs Analysis.
- Progressed a regional manufacturing skilling pilot project with Jobs Queensland.
- Attended the Savills “Exploiting Real Estate Opportunities in the Knowledge Economy” seminar.

4. Advocacy and Promotion

- Published and distributed version 1 of the City of Ipswich brochure.
- Supported Councillors at SEQ Council of Mayors Board and Committee meetings and with delegation visits to Singapore and South Korea.

- Managed the Council events for the annual study tour by Nerima Board of Education and schools.
- Facilitated consideration of City of Ipswich locations for Racing Queensland infrastructure investment.
- Attended the official launch of Trade and Investment Queensland's Ipswich office.
- Provided a senior representative of the Commonwealth Department of Industry, Innovation and Science with a briefing and tour of Ipswich.
- Attended the Queensland Government's Major Projects Forum in Ipswich.
- Provided content for Ipswich First articles.
- Presented on Ipswich region growth at an "Unpacking our Future" seminar at USQ Ipswich.
- Presented the OED strategy to the three local chambers, AusIndustry and the Commonwealth Department of Employment.

Tourism

Introduction

The Tourism Branch assists the region's tourism industry in the positive promotion of the destination to target audiences in an effort to increase visitor demand, visitor arrivals and visitor expenditure.

Activity Summary

The Discover Ipswich SEQ Campaign commenced in July 2017 and will run through to June 2018.

The campaign targets day-trippers and short break visitation from Brisbane and south east Queensland marketplace with print, television and digital advertising along with publicity via key influencers and bloggers.

A leading indicator for the success of the campaign is measurable consumer engagement across the Discover Ipswich platforms. For example, the DiscoverIpswich.com.au website has generated a record 143,000 unique visitors to date and the social media channels have generated 177,172 consumer engagements (approx. 20,000 per week).

KEY ASSET PERFORMANCE INDICATORS

Platform	Metric	FY17 Target	Current	% of Target
Website				
Website	Unique Visitors	730,000	142,385	20%
Email Database	Total Subscribers	12184	2,400	20%
Leads	Leads to Operators	85,000	7,497	9%
Social Media				
Social Consumer Engagement	Total number of consumer engagements	480,000	177,172	37%
Media + Social	Equivalent Value	\$1,250,000	\$640,748	51%

KEY INDUSTRY PERFORMANCE INDICATORS

Latest data from Tourism Research Australia indicates total visitor arrivals to Ipswich increased 6.45% or 145,834 visitors to a total 2.4m visitors in the 12 months ending June 2017.

A worth note is domestic day trips have increased 9% or +145k visitors to a total 1.8m and international overnight visitors have increase 16% or 4,834 visitors to a total of 34k in the 12 months ending June 2017.

Market	YE June 2016	YE June 2017	Variance
Domestic Overnight Arrivals	536,000	532,000	-1%
Domestic Day Trips	1,696,000	1,841,000	+9%
International Overnight Arrivals	30,090	34,924	+16%
Total Arrivals	2,262,090	2,407,924	+6.45%

Source: Tourism Research Australia, National and International Visitor Survey

CONTENT DEVELOPMENT AND DISTRIBUTION

The following destination content was created, distributed and promoted over the July-September 2017 time-period.

- [Beer drinkers are getting fruity fresh for summer](#) – Surat Basin Online, Toowoomba Chronicle, Gympie Times, Central Queensland News and NewsMail whitsundaycoastguardian.com.au, Stanthorpe Border Post, Coolum & North Shore News, Whitsunday Times, South Burnett Times, Central Telegraph, Noosa News, Gatton Star, Caboolture News
- Ranga, country fun and jobs on offer in new Ipswich bar – [Caboolture News](#)
- What's On - Invitation to Great Houses of Ipswich – Channel 7
- Effervescence Champagne Festival - [Sunday Mail](#)
- Bubbly Fest – [Courier Mail](#)
- Guys, This Food & Adventure Destination is Killing it! – [Urban List](#)
- Heisenberg Haus Ipswich – [Must do Brisbane](#)
- Mine relics, Japanese gardens and more – [Brisbane Times](#)
- Indian Mehfil - [Must do Brisbane](#)
- Tanks for the memory as Mephisto comes home – [The Senior](#)
- What's On in Ipswich in August – [LifeStyle Queensland](#)
- Touring South-East Queensland Like A Rock Star – [50sowhat](#)
- The best of Brisbane this weekend: Must Do Brisbane, July 21-July 23 – [Sydney Morning Herald](#)
- The best of Brisbane this weekend: Must Do Brisbane, July 21-July 23 – [Brisbane Times](#)
- Presenter Damien Anthony Rossi says the Effervescence Festival, which is a festival devoted to champagne will return in August – Channel 7
- Winter getaway: Ipswich Queensland – [Canberra Weekly](#)
- Watercross Creek Olive Festival Ipswich - [Discover Ipswich](#)
- 10 of the best parks for kids - [Discover Ipswich](#)
- Flinders Peak hiking with kids - [Discover Ipswich](#)
- My favourite photography locations in Ipswich - [Discover Ipswich](#)
- Dovetails restaurant opens in Ipswich - [Discover Ipswich](#)

- Trip Advisor Ipswich Top 9 Eats - [Discover Ipswich](#)
- Experiencing the Effervescence Champagne Festival - [Discover Ipswich](#)
- Places to get Arty in Ipswich - [Discover Ipswich](#)
- Exploring the Workshops Rail Museum with Kids - [Discover Ipswich](#)
- Small Museums of Ipswich - [Discover Ipswich](#)
- 10 Perfect Wedding Spots - [Discover Ipswich](#)
- The legend of Blackstone Castle - [Discover Ipswich](#)
- Brisbane to Ipswich and back - [Discover Ipswich](#)
- Ipswich from above - [Discover Ipswich](#)
- How to spend a long weekend in Ipswich - [Discover Ipswich](#)
- Astrophotography in Ipswich - [Discover Ipswich](#)
- Marburg Show - [Discover Ipswich](#)
- Three days in Ipswich - [Discover Ipswich](#)
- Take the kids on a bike ride - [Discover Ipswich](#)
- Up, Up and Away – Over Ipswich - [Discover Ipswich](#)
- 11 Ipswich desserts you must try this year - [Discover Ipswich](#)
- Why I love a sunrise and sunset in Ipswich - [Discover Ipswich](#)
- White Rock Family hike - [Discover Ipswich](#)
- Canoeing Adventure on Brisbane River - [Discover Ipswich](#)
- Ipswich healthy eats - [Discover Ipswich](#)
- Fishing in Ipswich - [Discover Ipswich](#)
- 5 best Instagram spots in Ipswich - [Discover Ipswich](#)
- Ipswich dinner and a show - [Discover Ipswich](#)
- Brisbane Valley Rail Trail - [Discover Ipswich](#)
- Chaz Mostert roars into town for the SuperCars - [Discover Ipswich](#)
- Films shot in Ipswich - [Discover Ipswich](#)
- 5 Educational Activities for kids - [Discover Ipswich](#)
- Ipswich Eats - [Discover Ipswich](#)
- MTB Ipswich Giant 3PLUS3 - [Discover Ipswich](#)
- Top 9 Ipswich Coffee Spots - [Discover Ipswich](#)
- Exploring Ipswich Vintage Stores - [Discover Ipswich](#)
- Ipswich Rail Experiences - [Discover Ipswich](#)
- A weekend in Ipswich - [Discover Ipswich](#)
- Ultimate Kids Play Day Out in Springfield - [Discover Ipswich](#)
- White Rock hiking with kids - [Discover Ipswich](#)
- Family Day Out in Queens Park - [Discover Ipswich](#)
- Top 5 fitness parks in Ipswich - [Discover Ipswich](#)
- A family day exploring Ipswich - [Discover Ipswich](#)
- Exploring Ipswich with your bestie - [Discover Ipswich](#)
- A couple’s country escape in Ipswich - [Discover Ipswich](#)
- Behind the driver’s wheel - [Discover Ipswich](#)
- A nature-filled weekend - [Discover Ipswich](#)
- Top 6 Ipswich Parks for kids - [Discover Ipswich](#)
- Why Ipswich is Queensland’s most underrated destination - [Discover Ipswich](#)

- Why Ipswich is worth a Day Trip - [Discover Ipswich](#)
- A weekend of Supercars and superfoods - [Discover Ipswich](#)
- Mountain Biking with kids - [Discover Ipswich](#)
- 8 Awesome Coffee Spots - [Discover Ipswich](#)

EVENTS:

Events that we participated in with our mobile VIC trailer or hosted

- | | |
|---|-------------|
| • Winternationals | June 2017 |
| • Canon Collective Photography workshop - Kholo Gardens | June 2017 |
| • Little Big Dash | June 2017 |
| • Canon Collective Photography workshop - Ipswich Central | July 2017 |
| • ITON at TWRM | August 2017 |

BENEFITS TO COMMUNITY AND CUSTOMERS:

The activities undertaken and services provided through the Tourism Branch align with the Advance Ipswich Plan and the Economic Development and Marketing Department Plan:

Goal 1 Strategy 6 Key Action 6.3 – Support economic activity based on retail and hospitality in the existing and proposed centres.

Goal 1 Strategy 6 Key Action 6.4 – Support tourism opportunities based on heritage assets, events, motor and adventure sports, eco-tourism and nature-based recreation, rural areas and farm-based tourism.

Goal 3 Strategy 1 Key Action 1.3 – Strengthen Council’s branding of Ipswich to align with our identity and changing communities



Marketing Services

Introduction

The Marketing Services Branch is responsible for developing and implementing marketing strategies that position the City of Ipswich and Ipswich City Council at the forefront of community and key stakeholder relations.

We support the various departments and branches within Council by delivering targeted marketing, digital and event services with sustainable, measurable outcomes. Operating from a sound strategic bedrock that identifies opportunities, leverages areas of overlap and maximises all available channels, our branch facilitates upwards of 3,500 marketing requests per year from across Council.

Activity Summary

Over the September quarter, Marketing Services Branch completed 226 projects in support of the departments of Council. Some of the more notable work included:

Ipswich First

Developed the acquisition email journey for Ipswich First subscriptions that produced 2000 subscribers in the first 24 hours.

Natural Resources Activation Videos

Developed videos for Flinders Peaks hiking and Castle Hill mountain biking experiences to showcase Ipswich's adventure spaces. The videos were tagged for Council, Discover Ipswich and cleanskin for use by Tourism and Events Queensland.

Ipswich Libraries

Completed 47 projects for Ipswich Libraries, particularly supporting their programs with collateral including signage, flyers and banners.

Ipswich in Spring Guide

Produced the 24 page seasonal guide featuring programs such as Pasifika Spring Festival, Enviroplan Photo Exhibition, Australia Day Awards and Ipswich Film Festival for Youth, which was distributed to 61,181 households by direct mailbox delivery, 4564 copies to local schools and 2,933 copies to Ipswich City Council contact points.

Events

Introduction

The Events Branch provides civic, corporate and community event management and delivery services to fulfil Council objectives and requirements.

The main events delivered or actively supported by the Events Units throughout the year include Citizenships Ceremonies (6), Chat Times (6), Movies in the Park (6), Australia Day Awards (1), ANZAC Day Ceremonies (53), Service Excellence Awards (1), Ipswich Sports Awards (1), External Ordinary Council Meetings (2), Christmas Parade (1), Ipswich Ministers' Fellowship Breakfast (1), Development Industry Forum (1), Coates Hire Ipswich Supersprint (1), Our City Breakfast (1); CMC Rocks (1) and multiple corporate networking functions.

Activity Summary

Over the September Quarter the Events Unit delivered or actively supported 26 civic, corporate and community events with a total estimated attendance of approximately 1739 people, they were:

Saturday 29 and Sunday 30 July

Coates Hire Ipswich Supersprint Corporate Suite

The Events Unit was responsible for the management and delivery of Council's Corporate Suite at this event. Estimated total attendance is 160 guests.

Saturday 23 July

Tony Youren Bridge

The Events Unit was responsible for the management and delivery of this event at Eastern Taipans Cricket Club, Redbank Plains. Estimated total attendance is 33 guests.

Saturday 15 July and Saturday 26 August

Chat Time

The Events Unit was responsible for the management and delivery of this event at Nourish Real Food Café, Ipswich and The Leaf Café, Goodna. Estimated attendance was 68 guests.

25 July and 22 August

School Visits

The Events Unit was responsible for the management and delivery of hosting two school group visits from St Peter's Lutheran College and Springfield Central State School. Estimated attendance was 65 guests.



31 July

45th Anniversary of the Box Flat Mining Disaster

The Events Unit was responsible for the management and delivery of the Commemoration Service for the 45th Anniversary of the Box Flat Mining Disaster. Estimated attendance was 200 guests.

9 August

Citizenship Ceremony

The Events Unit was responsible for the management and delivery of these events at the Ipswich Civic Centre in the George Hogg Auditorium. There were 164 candidates originating from 36 countries and an estimated total attendance of 410 guests.

20 August

Welcoming Babies Ceremony

The Events Unit was responsible for the management and delivery of this event at the Ipswich Civic Centre in the George Hogg Auditorium. There were 120 babies booked and an estimated total attendance of 594 guests booked.

19 September

Citizenship Ceremony

The Events Unit was responsible for the management and delivery of these events at the Ipswich Civic Centre in the George Hogg Auditorium. There were 44 candidates originating from 19 countries and an estimated total attendance of 97 guests.

Functions Various

The Events Branch coordinated the attendance by Council representatives and nominated guests at the following functions over the period:

- CEDA Qld Economic Development Forum (16 guests)
- Broncos Corporate Suite (12 guests)
- CEDA Women in Leadership Luncheon (25 guests)
- Effervesence Festival (6 guests) – sponsored activity
- Ipswich Hospital Foundation Gala Dinner (2 guests)
- City of Ipswich Spring Cup (5 guests) – sponsored activity
- Ipswich Chamber of Commerce and Industry Events x 4 (18 guests)
- Greater Springfield Chamber of Commerce Events x 6 (28 guests)

Combined attendance at the 16 events was 112 guests.

Plaque, Gift and Floral Requests

A total of 9 plaque and personalised gift requests were processed during this period, including the organisation of gifts for various overseas delegations.

A total of 19 floral requests (including wreaths, were received and ordered during this period.

The Events Unit is currently working on the management and delivery of the following civic, corporate and community events for the December Quarter:

- City of Ipswich Sports Awards
- NRC Rugby Game
- River 94.9 Christmas Lights
- New Year's Eve Celebrations
- Christmas Carols
- Service Excellence Awards

BENEFITS TO COMMUNITY AND CUSTOMERS:

The work of the Events Unit aligns with Advance Ipswich Plan and the Economic Development and Marketing Department Plan:

Goal 1 Strategy 3 Key Action 3.1 – Maintain a strong Council presence within the Ipswich CBD as the main administrative centre for the Local Government Area.

Goal 3 Strategy 1 Key Action 1.2 – Promote and celebrate the city's identity throughout the community and beyond.

Goal 3 Strategy 2 Key Action 2.1 – Develop greater understanding of community needs through community engagement.

Goal 5 Strategy 1 Key Action 1.1 – The accessibility to and the visibility of the Mayor and Councillors are maintained.

Goal 5 Strategy 2 Key Action 2.2 – Community engagement is tailored to the needs of the community and the project.

Media and Communication

Introduction

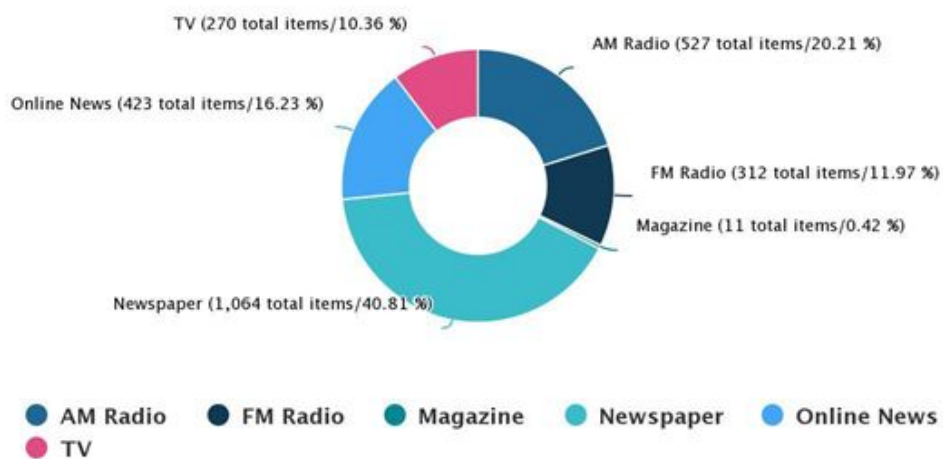
The Communication and Media Unit provides media and communications support and services to councillors and Ipswich City Council branches. This includes proactive and reactive management services such as providing strategic media advice, media relations management, reputation management, development of media releases and other materials. The unit also oversees the Ipswich City Council-branded Facebook, Twitter and Instagram assets. It also develops and delivers content for council's intranet The Wire, Ipswich First and the Discover Ipswich website and its associated social media channels.

Activity Summary

A total of 2,653 media reports mentioned Ipswich City Council and/or associated brands between 1 July and 30 September 2017. This was up on the 2,061 items published and/or broadcast in the June quarter.

This coverage reached a cumulative audience of 104,760,124 and had an equivalent advertising space rate value of \$11,219,262. These figures remain higher than usual due in large part to adverse media coverage regarding the former mayor and charges against two senior council executives.

Media Type Breakdown – Volume



Issues prominent in local media during the quarter included:

- Costco chooses site in Ipswich
- Outcome of mayoral by-election

- Council executives charged by the CCC
- Job losses at two local meat processing plants

The media unit prepared and distributed more than 70 media releases during the quarter.

Unit highlights for the quarter included:

Ipswich First:

The Ipswich First project launched August 8.

This concept is a proactive, content-first approach to communications, geared towards creating an ecosystem of conversation across the city. It's best summarised as a digital version of the town crier. The goal is to connect people of Ipswich with their council, business community, events and community-based organisations. We are doing that via quality content which is proven by analytical measures to be engaging and user-focused.

An initial subscriber drive was sent to approximately 44,000 email addresses housed on the Ipswich City Council database. About 4,300 have opted in during the first month, which is on par with industry expectation of 8-10% conversion rates.

All indications are that this is the first of its kind in Australia, so by adopting best-practice media concepts, combined with a best-practice communications strategy, we're able to generate discussion points which instil confidence and trust in council and the city of Ipswich.

To date, we have seen:

- About 70 positive stories generated about council and/or the community.
- 62,487 pageviews to the Ipswich First website.
- Extremely high levels of engagement: An average of 2:21 minutes on every pageview indicates an intricate level of engagement, and a quality audience. This is what we're after – not sugar hits.
- Traffic generated to Discover Ipswich and Ipswich City Council websites. For example, 10,000 people were directed to the "8 best coffee spots in Ipswich" story on Discover Ipswich.
- Higher levels of intra-organisational collaboration. For example, Economic Development Manager Paul Hodgson has been able to provide economic commentary which has led to higher engagement and interaction with Federal Government departments.
- Record growth of our social media channels. Facebook "likes" are up 54% Month on Month, engagements up 115%, reach up 106%, video up 456%.
- Introduction of weekly "Ask Andrew" column.
- An additional channel via which to promote council committee decisions.

- An additional channel via which to promote ICC events. A bi-weekly “11 Things to Do” article is compiled and published each Tuesday and Friday, promoting mid-week and weekend events respectively.

Top 10 stories:

1. What on earth is that thing on the Centenary Highway (story about the weather station).
2. Costco commits to Bundamba site.
3. 150-year-old mystery hidden under Ipswich’s CBC
4. The buffets of Ipswich
5. Tuckshop through the ages with Rita Langer
6. Internet sensation: An Ipswich bird the world paid \$3000 to save
7. The club and the chef: Fenton back feeding Ipswich.
8. Where are the hot suburbs for Ipswich property? Real estate agents share their top tips
9. What on earth is that? Gasometer Bremer Ipswich
10. Where to vote on August 19

There was also good traffic to stories about Murphy’s Pub, Blackstone Mansion and mountain biking on Castle Hill, the Woollen Mill, and Ask Andrew.

The concept aims to generate positive energy, and to grow audience. Early indications are that we are being successful in this endeavour.

Social media:

Noteworthy Facebook posts for the quarter included:

Post	Facebook reach	Reactions, comments and shares	Clicks through to story
Costco coming to Ipswich	59,567	2,276	2,075
Mountain biking at Castle Hill video	37,848	323 9,574 views	NA
Flinders Peak Hiking Trail video	27,143	293 10,343 views	NA
What on earth is that – weather radar	26,686	372	2,669

Remember this – photo of dust storm in 2009	21,668	723	NA
Changes to Environmental Control Weed Rebate	19,973	247	377
How Blackstone mansion made way for mountain bikes	15,442	309	709

The Wire:

The Communications and Media Branch has taken the lead on content for The Wire and internal communications strategy.

The Wire launched on July 17. The new intranet was one of the deliverables from the Line of Sight program. It includes internal news stories that engage and inform council's 1,200 staff. One of the aims for the new intranet was to provide a tool that improves communication across council, and lift the visibility and focus on customer service across council through improved communication.

All council departments have supported news stories appearing on The Wire, proactively highlighting great work by colleagues, teams, branches and departments.

Stories from The Wire are also published in Wired newsletter for staff without online access, such as field staff and inductees.

- The story with the most pageviews was *3 things you didn't know about our new Mayor*. It had 843 page views (726 unique)
- The Quarterly Line of Sight Branch Reps update asked to write down feedback on all positive aspects since Line of Sight launched, and The Wire was mentioned a number of times, including "The Wire – a social space for building our ICC staff community" and "The Wire and Wired – information and inclusion of field staff (one team), sharing of information, photos and 'happenings', finding other staff is easier."

Stories with the most pageviews since The Wire launched (all more than 400 page views, and more than 300 unique views)

1. 3 things you didn't know about our new Mayor
2. Ipswich First – A modern day Town Crier
3. Calling for your help with customer service
4. Latest update on Ipswich Mall Redevelopment
5. Riverview upgrade – View the plans



Notable media opportunities:

The major media opportunity for the quarter was Costco announcing it will open a store in Ipswich. The opportunity was attended by all major media outlets and attracted considerable attention on social media. Also during the quarter, a media op was held in conjunction with a tour by defence manufacturer Rheinmetall which is vying for a contract to build Australia's next generation military vehicles. It is hoped the company will establish its base in Ipswich if successful. A media op was held at North Ipswich Reserve and resulted in widespread positive coverage.

Smart City

Introduction

The Ipswich Smart City Program further progresses a series of priority initiatives focused on liveability and prosperity across the city.

In October 2016 Council established the Smart City Program with responsibility to transition the Smart City Blueprint and Implementation Plan into an ongoing program of work.

Progress of the Smart City Program is discussed at weekly project team meetings and reviewed at fortnightly updates to the Smart City Program Control Group which consists of all Council Department Heads. Reporting and key governance issues are also overseen at monthly meetings of the Digital Innovations Steering Committee.

Activity Summary

Currently there are 2 pilot projects and 18 priority initiatives being actively progressed as part of the Smart City Program, they are:

- Digital Skilling
- Sustainable Living Partnerships
- Smart Parks, Building & Facilities
- Connected City Lighting – Street Light Acquisitions
- Connected City Lighting – Greenfield Site
- Healthy Living Lab
- Application Studio
- Digital Service Standard
- Maker Faire
- Renewable Energy

- Cooperative & Automated Vehicle Initiative
- Electrical Vehicles
- 5D Data Modelling
- UAV Operations
- Internalisation of Smart City
- Smart City Data Platform
- City Connectivity
- Open Data Program

The pilot project in Rosewood has made significant progress and is due to be completed by the end of October 2017. This project is trialling innovative services for energy management, lighting management, waste management, parking monitoring, environmental monitoring and video analytics.

The second pilot project in North Ipswich Reserve is scheduled to be completed by the end of November 2017. This project is trialling smart infrastructure in the form of, smart benches, smart lighting, waste sensors, robotic mower, people counting camera's and environmental monitoring devices.

The VR Education Project was approved at the Economic Development, Tourism & Digital City Committee which forms a component of the Digital Skilling initiative. The project aims to educate the next generation living in Ipswich with the STEM skills required for future jobs utilising the latest in VR technology and educational pedagogy.

The Connected City Lighting – Greenfield site has conducted internal analysis into the mechanisms and operational method of connected city lighting. The conceptual model has been internally agreed to identify 3 test bed sites to test the technology available in the form of LED lights combined with NEMA 7 pins. A Request for Quotation document has been defined for the supply of NEMA 7 pins, which will then allow further discussions and identifications of the test bed sites.

The UAV operations initiative has issued a Request for Quotation for the appointment of a panel of service providers for Asset Management and Tourism activities. The appointment of this panel is due to occur by the end of November.

The aim of the Digital Service Standard initiative is to build on MyIpswich to be a 'one stop shop' for all Council services. This initiative is in the early stages of the project lifecycle conducting the as-is technical analysis across all websites, hostings, managed domains and systems. This is necessary to ensure that the foundation can support any future digital enhancements.

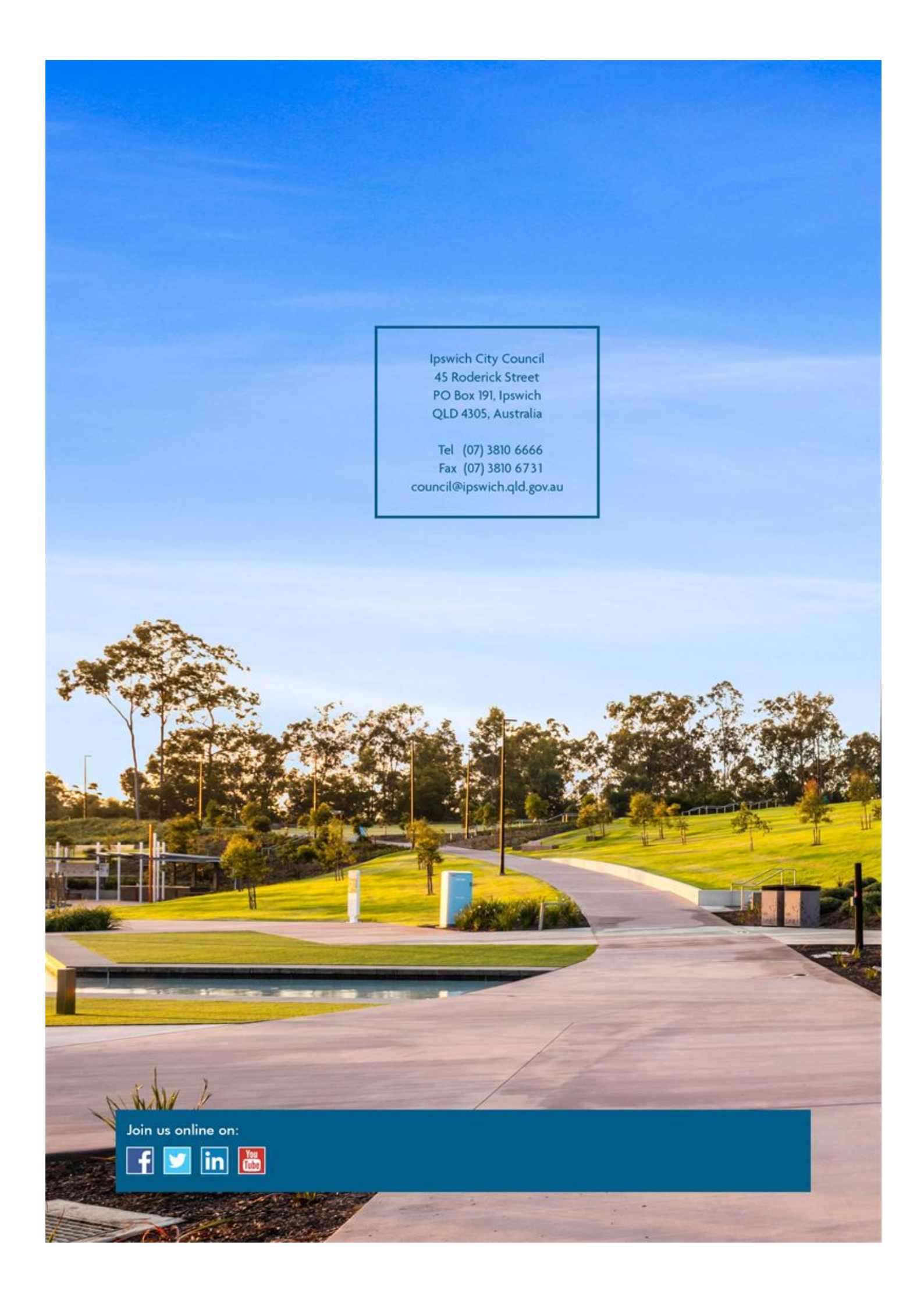
The Smart City Data Platform initiative has progressed whereby data ingestion is occurring from Rosewood on the Microsoft Azure platform and North Ipswich Reserve on the Cisco platform. This allows the Smart Infrastructure to send packets of data to the data platform whereby data can be interrogated and analysed according to user requirements.



The City connectivity initiative is the enabler for smart infrastructure to submit data to the data platform. Connectivity occurs via Sigfox, LoraWan, Wi-fi or 4G dependent on the smart infrastructure. Wi-fi has been installed at North Ipswich with Rosweod due for completion by the end of September.

The Open Data Program has developed and adopted an Open Data Policy. Furthermore, 61 open sets of data has published via the Australian Government open data portal. This initiative is part of Business as Usual (BAU) and will not be tracked as part of Smart City Program of work going forward.

The internalisation of Smart City initiative is a newly defined project which aims to embed Smart City principles and requirements into everyday activities of Council. Internal workshops have been conducted currently with representatives from various parts of the business. An approach document will be defined and presented to the Project Control Group (PCG) at the end of October.



Ipswich City Council
45 Roderick Street
PO Box 191, Ipswich
QLD 4305, Australia

Tel (07) 3810 6666
Fax (07) 3810 6731
council@ipswich.qld.gov.au

Join us online on:

