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?  X 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 – more so, 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 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 city standards; modernize regulation
‘City Deal’ portal
E-invoicing
Traffic congestion analytics
Flood adaption
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
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
Innovation precincts
Domestic tourism
Decentralisation – government and business moving to regions
Procurement – join forces

Other Resources/Displays:
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