

Council Policy			
CP057			
Smarter City Policy			
Officer	Manager, Economic Development and Innovation	Owner	Chief Executive Officer
Review Frequency	Annually	Next Review	2013
Council Resolution number and date			
Mayor	Cr Ian Carpenter	Chief Executive Officer	Tony Brun

OBJECTIVE

To create an integrated city-planning framework and structure long term approach that will enable the City of Greater Geraldton in leveraging its current competencies to achieve the future “Smarter City” Objectives. The Smarter City Objectives identified include:

- A City with good governance - strives to improve the quality and efficiency of City services. It mandates transparency and accountability at all levels of the government. It provides the means to listen, understand, and respond to the needs of its citizens and businesses through effective use of digital media and technology.
- A City focusing on its community - looking to address their needs by providing information and access to City services in a convenient and easy-to-use manner. It enables the community access to the information and services when needed and gives the City a means to share important information and obtain input from the community in a timely manner.
- A City of digital innovation - focusing on using strategic investments in connectivity and communications (i.e. Geraldton Internet Exchange and Free Public WIFI Access). It attracts cutting edge businesses in the industrial and high-tech fields and builds human and intellectual capital.
- A City of commerce - establishing itself as local, regional, or national centre of commerce and economic development. It builds local expertise in a specific industry and the infrastructure and services to support continued growth and to remain competitive.
- A City attracting and keeping skilled workers - promoting itself as being a desirable city to locate to or to grow up and stay in. This ability to maintain skilled workers is accomplished by anticipating and accommodating shifts in business needs, skills, local population, and demographics to offer economic opportunities.

SCOPE

The policy is applicable to all of the City's formal planning processes and major projects implementation as per the recommendations stated in the IBM Smarter Cities Challenge – City of Greater Geraldton Report. These recommendations focused on three key areas namely:

- Foundation – Geraldton as an internet exchange offering free WiFi in the City centre;
- Engage – Create a start-up hub; a Citizen's hub; a smart energy hub; and a digital youth hub;
- Innovate – Geraldton could supply the workforce of the future; digitally enhanced tourism; create a virtual power plant with a renewable energy initiative.

This Policy should be read in conjunction with the IBM Smarter Cities Challenge – City of Greater Geraldton Report prepared by the six IBM Experts in August 2012 for the City of Greater Geraldton and attached to this Policy.

DEFINITIONS

City/CGG - Staff employed by City of Greater Geraldton to deliver operational outcomes of the strategy;

Community - represents all people in the City region including special communities of interest;

Council - elected members representing the community;

Consultation - A process of obtaining public feedback on analysis and/or alternatives that will help the City to progress and achieve the "Smarter City" status;

Crowd Sourcing - a way of completing a task, a solution to a problem, etc. by asking a wide range of people or organisations, typically by using the Internet;

Digital Economy - the global network of economic and social activities that are enabled by digital technologies;

External Stakeholder - represents all people in the City region including the local business community, Business related associations, not for profit organisation and the local community;

IBM Smarter Cities Challenge - is a corporate initiative of the information technology company IBM. The initiative seeks to highlight how forward-thinking leaders in business, government and civil society around the world are capturing the potential of smarter systems to achieve economic growth, near-term efficiency, sustainable development and societal progress;

IXP – Internet Exchange Points, are vital elements of Internet infrastructure that enable networks to exchange traffic with each other;

Stakeholder Engagement - is the broad range of organised interactions between the City, the IBM Experts and the external stakeholders before finalising and delivering the Smarter Cities Report;

Telecommuting - any form of substitution of information technologies (such as telecommunications and computers) for work-related travel.

POLICY PRINCIPLES

In line with the vision of the “IBM’s Smarter Cities Challenge” initiative, the City of Greater Geraldton Policy for a Smarter City presents key principles to facilitate the development and sustainability of a Smart City initiative for the benefit of its population and its economy through smart application of information technologies and digital media. These principles are:

- Instrumented – Implementing IT systems and infrastructures that extend visibility and provide new real-time sources of data that were either previously unavailable or prohibitively expensive to collect.
- Interconnected – developing an integrated and interconnected network, enabling cost effective data transmission and shares of information between individuals and agencies across different socio-economic domains in the City.
- Intelligent – sharing and publishing critical data and information, through effective integration and utilization of digital media channels to facilitate prediction, scenario modeling, perform project risk management and to provide intelligence to the City, local businesses and community for more informed decision making.

FINANCIAL AND BUDGET IMPLICATIONS

Relevant actions and priorities will be considered for funding during the budget process. Inclusion in the Policy does not assure or commit the funding.

KEY RECOMMENDATION

In the IBM’s Smarter Cities Challenge – City of Greater Geraldton Final Report, it has outlined five key recommendations for the City, its key stakeholders and the local community to collaborate and transform Geraldton towards becoming a smarter City in the future. These key recommendations are:

Recommendation 1: Create the foundation for a “digital Geraldton”

- Build a free public Wi-Fi network;
- Build a Geraldton Internet Exchange (GIX);
 - Conduct technical assessment and solution workshop;
 - GIX Implementation;

Recommendation 2: Create smart digital services and community hubs

- Create “MyGeraldton” digital services;
- Create a Smart Energy Hub;
 - Develop the energy hub and connect it to usage data;
 - Build business and predictive analytics;
 - Undertake consumer-utility collaboration;

- Develop an integrated operations centre;
- Create a Start-up Hub;
- Create Digital Youth Hubs;

Recommendation 3: Develop innovative opportunities

- Develop a workforce of the future;
- Use digital technology to showcase Greater Geraldton internationally;
 - Tourism;
 - Retail;
 - Local events;
 - Local content creation;

Recommendation 4: Act upon opportunities to become the renewable-energy capital of Australia

- Develop a “virtual power plant”;
- Create a renewable energy initiative;

Recommendation 5: Launch a Leadership Alliance to drive results

COMMITMENT TO THE SMARTER CITIES INITIATIVE

1. Council will continue to actively participate, engage and exchange knowledge with the fellow 99 cities in the global partnership program; and
2. Council will seek to attend, at least annually, key Smarter Cities conferences, forums and significant events as they are held.

ROLES AND RESPONSIBILITIES

The Geraldton Smarter City Development Policy owner is the Chief Executive Officer. The CEO shall oversee the implementation of this Policy and subsequent policies through receiving reports and giving directions through the Executive Management Team.

All strategic planning and implementation of the Geraldton Smarter City projects will make specific reference to this policy, and choose the level of engagement that is appropriate to the circumstances. Councillors will endeavor to support and participate in external stakeholder engagement activities. The choice of engagement method and outcomes will be reported to Council through Agenda Items and briefings.

ATTACHMENTS

- The “IBM’s Smarter Cities Challenge – City of Greater Geraldton Report”.