



ANNUAL REPORT 2024



AUSTRALIAN
smart communities
association

Annual Report 2024

Australian Smart Communities Association

December 2024

Broadband Alliance Inc.

Trading as Australian Smart Communities Association

ABN: 32 1701 960 56

29/97 Creek 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: InterContinental Hotel Melbourne, host venue of the Australian Smart Communities Summit 2024.

EMAIL

admin@australiansmartcommunities.org.au

WEBSITE

australiansmartcommunities.org.au



Contents

President's Report	4
Summary of Key Achievements	6
Summary of Key Achievements	7
ASCA Board Members Overview	8
Strategy Review / Action Plan Summary	9
Goals for 2024	10
Summary of Actions from the Operating Plan	11
ASCA Events 2024	12
Australian Smart Communities Summit 2024	12
ASCS 2024 Event Summary	13
ASCS2024 – Event Partners	14
Summit Image Gallery	15
Webinar Series	16
Updating of Model Rules	17
International Relationships	18
ASCA Reference Group	19
Financial Performance	20
Current ASCA Members	23

President's Report

2024 has been another big year for ASCA. We had five new members join the Board at the 2023 Annual General Meeting, and with them came new ideas and perspectives to help shape the direction of the organisation.

The highlight for 2024 was the planning and delivery of the Australian Smart Communities Summit (ASCS24) which was hosted by the City of Melbourne in late November. This event built upon the learnings from the 2023 Summit in Parramatta and was successful in bringing members and key industry organisations together to explore the theme of

'Balancing Innovation and Pragmatism'. With over 130 registered guests and a range of events spread across three days, it was a great opportunity to connect with and learn from peers across Australia and further afield.



We continued our programming of regular webinars, and this year a different twist was put on the format with the 'In Conversation' series. Board member Dr Nathaniel Bavinton led a three-part series of deep-dive conversations with various experienced professionals to learn about best practice for developing and embedding Smart Communities programs at the Local Government level.

ASCA has continued to partner with our aligned industry bodies. This was highlighted through a partnership formed with the Institute of Public Works Engineering Australasia (IPWEA), the Internet of Things Alliance Australia (IoTAA) and Digital Twin Partnership (DTP) to assemble an Australian delegation to attend the Smart City Expo World Congress in Barcelona at the start of November. It was pleasing to see these organisations work together to help promote the opportunity and form the shared delegation. The reports and feedback from ASCA members who joined the delegation have been very positive and we hope to continue this joint delegation into the future.

The ASCA Reference Group was again in operation in 2024 meeting quarterly. Led by Board member Pearl Ng, the Reference Group collaborated on a number of thought piece articles which will be released early in 2025. I would like to thank and acknowledge the Reference Group for their time and expertise which helps inform the Board.

Another highlight of the year was completing the process of updating the Model Rules for the Association. This was an action which had been on the radar of the Board for several years so it was satisfying to see those changes adopted at a General Meeting in October, ready to come into effect at the December Annual General Meeting.

Our strong relationship with New Zealand fostered through the Memorandum Of Understanding signed in 2022, is still in place and only getting stronger. This year saw a 'speaker exchange' arranged to enable guest

speakers to travel 'across the ditch' to share knowledge at respective events. It was a great honour to represent ASCA at the *Smart Christchurch Innovation Expo* in September, and Michael Healy's presentation at ASCS24 was one of the highlights of the event.

Financially, I am pleased to say that ASCA is in a much better position than this time last year with over \$62,000 in the bank, compared to around \$23,000 in December 2023. This increase is largely thanks to the profit generated from the Summit, the increase in Gold Members this year, and the adjustments made to annual membership fees.

We have two Board members stepping down this year, myself and Vice-President Emmily Acton. On behalf of ASCA I'd like to thank Emmily for her service and contribution to the Board over the last 2 years. She has done a mountain of work in the background that has been invaluable support for me during my time as President.

I would like to thank the efforts of all the Board members this year. ASCA is a volunteer organisation, so to find the time to contribute to ASCA while managing full-time jobs and family responsibilities is a credit to the level of commitment and professionalism the Board has shown.

I would also like to thank and acknowledge the team at Delos Delta who have again been engaged by the Board to provide the admin and marketing support for ASCA throughout the year.

As the departing President I would like to extend my best wishes to the incoming board and I look forward to remaining involved as a member and supporter of ASCA into the future. It has been an incredible honour to lead this organisation over the last 2 years and to carry the flame lit by my predecessors in the President role. I have made some great relationships with peers from across the country, and I am proud to have played a small role in propelling ASCA forward in the right direction.



Bruce Marshall

ASCA President

Summary of Key Achievements

DELIVERY OF THE AUSTRALIAN SMART COMMUNITIES SUMMIT 2024



131

Registered Guests



21

Guest Speakers



76

Guests at the
Networking Dinner



2

Study Tours



31

People attend Pre-
Summit Workshop

DELIVERY OF WEBINARS



135

Total Registered
Guests



22.5

Avg. registrations
per webinar

SMART CITIES WORLD EXPO CONGRESS IN BARCELONA



4

ASCA members supported to attend as
part of Australian Delegation



Images: Guests enjoying the Australian Smart Communities Summit 2024

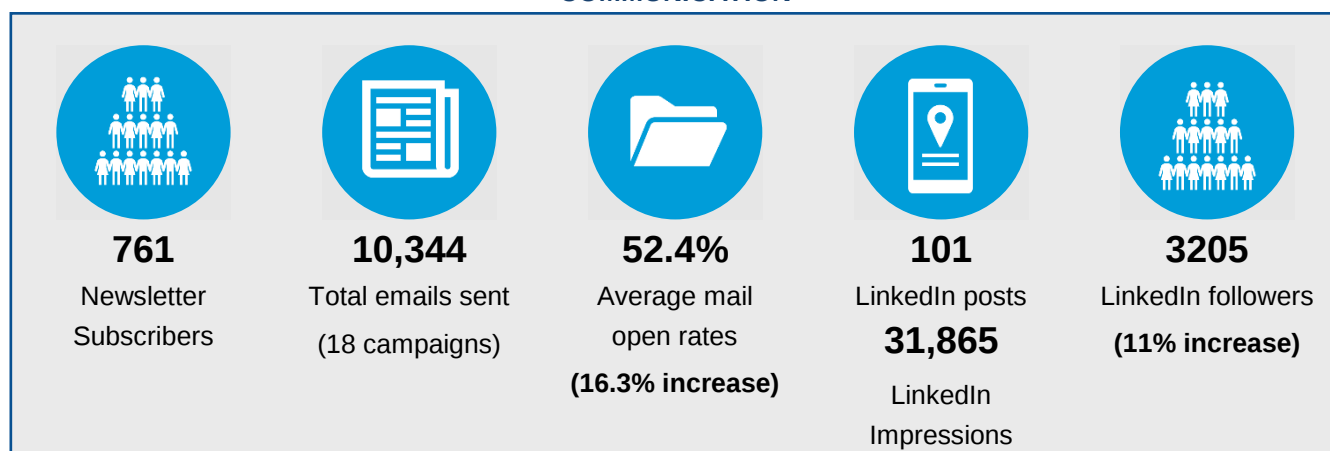
Summary of Key Achievements

ADVOCACY & COLLABORATION

ASCA has provided feedback and consultation and has collaborated with a range of stakeholders including:

- ANZLIC 2024 Horizons – Feedback session
- Australian Government - Mobile Telecommunications Working Group
- Accelerating Smarter Developments: In partnership with NBN, Urbis, Delos Delta, Property Council Australia & PIA

COMMUNICATION



MEMBERSHIPS



191

Total individuals represented in 2022

256

Total individuals represented in 2023

304

Total Individuals represented in 2024

**Note: This calculation is made based on the total number of members that would be represented by the full allocation of individual memberships included in Gold & Silver membership packages.*

ASCA Board Members Overview

All positions on the ASCA Board are voluntary. As with previous years, in 2024 there were several project 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 assist with operational activities and help deliver events.

Name	Role	State	Sector	Years on Board	Sub-working groups
Bruce Marshall	President	VIC	Local Government	3	Communications, ASCS 2024, Reference Group, International Relationships
Emmily Acton	Vice President	NSW	Local Government	2	ASCS 2024
Sumeet Nagpal	Treasurer	VIC	Private	2	Membership Liaison
Harman Singh	Secretary	VIC	Private	1	International Relationships
Simon Berryman	Board Member	NSW	Government Enterprise	2	ASCS 2024
Bronwen Clark	Board Member	VIC	Local Government	1	ASCS 2024
Dr Nathaniel Bavinton	Board Member	NSW	Private	1	Webinars
Liam Manning	Board Member	NSW	Private	1	Communications
Pearl Ng	Board Member	VIC	Local Government	1	Reference Group

**Note: Rory Brown was elected to the board at the 2023 AGM, but resigned in early 2024.*



ASCA Board members at the Australian Smart Communities Summit, November 2024.

L-R: Liam Manning, Simon Berryman, Pearl Ng, Nathaniel Bavinton, Emmily Acton, Harman Singh, Sumeet Nagpal, Bruce Marshall, Bronwen Clark

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 2024

As part of the Implementation Plan a number of goals were set for 2024 to measure our progress and success.

Wildly Important Goal (WIG): Increase ASCA Membership

Goal	Status
Gold Memberships: From 11 to 15 by 1st December 2024	MOSTLY ACHIEVED: Increased to 13 Gold Members.
Silver Memberships: From 15 to 20 by 1st December 2024	PARTIALLY ACHIEVED: Increased to 16 Silver Members.
Individual Memberships: From 16 to 25 by 1st December 2024	NOT ACHIEVED: Decreased to 14 Individual Memberships.
Overall increase: 18 members = increase in annualised membership revenue of \$20,200	PARTIALLY ACHIEVED: Overall, we maintained the same number of member organisations, but with a net annualised increase in membership revenue of \$6,200

Other Goals

Goal	Status
To Update the ASCA Model Rules to strengthen governance framework and ensure compliance with relevant legislation.	ACHIEVED The updated Model Rules were adopted at a General Meeting held on 30 th October 2024.
Deliver a national conference with 100 paying attendees and a profit of at least \$20,000.	ACHIEVED: ASCS24 was successfully delivered with 131 guests. \$20,400 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 the Australian Smart Communities Summit 2024	COMPLETE	Australian Smart Communities Summit 2024 delivered in City of Melbourne in November with 131 attendees + 13 Event Partners \$20,000 profit achieved
Develop and deliver a calendar of small events	COMPLETE	6 Webinars Delivered with a combined total of over 135 registrations
Communications, Marketing & Advocacy		
*Develop and deliver a 12-month communication plan	COMPLETE	18 Newsletters / Email Updates, 52.5% open rate 101 Linked-In posts 11% increase in Linked-In followers to 3,205 followers 9,513 website visits (18% increase from 2023)
Improve the 'Member Portal' section of the website.	COMPLETE	Member portal updated with content
Develop new member recruitment campaign	COMPLETE	Campaign conducted in line with the annual membership renewal process in April
Membership Management & Partnerships		
*Review Membership Structure and value proposition	COMPLETE	Structure reviewed and small amendments made to pricing structure.
Conduct a member survey	COMPLETE	Member survey sent out in November.
Develop international relationships	COMPLETE	ASCA delegate supported to travel to speak at Smart Christchurch Innovation Expo. Christchurch representative supported to travel to speak at ASCS24. Productive meetings held on how to strengthen NZ connection. Facilitated meetings between City of Wellington and City of Melbourne representatives. Representative from Singapore invited to speak at ASCS24. ASCA Support for delegation to Smart Cities World Expo Congress in Barcelona with 4 ASCA members attending.
Coordinatre the ASCA Reference Group to provide maximum value to the board	COMPLETE	Terms of Reference updated New EOI process completed Four meetings held Thought piece articles drafted ready for 2025 release.
Governance and Operations		
*Update ASCA Model Rules	COMPLETE	Updated Model rules adopted at General Meeting on 30 th October 2024.
Member Annual Renewal Process	COMPLETE	Membership renewal process completed with an increase in annual membership revenue.
Annual Financial Audit	COMPLETE	Financial Audit completed.
Develop 2024 Annual Report and Draft Action Plan for 2025	IN PROGRESS	A draft will be ready for the new Board to review, update and endorse in early 2024.

ASCA Events 2024

Australian Smart Communities Summit 2024

KEY STATISTICS AT A GLANCE:

	131 Total registered guests		30 Guests attended pre-summit workshop
	74 Guests attended the Welcome Event		18 Guests joined E-Bike Study Tour
	122 Guests in attendance at Summit		21 Guest Speakers
	73 Guests at the Networking Dinner		

INTRODUCTION

Following on from the 2023 Summit hosted by the City of Parramatta, the board resolved that there should be a follow-up Summit in 2024 to leverage the momentum and good-will gained in Parramatta.

After a competitive EOI process in early 2024 the Host Partner was confirmed as City of Melbourne, and it proved to be a rewarding partnership that added a lot of value to the event.

A working group was formed by the Board to drive the planning and delivery of the event with Emmily Acton, Simon Berryman, Bronwen Clark and Bruce Marshall meeting on a regular basis throughout the year.

The Summit theme of ‘Balancing Innovation & Pragmatism’ was chosen as it was identified as a unifying struggle faced by members on a constant basis. The theme enabled a wide range of guest speakers to be involved with interesting perspectives shared throughout the day. The event was also a success for our event partners with nine Exhibitors joining the Host Partner, Platinum Partner and Gold Partner as event partners.

Learning from Parramatta, better budgeting and planning were put in place for the event which eventually led to a net profit of just over \$20,000 which was in line with the board objectives. This was a positive turn-around of approximate \$40,000 from the 2023 event where a loss of approximately \$20,000 was made.

Pleasingly, the Summit has also encouraged new members to sign up to ASCA to take advantage of the member discounts and become a part of the ASCA community.



Day 1

Pre-Summit Workshop and Welcome Event

The Summit kicked off with a bang as our Gold Partner, Urbis hosted a pre-Summit workshop, discussing the complex issues surrounding technology infrastructure and smart solutions.

The day concluded with our Welcome Event held at the historic Melbourne Town Hall hosted by the City of Melbourne, with an interactive display of the City DNA tool demonstrating how data can assist in supporting the City to manage their drainage system.

Day 2

Australian Smart Communities Summit 2024 and Networking Dinner

The Summit saw local government, smart technology professionals and industry colleagues come together for one goal, to advocate, learn and share about smart communities around Australia and internationally.

We would like to extend a heartfelt thank you to all our speakers who shared their experiences, projects, and insights at the Summit. Additionally, our Exhibitor Partners showcased the technologies, services, and resources they offer to help communities across Australia thrive in the realm of smart communities.

The centrepiece day of the Summit ended with a networking dinner, where attendees shared highlights and learnings from the day over delicious food and with good company.

Day 3

E-Bike Tour

Day 3, final day of the Summit, saw a dedicated crew from the City of Melbourne take attendees on a smart city e-bike study tour which got everyone out and about in the sun, showing off how the City of Melbourne is using data, video analytics and pilot projects to improve the city for the community. Thank you to the City of Melbourne for being our tour guides for the day and to Lime for providing the e-bikes.

ASCS2024 – Event Partners

The Australian Smart Communities Summit would not have been possible without the support of our Event Partners:

HOST PARTNER



CITY OF MELBOURNE

PLATINUM PARTNER



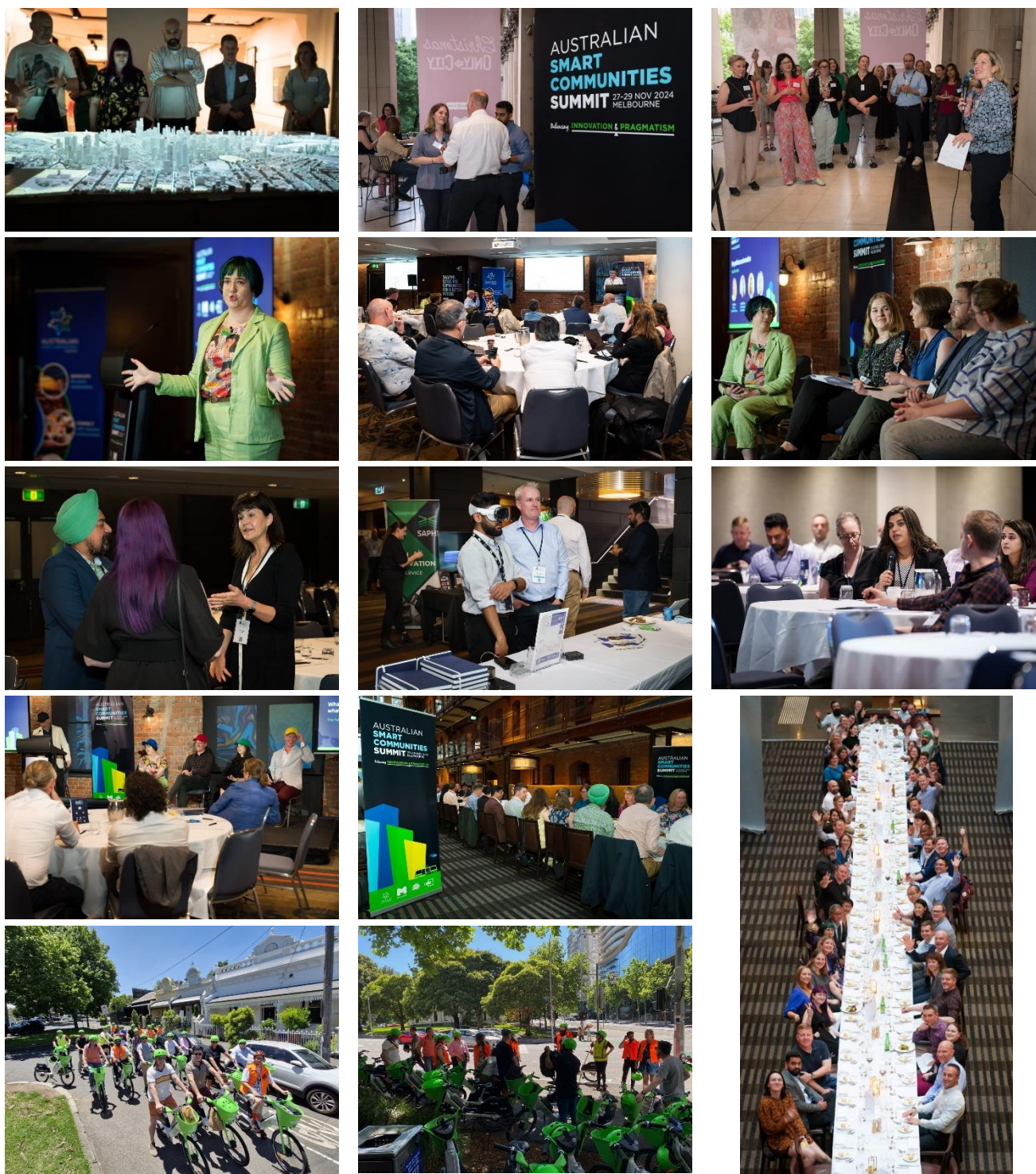
GOLD PARTNER



EXHIBITION PARTNERS



Summit Image Gallery



Images: Various images from the Australian Smart Communities Summit, Networking Dinner and Study Tour.

To view the full gallery visit the ASCA website.

Webinar Series

KEY STATISTICS AT A GLANCE:



6 Webinars Delivered



22.5 Average Registered Guests per Webinar



135 Registered Guests

The ASCA webinar series was continued in 2024 with another six episodes released. A new format was tested called 'In Conversation' where Dr Nathaniel Bavinton had in-depth conversations with experienced practitioners to share learnings and insights.

The attendance at webinars did taper off towards the end of the year due to a number of factors. Nonetheless all 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
14/3/2024	Smart City World Expo Insights and Project Experience	39
16/4/2024	Smart Community Winners: Why Maturity Eats Activity for Breakfast	36
22/5/2024	Fibre Optic Connectivity & The Future of Smart Places	20
31/7/2024	In Conversation Episode 1: The Inside Story on How to Get Started	16
3/9/2024	In Conversation Episode 2: Building & Maintaining Momentum	14
22/10/2024	In Conversation Episode 3: Leveraging Investment & Transitioning	10

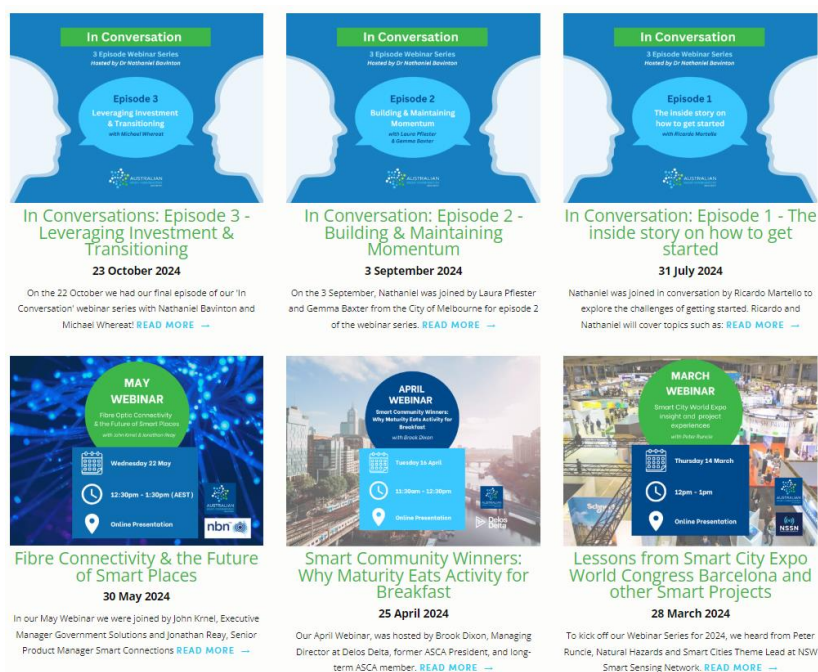


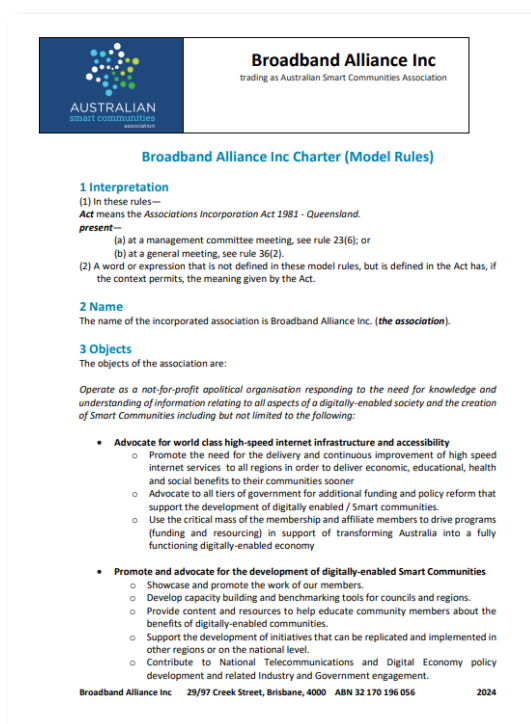
Image: Gallery of Webinars available to view in the ASCA Members Portal

Updating of Model Rules

A priority action for 2024 was to update the Model Rules for the Association. The updated rules were adopted in a General Meeting held on 30th October 2024 and will govern the association going forward.

Key Changes in the updated rules were:

- **Updating the 'Objects':** The 'Objects' or 'Objectives' of the organisation were established when the main purpose of ASCA was to advocate for the roll out of high speed broadband internet across Australia. This section of the rules has been changed extensively to reflect the role that ASCA currently plays in supporting and promoting best practice activities in the establishment of digitally enabled smart communities.
- **Updating of the 'Classes of Members':** These updates simplify the ASCA membership types with all members considered as 'Ordinary Members' with the same voting rights. It also establishes a process for the Board to be able to define membership tiers that offer 'packages' of individual memberships to organisations without needed to update the model rules each time a change is made. (Eg, Gold & Silver)
- **Extensions of Board Member Terms:** Under the previous rules, Board members are only elected on one year terms with all positions on the board vacated every 12 months. The updated rules changed this to two year terms which will enable the Board to have more stability and aim towards a rotation where only half the Board up will be up for election/re-election each year.



International Relationships

ASCA has continued to build upon its international relationships to help ensure the continued sharing of information and best practice with our members.

In 2022 an MOU was established with Christchurch City Council and Wellington City Council in New Zealand to actively share information between the two countries.

In 2024 this was able to taken a step further with an arrangement made to share guest speakers for events in respective countries. This arrangement saw ASCA president Bruce Marshall attend the Smart Christchurch Innovation Expo in Christchurch at the end of September to share some perspectives from Australia.

Michael Healy, Manager Smart Christchurch was then invited to attend the Australian Smart Communities Summit as a key note speaker. It was great to see several other New Zealand colleagues make the trip across to be involved in the event.

The International Theme was extended when Mr Khoo Teng Chye was invited to be involved as a speaker at the Summit. Mr Khoo has had a wealth of experience working in Singapore and his contribution to the conversation at the summit was a great addition.

The other important activity was the partnership with Institute of Public Works Engineering Australasia (IPWEA), the Internet of Things Alliance Australia (IoTAA) and Digital Twin Partnership (DTP) to form an Australian delegation to attend the Smart Cities Expo World Congress in Barcelona at the start of November. It was great to see four ASCA members represented on the delegation, and Ruby Tucker from Delos Delta gave a glowing appraisal of the experience as part of the Summit in Melbourne.



Image: Michael Healy



Image: Mr Khoo Teng Chye



Image: Australian reps at Smart Christchurch Innovation Expo
L-R, Zoe Eather, Andrew Nilon, Bruce Marshall , Matt Shultz

ASCA Reference Group

The ASCA Reference Group was established in 2023 to help the Board better engage with members and get feedback and input in projects to support the Board. The Board also hoped the Reference Group would be a good place to engage members who might be interested in joining the board. This proved to be successful with two of the 2023 Reference Group members going on to join the 2024 Board (Harman Singh and Pearl Ng).

In 2024 the Terms of Reference were revised to help reduce the work load on the Reference Group, and an EOI process was completed in April with a several new members joining the group.

The 2024 Reference Group was chaired by ASCA board member Pearl Ng, and this year there was a focus on providing some tangible output. In addition to providing feedback for the board there are some thought piece articles developed by the group that will be released in early 2025.

Members of the Reference Group in 2024:

- Pearl Ng, ASCA Board Member (Chair)
- Dejan Smovic, DESIM Pty Ltd
- Goran Babasku, Stonnington City Council
- Ashlee Gardner, City of Parramatta
- Gemma Baxter, City of Melbourne
- Aditi Phansalkar, University of Technology Sydney (UTS)
- Peter Runcie, Natirar
- Chris Williams, City of Casey

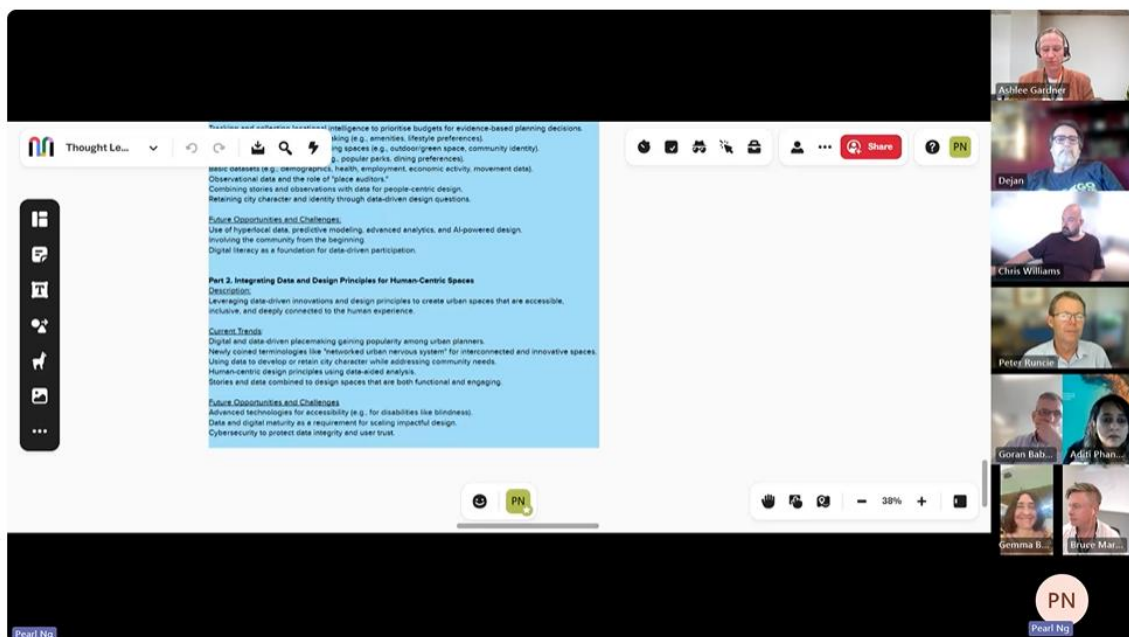


Image: Members of the ASCA Reference Group in action during a meeting.

Financial Performance

ASCA Financial Reports are audited in accordance with the financial year set between 1 July – 30 June each year. Within the 2023/24 financial year, there was significant activity in relation to the 2023 Summit (delivered in October 2023), and also the 2024 Summit which was delivered in November 2024, but with some major transactions taking place in the 23/24 financial year.

Membership revenue in 2024 increased by nearly \$12,000 compared to 2023 representing a 27% increase.

The 2024 Summit has generated a surplus of just over \$20,000 which will be reflected in the 2024/25 financial year report.

Forecast Bank Balance (AGM – December 2024): \$62,743

**Note: Actual Bank Balance at 22 December 2023: \$23,422*

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

Broadband Alliance Inc			
Statement of profit or loss and other comprehensive income			
For the year ended 30 June 2024			
	Note	2024 \$	2023 \$
Revenue			
Membership Income		54,248	42,606
Summit Sponsorship		64,362	20,000
Other Revenue		1,000	157
Finance income	4	3	3
Total income		119,613	62,766
Expenses			
ASCA Conference		3,000	-
Communications, Marketing and Engagement		18,745	11,466
Consulting & Accounting		1,659	2,278
Governance		79	1,896
Insurance		4,047	3,429
Sundry expenses		1,141	1,226
Subcontractors		-	4,950
Summit Expense 2023		86,257	3,159
Subscriptions		772	452
Travel		552	513
Total expenses		116,252	29,369
Profit (loss) for the year		3,361	33,397

Broadband Alliance Inc

Statement of financial position

As at 30 June 2024

	Note	2024 \$	2023 \$
Assets			
Current assets			
Cash and cash equivalents	5	81,503	52,442
Trade and other receivables		-	24,100
Total current assets		81,503	76,542
Total assets		81,503	76,542
Liabilities			
Current liabilities			
Trade and other payables	6	10,247	8,647
Total liabilities		10,247	8,647
Net assets		71,256	67,895
Equity			
Retained earnings		71,256	67,895

Broadband Alliance Inc

Statement of changes in equity

For the year ended 30 June 2024

	Retained earnings \$	Total \$	Total equity \$
2023			
Opening balance	34,498	34,498	34,498
Profit for the year	33,397	33,397	33,397
Closing balance	67,895	67,895	67,895
2024			
Opening balance	67,895	67,895	67,895
Profit for the year	3,361	3,361	3,361
Closing balance	71,256	71,256	71,256

Broadband Alliance Inc

Statement of cash flows For the year ended 30 June 2024

	2024	2023
	\$	\$
Cash flows from operating activities:		
Receipts from customers	143,713	42,754
Payments to suppliers and employees	(114,652)	(22,556)
Net cash flows from/(used in) operating activities	29,061	20,198
Net increase/(decrease) in cash and cash equivalents	29,061	20,198
Cash and cash equivalents at beginning of year	52,442	32,244
Cash and cash equivalents at end of financial year	81,503	52,442

Current ASCA Members

GOLD MEMBERS



SILVER MEMBERS



+ 13 Individual Members

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: Guest enjoying the Networking Dinner at the Australian Smart Communities Summit 2024



AUSTRALIAN
smart communities
association