

Council Member Training & Conference Report Form



Council Member Name: Andrew Craig

Name of Training/Conference: **NATIONAL GENERAL ASSEMBLY OF LOCAL GOVERNMENT**

Dates of Training/Conference: 18-21 JUNE 2017 Time of Training: _____ to _____

Location of Training/Conference: Canberra

Was this a group training session? Yes No

Please provide a brief overview of the topics discussed at the training/conference:

Technology

The need to be 'future ready', foster entrepreneurship, and increase connectivity
 Societal expectations – stakeholder engagement
 Smart cities – moreso, smart communities – that are healthy, smart, creative
 Automated vehicles
 Augmented reality
 Apps
 Survey stakeholders on line – encourage them to vote on real time issues
 Stream meetings over Skype – to enable participation (as does Adelaide City Council, for example)
 Wear and tear on roads
 Digital marketplace eg - <http://etsy.com.au>
 Digital marketing – eg <http://sportsgeekhq.com> - Convert Audience into > Revenue
 Sean Callanan - <http://chunky.media/> - engaging stakeholders; Social media is the new town hall
 Facebook as a traffic driver – <http://business.facebook.com> – videos, links, pictures
 Customer service expectations – 53% expect a response within 1 hour
 Instagram – sports, travel, wine, dogs, cats, sunsets; eg: #melbmoment
 Story telling platforms
 Snapchat – <http://snapchat.com> - geo filter
 Digital economy
 Digital democracy
 Digital cheer squad – harnessing social media activity – eg <http://digitalcheersquad.com.au>
 Digital city standards; modernize regulation
 'City Deal' portal
 E-invoicing
 Traffic congestion analytics
 Flood adaption
 Gauging community sentiment – tracking & mining twitter feeds to check emotional state/thinking – <http://wefeel.csiro.au/>
 Social media feeds <http://data61.csiro.au/>
 Raising awareness of cyber crime – threats, data breaches, security

Media

Increased 'individual broadcasting'
 24X7 news cycle – rapid, constant updating
 Opinion and commentary
 Disconnect from political leaders
 Clicks

			Version No.:	1.1
	ECM Document Set No.:	2497922	Initial Date of Adoption:	28/02/2016
	Authorised by:	Senior Manger Corporate Services	Date of Current Version:	11/08/2016
	Document Maintained by:	Governance	Next Review Date:	01/04/2018

Electronic version is the controlled version. Printed copies are considered uncontrolled. Before using a printed copy, verify that it is the current version.

Development

- Livability – villages, vibrant centres, walkable
- Housing Affordability; a growing inequality; a threat to social cohesion
- Housing stress/affordability
- Gentrification
- Sweat equity
- Counter terrorism – crowded places
- Social cohesion; supportive communities
- Universities as anchor institutions
- Regional Universities Network – interns
- Business.gov.au
- ABLIS; Australian Business Licence and Information Service (<https://ablis.business.gov.au/pages/home.aspx>)
- Innovation precincts
- Domestic tourism
- Decentralisation – government and business moving to regions
- Procurement – join forces

Other Resources/Displays:

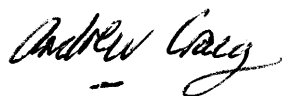
- <http://nationalmap.gov.au/>
- Sister city relationships – Japan
- Kitchen Garden Councils – kitchengardenfoundation.org.au
- ABR explorer – abr.gov.au

Please provide a brief overview of any information you received at the training or conference that may be of assistance to the Council:

Package of materials received relayed on to staff. General encouragement to smart city innovations, as above.

In light of the training you received, do you believe there are steps that the Council may undertake to advance the Playford Community Vision 2043 and/or the Strategic Plan? If so, please provide further information in detail below.

I have had a discussion with Vanessa Wilson, Manager of Marketing, about increased social media and distribution of email newsletter, and bolstering Playford’s digital profile.



Date: 13 July 2017

Council Member Signature: _____

This form will be made available in the Council Member Training and Conferences Report Register on the Council website.

STAFF USE ONLY

Received by: _____

Date: _____

Added to the appropriate register: Y/N