

Scenic Rim

# SMART REGION STRATEGY

2022-2032



**SCENIC RIM**



REGIONAL COUNCIL



# ACKNOWLEDGEMENT OF COUNTRY

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We are proud of our diverse communities within the region. We acknowledge the traditional owners of the many lands within the Scenic Rim - the Mununjali in the Centre, the Wangerriburra to the East, the Ugurapul to the West, and all those of the Yugambah and Jagera language groups. We pay respect to their Elders, past, present, and emerging.

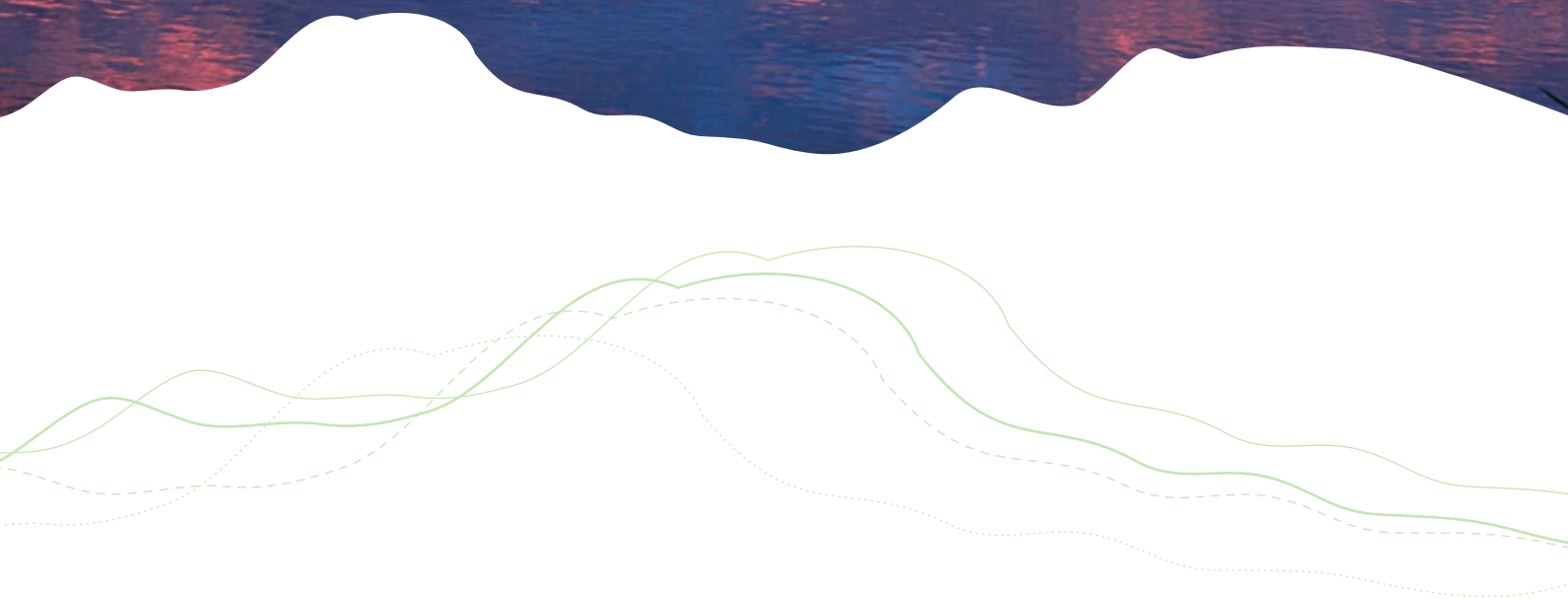
## **FOR FURTHER INFORMATION:**

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# MAYOR'S FOREWORD

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It is my pleasure to present our landmark Scenic Rim Smart Region Strategy 2022-2032.

The first of its kind, this strategy was developed following consultation with Scenic Rim residents and business operators to create a shared vision for the region's use of technology and data to be better prepared for a digital future.

With tangible and accountable actions, this strategy will support the Scenic Rim to leverage technology, innovation and data to build resilience and a sustainable future. It builds on our existing strengths as a region and will support the Scenic Rim's businesses and communities to embrace and adapt to changing global digital trends. This strategy will support the region's continued transition to a more prosperous, connected, liveable, sustainable, and innovative place, providing a lasting legacy for generations to come.

Developing the Smart Region Strategy is part of Council's commitment to long-term sustainability for the region and is outlined in Council's 2020-2021 Operational Plan and as an action within the Scenic Rim Regional Prosperity Strategy 2020-2025.

Importantly, this strategy positions the region to take advantage of the once in a generation opportunity created by the announcement of the South East Queensland City Deal and the Brisbane 2032 Olympic and Paralympic Games.

Recognising the importance of partnerships, we are grateful to the Australian Government for its funding through the Building Better Regions Fund, that has enabled us to develop this Smart Region Strategy for the Scenic Rim.

**Cr Greg Christensen**

Mayor, Scenic Rim Regional Council





# INTRODUCTION

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## ABOUT THE REGION

The Scenic Rim is a vibrant community of connected towns and villages, each with their own unique character, and is home to over 43,000 people who choose to call the region home for its distinct natural beauty and rural and relaxed lifestyle.

Located in the growing economic hub of South East Queensland, we use our fertile land, agricultural resources, pristine national parks and proximity to Brisbane and the Gold Coast to drive our existing economy.

The Scenic Rim Regional Council has a plan to use our existing strengths, combined with the adoption of technology and data to overcome our local challenges, with a focus on ensuring the region remains prosperous and beautiful for future generations.

Acting now will ensure that the region continues to provide rewarding and well-paying jobs and attract future residents and tourists. It will encourage businesses to start and expand in the region and ensure younger generations can see a future in the Scenic Rim.

The Scenic Rim Smart Region Strategy will drive this change, by affirming Council's commitment to smart collaboration, planning, design and local services, while aligning with the values of the region, to deliver a vibrant and prosperous economy and community.

## THE CURRENT OPPORTUNITY

South East Queensland sits on the cusp of a decade of significant public and private investment in the region, following the announcement of the South East Queensland City Deal, and the Brisbane 2032 Olympic and Paralympic Games.

The South East Queensland City Deal means collaboration between the Australian Government, Queensland Government, and the Council of Mayors (SEQ) to deliver enhanced investment for the region. It will build on the region's strengths and deliver transformational investment in critical infrastructure to enhance South East Queensland as an attractive destination to live, work, study, do business, invest and visit.

This commitment will catapult the broader South East Queensland region's transformation into a smart, liveable, productive, and sustainable, 21st century global network of cities and towns equipped with economic and social infrastructure that is second to none. It is incumbent on the Scenic Rim region, led by Council, but supported by local businesses and the community, to seize this once in a generation opportunity with both hands.

For this reason, the Smart Region Strategy is a 10-year strategy, culminating in 2032, to ensure that the Scenic Rim is positioned to make the most of these exciting opportunities.

## WHAT IS A SMART REGION?

A smart region is one that uses technology and data to accelerate liveability, workability and sustainability. It uses technology to collect and communicate data, with the aim of driving intelligence to inform actions and investment, and transparency with the local community.

The aim is to promote the adoption of technology and innovation to drive economic growth, without changing the structure and charm of the region.

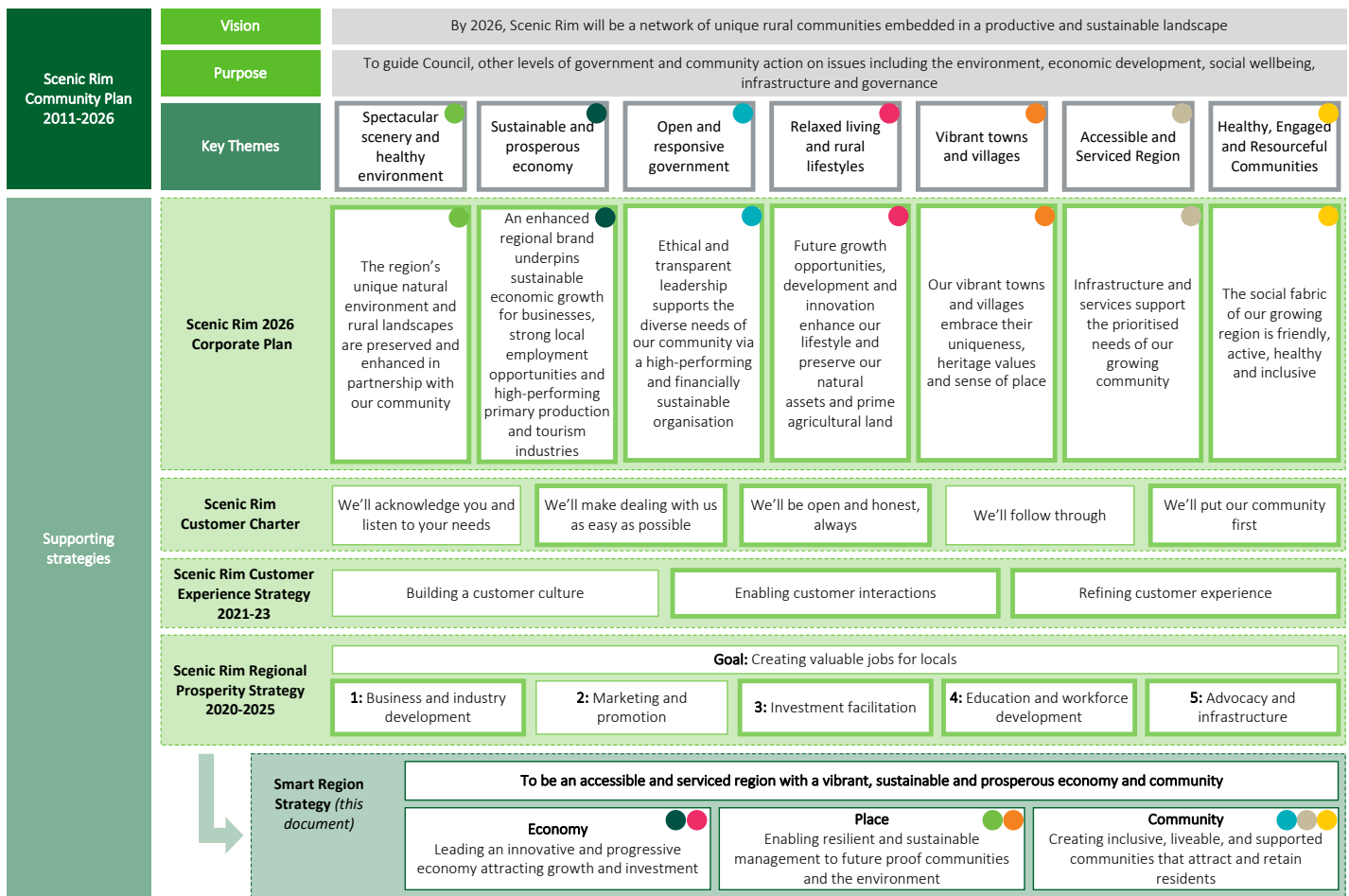
# STRATEGIC CONTEXT

The Smart Region Strategy supports Council's existing plans and strategies and aligns with wider Queensland and Australian government programs and initiatives.

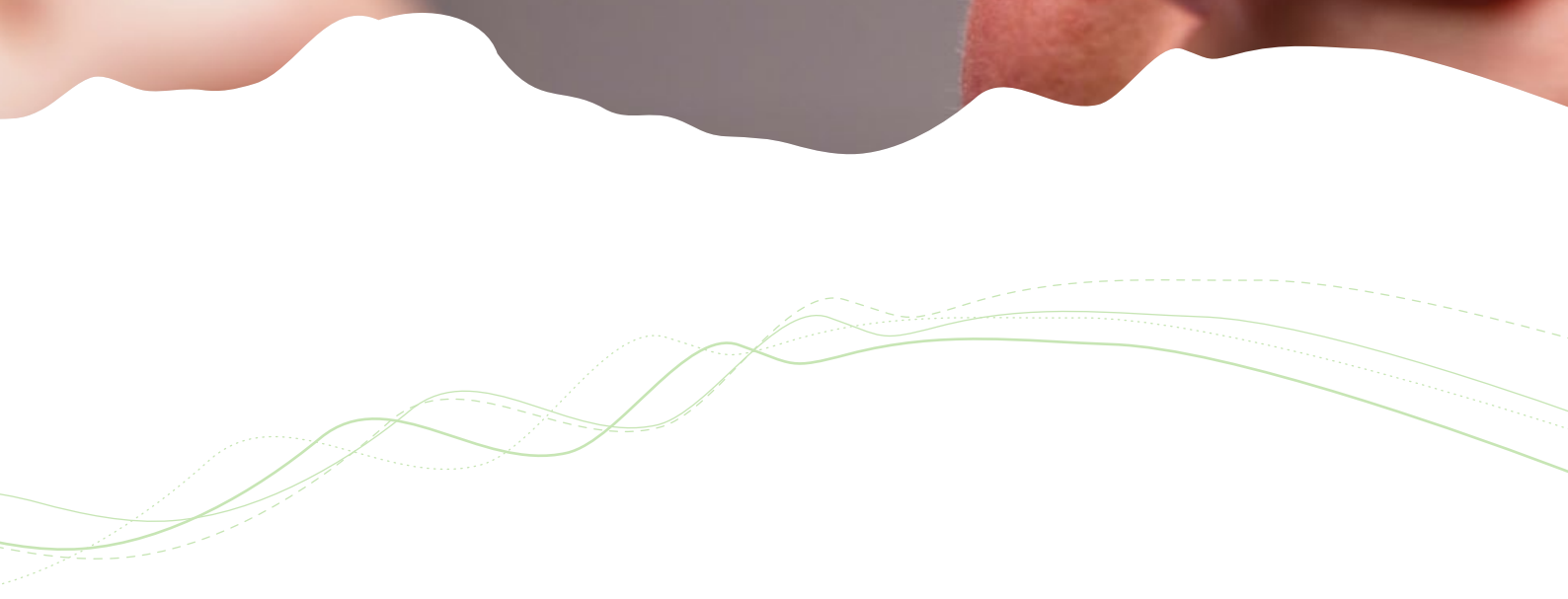
The Smart Region Strategy directly supports the outcomes of the Regional Prosperity Strategy 2020-2025, as well as the *Scenic Rim 2026 Corporate Plan*, the *Scenic Rim Customer Charter* and the *Scenic Rim Customer Experience Strategy 2021-2023*. The purpose of these strategies is to support the Council's broader vision for the Scenic Rim to be a network of unique rural communities embedded in a productive and sustainable landscape, as outlined in the *Scenic Rim Community Plan 2011-2026*.

The development of the Smart Region Strategy has also been driven and informed by factors external to Council. These include the aforementioned South East Queensland City Deal and the Brisbane 2032 Olympic and Paralympic Games, as well as the Australian Government's 2021 Australian Infrastructure Plan, the Queensland Government's *State Infrastructure Strategy* and *Regional Infrastructure Plans* and a range of other government and industry initiatives. To leverage existing investment and avoid duplication of effort, it is important that the Smart Region Strategy is informed by these external drivers.

## Scenic Rim Regional Council









# THE SMART REGION STRATEGY FRAMEWORK

At its heart, a smart region strategy needs to be place-based. The Scenic Rim is loved by locals and visitors alike because of its unique geography, history and character. While these are some of the region's greatest assets, they also present challenges, for example the topography of the region, accentuated by mountains and valleys, challenges traditional transport and telecommunications infrastructure. For this reason, the Smart Region Strategy has been tailored to meet the unique needs of the Scenic Rim, and while it aligns with best practice and industry standards, it remains as unique as the region it serves. Importantly, the Smart Region Strategy is designed to

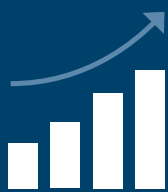
support existing initiatives in economic development, community engagement and support, and placemaking.

This 10-year strategy, culminating in 2032, aims to take advantage of the once in a generation opportunity created by the Brisbane 2032 Olympic and Paralympic Games and the South East Queensland City Deal. The multibillion-dollar pipeline of funding from the Australian and Queensland Governments, and the national and international industry attention that will be directed towards the broader South East Queensland region, creates an exciting opportunity for the Scenic Rim.

## VISION

To be an accessible and serviced region with a vibrant, sustainable and prosperous economy and community.

This will be achieved through investment in smart technologies and innovation focused in the areas of:



### Economy

Leading an innovative and progressive economy attracting growth and investment.



### Place

Enabling resilient and sustainable management to future-proof communities and the environment.



### Community

Creating inclusive, liveable, and supported communities that attract and retain residents.





# THE JOURNEY TO A SMART REGION

## WHAT IS IMPORTANT TO THE REGION

In developing the Smart Region Strategy, it was important to understand the current strengths and challenges of the community, including the economic position, business needs and community aspirations. These insights will allow the strategy to build on the strengths and overcome the challenges experienced in the region.

Through engagement with community, business and internal Council stakeholders, we heard that the priorities for the region are to:

- Improve internet and mobile connectivity throughout the region
- Reduce the number of people who leave the region for work
- Improve the efficiency and service to customers provided by businesses and Council through the adoption of new technology.

We also heard that:

- The community values engagement and contributing to the future of the region
- The people are the heart of the region, and there is a strong sense of community
- The natural environment and the relaxed and rural lifestyle are important
- There is a desire to grow sustainably and innovate.

## WHAT SUCCESS LOOKS LIKE

In 2032, the Scenic Rim will be a network of unique rural communities and townships embedded in a productive and sustainable landscape. Smart collaboration, planning, design and local services will ensure full community and business participation in the digital economy, accelerating the adaptability and growth of the region.

Businesses and the community will have access to reliable, high-speed internet and mobile reception, comparable to major cities, throughout the region, allowing them to take advantage of new technologies and the digital economy. The adoption of new technology – such as remote sensors, smart digital signage and automated IT systems – will improve the efficiency of Council services and enhance the interface between Council and the community, allowing better engagement and communication. The Scenic Rim's towns and villages will remain vibrant and active, with free Wi-Fi, smart digital signage and infrastructure, and digitally interactive public art improving the amenity of public spaces and places.

Similarly, increased access to data and information – such as real-time traffic, facility use, weather, and flood data – will continue to strengthen regional planning and investment decisions and enable more sustainable management of the built and natural environment.

The Scenic Rim will be home to new industries – including technology, tertiary education and others in the knowledge economy – while existing industries, such as agriculture, retail, and tourism, will be using technology to grow from strength-to-strength. This economic growth, coupled with improved internet connectivity, will mean more residents will have access to rewarding and well-paying jobs within the region and that less people need to leave the region for work.

Similarly, the region will also be home to emerging and innovative technologies, such as driverless vehicles, passenger-carrying drones, automation, artificial intelligence, robotics and new telecommunications technology, which will be increasingly trialled in the region. This innovation will be supported by strong advocacy from Council and will attract investment and employment to the Scenic Rim.

The region will also continue to be home to a thriving community of small businesses, supported through access to smart coworking spaces, strong support of innovation, and training in the skills they need to be successful in the digital world, such as ecommerce, digital marketing and data analytics.

## HOW WE WILL GET THERE

While Scenic Rim Regional Council will lead and facilitate the implementation of the Smart Region Strategy, the success of the strategy will require business ownership and community support. In this regard, one of Council's priorities is to act as an enabler, for both community engagement and industry investment.

This ten-year strategy outlines a guiding vision and approach for the next ten years. The implementation roadmap focuses on the first five years, culminating in a review and renewal of the strategy for the following five years, to ensure it remains fit for purpose through to 2032.

The five-year Roadmap outlines the course of actions and initiatives required to transform the Scenic Rim into a Smart Region where prosperous economic and sustainable community growth can be realised.

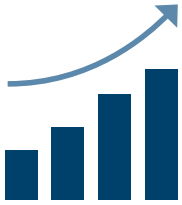


**MICROPAC**  
BOILER MANAGEMENT SYSTEM

## SMART REGION STRATEGIC ACTIONS

The Smart Region Strategy focuses on creating a great place to live, work and play by connecting the economy and built and natural environments with technology and data. Smart technologies maximise benefits, innovate service delivery and build and strengthen knowledge-based industries, providing the jobs of tomorrow.

As shown over the following pages, each proposed technology and data investment has a clear line of sight to a measurable outcome.



## ECONOMY

Leading an innovative and progressive economy attracting growth and investment.




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### OUTCOME: JOB CREATION THROUGH DIVERSIFICATION AND NEW TECHNOLOGY ADOPTION

**Action:** Assist businesses with improving capability and capacity, through diversification and implementation of new technologies

Council will work with and support businesses to identify opportunities to adopt new technologies to improve efficiency, develop new business models and diversify. This could include connecting local businesses with technology providers and other businesses, and where relevant research and education providers, or helping businesses leverage in-place technology such as council's LoRaWAN network. This action will be supplemented by other investments in digital skills building.

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### OUTCOME: REDUCE THE PERCENTAGE OF THE POPULATION LEAVING THE REGION FOR WORK

**Action:** Evaluate the demand for a smart hub (business hub/coworking space) within the region, to provide additional options to work within the region.

Council will consult with businesses and the community to determine if there is demand for at least one physical business hub/coworking space within the region. A business hub/coworking space would provide an environment for businesses to work and collaborate with one another, with access to desks, offices and meeting rooms and potentially business mentors. It would also provide a space for business owners or employees to work remotely in a professional environment, with enterprise-grade connectivity, which they may lack in their own home-based offices.

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### OUTCOME: IMPROVED EDUCATION FACILITIES AND OUTCOMES

**Action:** Advocate for the establishment of a branch of a university/TAFE/Vocational Education and Training (VET) provider within the region, ideally with a focus on skills relevant to key industries.

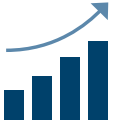
Council will continue to advocate for the establishment of a branch of a tertiary education facility within the region to improve access to education and reduce the need to travel. This advocacy will focus on digital skills, as well as skills relevant to key industries such as agriculture, tourism and manufacturing. This will also improve the ability of local businesses to partner with researchers, which will drive innovation in the region.

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### OUTCOME: UPSKILLING EXISTING WORKFORCE

**Action:** Partner with a training provider to provide digital literacy training sessions targeted at the needs of small businesses within the region.

Council will partner with an experienced training provider to provide a series of training sessions to provide small businesses and workers within the region with the digital skills they need to successfully adopt platforms and business models. This may include seeking funding to provide basic digital literacy, as well as skills relevant to e-commerce, digital marketing and data analytics. Council will consult industry to determine which skills are in demand within the region.



**Action:** Continue to build internal digital skills and capability.

Council will continue to invest in building the digital skills and capability of its employees. This will allow Council to better adopt new technology to improve the way it delivers services to the community, and allow Council to make the most of its existing investments in corporate systems and platforms.

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## **OUTCOME: PRODUCTIVE PARTNERSHIPS AND KNOWLEDGE SHARING**

**Action:** Continue engagement and collaboration between all three levels of government, industry and education providers.

Council will continue to engage with the Queensland and Australian governments, other councils, industry, infrastructure and education providers to determine opportunities to collaborate and partner to drive improved outcomes for the region. This will include advocating for joint investment opportunities in critical infrastructure and development opportunities, as well as opportunities for knowledge sharing and capability development through partnerships and information exchanges.

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## **OUTCOME: SUPPORT LOCAL INNOVATION**

**Action:** Develop a detailed program of work to expand on Council's existing support for innovation in key industries.

Council will develop a program of work detailing a range of initiatives to build on its existing support of innovation in key industries. This program of work may include continued grant writing support for local businesses in applying for innovation focused grants; inclusion of an innovation category within the Scenic Rim Business Excellence Awards; and advocating for the establishment of an agri-innovation or circular economy innovation challenge that connects universities with businesses within the region to address industry challenges.

**Action:** Council will continue to investigate opportunities to facilitate and attract trials and investments in innovative and new technology.

Before innovative and new technologies can be released at scale they need to be trialled in the real world. Council will continue to investigate opportunities to facilitate and attract these trials of innovative and new technology within the region. In doing so, Council will leverage its proximity to the hubs of South East Queensland, as well as the natural advantages of its environment, vibrant and active towns and villages, and engaged community to provide an ideal location for these trials to occur. This could include trials of driverless vehicles, passenger-carrying drones, automation, artificial intelligence, robotics or new telecommunications technology. This will attract investment and knowledge economy jobs to the region, while also highlighting that the region is open for, and supportive of, innovative and new technology.

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## **OUTCOME: SUPPORT FOR LOCAL BUSINESS AND START-UPS**

**Action:** Introduce a 'Digital and Data' stream in the 2023 Small Business Month series of events and continue in future years.

Council will introduce a stream of the 2023 Small Business Month series of events focused on 'Digital and Data'. The focus of these events could include digital basics, introduction to e-commerce, how to derive insights from data and more to suit demand. This stream will be maintained in future years.





## PLACE

Enabling resilient and sustainable management to future proof communities and the environment.

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### OUTCOME: SMARTER AND DIGITALLY ENABLED SUPPORT FOR VIBRANT AND ACTIVE TOWNS AND VILLAGES

**Action:** Install smart infrastructure points in key areas, such as main streets of Beaudesert, Tamborine Mountain, Boonah and Canungra (infrastructure points could include smart signage, public Wi-Fi, pedestrian counters).

Council will explore installing several smart infrastructure points in key areas throughout the region, such as the main streets of Beaudesert, Tamborine Mountain, Boonah, and Canungra. These points could act as information points for visitors to search for key attractions and information about the region. These points could also include smart signage, free public Wi-Fi, and gather data on foot traffic in the area through integrated cameras or other sensors.

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### OUTCOME: SMARTER USE OF CURRENT FACILITIES

**Action:** Investigate possibilities to include public Wi-Fi and smart sensors within Council facilities and Council-owned community facilities.

There are a range of technologies that can be included in Council facilities to capture data, improve amenity, accessibility, energy efficiency and provide insights to Council. Public Wi-Fi will provide improved amenity to visitors and the community, while also providing a means for Council to collect data on visitors to the region and advertise events and attractions in the region through landing pages when users first connect. There are also a range of smart devices that could be installed to improve the accessibility of Council facilities for those with disability. Smart sensors can be installed to monitor a range of metrics, including foot traffic and hot spots, environmental conditions, and water pressure, which can enable more efficient, proactive management and maintenance of facilities.



**Action:** Improve the use of online booking platforms for Council facilities for the community, and investigate expanding to additional facilities (e.g., meeting rooms).

Council will improve the use of online booking platforms for Council facilities, to enable the community to better utilise these existing Council assets. In addition, Council will investigate expanding the facilities available through the booking platform, such as to include meeting rooms in underutilised Council offices. Council will also investigate the need to update and consolidate booking and ticketing services used across the region for Council facilities and events.

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### OUTCOME: SMARTER TRANSPORT OUTCOMES

**Action:** Install smart signage to direct motorists to less congested parking facilities.

Council will install smart signage in congested areas, such as main streets and town centres, to direct motorists to less congested areas. This will reduce congestion on main streets by directing visitors to alternative, nearby parking facilities. Council will also be able to use this signage to promote events and attractions within the region.

**Action:** Continue to investigate potential avenues to include electric vehicle charging facilities within the region

Council will continue to investigate potential avenues to include electric vehicle charging facilities within the region, including through accessing available grant funding, advocacy to industry and other levels of government. This will support the transition to electric vehicles within the region, including within Council's fleet. This will also support the growth of drive tourism and ecotourism within the region as more visitors transition to electric vehicles.



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## OUTCOME: DIGITALLY ENABLED PLACEMAKING

**Action:** Council will investigate how opportunities can be created for artists to showcase digitally enabled and interactive art in the region.

Council will investigate how opportunities can be created for artists to showcase digitally enabled and interactive art in key public areas within the region. This art could allow the community to interact with it digitally – for example changing the colour of lights, projection of images or gaining access to an augmented reality experience by scanning a QR code. As part of this investigation Council could seek to understand how data could be collected about those who interact with the art to improve its understanding of the demographics that visit the area. This art would also create a point of attraction in key areas, providing additional customers for local businesses.

QR codes are now widely used for a range of applications, and Council is already using them, including for its Scenic Rim Story Marker project. Council will continue to use QR codes to digitally activate places and experiences, as has been suggested for public art above.

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## OUTCOME: IMPROVED FEELINGS OF PUBLIC SAFETY

**Action:** Consider appropriate inclusion of closed-circuit television (CCTV) in high-risk areas, or those that can benefit from greater insight gathered by CCTV – e.g., parklands, town centres and other key tourism locations.

Council will investigate the installation of CCTV in high-risk and known problem areas within the region, to deter crime and public nuisance, and improve feelings of public safety. CCTV and associated analytics tools can also be used to provide additional insights on foot traffic and community behaviour in heavily trafficked areas, such as town centres, parklands and key tourism locations.

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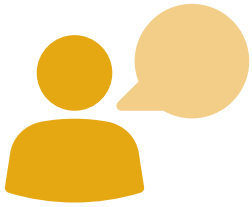
## OUTCOME: IMPROVED DISASTER PREPAREDNESS

**Action:** Engage with relevant government agencies and private companies to negotiate access to additional real-time data feeds for relevant water and weather sensors to supplement the disaster dashboard, including additional data generated by Council's own Internet of Things (IoT) sensors.

A range of government agencies and private companies already monitor and collect additional real-time data on weather and waterway conditions within the region. Council will engage with these parties to negotiate access to this real-time data to supplement the disaster dashboard. Council will also investigate installing its own sensors to collect additional data at key locations across the region.

**Action:** Install smart signage at key flooding sites across the region to remotely close roads and warn motorists of flooded roads.

Council will endeavour to install smart signage at sites across the region that are susceptible to flooding, such as river and creek crossings and other low-lying areas, to warn motorists of flooded roads. This signage will be remotely activated and can be linked to flood gauges to automatically activate when flood waters reach a certain height. This signage can also be used to advise motorists of alternative routes when activated.



## COMMUNITY

Creating inclusive, liveable and supported communities that attract and retain residents.

### OUTCOME: IMPROVED CONNECTIVITY ACROSS THE REGION

**Action:** Develop a connectivity and network infrastructure map to better understand need within the region.

Council will work with telecommunications providers to develop a map of internet and mobile connectivity and network infrastructure within the Scenic Rim region. This will allow Council to better identify underserved areas and will enable Council to better advocate for additional investment to address issues.

**Action:** Continue advocacy and engagement with telecommunications providers to explore potential, less capital intensive, alternative methods to address blackspots within the region.

Council will continue to advocate for the needs of the region to telecommunications providers. In particular, Council will explore whether new and emerging technologies, or technology-mixes are better able to address the connectivity challenges the region currently faces. This could include satellite and fixed-wireless technologies.



### OUTCOME: IMPROVED COMMUNITY ENGAGEMENT

**Action:** Continue to provide Let's Talk Scenic Rim community engagement platform and investigate supplementing with additional modules.

Council will continue to provide and promote the Let's Talk Scenic Rim community engagement platform, to ensure community feedback informs the Council decision making process. Council will also investigate supplementing the platform with additional modules to improve functionality. This could include modules that allow community feedback on budget composition and preparation.

**Action:** Investigate new customer relationship management tools and online service capability that Council can use to improve customer experience and deliver more efficient internal processes.

Customer relationship management tools continue to evolve and present an opportunity for Council to improve the way it engages with its customers. Council can use these tools to proactively engage with residents on topics they have 'opted-in' to, such as the Healthy and Active Program or with businesses within the Business and Industry Development program. This can be paired with improvements to Council's online service capability to provide an improved experience to customers while also making Council's internal processes more efficient. This could include an online request module, digital signing, or digitising Council's planning scheme for ease of use.



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## OUTCOME: IMPROVED ACCESS TO DATA

**Action:** Establish an open data portal on Council's website to promote transparency and create opportunities for local businesses to innovate using Council's data. This could include financial, planning, road, traffic, flood and other Council data.

An open data portal would provide data that is already owned by Council to businesses and the community to use for free. This would demonstrate Council's commitment to transparency and openness, building trust with the community it services. Further, having high quality data accessible to the public creates opportunities for local businesses to innovate, enabling new business models and services to be developed incorporating new data sources. It also enables a more collaborative and open culture within Council, allowing better information sharing and delivery of improved services.

**Action:** Council will continue to consider appropriate ways to enhance its data collection capabilities to better inform decision making, including improving access to real-time data.

Access to timely, accurate, and relevant data is increasingly relied upon to make informed decisions about maintenance, optimisation and investment. Council will continue to consider appropriate ways to enhance its data collection capabilities including, where relevant, real-time data generated from Internet of Things (IoT) sensors. Improved access to data will allow Council to better maintain its assets and prioritise investment where it is needed most. This data could include data relating to road and footpath quality and conditions, the use of waste management facilities, visitor numbers, or traffic conditions.

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## OUTCOME: IMPROVED EFFICIENCY OF COUNCIL SERVICES

**Action:** Council will consider establishing a mechanism to allow it to rapidly trial innovative and smart solutions aimed at improving the efficiency of delivering services.

Establish a mechanism that will allow Council to trial new technology and data focused initiatives that aim to improve the efficiency of the services Council delivers. This could include a reduction of administrative overheads for business units when trialling a new technology or processes, to determine whether it is worth expanding into a full deployment.



# ROADMAP OF ACTIONS

## TIMEFRAME: ONGOING

Pillar	Action	Stakeholders	Measure of success
Economy	Assist business with improving capability and capacity, through diversification and implementation of new technologies.	Council as lead	Number of businesses engaged with, and type of assistance provided
	Partner with a training provider to provide digital literacy training sessions targeted at the needs of small businesses within the region.	Council as partner with training provider	Number of training sessions provided
	Continue engagement and collaboration between all three levels of government, industry and education providers.	Council as advocate to government, industry and education providers	Number of collaborative opportunities identified
	Continue to build internal digital skills and capability.	Council as lead	Increase in digital literacy and skills of Council staff
	Council will continue to investigate opportunities to facilitate and attract trials and investments in innovative and new technology.	Council as advocate and facilitator	Number of trials in within the region
Place	Council will continue to provide its online booking platform for Council facilities, to enable the community to better utilise existing Council assets.	Council as lead	Number of facilities available on the platform, and number of bookings made
	Continue to investigate potential avenues to include electric vehicle charging facilities within the region	Council as advocate and facilitator	Number of electric vehicle charging facilities within the region
Community	Continue advocacy and engagement with telecommunications providers to explore potential, less capital intensive, alternative methods to address blackspots within the region.	Council as advocate to telecommunications providers	Increase in advocacy activities and engagement with telecommunications providers
	Continue to provide Let's Talk Scenic Rim community engagement platform and investigate supplementing with additional modules.	Council as lead	Number of users of portal
	Council will continue to consider appropriate ways to enhance its data collection capabilities to better inform decision making, including improving access to real-time data.	Council as lead	Increase in data collection capabilities

## TIMEFRAME: YEAR 1 - 2022-2023

Pillar	Action	Stakeholders	Measure of success
Economy	Introduce a 'Digital and Data' stream in the 2023 Small Business Month series of events and continue in future years.	Council as lead and partner with industry	'Digital and Data' stream developed and introduced
Community	Investigate new customer relationship management tools and online service capability that Council can use to improve customer experience and deliver more efficient internal processes.	Council as lead	Market scan and/or business case for new tools developed

## TIMEFRAME: YEARS 2-3 - 2023-2025

Action	Pillar	Stakeholders	Measure of success
<b>Economy</b>	Develop a detailed program of work to expand on Council's existing support for innovation in key industries.	Council as lead and partner with industry	Program of work developed
	Evaluate the demand for a smart hub (business hub/ coworking space) within the region to provide additional options to work within the region.	Council as lead and partner with industry	Definition of need and concept
	Advocate for the establishment of a branch of a university/TAFE/Vocational Education and Training (VET) provider within the region, ideally with a focus on skills relevant to key industries.	Council as advocate to education providers	Increase in advocacy activities and engagement with education providers
<b>Place</b>	Engage with relevant government agencies and private companies to negotiate access to additional real-time data feeds for relevant water and weather sensors to supplement the disaster dashboard, including additional data generated by Council's own Internet of Things (IoT) sensors.	Council as partner with government and private companies	Number of additional data feeds linked to disaster dashboard
	Investigate possibilities to include public Wi-Fi and smart sensors within Council facilities and Council-owned community facilities.	Council as lead	Definition of need, and number installed
	Install smart signage at key flooding sites across the region to remotely close roads and warn motorists of flooded roads.	Council as lead, supported by state government	Number of locations fitted with smart signage
<b>Community</b>	Develop a connectivity and network infrastructure map to better understand need within the region.	Council as lead	Connectivity and network infrastructure map commissioned
	Council will consider establishing a mechanism to allow it to rapidly trial innovative and smart solutions aimed at improving the efficiency of delivering services.	Council as lead	Business case for mechanism to rapidly trial smart solutions developed
	Establish an open data portal on Council's website to promote transparency and create opportunities for local businesses to innovate using Council's data. This could include financial, planning, road, traffic, flood, and other Council data.	Council as lead	Portal established and number of data sets available

## TIMEFRAME: YEARS 4-5 - 2025-2027

Action	Pillar	Stakeholders	Measure of success
Place	Consider appropriate inclusion of closed-circuit television (CCTV) in high-risk areas, or those that can benefit from greater insight gathered by CCTV – e.g., parklands, town centres and other key tourism locations.	Council as lead	Definition of need, and number installed
	Council will investigate how to create opportunities for artists to showcase digitally enabled and interactive art.	Council as lead	Definition of need
	Installation of smart signage to direct motorists to less congested parking facilities.	Council as lead	Number of locations fitted with smart signage
	Install smart infrastructure points in key areas, such as main streets of Beaudesert, Tamborine Mountain, Boonah and Canungra (smart infrastructure points could include smart signage, public Wi-Fi, pedestrian counters).	Council as lead	Business case developed, and number of smart infrastructure points installed
	Five-year review and report card to ensure the strategy remains fit for purpose for the next five years.	Council as lead	Review conducted and strategy updated accordingly





# IMAGINE THE POTENTIAL



## INNOVATION PRECINCTS

Industry focused innovation precincts have been successful around the world in driving not only innovation, but also commercialisation of research, and collaboration between research and industry parties. Providing a physical location for the community, industry, academia, and government to collocate and work together drives entrepreneurialism, innovation, collaboration, and commercialisation.

In the Scenic Rim this could include an agriculture focused innovation precinct, focusing on developing and adopting new industry specific technology (AgTech), or opportunities for primary producers to develop value-added products through advanced manufacturing and automation.

Additionally, the region could be home to circular-economy focused innovation, attracting those from the agriculture, manufacturing, energy, logistics, and waste industries to explore ways of creating value from a range of waste products in order to develop new products, and even whole markets.

### CASE STUDY

The Centre for Entrepreneurial Agri-Technology (CEAT) is home to a vibrant Innovation Hub that attracts new business to the ACT, enriching the agri-tech community. Businesses co-locate to benefit from proximity to world-leading infrastructure and expertise at The Australian National University (ANU) and the Commonwealth Scientific and Industrial Research Organisation (CSIRO). CEAT brokers relationships between researchers and industry players to create multi-disciplinary project teams that tackle industry problems in innovative ways. CEAT has developed an ecosystem where globally relevant and responsible agri-tech solutions are co-created, tested, commercialised, and adopted.



## TEST BED FOR INNOVATIVE TECHNOLOGY

The Scenic Rim's proximity to the hubs of South East Queensland, its unique geography and dispersed population make it an ideal location for real-world trials of cutting-edge technology such as autonomous vehicles, robotics, or passenger-carrying drones. For example, its agricultural land and resource recovery centres are ideal test locations for robotics and Artificial Intelligence (AI) technology, while new drone and telecommunications technologies may overcome the challenges presented by the mountains and valleys of the region.

These trials can attract investment and skilled jobs to the region, while also providing residents and local businesses with early access to cutting edge technology. These trials will also send a clear message that the region is open and supportive of innovative technology.

### CASE STUDY

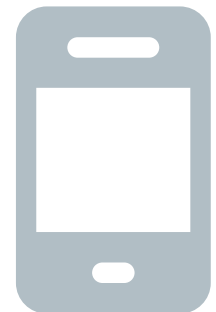
Since 2018, Wing, part of the Alphabet group, has operated a drone trial of food and other small item deliveries in Canberra. These trials expanded into Logan in July 2019. Wing's Canberra facility is in an industrial estate and includes the 'nest' where drones are recharged and repaired. The trial has seen the attraction of technology-focused jobs to Canberra, and later Logan, as well as a reduction in delivery costs for the businesses that use the service. Wing made more than 100,000 deliveries across Australia in 2021.



## AUTOMATION TO IMPROVE COUNCIL SERVICES

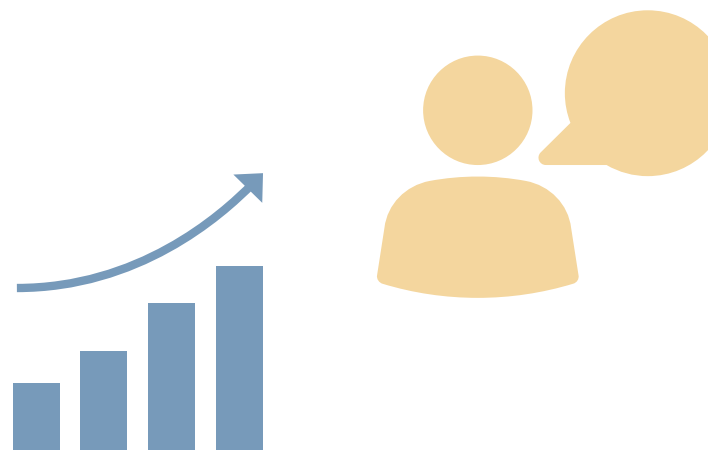
Automation and AI are emerging as the biggest innovations in the way organisations do business since the proliferation of the internet. By utilising AI in conjunction with remote sensors and cameras, Council will be able to proactively monitor its assets and improve the quality and efficiency of maintenance activities.

For example, Council's fleet of vehicles could be fitted with sensors that automatically capture data on the type and quality of road surfaces they drive over. AI would then automatically identify areas which require repair or will require repair in the near future. This will allow Council's maintenance crews to perform repairs before they become major issues and reduce the need for Council to manually inspect the condition of its roads, allowing it to do more with less.



### CASE STUDY

The North Tyneside Council in northeast England has successfully implemented Robotic Process Automation (RPA) within its workflows and expects to see savings of up to £56 million in the next several years as a result. RPA is the use of software "robots" to automate a variety of tedious and repetitive manual tasks. Using RPA, North Tyneside Council has reduced the number of days it takes to process new benefits claims from 36 days down to 25 and has improved customer satisfaction, resulting in the council winning several customer satisfaction awards as a result.



# TIMELINE

## Ongoing

- 1 Assist business with improving capability and capacity, through diversification and implementation of new technologies.
- 2 Continue engagement and collaboration between all three levels of government, industry, and education providers.
- 3 Partner with a training provider to provide digital literacy training sessions targeted at the needs of small businesses within the region.
- 4 Council will continue to investigate opportunities to facilitate and attract trials and investments in innovative and new technology.
- 5 Continue to build internal digital skills and capability.
- 6 Improve the use of online booking platforms for Council facilities for the community, and investigate expanding to additional facilities (e.g., meeting rooms).

## Year 1 2023

- 11 Introduce a 'Digital and Data' stream or theme in the 2023 Small Business Month series of events.
- 12 Investigate new customer relationship management tools and online service capability that Council can use to improve customer experience and deliver more efficient internal processes.

## Years 2-3 2024-2025

- 13 Develop a detailed program of work to expand on Council's existing support for innovation in key industries.
- 14 Evaluate the demand for a smart hub (business hub/ coworking space) within the region to provide additional options to work within the region.
- 15 Advocate for the establishment of a branch of a university/TAFE/VET within the region, ideally with a focus on skills relevant to key industries.
- 16 Develop a connectivity and network infrastructure map to better understand need within the region.
- 17 Council will consider establishing a mechanism to allow it to rapidly trial innovative and smart solutions aimed at improving the efficiency of delivering services.



**7** Continue to provide Let's Talk Scenic Rim community engagement platform and investigate supplementing with additional modules.

**8** Continue advocacy and engagement with telecommunications providers to explore potential, less capital intensive, alternative methods to address blackspots within the region.

**9** Council will continue to consider appropriate ways to enhance its data collection capabilities to better inform decision making, including improving access to real-time data.

**10** Continue to investigate potential avenues to include electric vehicle charging facilities within the region.

## Years 4-5 2026-2027

**18** Establish an open data portal on Council's website to promote transparency and create opportunities for local businesses to innovate using Council's data. This could include financial, planning, road, traffic, flood and other Council data.

**19** Investigate possibilities to include public Wi-Fi and smart sensors within Council facilities and Council-owned community facilities.

**20** Install smart signage at key flooding sites across the region to remotely close roads and warn motorists of flooded roads.

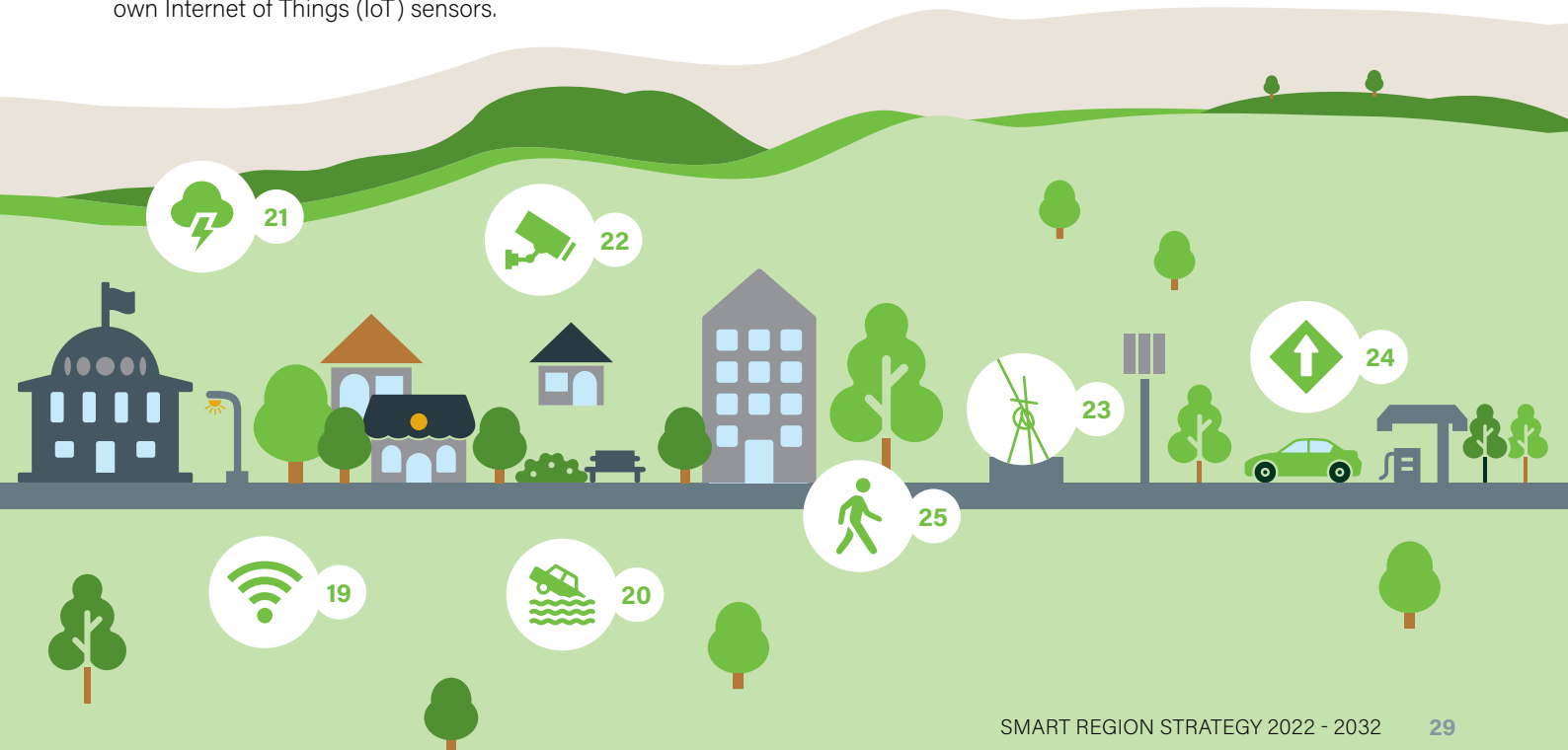
**21** Engage with relevant government agencies and private companies to negotiate access to additional real-time data feeds for relevant water and weather sensors to supplement the disaster dashboard, including additional data generated by Council's own Internet of Things (IoT) sensors.

**22** Consider appropriate inclusion of closed-circuit television (CCTV) in high-risk areas, or those that can benefit from greater insight gathered by CCTV – e.g., parklands, town centres and other key tourism locations.

**23** Council will investigate how opportunities can be created for artists to showcase digitally enabled and interactive art in the region.

**24** Installation of smart signage to direct motorists to less congested parking facilities.

**25** Install smart infrastructure points in key areas, such as main streets of Beaudesert, Tamborine Mountain, Boonah and Canungra (infrastructure points could include smart signage, public Wi-Fi, pedestrian counters).



# NEXT STEPS

Scenic Rim Regional Council cannot single-handedly shape the future of the region, although it has a significant role to play. Collaboration and partnership with the Queensland and Australian governments, as well as key business and community stakeholders, is required to construct the region's prosperous future. This collaboration will be particularly important to make the most of the opportunity presented by the Brisbane 2032 Olympic and Paralympic Games and the South East Queensland City Deal.

The Scenic Rim Regional Council acknowledges that it not only has a significant role in leading the delivery of the Smart Region Strategy, but also in monitoring the success of the actions that form it.

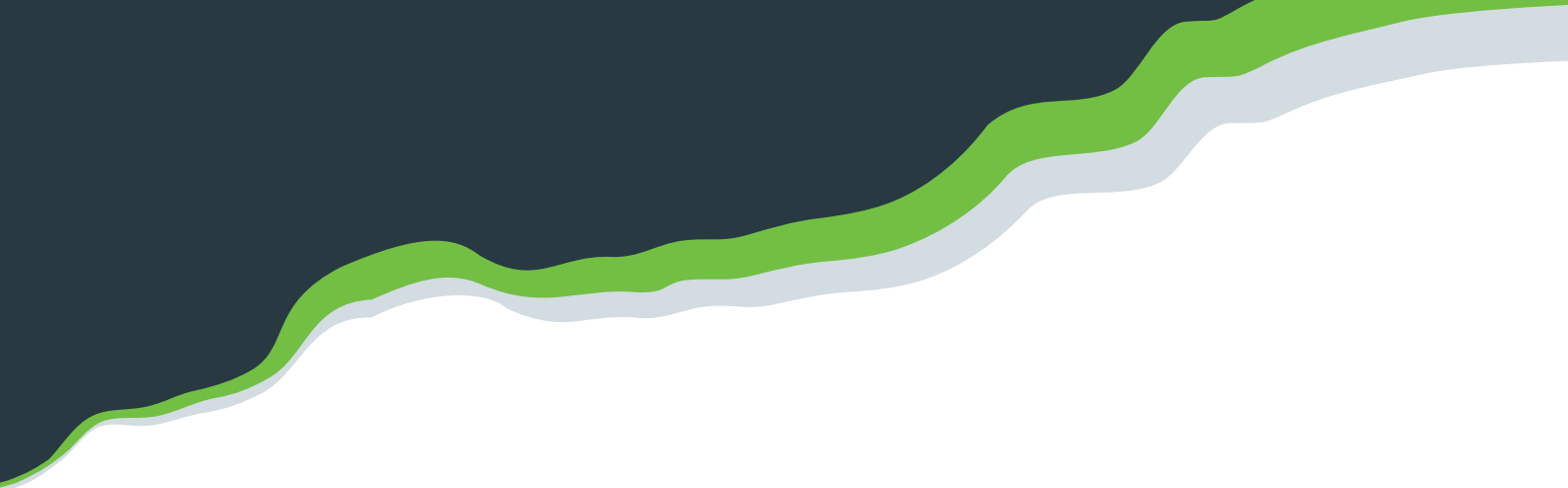
In this vein, an annual report card will be published to measure the success of actions and to inform the public of the progress of the strategy.

While the Smart Region Strategy lays out a 10-year vision and strategic direction (roadmap) for the Scenic Rim, to ensure it remains fit for purpose, Council will review the actions included in the roadmap annually, with a significant review and report card of outcomes, and a refresh after five years.





This strategy has been informed by research and content developed by GWI - [www.gwi.com.au](http://www.gwi.com.au)



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**Australian Government**

**SCENIC RIM**



REGIONAL COUNCIL

[scenicrim.qld.gov.au](http://scenicrim.qld.gov.au)