



AUSTRALIAN
smart communities
association

ANNUAL REPORT 2023

Australian Smart
Communities Association

Annual Report 2023

Australian Smart Communities Association

December 2023

Broadband Alliance Incorporated

Trading as Australian Smart Communities Association

ABN: 31 1701 960 56

9/204 Alice Street,
Brisbane, QLD, 4000

Acknowledgement of Country

In the spirit of reconciliation, the Australian Smart Communities Association acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea, and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander

Front cover photo: "Phive Parramatta Square", Parramatta's Community, Cultural and Civic Hub.

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President's Report

2023 has been a busy and productive year for ASCA. With a number of new members joining the Board in December 2022, and a change in leadership, the Board resolved to build upon the momentum generated in 2022.

The crowning achievement for the year was the delivery of the Australian Smart Communities Summit in September, after a four-year hiatus without any national face-to-face events. The Summit was delivered collaboratively with several key partners coming together to create the opportunity to meet in Parramatta.



The three days of activities were spent with like-minded Smart Communities practitioners from across Australia, enabling new networks to be developed, and existing relationships to be rekindled. ASCA would like to thank all our partners and sponsors who were involved in the Summit and helped make the event possible. For the Board the Summit also provided us with our first chance to meet in person for over three years.

Six webinars were delivered across the year. A diverse range of topics were covered with strong patronage highlighting continued interest in this format to showcase projects and share information.

The study tour format was again tested this year with the City of Greater Geelong hosting an insightful tour that provided a great opportunity to see first-hand how their Smart City program is being deployed. It also very importantly gave a great chance for our Victorian members to meet in person. The study tour format was also incorporated into the Summit with Parramatta hosting a walking tour, and a separate bus tour taking participants out to the NSW Smart Infrastructure Facility and the Greater Western Sydney International Airport construction site.

This year was the first opportunity to test the annualised membership process that was established by ASCA in 2022. The revised system has worked well and has streamlined the membership renewal process and reduced administration overheads for ASCA.

This year the ASCA reference group was established as a priority action to help provide feedback to the Board from a broad range of members. The reference group has been highly engaged and has been a valuable addition that we expect to continue beyond the current trial period.

In a similar theme, we have continued to foster the relationship with New Zealand through the MOU that was signed in 2022. There have been a number of information sharing opportunities, and it is anticipated that this relationship will continue to develop.

Financially, ASCA is in a slightly less favourable position to 12 months ago, however the extra investment in establishing the Summit and reference member working group, increased membership and active member interest sets strong foundations for ASCA in coming years.

As president, I would like to take the opportunity to thank all the Board members for their efforts during the year. The Board is all 100% volunteer based, with some paid administration and marketing support to assist. It isn't easy to juggle the demands of ASCA on top of normal work roles, but the level of commitment from the Board has been inspiring, and in the process, I'm pleased to see that friendships and strong working relationships have been formed that will live on beyond our time on the ASCA Board.

Four Board members are stepping down this year. Past President Laura Baker, Vice President James Sankar, Treasurer Georgie Johnson and Board member Jason Dean who led the webinar program this year. On behalf of ASCA I'd like to thank our departing Board members for their service and contribution to our community and I look forward to working with the new Board in 2024.

I would also like to thank and acknowledge Delos Delta who have again provided the admin and marketing support for ASCA throughout the year, and who stepped up to the challenge of taking on an additional workload in the lead up to the Summit.

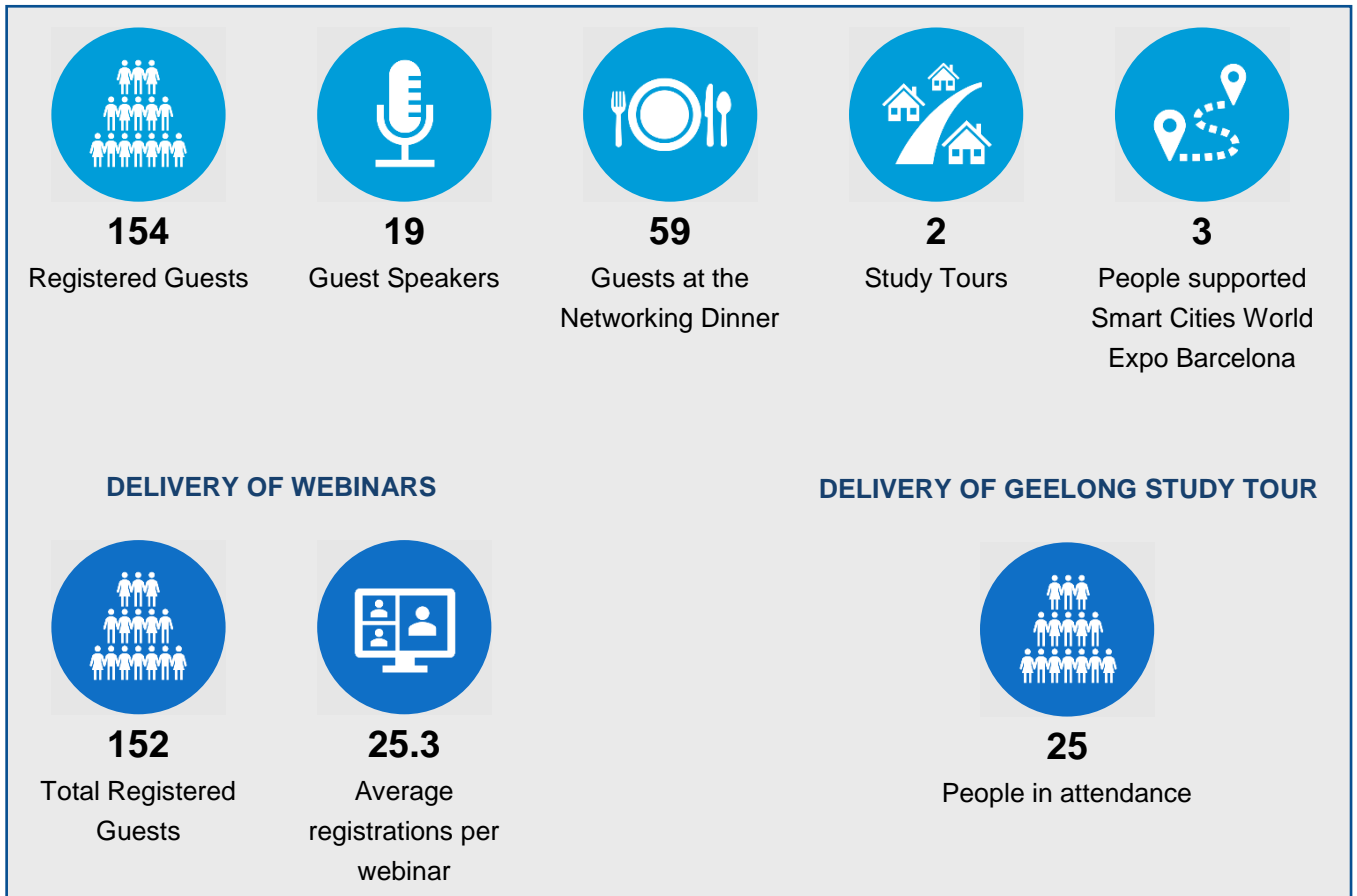


Bruce Marshall

ASCA President

Summary of Key Achievements

DELIVERY OF THE AUSTRALIAN SMART COMMUNITIES SUMMIT 2023



ASCA REFERENCE GROUP

Established in April 2023 the ASCA Reference Group held 4 meetings this year and many more subgroup meetings.

Key achievements were:

Informed the Board on 15-minute city and Sustainable Development Goals (SDGs)	Contribution to online ASCA survey questions to identify community member interests and value
Active support and leadership to consultations on behalf of our members	Attendance and participation at the ASCA 2023 Summit on Smart Parking and Living labs
Preparation of a list of research and thought leadership topics for 2024	

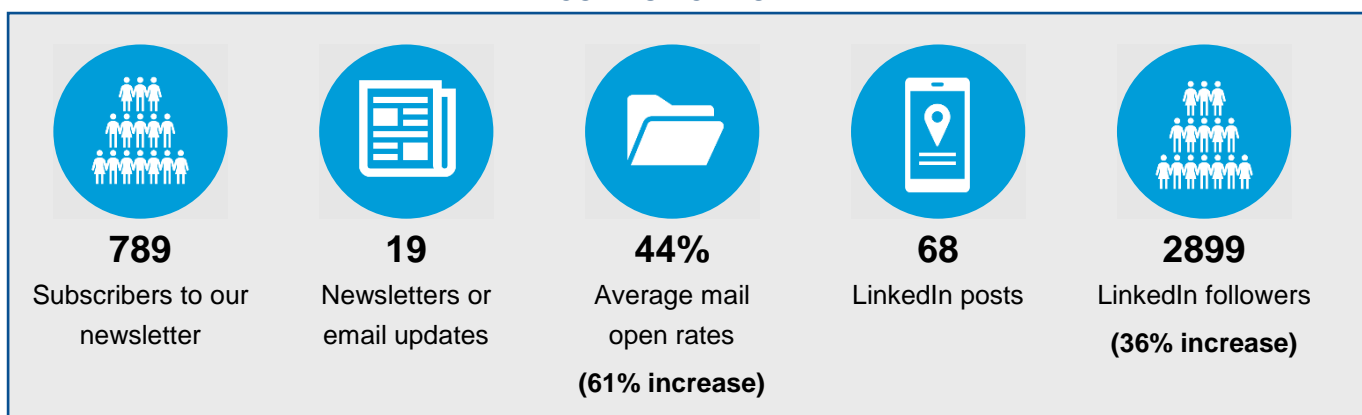
Summary of Key Achievements

ADVOCACY

ASCA provided advocacy through consultation, the list of organisations are below.

- Standards Australia - Multifunction poles (SA TS 5386)
- DCITA - LoraWAN regulation
- AEMC - Smart Pole metering regulation
- DCITA - Proposed changes to Telecommunications in New Developments (TIND) Policy

COMMUNICATION



MEMBERSHIPS



191

Total individuals represented in 2022

256

Total individuals represented in 2023

13

New member organisations

ASCA Board Members Overview

All positions on the ASCA Board are voluntary. As with previous years, in 2023 there were several sub-working groups formed to meet regularly outside the normal Board meeting schedule to plan and deliver on actions. Board members also took on roles to lead projects, assist with operational activities and help deliver events.

Name	Role	State	Sector	Years on Board	Sub-working groups
Bruce Marshall	President	VIC	Local Government	2	Communications, ASCS 2023, Reference Group, Small Events, NZ MOU
James Sankar	Vice President	NSW	Private	3	Reference Group
Georgie Johnson	Treasurer	SA	Private	3	ASCs 2023
Laura Baker	Secretary	VIC	Higher Education	3	NZ MOU
Rory Brown	Board Member	NSW	State Government	1	
Emmily Acton	Board Member	NSW	Local Government	1	Communications ASCS 2023
Jason Dean	Board Member	VIC	Local Government	1	Small Events
Simon Berryman	Board Member	NSW	Government Enterprise	1	ASCs 2023
Sumeet Nagpal	Board Member	VIC	State Government	1	



ASCA Board at the Australian Smart Communities Summit 2023. (Georgie Johnson absent)

Strategy Review / Action Plan Summary

INTRODUCTION

ASCA exists to support communities across Australia to realise the benefits of smart technology, data and innovation. We work with our members to enhance their smart community knowledge, policy, capacity and collaboration.

The Annual Operating Plan maps out the key actions and deliverables that the Board will aim to deliver for ASCA over the course of the year and is an accompanying document for the [ASCA Strategic Plan 2022-2026](#).

VISION

For all Australian communities to employ smart technology and innovation to improve local and national liveability, prosperity and sustainability.

MISSION

Working with our members and stakeholders to enhance smart community knowledge, policy, capacity, confidence and collaboration.

OUR STRATEGIC PRIORITIES

There are 4 strategic priorities identified in our Strategic Plan with 3 focussed sub-priorities for each. All activities planned and delivered on an annual basis should align with these priorities.

1	Enhancing ASCA's value for members
1.1	Improving our systems for evaluating member services
1.2	Co-designing ASCA services/programs with members
1.3	Strengthening member communications / feedback channels
2	Strengthening ASCA's governance and capabilities
2.1	Updating ASCA's constitution to reflect recent reviews
2.2	Reviewing ASCA's business models to enhance operational capacity, financial efficiency and sustainability
2.3	Streamlining ASCA's annual strategic and operational planning cycle
3	Increasing ASCA's influence
3.1	Expanding our network of relationships with elected members and government officials, with State/Territory and Federal levels being a priority
3.2	Updating and executing our advocacy strategy
3.3	Leveraging our media networks to increase reach and impact
4	Advancing smart tech knowledge and policy
4.1	Identifying and prioritising critical knowledge/policy gaps
4.2	Collaborating with members and partners to advance high-priority smart tech research and policy development
4.3	Sharing new knowledge and policy insights with government decision-makers and industry leaders

Goals for 2023

As part of the Implementation Plan a number of goals were set for 2023 to measure our progress and success.

Wildly Important Goal (WIG): Increase ASCA Membership

Goal	Status
Gold Memberships: From 6 to 10 by 1st December 2023	ACHIEVED: Increased to 11 Gold Members.
Silver Memberships: From 18 to 30 by 1st December 2023	NOT ACHIEVED: Decreased to 15 Silver Members. *Note: This was largely due to existing Silver Memberships upgrading to Gold Memberships.
Individual Memberships: From 10 to 20 by 1st December 2023	PARTIALLY ACHIEVED: Increased to 16 Individual Memberships.
Overall increase: 26 members = increase in membership revenue of \$24,500	PARTIALLY ACHIEVED: Overall increase of 8 Membership organisations with a net annualised increase in membership revenue of \$11,000.

Other Goals

Goal	Status
Increase subscription to Newsletters from 676 to 800 by 1st December 2023. (To increase open average open rates from 26% to 35% by the 1st December 2023)	PARTIALLY ACHIEVED: Subscription has increased to 791 subscribers. Average Open Rates increased to 44%.
Increase annual unique visitors to ASCA website from 5,500 to 8,000 by 1st December 2023.	NOT ACHIEVED: Unique visitors were still around 5,500 with a modest 6% increase on 2022. *Note: While there hasn't been a big increase in unique visitors, Page Views for the year increased from 13,000 to 17,000 indicating a much higher engagement level with a 35% increase on 2022.
Deliver a national conference with 100 paying attendees and a profit of at least \$10,000.	PARTIALLY ACHIEVED: National conference was successfully delivered with 150 guests. No profit was made from the event.
To get membership representation from every state and territory.	PARTIALLY ACHIEVED: There are no current members from the Northern Territory or Western Australia, though all other states and territories have at least one member. Most members are based in NSW or VIC.

Summary of Actions from the Operating Plan








This table is a summary of actions with status on whether it was achieved and supporting commentary.

Action Description	Status	Comments
Events		
*Plan and deliver a national ASCA Conference/ Event	COMPLETE	Australian Smart Communities Summit delivered in Parramatta in September 2023 with 150 attendees.
Develop and Deliver a Calendar of Small Events	COMPLETE	6 Webinars 1 study tour Combined total of over 180 registrations
*Develop and deliver a 12-month communication plan	COMPLETE	7 Newsletters, 44% open rate, 17% increase in Newsletter subscribers 12 Additional Email Updates 68 Linked-In posts 36% increase in Linked-In followers to 2,900 followers Website refresh
Improve the 'Member Portal' section of the website.	COMPLETE	Member portal updated with content
New Member Recruitment Campaign	COMPLETE	Campaign conducted in line with the annual membership renewal process in April
*Establish ASCA Advisory Group	COMPLETE	ASCA Reference Group formed in April held 4 formal meetings with additional sub-group meetings held to provide advice and feedback for the Board.
Conduct a Member Survey	COMPLETE	Member survey sent out in November.
Foster relationship with New Zealand through MOU	COMPLETE	Regular online meetings held. Hosted site visit of NZ delegates in Melbourne. 1 x webinar delivered by NZ MOU partner.
Establish a process to seamlessly track & maintain member onboarding status and current member correspondence and engagement in HubSpot CRM	COMPLETE	Back-end process has been streamlined and data consolidated.
*Update ASCA Constitution and transition organisation structure to Not for Profit Company limited by guarantee	NOT COMPLETE	Groundwork for this was done with an internal review of the model rules completed, and quotes sought to assist with the process. However, the timelines were too tight to deliver before the 2023 AGM so has been postponed until 2024.
Member Annual Renewal Process	COMPLETE	Successful implementation of the new 12-month consolidated membership renewal process.
Annual Financial Audit	COMPLETE	Financial Audit completed.
Develop and update important Board governance documentation	COMPLETE	New governance documents developed for the Board including: <ul style="list-style-type: none"> • Board Code of Conduct • Board Delegations Schedule • Board Conflict of Interest Policy • Privacy Policy
Develop Draft Action Plan for 2024	IN PROGRESS	A draft will be ready for the new Board to review, update and endorse in early 2024.

ASCA Events 2023

Australian Smart Communities Summit 2023

KEY STATISTICS AT A GLANCE:

	154 Total Registered Guests		15 Guests on the Bus Study Tour
	64 Guests attended the Welcome Event		26 Guests on the Parramatta Study Tour
	144 Guests in attendance at Summit		19 Guest Speakers
	59 Guests at the Networking Dinner		

INTRODUCTION

One of the key goals for the ASCA Board in 2023 was to plan and deliver a national, face-to-face event. With over 4 years since the last event was held and limited resources, in a tight time frame, it was always going to be a challenging task for the Board, but a challenge the Board thought was worth the effort.

An opportunity to help de-risk the event arose with Smart Places NSW reaching out to propose that a national event be delivered to coincide with one of their planned SmartNSW Masterclasses. This was soon followed by the very timely new Gold Membership for the City of Parramatta. After some discussions, they quickly took up the opportunity to be the Host Partner for the event. This gave the Board confidence that the event could come together, and a working group was formed in May to drive event planning and delivery.

The result was a series of events and activities hosted across 3 days between 20 – 22 September 2023.

The Board had set a modest target of making a \$10,000 profit from the event, however the challenges in securing a major 'Platinum' partner, along with a few less exhibition partners than budgeted for, and fewer paying guests than expected eventually saw a net financial loss for the event of \$20,092.

While the financial loss is far from ideal, the Board agrees the positive benefits that came from having a major event which has raised the profile of ASCA were worth the investment. It is anticipated that the lessons learnt, and the relationships built from delivering this event will help ensure future events are delivered in a financially sustainable format.

ASCS 2023 Program Summary



DAY 1: NSW GOVERNMENT SMARTNSW MASTERCLASS

The Australian Smart Communities Summit 2023 kicked off with NSW Government holding their SmartNSW Masterclass ‘Delivering smart plans, projects and precincts’ at CommBank Stadium, Parramatta.

The day included three sessions:

- Delivering a 22nd Century City, Western Sydney Aerotropolis
- Connecting your precinct or place
- Unlocking the value of data in places

Day 1 concluded with our Australian Smart Communities Summit Welcome Event where attendees looked through the NSW Government and Summit Showcase, caught up with colleagues and got excited about the Summit ahead.

DAY 2: AUSTRALIAN SMART COMMUNITIES SUMMIT 2023

Australian Smart Communities Summit began with a beautiful Welcome to Country from Aunty Kerrie to begin the morning, followed by Lord Mayor [Sameer Pandey](#) with a warm reception to the [City of Parramatta](#).

Throughout the Summit it was wonderful to see everyone coming together, learning, collaborating, and exploring the best of smart communities around Australia.

Keynote speakers [Michael McQueen](#) and [Tracey Spicer](#) added a touch of flair and introduced some interesting topics related to technology and artificial intelligence. Other guest speakers throughout the event included: [Brook Dixon](#), [Brooke Knox](#), [Dean Mortimer](#), [Gemma Baxter](#), [George Sfinas](#), [Harman Singh](#), [Josh Divett](#), [Kylie Cochrane](#), [Liam Manning](#), [Matthew Schultz](#), [Michael Whereat](#), [Pearl Ng](#), [Rory Brown](#), [Soraya Selinger](#) and [Susan Skuodas](#). Special thank you to our MC for the day [Zoe Eather](#).

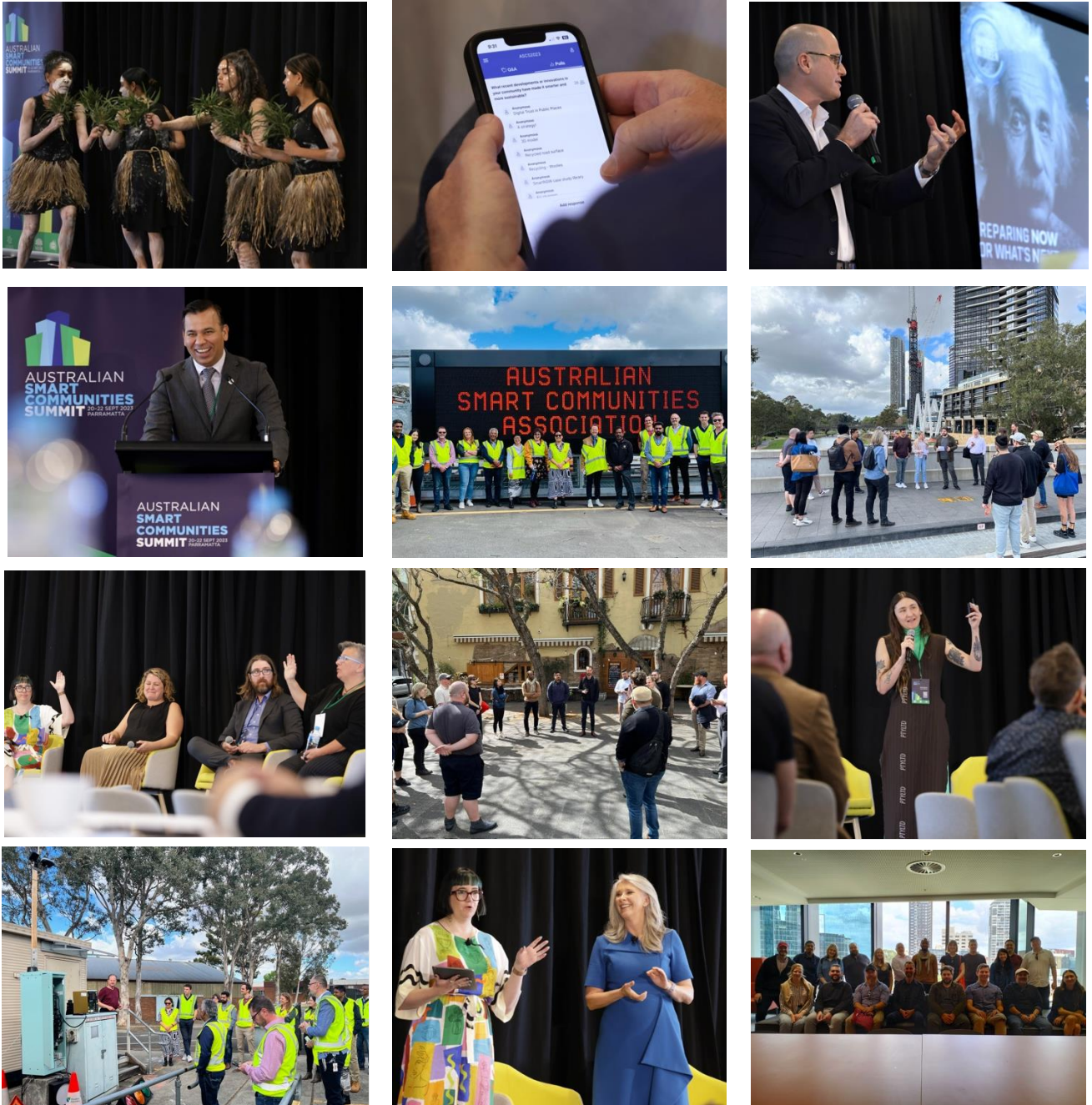
The event would not have been possible without our major partners for the Summit, [City of Parramatta](#), [NSW Government](#) and [nbn](#), as well as our exhibition partners [Delos Delta](#), [Meshed IoT](#), [Monkey Media](#), [Peclet Technology](#), [SAPHI Engineering](#) and [Smart Footprints](#).

DAY 3: STUDY TOURS

The final day of the Summit concluded with two memorable study tours.

The bus tour participants were given a behind the scenes tour of the NSW Smart Infrastructure Facility where smart signs and traffic management technology is developed for deployment. This was followed by a special presentation and guided tour of the new Western Sydney International Airport construction site.

The walking tour participants navigated around the City of Parramatta to get a first-hand look into the innovative implementation of smart city technologies such as those to monitor and alert on river flooding of up to 8.8M meters high, to manage urban heat, to create a sense of place and joy to live and work in the heart of Sydney.





Images: Various images from the Australian Smart Communities Summit and associated Study Tours.

Webinar Series

KEY STATISTICS AT A GLANCE:

 **6** Webinars Delivered

 **25.2** Average Registered Guests per Webinar

 **152** Registered Guests

A conscious effort was made to increase the number of webinars delivered by ASCA in 2023. In total, 6 webinars were delivered, with 1 planned webinar having to be deferred due to the speaker being unwell.

Recordings of the webinars have been made available as a resource on the Member Portal section of the ASCA Website.

SUMMARY OF THE WEBINARS DELIVERED:

Date	Title	No. Of Registered guests
17/3/2023	Creating a Smart City Framework to Assess, Procure and Deploy Projects	25
19/4/2023	Utilising Smart Tech and Data for Economic Development Initiatives	41
18/5/2023	Dynamic Data Art: Three Corners of the City	27
13/7/2023	Best Practices for Managing and Implementing Urban Technology	18
29/8/2023	Future of Smart Parks	19
10/10/2023	Christchurch: Lessons in Resilience	22

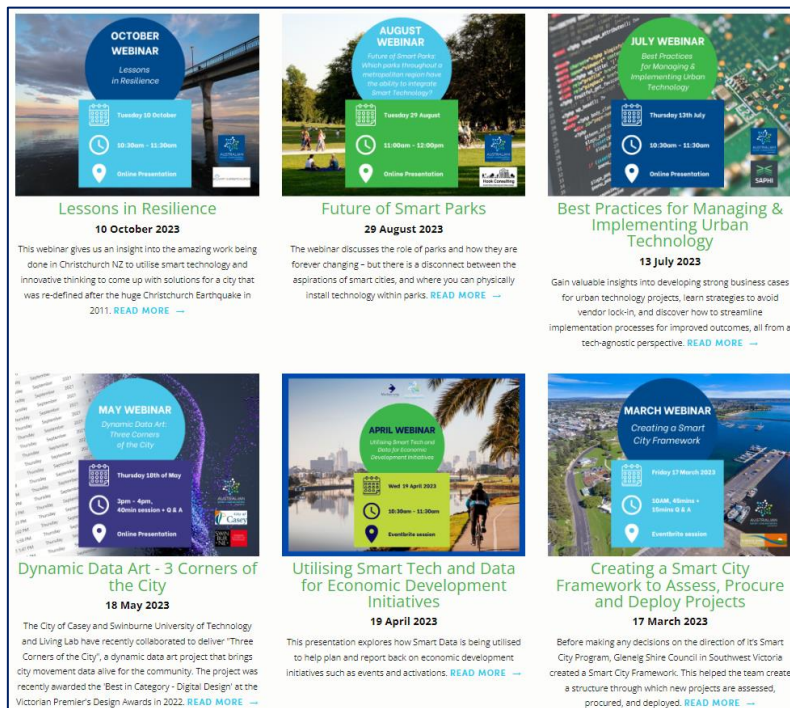


Image: Gallery of Webinars available to view in the ASCA Members Portal

Study Tour to City of Greater Geelong

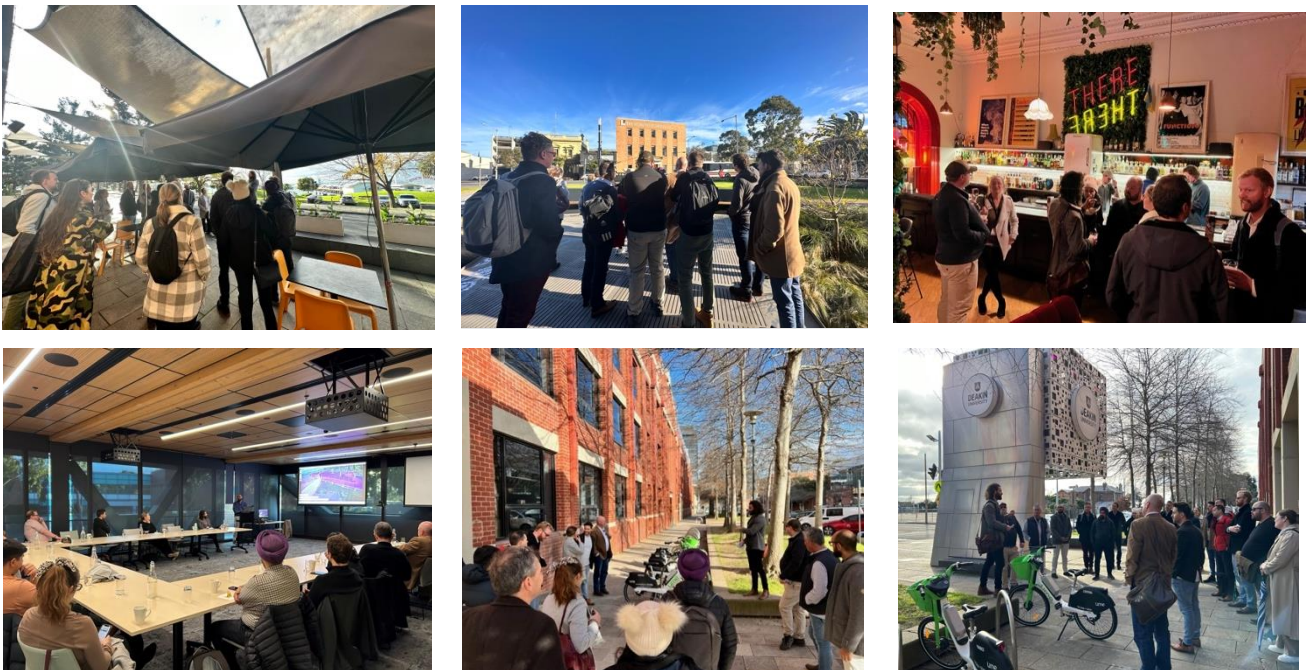
Continuing from the successful trial of study tours in 2022, a study tour was hosted by the City of Greater Geelong on 15 June. Around 25 participants made the journey to Geelong from near and afar to be taken on a guided tour by former ASCA President, Adam Mowlam and his team at City of Greater Geelong.

It was great to see the proactive approach that the City of Greater Geelong is taking to utilise technology and data to help make their city future-ready for their community. The study tour showcased a range of technologies which included smart nodes, EV (Electric Vehicle) chargers, digital history, video analytics, and a special presentation by Deakin University.

The afternoon was followed by a fascinating workshop to discuss the appropriate settings for data capture using video technology, as well as a robust discussion around the ethical use of Artificial Intelligence in local government.

The day concluded with some relaxed networking which provided a chance to reflect and share stories and ideas with like-minded attendees.

A huge thanks to the City of Greater Geelong team for hosting us!



Images: Participants at various central Geelong locations on the study tour.

ASCA Reference Group

The formation of the ASCA Reference Group was one of the priority actions for this year. This project was led by Vice-President James Sankar who established the terms of reference and guided the recruitment process for the group.

After advertising for expressions of interest the Reference Group was formed, and 4 meetings were held throughout the year. Reference Group members also met outside the regular meeting schedule to work on focus areas that could be presented back to the ASCA Board to help inform decisions.

Members of the Reference Group are:

- James Sankar, ASCA Board (Vice-President ASCA, Co-Chair of Reference Group)
- Pearl Ng, City of Casey (Co-Chair)
- Claire Mewing, City of Greater Geelong
- Zoe Eather, My Smart Community
- Dejan Smovic, DESIM Pty Ltd
- Goran Babasku, Stonnington City Council
- Joanna Kraatz, NSW Smart Places
- Nathaniel Mason, City of Tea Tree Gully
- Harman Singh, GHD
- Christopher Manoski, Cumberland City Council

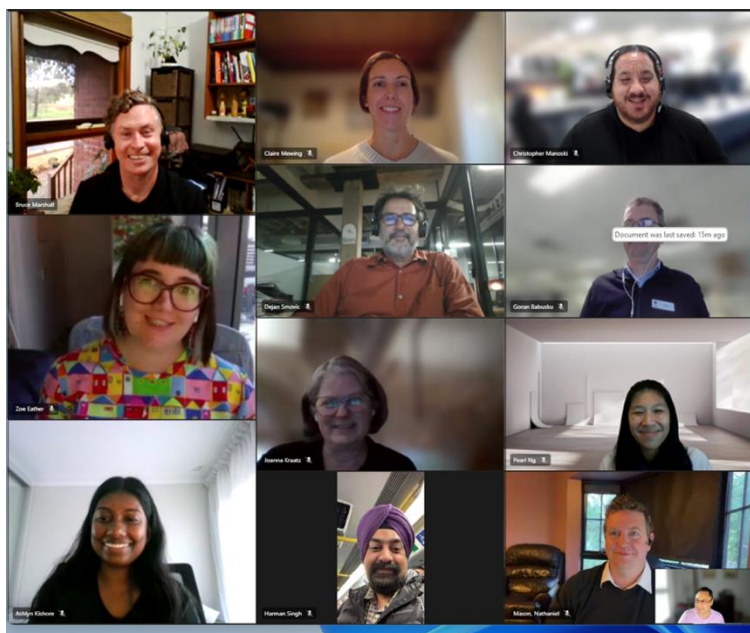


Image: Members of the ASCA Reference Group at the inaugural meeting in March 2023.

Financial Performance

ASCA Financial Reports are audited in accordance with the financial year set between 1 July – 30 June each year. Within the 22/23 Financial Year, there has been a significant increase in membership income to \$42,606. With the amount of activity and engagement with members, expenses also increased to \$29,370.

This year's audited reports also include \$20,000 in sponsorship for the Smart Communities Summit. FY23/24 audited reports will reflect the considerable effort and reward for the Summit. With the first major event in four years, despite the event making a loss the 2023 Board believe it was a worthwhile venture and view it as an investment.

Key running costs for FY22/23 include

- Insurances and Audits: \$6000
- Professional Services: \$16,500
- Summit Expenses: \$3,200 (remainder in FY23/24)
- Operational expenses: \$2,800

Forecast Cash Balance (AGM - December 2023) \$27,013.

The following statements have been extracted from the Final Financial Audited Report:

Broadband Alliance Inc.
T/as Australian Smart Communities Association

Statement of Comprehensive Income
For The Year Ended 30 June 2023

	<i>Note</i>	2023 \$	2022 \$
Revenue from Ordinary Activities			
Interest		3	2
Membership Income		42,606	15,640
Sponsorship		20,000	-
Other income		157	646
TOTAL REVENUE FROM ORDINARY ACTIVITIES		62,766	16,288
Expenses from Ordinary Activities			
Merchant Fees		192	95
Insurance		3,429	5,918
Consulting & Accounting		2,278	300
Interest Expense		-	12
Governance/Incorporation		1,896	-
Communications, Marketing and Engagement		11,466	694
Office Expenses		-	1,690
Rent expense		147	-
Travel - National		513	-
Entertainment		546	-
Web Program Hosts		341	345
Summit Expense 2023		3,159	-
Subscriptions		452	718
Subcontractors		4,950	8,250
TOTAL EXPENSES FROM ORDINARY ACTIVITIES		29,370	18,021
PROFIT BEFORE INCOME TAX		33,397	(1,734)
Income Tax Expense		-	-
TOTAL COMPREHENSIVE INCOME		33,397	(1,734)

Broadband Alliance Inc.
T/as Australian Smart Communities Association

Balance Sheet
As At 30 June 2023

	Note	2023 \$	2022 \$
Current Assets			
Cash and Cash Equivalents	2	52,442	32,244
Trade and Other Receivables	3	<u>24,100</u>	<u>4,087</u>
TOTAL CURRENT ASSETS		<u>76,542</u>	<u>36,330</u>
Non-Current Assets			
TOTAL NON-CURRENT ASSETS		<u>-</u>	<u>-</u>
TOTAL ASSETS		<u>76,542</u>	<u>36,330</u>
Current Liabilities			
Trade and Other Payables	4	<u>8,647</u>	<u>1,833</u>
TOTAL CURRENT LIABILITIES		<u>8,647</u>	<u>1,833</u>
Non-Current Liabilities			
TOTAL NON-CURRENT LIABILITIES		<u>-</u>	<u>-</u>
TOTAL LIABILITIES		<u>8,647</u>	<u>1,833</u>
NET ASSETS		<u>67,894</u>	<u>34,497</u>
EQUITY			
Retained Earnings		<u>67,894</u>	<u>34,497</u>
TOTAL EQUITY		<u>67,894</u>	<u>34,497</u>

Broadband Alliance Inc.
T/as Australian Smart Communities Association

Statement of Changes in Equity
For The Year Ended 30 June 2023

	Note	Retained Earnings \$	TOTAL EQUITY \$
Balance as at 1 July 2021		<u>49,870</u>	<u>49,870</u>
Loss for the Year		(1,734)	(1,734)
Retrospective Restatement on Correction of Errors		<u>(13,639)</u>	<u>(13,639)</u>
Balance as at 30 June 2022		<u>34,497</u>	<u>34,497</u>
Profit for the Year		<u>33,397</u>	<u>33,397</u>
Balance as at 30 June 2023		<u>67,894</u>	<u>67,894</u>

Current ASCA Members

GOLD MEMBERS



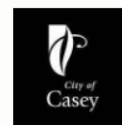
CITY OF MELBOURNE



MESHED



SILVER MEMBERS



INDIVIDUAL MEMBERS

- PETER RYAN
 - DEJAN SIMOVIC
 - RAILENE TURNER
 - GEORGIE JOHNSON
 - RICHARD GYIMESI
 - IEUAN HOOK
 - XI LI
 - SUMEET NAGPAR
 - JAMES SANKAR
 - ZOE EATHER
 - LAURA BAKER
 - ABDOULAYE DIAKITE
 - HARMAN SINGH
 - PETER RUNCIE
 - VIVIAN ZHANG
 - BRONWEN CLARK
-

THANK YOU

The ASCA Board is grateful for the ongoing support of our members, and we look forward to welcoming more members to the community in the coming years.

To learn more about our membership options please visit the ASCA website or reach out to a board member to discuss your situation:

Web: australiansmartcommunities.org.au/membership

E: admin@australiansmartcommunities.org.au

Back page image: ASCA Study Tour group in City of Greater Geelong in July 2023



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