Rockhampton Region

IT'S HAPPENING HERE

ROCKHAMPTON REGIONAL COUNCIL

ROCKHAMPTON REGION

THE SMART WAY FORWARD

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The smart way forward

With a population exceeding 85,000 the Rockhampton Region is Central Queensland's major administrative and service centre.

We are considered the economic, cultural and administrative hub for Central Queensland and use our fertile land, agricultural resources, pristine National Parks, abundant water and strategic transport connections to power our existing economy.

Rockhampton Regional Council has a plan to use our region's strengths, combined with the next generation of technology, to overcome our local challenges and provide a new focus on the jobs of tomorrow, innovation, tourism and supporting the community with more efficient services.

We are acting now to make sure our residents have access to great, well-paying jobs and that our kids see their future in the Rockhampton Region. We are working to position the region as a great place to start and run a business, attract future residents to relocate to the region, and encourage tourists to return again and again.

To drive this positive change Council has developed *Rockhampton Region: the smart way forward* to enable the region to become a Smart Regional Centre.

A Smart Regional Centre uses real-time data created by sensors, as well as information and communications technology, to help improve public services, grow employment, get the most out of our resources and provide a city where residents want to work, live and play.

The initiatives included in this plan are expected to directly create at least 288 full time equivalent (FTE) jobs, including 95 direct jobs and 193 flow-on jobs.

By 2030 the Smart Regional Centre program is expected to further kick-start the economy which will:

- increase retail employment by 400 jobs
- increase commercial employment by 500 jobs
- double residential living (additional 600 people or 400 residences)
- double accommodation visitor nights
- increase business start-up, innovation and sustainability (presently 70 registered businesses per 1000 population).

It will also provide support to our existing core industries, like agriculture, education, health, manufacturing, mining, retail and services to embrace innovation while helping them to better compete in a global marketplace.

In addition to the economic benefits these initiatives are expected to build a safer community, revitalise our city heart and riverfront, and minimise the danger posed by natural disasters.

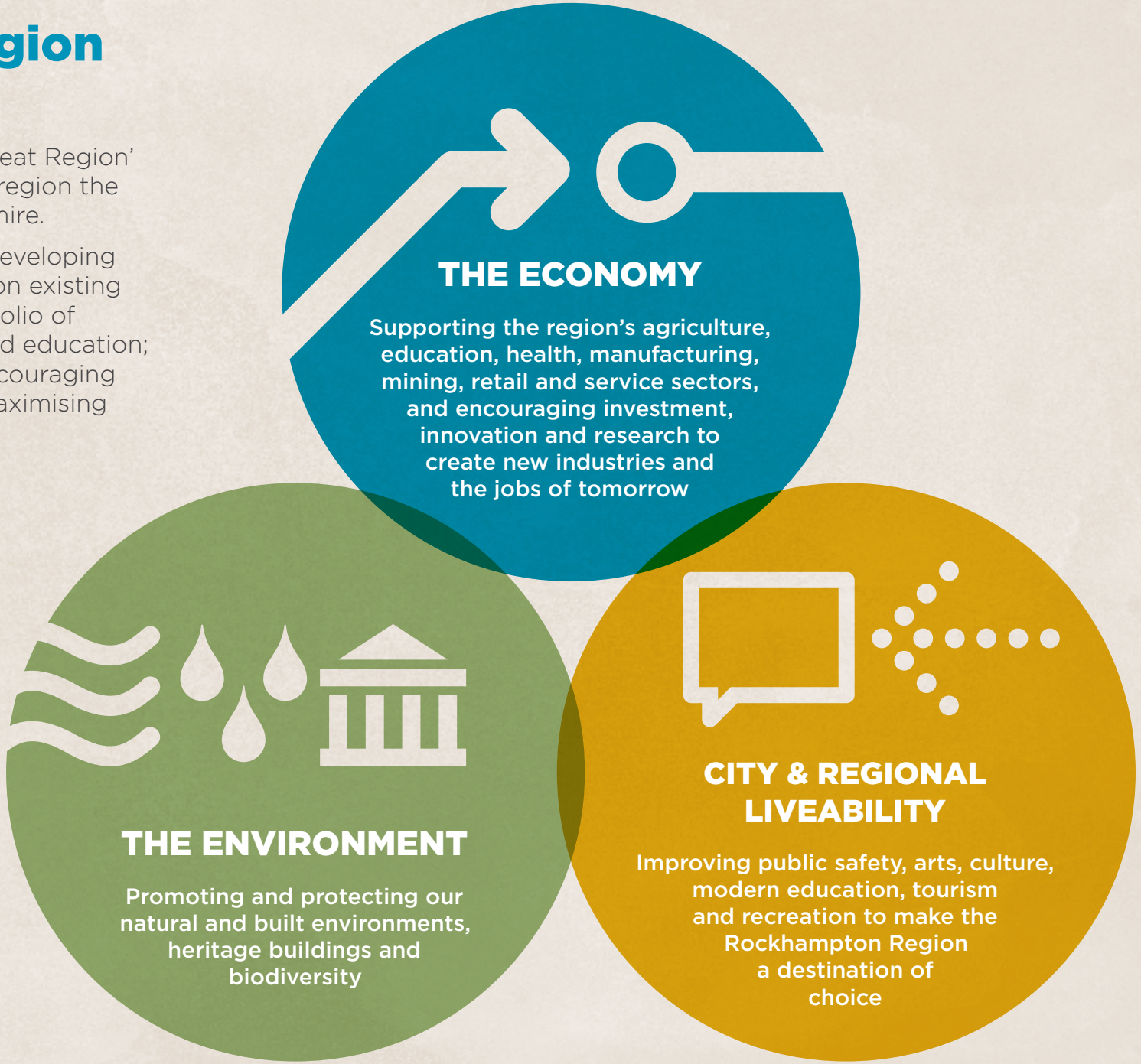
It will also diversify the economy, attract higher paid knowledge-based jobs to the region, creating more opportunity for our kids, and exposing the region to what's expected to be a $1.5 trillion industry by 2020.

Vision for the region

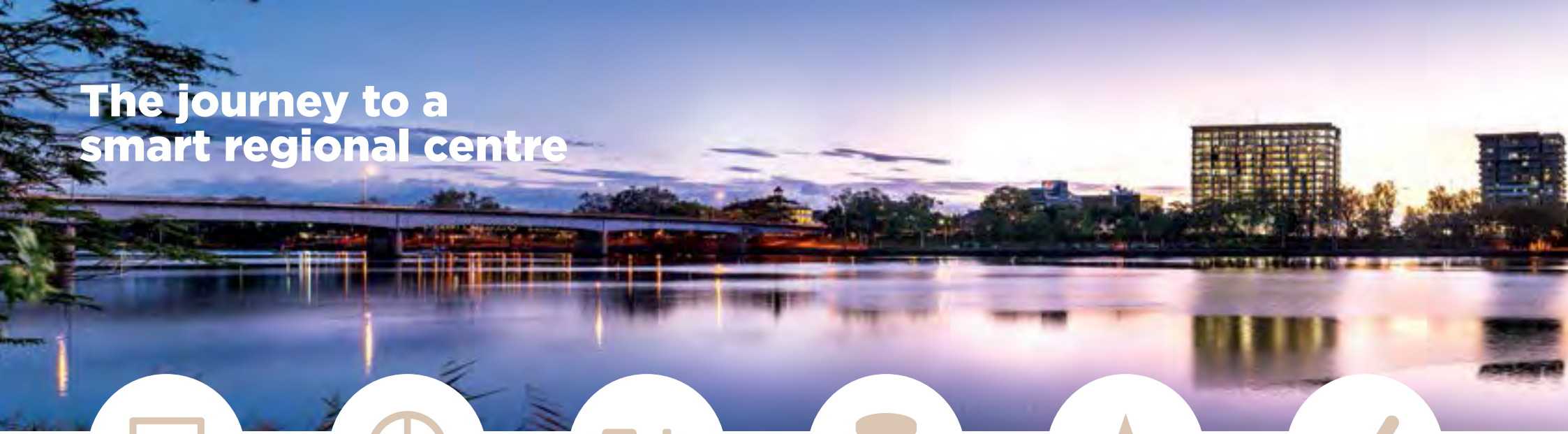
Council has a vision to be 'One Great Region' and a current mission to create a region the community values and others admire.

Being one great region includes developing economic prosperity by building on existing strengths across our diverse portfolio of industries including agriculture and education; building the jobs of tomorrow; encouraging investment and innovation and maximising our natural and built environment.

This will be achieved through investment in smart technologies with innovation focused in the areas of the economy, city and regional liveability and the environment.



The journey to a smart regional centre



1. Listen to the community

Start with a clear understanding of current strengths and challenges of the community including the economic position, business needs and community aspirations.

Based on this insight define a vision which builds and accentuates the identified strengths and overcomes the challenges experienced.

2. Focus on what matters to Rockhampton Region

Determine the concepts and initiatives which will best deliver increased prosperity, liveability and sustainability of the natural and built environment.

Based on these concepts develop high-level benefits and scope the costs for the purpose of planning and implementation.

3. Be pragmatic

Release a pragmatic and staged implementation plan that prioritises the activities required to achieve the vision.

During this stage it is essential to demonstrate value to the community by implementing short sharp initiatives that demonstrate potential outcomes (quick wins) and integrate small victories into an ecosystem in support of the long-term vision. Communicate the vision and quick wins to the community, focusing on the immediate and long-term benefits to all involved.

* December 2015, this is where we are up to

4. Gain value from your data

Develop a strategy to manage the data generated through the Smart Regional Centre to ensure data sharing opportunities are maximised and data can be used to improve service delivery, inform decision-making or be shared with the community and used as the raw material for innovation.

The strategy must address the need for communication with the community, businesses and not-for-profit organisations about data availability, data gaps and potential uses.

5. Celebrate success of new ideas

Define and create an operating model which encourages collaboration, engagement with citizens and business and the development of an ecosystem of strategic partners who can help the Smart Regional Centre to succeed.

6. Demonstrate success early and often

Work with strategic partners to implement the first Smart Regional Centre concepts. This will demonstrate success and continued commitment to the community and business stakeholders and is the first step in building on successes for future projects.

What does this mean for the Rockhampton Region?

The journey to become a Smart Regional Centre requires Council to take the lead in developing initiatives that will result in the region being a prosperous place to work, live and play and a service centre for Central Queensland.

Jobs and support for businesses:

Increased economic development of the region, boosting jobs and supporting local business

INITIATIVES:

- increased support for start-up businesses
- helping our local businesses grow
- connecting existing industries like agri-business with information about best practice
- reducing the cost of reliable broadband for local businesses
- helping local businesses to make better, more profitable decisions and assisting them to innovate
- encouraging school and university students to become interested in the skills that businesses will need in the future
- reinvigorating the CBD as a place of choice for new business
- making it easier for businesses in the region to access what they need from across the state
- recognising and attempting to find innovative solutions to the business problems with our existing industries
- making it easier to get around the region

OUTCOMES:

- decreased unemployment rate
- increased participation rate
- decreased youth unemployment rate
- increased number of businesses in the CBD
- a decrease in the time to travel throughout Rockhampton
- increased foot traffic in the CBD

Increasing the number of clients and customers accessing businesses in the Rockhampton Region

INITIATIVES:

- encouraging visitors to stay longer and spend more in the region
- marketing the region to tourists
- making it easier to get around the region

OUTCOMES:

- tourists spending more dollars per day in the region
- tourists spending a longer period of time in the region
- Rockhampton is further cemented as the primary service centre for the region

Maximising the sustainability of the natural and built environment

Better use of our history, buildings, Mount Archer, Mount Morgan, Botanic and Kershaw Gardens, and the river

INITIATIVES:

- showcasing our natural and built advantages
- encouraging people to spend longer in the CBD and other public spaces
- encouraging more events in underutilised spaces like the laneways
- revitalising the riverfront and the city heart to create a new community hub with technology
- establishing a digitally enabled museum of the Rockhampton Region to showcase the history of the region

OUTCOMES:

- increased foot traffic in the CBD and along the Riverfront
- tourists spending a longer period of time in the region
- increased visitation to points of interest around the region
- diverse experiences and events available across the region

More effective warnings about disasters

INITIATIVES:

- weather warnings to help us stay safe
- better flood prediction using information from river levels
- up to date broadcasting of real-time community safety information

OUTCOMES:

- increased situational awareness of the community in an emergency event
- increased time to prepare and respond to an emergency event
- reduction in disruption and recovery time after an emergency event

A great place to live, work and play

A better quality of life for residents, motivating people to move to the Rockhampton Region and encouraging our young people to remain here

INITIATIVES:

- revitalising the riverfront and the city heart to create a new community hub
- new public art projects
- encouraging more events in underutilised spaces like the laneways
- making it easier to get around the region
- sustainable transport
- better information about what's going on for tourists and locals
- the creation of a single source of community information

OUTCOMES:

- an increase in the population of the region
- an increase in the Gross Regional Product of the region
- an increase in attendance at community events

A safe, connected, affordable community

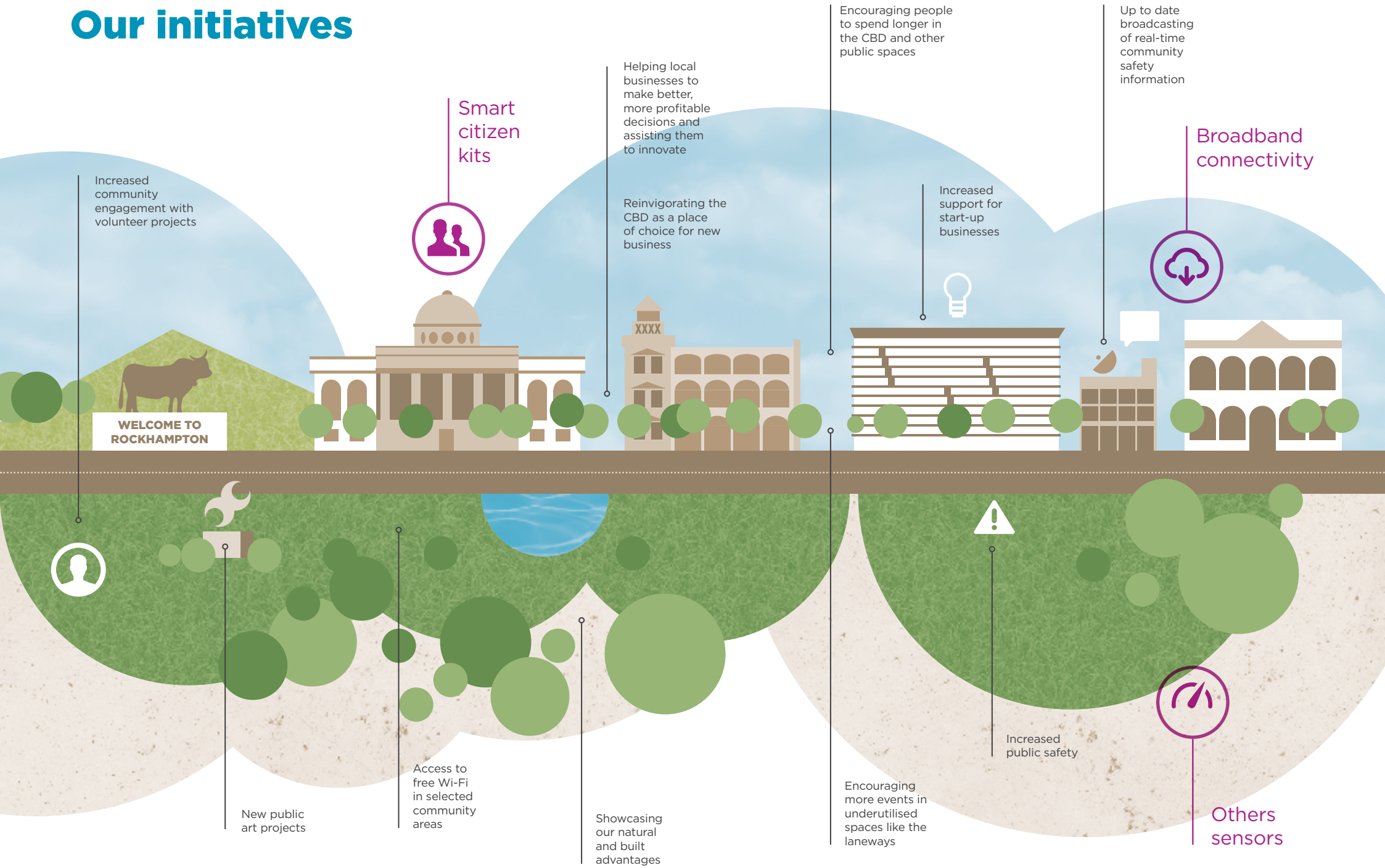
INITIATIVES:

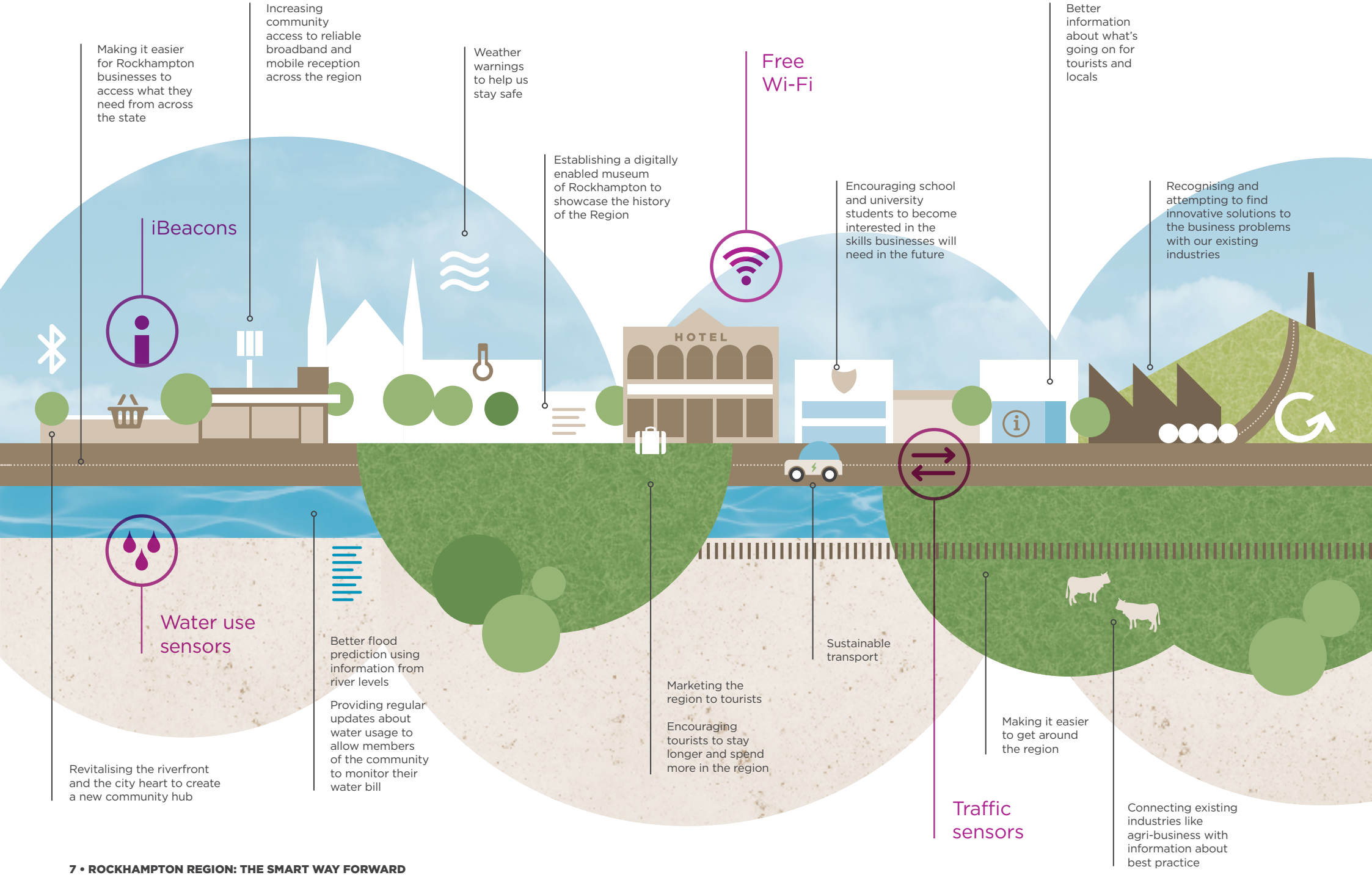
- increasing community access to reliable broadband and mobile reception across the region
- access to free Wi-Fi in selected community areas
- improved public safety
- providing regular updates about water usage to allow members of the community to monitor their water bill
- increased community engagement with volunteer projects and community organisations

OUTCOMES:

- improved public safety
- improved connectivity and broadband access
- decreased cost of living
- increased use of riverfront and open spaces

Our initiatives



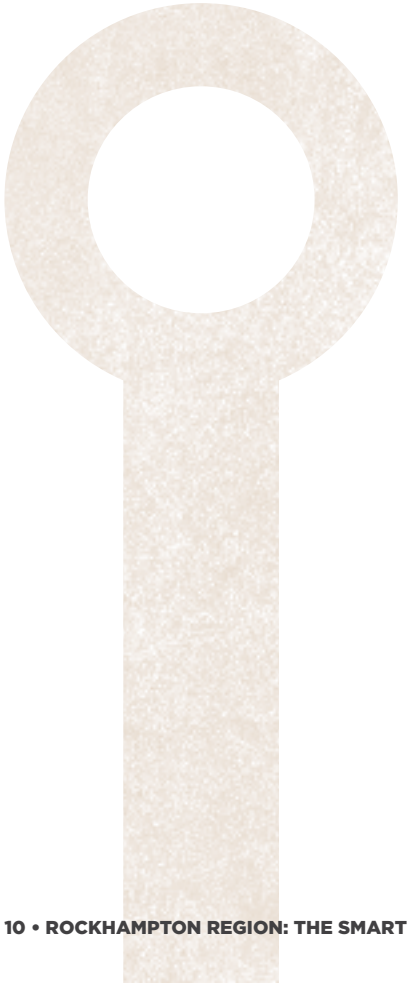

Making it easier for Rockhampton businesses to access what they need from across the state
Increasing community access to reliable broadband and mobile reception across the region
Weather warnings to help us stay safe
Establishing a digitally enabled museum of Rockhampton to showcase the history of the Region
Free Wi-Fi
Encouraging school and university students to become interested in the skills businesses will need in the future
Better information about what's going on for tourists and locals
Recognising and attempting to find innovative solutions to the business problems with our existing industries
iBeacons
HOTEL
Water use sensors
Revitalising the riverfront and the city heart to create a new community hub
Better flood prediction using information from river levels
Providing regular updates about water usage to allow members of the community to monitor their water bill
Marketing the region to tourists
Encouraging tourists to stay longer and spend more in the region
Sustainable transport
Traffic sensors
Making it easier to get around the region
Connecting existing industries like agri-business with information about best practice

Developing One Great Region

Council's plan focuses on the economy, the built and natural environments and ensuring our region is a great place to live, work and play. *Rockhampton Region: the smart way forward* will assist us to achieve our vision of *One Great Region*, maximise the benefits of smart technologies, innovate in service delivery and build knowledge-based industries to provide the jobs of tomorrow.

Our local economy

Increased economic development of the region, boosting jobs and supporting local business.



INCREASED SUPPORT FOR START-UP BUSINESSES

Recognising that the start-up businesses of today will be the employers of tomorrow, Council will provide increased support for start-up businesses.

We will do so by establishing a Smart Hub, a one stop shop business centre on the riverfront in Quay Street.

This hub will bring together all of the vital ingredients to maximise the chance that people who are starting a business will succeed. They include:

- affordable workspace
- collaboration and learning opportunities with others in the same situation
- internet connectivity
- opportunities for mentoring
- tele-working
- opportunities for developing capability statements and robust business cases
- access to funding opportunities.

"We will establish a Smart Hub, a one stop shop business centre on the riverfront in Quay Street."

To advance the Smart Hub, Council will:

- Facilitate collaboration with peak industry bodies (such as Queensland Resources Council, AgForce and GrowCon), CQUniversity, major local employers (such as Aurizon, schools, Teys Brothers, JMKelly) and others to provide a stream of business problems to the hub for the participants to solve.
- Establish a mechanism to trial a number of solutions arising from the Smart Hub per year.

The Smart Hub will also provide space for businesses in the region to learn about ways in which they can reach new markets, reduce costs and grow their businesses using technology and innovation.

While there are a number of programs already in existence, unfortunately they are not well subscribed and there is a high level of duplication between the content offered in these programs while other, more advanced, content is not offered.

Council will liaise with all groups which provide those courses to ensure that all topics are being covered and provide a free or low cost space in the Smart Hub for them to do so.

Council will also seek a memorandum of understanding (MOU) with the CQUniversity to encourage students from Rockhampton and other campuses including Bundaberg, Emerald, Gladstone, Mackay and Noosa to put their education into practice using facilities within the Smart Hub.

What does this mean for Rockhampton?

- New business opportunities and innovation resulting from the development of a Smart hub.

REDUCING THE COST OF RELIABLE BROADBAND FOR LOCAL BUSINESSES

A key overhead for business in the Rockhampton Region is broadband connectivity.

Some residents have informed Council that they pay up to twice what metropolitan Queenslanders do for the same service, making it much less competitive to set up some types of businesses in the region and reducing the jobs available to people across the region.

Rockhampton Regional Council will work with telecommunications companies, NBN Co., and representatives of the community to create a community Internet Service Provider (ISP) which uses Council's assets to drive costs down for local residents.

HELPING LOCAL BUSINESSES TO MAKE BETTER, MORE PROFITABLE DECISIONS AND ENABLE INNOVATION

Rockhampton Regional Council currently manages data which is used to make better decisions about how the region operates. Council will release data to local businesses and start-ups to inform local business decisions and be used as the raw material for future innovation.

Local businesses will be able to use accurate, up to date Council information to inform business cases, create new business opportunities and to enable innovation in existing businesses, allowing businesses to grow and employ more people.

As a first step Council will work with the Open Data Institute of Queensland (ODIQ) to establish a publishing framework to enable the appropriate release of Council's existing data and publish the first open datasets for community access.

ENCOURAGING SCHOOL AND UNIVERSITY STUDENTS TO BECOME INTERESTED IN THE SKILLS THAT BUSINESSES WILL NEED IN THE FUTURE

Local businesses need good, local skills to grow and succeed. Our students also need to understand that their skills and talents can be utilised in the region and they can build a career and a family here.

Council will encourage students to become interested in solving real, community and business problems through data by creating a regular competition for the best application or solution to those problems. We will work with local businesses to provide incentives for the best work.

What does this mean for Mount Morgan and surrounds?

> Increased tourism as a result of the digital museum and smart billboards.

> Strategic partnerships focusing on the use of technology in agriculture and agribusiness.

MAKING IT EASIER TO ACCESS INFORMATION ABOUT INNOVATION RELEVANT TO OUR INDUSTRIES

Innovation is currently changing the face of one of Rockhampton Region's key industries and only between 4% and 10% of local producers are taking advantage of the benefits.

Sensors are revolutionising the way cattle farming operates, with sensors able to remotely determine where cattle are, how much they weigh, what type of feed they have consumed and their overall health. They are also able to track a beast from paddock to plate.

This technology can make it cheaper to produce cattle and increase the productivity of the land.

However this and a number of other exciting innovations are either not well publicised or poorly taken up. These innovations will also use our traditional industries to create new, knowledge-based jobs.

For this reason Council will establish and maintain a Rockhampton Smart Regional Centre brand, participating in events such as Beef Week and other similar events to provide a mechanism for telling these stories.

MAKING SURE BUSINESSES IN THE REGION HAVE ACCESS TO THE GOODS THEY NEED

Gracemere and Rockhampton combined is a key transportation hub for Queensland, with supply lines that include as much as one third of the state.

By partnering with the other Councils in our supply chain via the Central Queensland Regional Organisation of Councils (CQROC) and the Department of Transport and Main Roads we will determine where the weakest links in that chain are and the reasons they are weak.

We will encourage our CQROC partners to consider seeking funds to provide a real-time stream of information on whether the transportation infrastructure is operational and allow local businesses to make decisions on that basis.

In doing so we will provide regional leadership and assist local industries and suppliers to ensure their supply chain is resilient.

"We will provide regional leadership and assist local industries and suppliers to ensure their supply chain is resilient."

What does this mean for Gracemere and surrounds?

> Improved Central Queensland transportation hub and supply chain management.

> Strategic partnerships focusing on the use of technology in agriculture and agribusiness.

COUNCIL WILL:

1. Establish a Smart Hub on the riverfront in Quay Street.
2. Provide free or low cost space for education providers to enable businesses to become more digitally ready in the Smart Hub.
3. Seek to sign a number of MOUs with major employers and peak bodies to provide a stream of real-world business problems to participants in the Smart Hub.
4. Establish a mechanism to trial innovation arising from the Smart Hub in Council.
5. Leverage our advantages to bring affordable, reliable internet connectivity to our region.
6. Work with ODIQ to publish Council's data for community and business use.
7. Establish, in consultation with others in the community, a competition for students to gain an interest in the skills of tomorrow.
8. Maintain a Rockhampton Smart Regional Centre brand to disseminate information about innovation relevant to our key industries.
9. Partner with local governments within our supply chain to ensure that suppliers and businesses have access to the information they need to ensure that they can keep their businesses going when supply lines are compromised.

Increasing the number of clients and customers accessing businesses in the Rockhampton Region

ENCOURAGING VISITORS TO SPEND LONGER IN TOWN

A significant number of visitors to the Rockhampton Region are currently long-haul drive tourists, colloquially known as “Grey Nomads.”

These types of tourists will travel along the Bruce Highway and make a decision as to whether to stay in the region and how long they will stay. For the most part they have a loose schedule and are therefore susceptible to extending their stay in a particular place. These types of tourists often stay one or two days in the region before continuing on their trip.

A better understanding of the types of activities available in the Rockhampton Region, as well as relevant, interesting and engaging self-guided activities would assist these types of tourists to extend their stay, therefore increasing the money spent in the region.

To advertise local attractions Council will market the region to tourists via smart billboards at the entrances to the region.

This capability will also assist other visitors to the region, including people who are in town to access services or visit their children boarding at school.

MARKETING THE REGION TO OVERSEAS TOURISTS

There are few places in Australia that have access to a true Australian country experience so close to a major airport and to the southern Great Barrier Reef.

With the recent addition of flights from the Gold Coast to Rockhampton we will capitalise on this opportunity and encourage overseas tourists to visit the region to experience a true Australian country experience (typified by cattle farm tours, Central Queensland Livestock Exchange, indoor rodeo, barramundi fishing) as well as the southern Great Barrier Reef.

This will require a better understanding of what is on offer in the Rockhampton Region amongst international tourists. To assist in building the regional brand we will consider creating a mobile application with multiple languages (Cantonese, Mandarin, Korean, Japanese, Indonesian, Malay) showcasing the unique Rockhampton Region experience and promote the brand at Sydney, Brisbane, Gold Coast and Cairns airports, as well as in China, Hong Kong, South Korea, Japan, Indonesia, Singapore and Malaysia.

What does this mean for the entire region?

- Growth in the business sector, new start-up businesses, new jobs in knowledge based industries, business innovation and reduced unemployment.
- An increase in employment opportunities and population growth.
- More support for our key industries to compete internationally.
- Reduced cost and increased reliability of internet connections.
- Increased tourism and tourism related jobs.

COUNCIL WILL:

10. Install smart billboards at the entrances to the region to advertise local attractions and outline what’s on in the region.
11. Consider creating a mobile application in multiple languages to position the Visit Rockhampton Region brand internationally.

The natural and built environment

Better use of our history, buildings, Mount Archer, Mount Morgan, Botanic and Kershaw Gardens, and the river

Through better use of the region's existing features together with access to free Wi-Fi in selected areas we will build on the region's successes. This includes public art projects and new events in public spaces as well as the creation of a community centrepiece around the riverfront and city heart.

What does this mean for Rockhampton?

> Increased access to the history, architecture, natural resources (including Mount Archer and Kershaw Gardens) and attractions of Rockhampton via a mobile museum and digital billboards.

ESTABLISHING A DIGITALLY ENABLED MUSEUM OF ROCKHAMPTON REGION

The region lays claim to two past Premiers of Queensland, a Prime Minister, a Chief Justice of the High Court, the founder of British Petroleum, numerous international sporting stars, impressive colonial and art deco architecture, as well as compelling pre-historic, indigenous and recent history.

Leveraging Rockhampton's history, architecture and unique attributes, Council will establish a digitally enabled mobile museum showcasing the region to encourage tourists to stay longer. The museum will be contained in a smart device application which will self-guide tourists throughout the city, Mount Morgan and Gracemere with pop-up notifications on points of interest. A newly appointed board will determine the points of interest, and the community will be encouraged to provide content.

What does this mean for Mount Morgan and surrounds?

> Promotion of the history and unique attractions of the area.

> Real-time local weather information to allow agribusiness and community members to make better decisions.

COUNCIL WILL:

12. Establish a digitally enabled mobile museum of Rockhampton Region.
13. Appoint a committee to maintain the museum's digital information.

More effective warnings about disasters

SEVERE WEATHER WARNINGS

We are a region which is prone to severe storms, cyclones, flooding and other weather events. For community safety it's imperative that the community has access to the best information possible.

Council will engage with private companies to use proven technology to provide the Rockhampton community with push notifications, phone and e-mail warnings of severe weather events.

This will support our emergency services and increase our community resilience and disaster responses.

What does this mean for Gracemere and surrounds?

> Availability of additional information collected from water sensors about river height, quality flow etc.

> Real-time local information on weather to allow agribusiness and community members to make better decisions.

BETTER FLOOD PREDICTION USING INFORMATION FROM RIVER LEVELS

Flooding in the region usually occurs due to a number of factors predominately slow rising waters across the Fitzroy Basin.

Council will work with the Queensland Government to ensure existing sensors monitoring the height and quality of rivers in the Fitzroy Basin can provide residents with sufficient information to plan for an emergency situation. Should there be insufficient information available Council will plan to enhance the number and effectiveness of the sensor network.

What does this mean for the entire region?

> Increased resilience to natural disasters like storms and flooding.

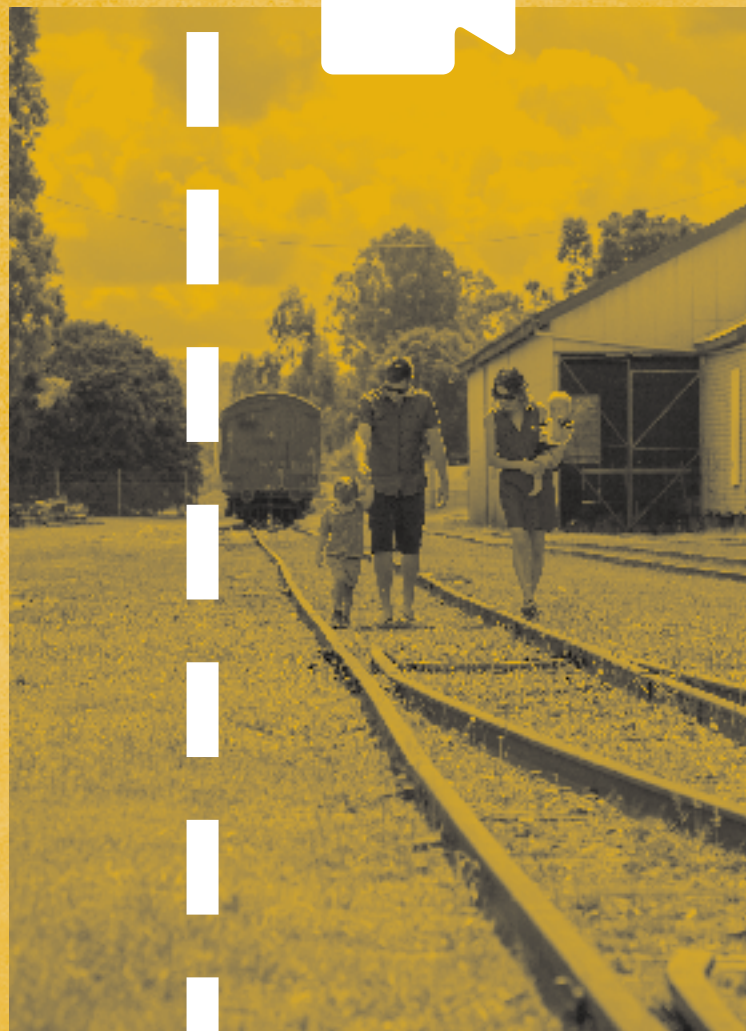
DIGITAL BILLBOARDS IN THE CBD AND AT THE ENTRY TO THE REGION DISPLAYING DYNAMIC COMMUNITY SAFETY INFORMATION

During an emergency the community billboards will display details of community safety information which includes travel advisories, the heights of the river, road closures and other relevant information.

COUNCIL WILL:

14. Engage with private companies to provide local residents with advanced warning of severe weather.
15. Engage with Queensland Government to ensure water sensors across the Fitzroy Basin provide sufficient information to support emergency management warnings.
16. Establish a framework to display community safety information on smart billboards during an emergency.

A great place to live, work and play



A better quality of life for residents, encouraging people to move to Rockhampton Region and our young people to remain here

REVITALISING THE RIVERFRONT AND THE CITY HEART TO CREATE A NEW COMMUNITY HUB

Rockhampton has a large number of underutilised public spaces including the riverfront, Kershaw Gardens, the area around the Oxford Hotel, Quay and East Lanes, the CBD more broadly, and the bridges. In addition Mount Archer, which is the subject of its own activation plan, is also considered underutilised.

There are a number of ways to activate these public spaces using technology. The riverfront redevelopment is already quite advanced and will maximise technologies such as smart lighting, duress signals and sensors to improve public safety. The resulting increase in community participation from the riverfront will flow into the adjacent CBD areas creating new community activity. The city heart will include a large smart billboard which displays real-time information about the weather, river quality and height, amount of water in the dams, traffic conditions, community events, health information, emergency and road closure information and notification of new services.

For special and community events the billboard would display the branding of the event and could also display photos and messages tweeted or electronically submitted by participants.

Additionally, Kershaw Gardens and other public spaces will also be upgraded to include smart technologies similar to the riverfront development.

NEW PUBLIC ART PROJECTS

Public art is one way to increase the connection residents and tourists have to a place, encouraging them to stay longer and enjoy our natural and built attractions.

For that reason Council will facilitate new public art projects. There are a number of funding streams available through State and Federal Governments and philanthropy to support the development of regional art activities such as the Regional Arts Development Fund (RADF). Council will apply for further funds to support public art projects in the underutilised spaces. We will also engage with local arts companies, or will assist in the establishment of a not-for-profit arts company, to seek funding from alternate sources to encourage public art in those spaces.

The focus of these art projects will be on how artworks can activate those spaces using newly installed technology (for instance the iBeacons).

THE CREATION OF A SINGLE SOURCE OF COMMUNITY INFORMATION

A repeated major concern of the community is that, while Council, state government agencies, the Chamber of Commerce, Capricorn Enterprise, Regional Development Australia (RDA) and a number of other community and government organisations are holding worthwhile and interesting events in the region there is limited dissemination of the information in the community.

A number of residents have stated that despite being involved in the community they only become aware of events, seminars and courses, as they are happening or after they had occurred.

Council will develop a one stop shop for the residents of the region and Central and Western Queensland to better understand what is on. Although funded by Council, this capability will be community owned with any authorised community group able to post an event. Council will enforce publishing standards and remove those community groups which do not adhere with those standards.

The one stop shop will be supported by a customer relationship management capability, allowing users to log which events they are interested in, rate events and receive reminders and personalised suggestions about which future events they may wish to attend.

Once the solution is launched Council will widely advertise it and continually promote it across Central and Western Queensland. The solution will be prominently featured on the smart billboards at entrances to the region and promoted via smart devices.

What does this mean for Rockhampton?

> Revitalised public spaces including the riverfront redevelopment and new public art.
> Free Wi-Fi, improved broadband connectivity and reduced connection costs.
> Public safety is increased due to a focus on smart technology in areas of concern.

What does this mean for Gracemere and surrounds?

> Increased support for Gracemere community groups and easier payment of council bills.

BETTER USE OF PUBLIC SPACES, FOR EXAMPLE QUAY LANE

Rockhampton's laneways have the capacity to host a myriad of different events, bring tourists into town and add to our lifestyle and attractions.

In spaces like Quay Lane, Rockhampton Regional Council will investigate options (via public expressions of interest) to use the area for community and commercial events, for example hosting a farmers market, an outdoor cinema or art gallery.

Council would give favourable consideration to innovative ideas which use free Wi-Fi and smart technologies such as iBeacons, in their plan to better use the space.

MAKING IT EASIER TO GET AROUND THE REGION

As the number of traffic lights have increased in the region the amount of time getting around the city has increased significantly. This means residents take longer getting to and from work, spending time in traffic that they could have spent with family and friends. This is partially due to the sequencing of the traffic lights.

Council will work with the Queensland Government to investigate a new intelligent traffic management system to determine if there is a business case for implementing this technology in Rockhampton.

SUSTAINABLE TRANSPORT

Innovative approaches to transport and mobility will assist to reduce environmental impacts and increase sustainability and efficiency of transport options across the region.

Council will investigate the use and integration of smart mobility options and charging stations across the region.

ALLEVIATING PARKING PROBLEMS

Parking, particularly in the CBD and the area around the Rockhampton hospital, is particularly problematic. This issue causes many of the people who use our region as a service centre to reconsider their need to come into Rockhampton.

Council will undertake a cost-benefit analysis to implement a smart parking map, displaying real-time information about where there are available carparks. The cost-benefit analysis will determine if such a project's expected costs would exceed the cost of providing further parking or discounting paid parking.

COUNCIL WILL:

17. Install a large smart billboard in the CBD to display community information, and act as a central community focal point.
18. Apply for funds through the RADF program to support community art pieces which use the smart infrastructure.
19. Work with local arts companies to apply for funding from philanthropic sources for new public art.
20. Issue expressions of interest for use of a public space like Quay Lane for purposes of commercial activity or community attraction.
21. Work with Transport and Main Roads to improve traffic flow.
22. Undertake a cost-benefit study for the development of a smart parking map.
23. Develop a one stop shop to promote activities across the region.

What does this mean for the entire region?

- > More inclusive community engagement and access to centralised community information through smart devices.
- > Free Wi-Fi in some public areas.
- > Easier to travel around the region.
- > Downward pressure on water bills.

To foster a safe, connected, affordable community

INCREASING COMMUNITY ACCESS TO RELIABLE BROADBAND AND MOBILE RECEPTION ACROSS THE REGION

Reliable, affordable broadband is difficult to access for the majority of residents of the Rockhampton Region. This difficulty affects our businesses, our ability to keep in contact with friends and family, our lifestyle, and what we do with our time off.

Council will engage with all relevant stakeholders and leverage Council's advantages to bring affordable, reliable connectivity to the region.

ACCESS TO FREE WI-FI IN SELECTED COMMUNITY AREAS

Free Wi-Fi in community areas is increasingly being seen as a way to encourage people to spend their leisure and work time in those spaces. To activate areas around the riverfront and CBD, Council will roll-out an initial trial of free Wi-Fi and work with CQUniversity to investigate the use of the university-based Eduroam system in the riverfront redevelopment area.

If that trial is successful Council will extend the area covered by free Wi-Fi in the city and investigate options for implementation in Mount Morgan and Gracemere.

INCREASED COMMUNITY SAFETY

A small number of violent incidents have caused some concern amongst both residents and potential visitors about the safety of our community.

While these incidents were isolated, Council takes community safety very seriously and will liaise with police and other stakeholders to install smart closed circuit TV cameras, duress signals with back-to-base functionality and LED illuminated sensor lighting on the riverfront, and in other areas of concern around the city. We will also investigate the use of public address systems in these precincts, to manage anti-social behaviour before it escalates.

PROVIDING REGULAR UPDATES ABOUT WATER USAGE TO ALLOW MEMBERS OF THE COMMUNITY TO MONITOR THEIR WATER BILL

Water is a large household expense and it's one of the most difficult to predict.

A water leak can drain thousands of litres of water before anyone is aware of the occurrence. For that reason Council will invest in a trial of installing water sensors which allow residents to see exactly how much water they are using, have used since their last bill and receive alerts if they are using significantly more water than usual.

INCREASED COMMUNITY ENGAGEMENT WITH VOLUNTEER PROJECTS AND COMMUNITY ORGANISATIONS

A less central, but still relatively common community concern is the lack of a mechanism for the coordination of community involvement. Council will investigate a solution to enable residents to post community projects or pledge time, materials or funds to assist.

Council will monitor community and individual posts to ensure proper usage.

LISTENING TO THE COMMUNITY

Several community members feel that community consultations are not frequent enough and don't inform the community of the results of the consultation. For that reason Council will move to embrace e-consultation mechanisms.

This includes increased use of ICT to ensure that community consultation is cheaper, more consistent and includes a feedback loop.

MAKING IT EASIER TO PAY BILLS

Residents of the region are increasingly paying their bills electronically.

Council has offered electronic payments of rates and other charges for more than a decade, but will explore other ways to allow residents to make electronic payments. This will ensure that members of the community can pay bills how and when they want to.

What does this mean for Mount Morgan and surrounds?

> Increased support for Mount Morgan community groups and easier payment of council bills.

COUNCIL WILL:

24. Roll out an initial trial of both free Wi-Fi and investigate the use of the Eduroam system in the riverfront redevelopment area.
25. Install smart closed circuit TV cameras and related technologies in known trouble spots around the region.
26. Invest in a trial of smart water meters in the region.
27. Establish a mechanism to enable community groups to connect with people who may be interested in participating in community improvement projects.
28. Embrace e-consultation, using technology to consult the community more often.
29. Explore other ways of receiving payment to ensure we continue to meet community expectations.

Enabling infrastructure

Broadband and mobile connectivity

The basis for much of the transformation required by Rockhampton Regional Council is reliable, affordable internet and mobile telephone connectivity.

Without that connectivity many smart initiatives will have limited application and not have the required effect on the economy, jobs and broader community. There are a number of ways in which Council can assist to ensure that residents and businesses have access to affordable, reliable connectivity sooner:

1. Council will continue discussions with NBN Co. and telecommunications carriers and will further investigate options on how Council's resources can assist in implementing this infrastructure.
2. Establish a not-for-profit community Internet Services Provider (ISP)

   In conjunction with local businesses, Council will continue discussions on establishing a community ISP and position Council to act as a potential anchor client for the ISP to drive down community costs.

Wi-Fi

As a civic service, business development tool and the means to activate public spaces, municipal Wi-Fi is an increasingly important piece of urban infrastructure.

In addition to providing free Wi-Fi on the riverfront and in the Smart Hub, Council will consider making free Wi-Fi available in the CBD and along the entire riverfront in order to encourage people to spend more time in the area, encourage businesses to relocate, and enable some smart technology in that area.

There are a number of options for doing so:

1. **Providing free Wi-Fi for all**

   Council will provide free Wi-Fi as part of the completed riverfront redevelopment with the possibility of rolling out to other locations.

2. **Extending the Eduroam system**

   Eduroam is a system which allows students from 20 Australian Universities to access Wi-Fi using the same username and password they do at their own educational institution.

   Council will work with CQUniversity to investigate extending the Eduroam system to the redeveloped riverfront with a view to attracting a substantial number of CQUniversity students to study in that precinct. This will increase the level of participation on the riverfront with economic benefits flowing onto businesses in the CBD area.

iBeacons

iBeacons, or low emission Bluetooth technology, send a low voltage signal to mobile devices. By using multiple signals an iBeacon is able to identify the location of a mobile device.

This allows various applications to know when to send a voucher for a discounted coffee to your phone or a notification that there is a point of interest a tourist may be interested in.

Council will install 100 iBeacons in an area bounded by Archer, Bolsover and Derby Streets and the river and will publish a map of exactly where they are located to allow businesses or organisations to develop their own applications using that technology.

Sensors

EXISTING SENSORS

Across the region sensors are already being used to monitor water quality and water flow. As a necessary first step Rockhampton Regional Council will contact government departments, CQUniversity and other bodies which may have a feed of the existing real-time data from these and other sensors to determine how the information can be accessed and maximised.

As a second step Council will write to all organisations likely to have sensors in Central and Western Queensland seeking information about where they currently are and how to access the data stream.

Rockhampton Regional Council will publish a mirror of that information, as well as Council's own data, providing a convenient one stop shop for all relevant real-time data across our region.

ADDITIONAL SENSORS

Council will install a small number of Bluetooth Travel Management Time/Speed Measurement sensors on major roads in the region.

This will allow Council and other interested parties to measure the time it takes to get around the city.

The sensor technology will be mounted on poles in designated locations of the road network to detect unique Bluetooth addresses from mobile phones, ear phones and in-vehicle hand free audio systems passing within 50 metres. Personal details of individuals or cars will not be identifiable.

Council will also trial the installation of water sensors on residential homes. Those water sensors will measure and provide a real-time feed to ratepayers of water usage and can be used as a way of minimising water leaks and putting downward pressure on the cost of water.

In addition Council will invest in 20 SmartCitizen Kits which measure temperature, humidity, light, noise and levels of carbon monoxide and nitrogen dioxide. These kits would be distributed around the Rockhampton Region with the information to be published continuously. Council will partner with the Rockhampton Morning Bulletin to determine which applicants will host the SmartCitizen Kits on their property.

COUNCIL WILL:

30. Install 100 iBeacons within the CBD.
31. Publish a map of where the iBeacons are located for community and business use.
32. Work with organisations who have existing sensors across Central and Western Queensland to determine how to access that data.
33. Publish the amalgamated information on a one stop shop website.
34. Install a small number of traffic sensors on Rockhampton roads.
35. Trial the installation of water sensors across the region.
36. Purchase and distribute 20 SmartCitizen kits to residents around the region.

Conclusion

The Rockhampton Region is at a crossroads. If we don't change course we can expect more of the same, slow economic and population growth, and unemployment levels above the state average.

This plan builds on our existing strengths and aims to make our existing industries more competitive and make the region more attractive for tourists, potential residents and for our kids to remain here.

The best way to do so is to embrace a digital future and build a Smart Regional Centre.

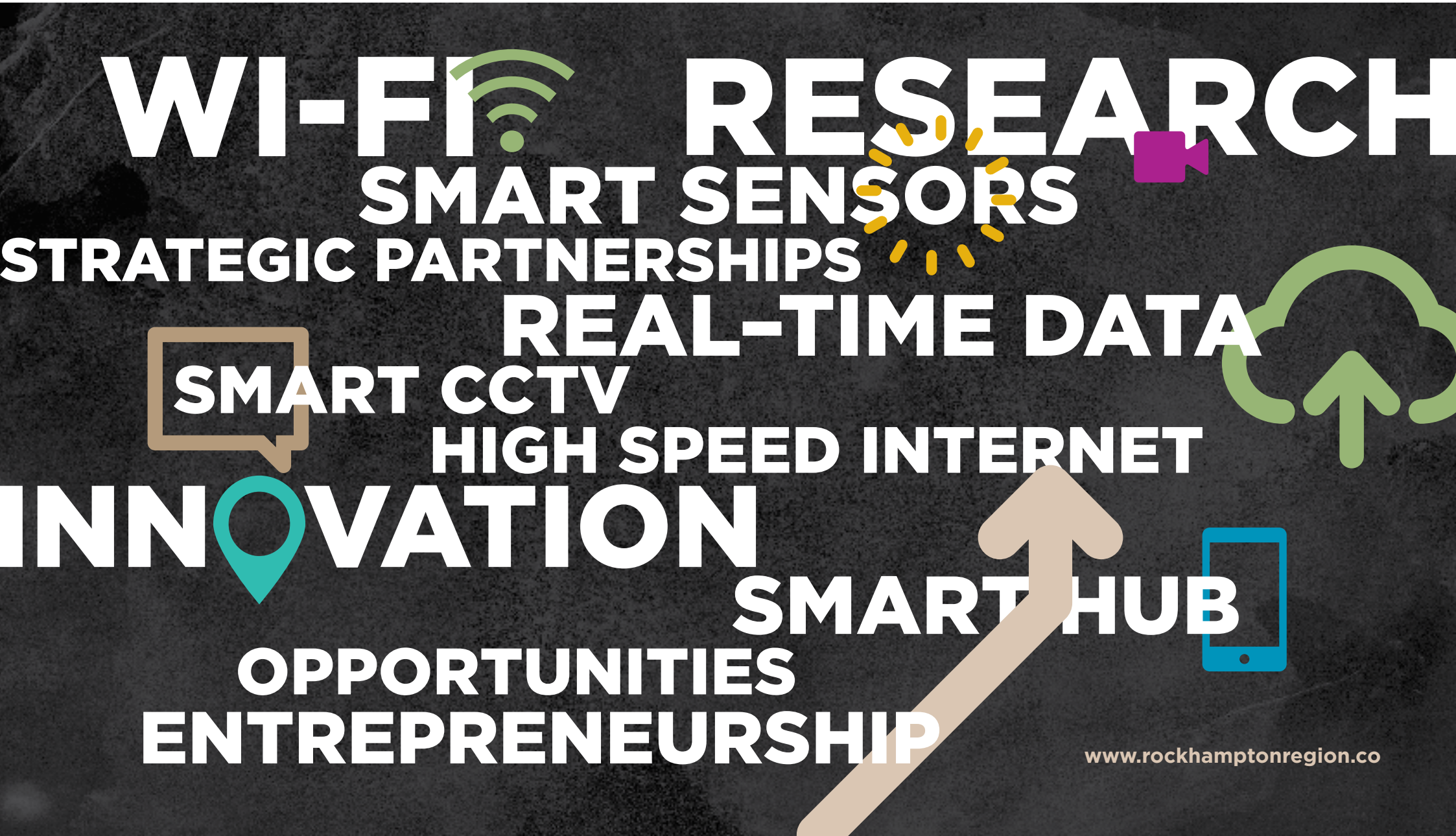
Becoming a Smart Regional Centre will enable us to further cement our place as the natural administrative and business centre of Central Queensland, which will bring with it increased employment and opportunity for businesses to start, grow and expand.

At the same time increased and cheaper connectivity will lower the barriers to business expansion and allow residents to enjoy the same connectivity as those in metropolitan Queensland.

An increase in the digital readiness of the community and its businesses will allow local businesses to market their goods and services anywhere around the world, creating an incentive to employ more locals. Our plan will also assist our key local industries like agriculture, education, health, manufacturing, mining, retail and services to grow, innovate, economise and differentiate.

As a result of implementing this plan local residents will be given the support required to start their own business, diversify the regional economy and provide support to our existing industries. It will also enable residents and visitors to take advantage of the region's lifestyle benefits and our natural and built environment.

Taken together these elements will capitalise and expand on Rockhampton Region's existing strengths and position our region as a desirable place to live, raise a family, start a business and visit; creating 'One Great Region'.

Rockhampton Region

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