Connect › Support › Advance

The Institute of Internal Auditors Australia

Session 4A – Talk 3

Tech talks: Enhancing performance through technology and innovation implementation

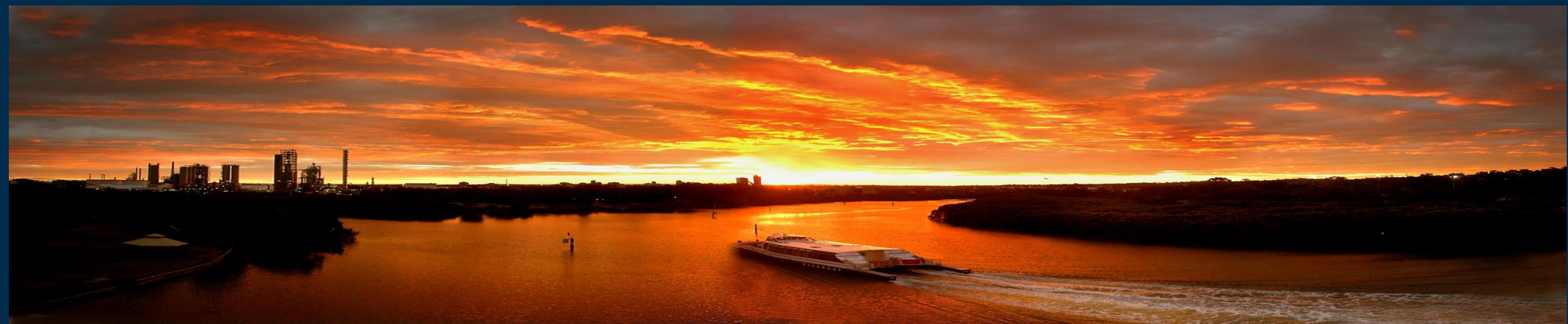
Presented by

Geoff King
Head of Future City
City of Parramatta

CITY OF PARRAMATTA

Enhancing performance through technology and innovation implementation

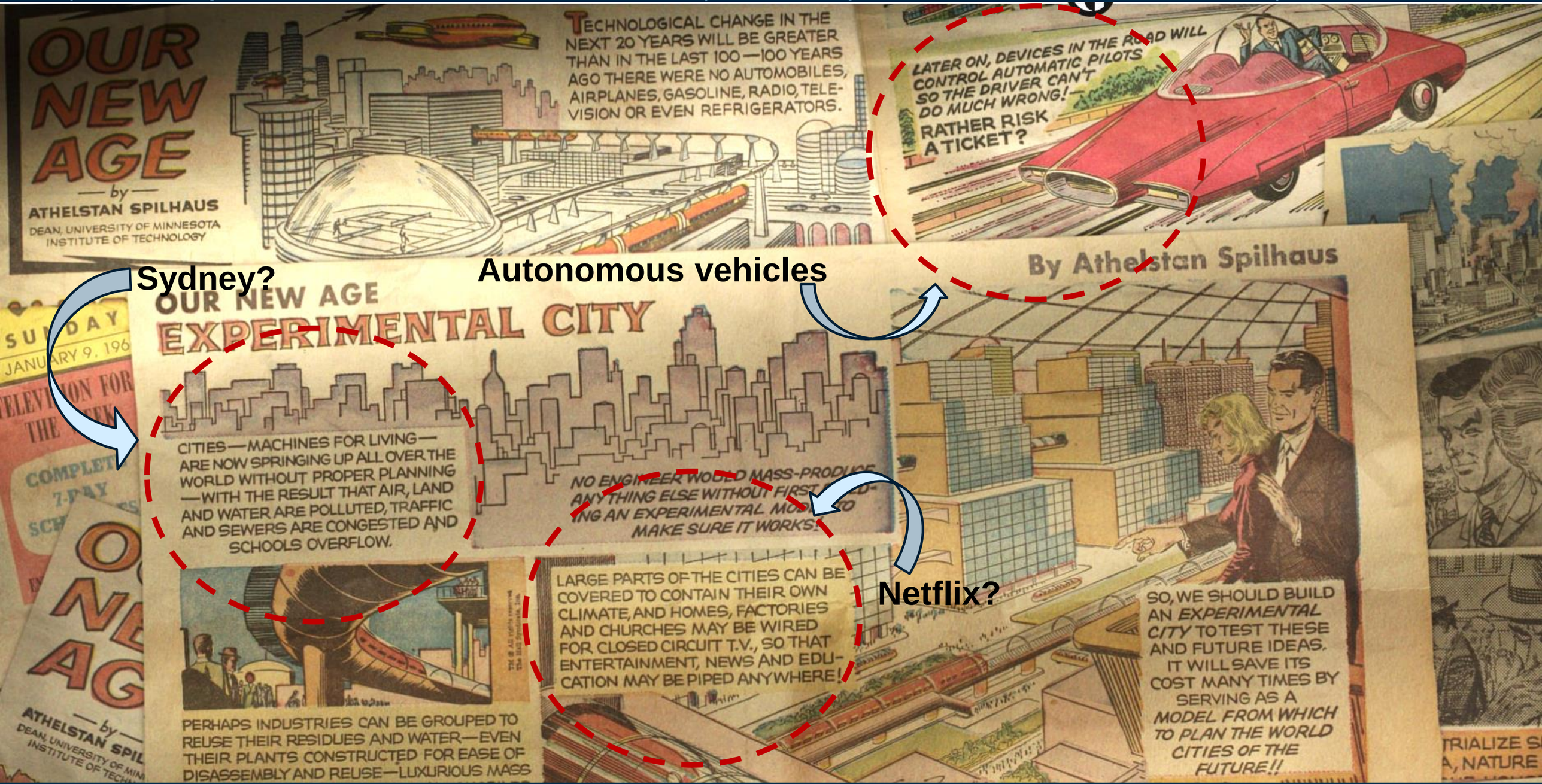
Geoff King | Head of Future City



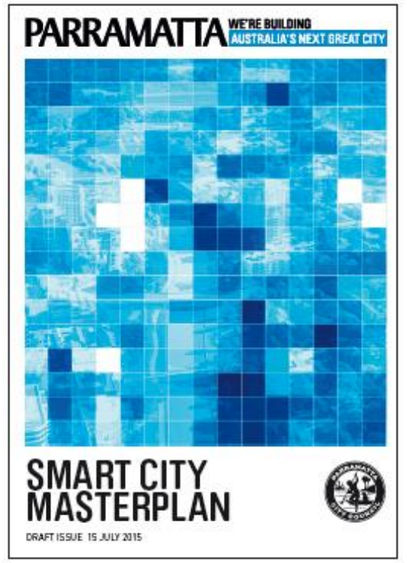
Greater
Penrith
Greater
Parramatta
Harbour
CBD
Western Sydney
Airport–
Badgerys Creek
Aerotropolis
Liverpool
Campbelltown
–Macarthur

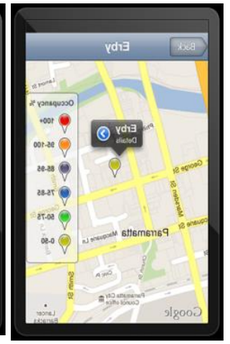
The future sometimes takes a long time to get here….

https://www.theguardian.com/cities/2018/nov/05/minnesota-experimental-city-the-1960s-town-based-on-a-comic-strip



Parramatta's Smart City experience 2008-18





CITY OF PARRAMATTA

FUTURE CITY

The City of Parramatta is experiencing significant growth. Increasing expectation for services is placing increasing demand on scarce resources. To meet these challenges, we need to build our digital capability (and service agility) to collect and use information to help solve City problems.

- To use interconnected data to better understand and manage the City's operations.
- To collaborate and share information to help improve the quality and efficiency of Council's services
- To develop innovative solutions to some of the complex and hard to solve problems the City is facing
- To identify the next major challenges and opportunities for the City.

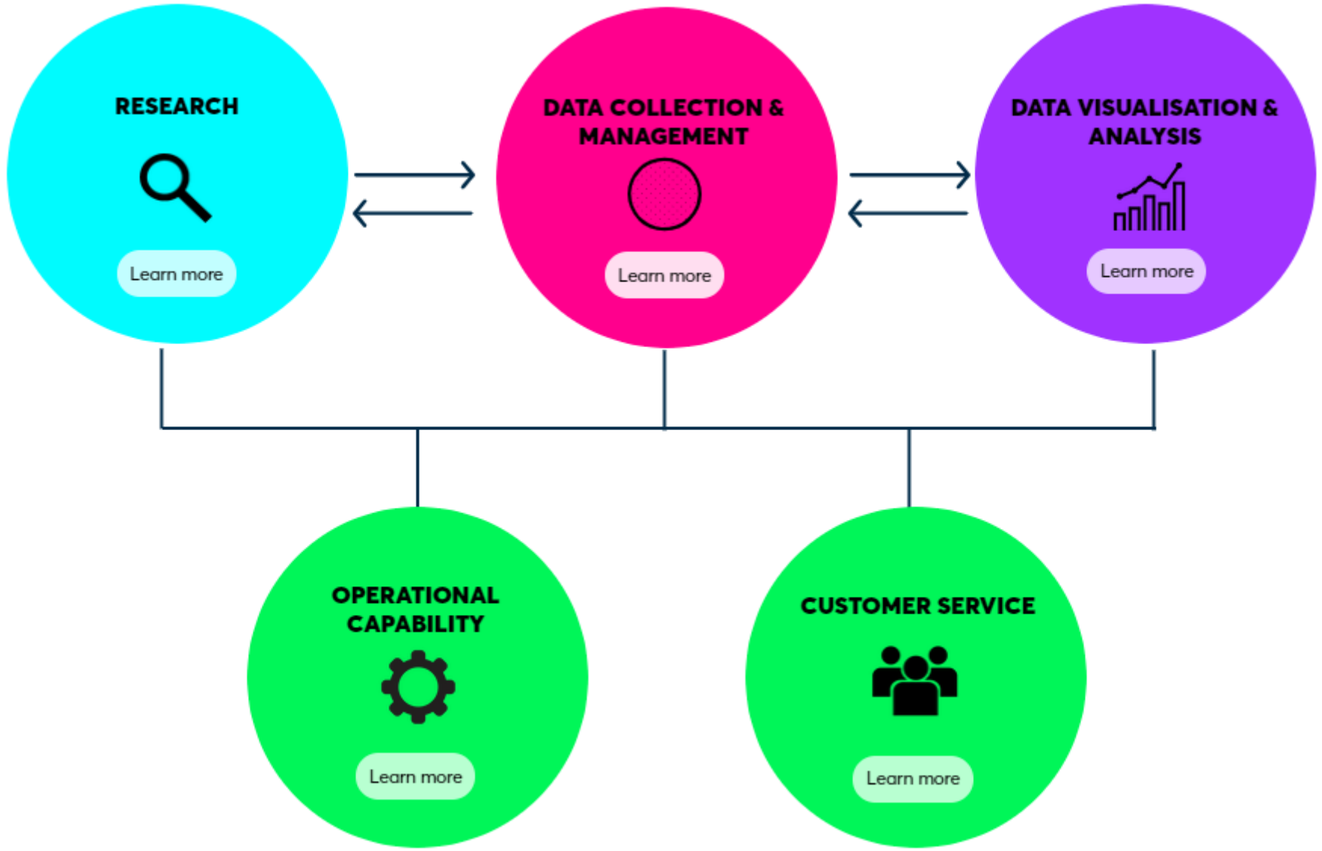
This links to Parramatta's Community Strategic Plan:
Strategic Objective: INNOVATIVE - We collaborate and employ new ideas to create a better future
Strategy: Embrace technology, creativity and innovation to solve complex problems and improve our City

Future City Program

The Future City Program investigates data driven solutions and Smart City initiatives to help address the complex challenges facing the City of Parramatta. This includes real-time monitoring and analysis to understand the city's condition and projects to improve service delivery to our community.

	Current Works Programs		Proposed Works Programs		
	2017 - 2018	2018 - 2019	2019 - 2020	2020 - 2021	The Outcome
RESEARCH	• Pilot data (temperature) loggers RAISE value uplift • Creature Installation	• Develop a Recreation Planning model to predict recreation needs using mobile data • RAISE (stage 2) value uplift	• TBD - responding to opportunity and university requests	• TBD - responding to opportunity and university requests	Research: Develop models or test solutions in a controlled way before applying more broadly
DATA COLLECTION	• CCTV data analytics trial (people counters) • Temperature sensors, Bins & FISH	• Develop a network of sensors to provide real-time environmental monitoring • Phillip St – smart st pilot	• Stage 2: network of sensors to provide real-time environmental monitoring • Parramatta Square. SOPA	• Stage 3: network of city-wide sensors to provide real-time environmental monitoring	Data Collection: Collect data in real time to quantify the problem or the solution
DATA MANAGEMENT	• Data visualisation • (City Dashboard/ City Data Map) • Data sharing policy	• Develop a data management hub • Data Manager • Open data sharing	• Stage 2: Data management hub resources. • Open Data sets	• Data sets from across the business in a central location	Data Management: Capture, store and analyse data centrally and produce information in useful formats
OPERATIONAL CAPABILITY	• Smart City Advisory Committee Digital Strategy	• Embed a suite of smart technologies (smart hub) in the design for Parramatta Square	• Roll out a suite of smart technologies (smart hub) in the build of Parramatta Square	• Parramatta Square public domain and buildings operate seamlessly. • Building capability in other locations	Operational Capability: Use data to improve the efficiency of Council's operations
CUSTOMER SERVICE	• Safe school parking finder • Participate in Gov Hack	• Develop a smart Customer Service solution program (app)	• Refine and improve a Wayfinding solution	• A wide range of online services and information (including real time sensor data)	Customer Service: Provide information tailored to meet customer needs

Building Capability



Deliverables

Why

-Learning from others
-More accurate, usable, real data
-Greater understanding of problems

Outcome

- Effective data sharing
- Real time management
- More efficient (and different) services
- More effective asset management
- Faster, improved customer services
- Leading change

FOMO vs Beta/VHS anxiety

Rush to “Smart City” by almost everyone in private industry… telcos, big 4 consulting firms, tech firms, software providers, card providers, startups etc…

Change and Innovation in LG

Foundations vs Ribbon cutting

Boring

Exciting

Future City Background Factors

Challenges

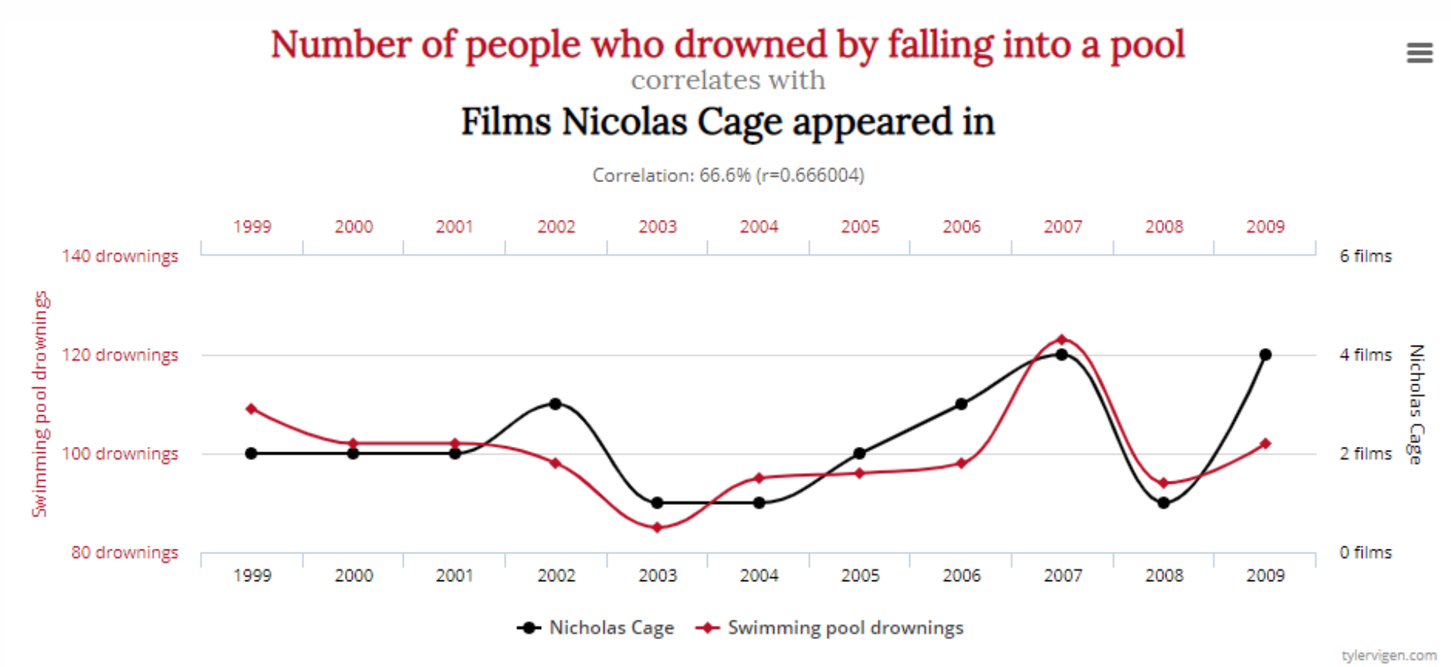
External

- **Limitations on traditional revenue sources**
- **Increasing density and population growth**
- **Resident and other customer expectations**
- **Rapidly advancing technologies**

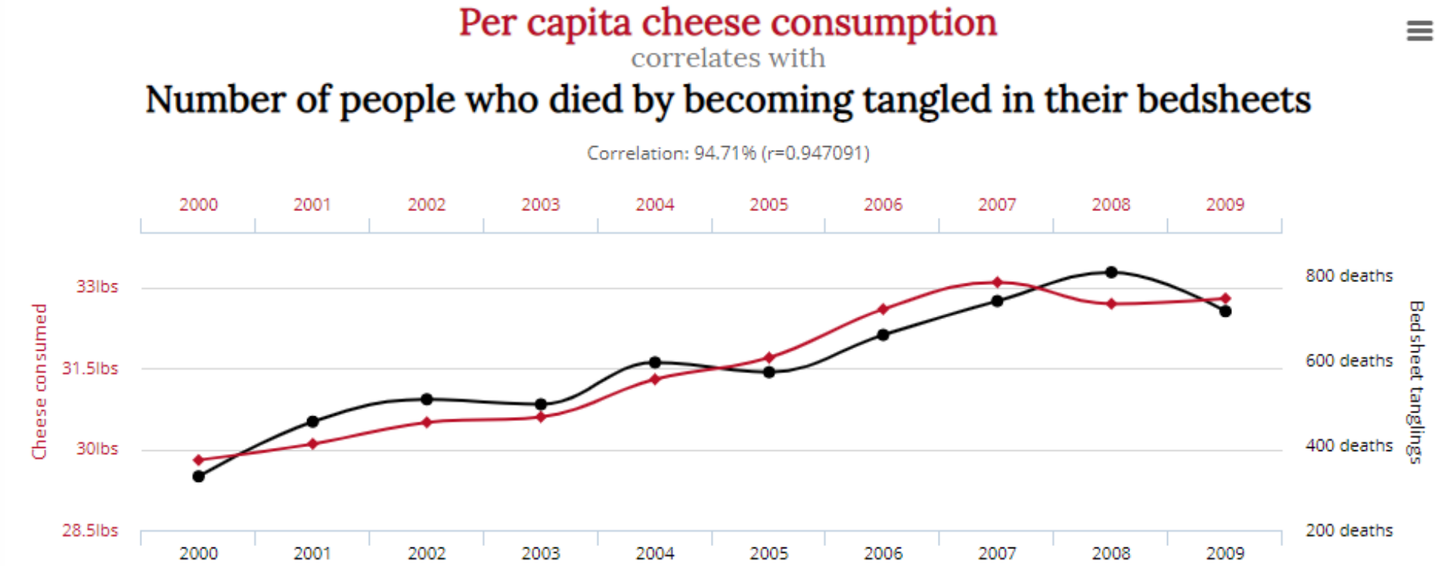
Related internal challenges:

- **Asset management: Service requests and timeframes - GIGO.**
- **Policy and awareness of challenges**
- **Speed of financial (and other) reporting – eventually expectations will be for real time data**
- **Automation… as a substitute for thinking**

"A Data Tsunami" is coming



Data sources: Centers for Disease Control & Prevention and Internet Movie Database



Credit: *http://tylervigen.com/spurious-correlations*

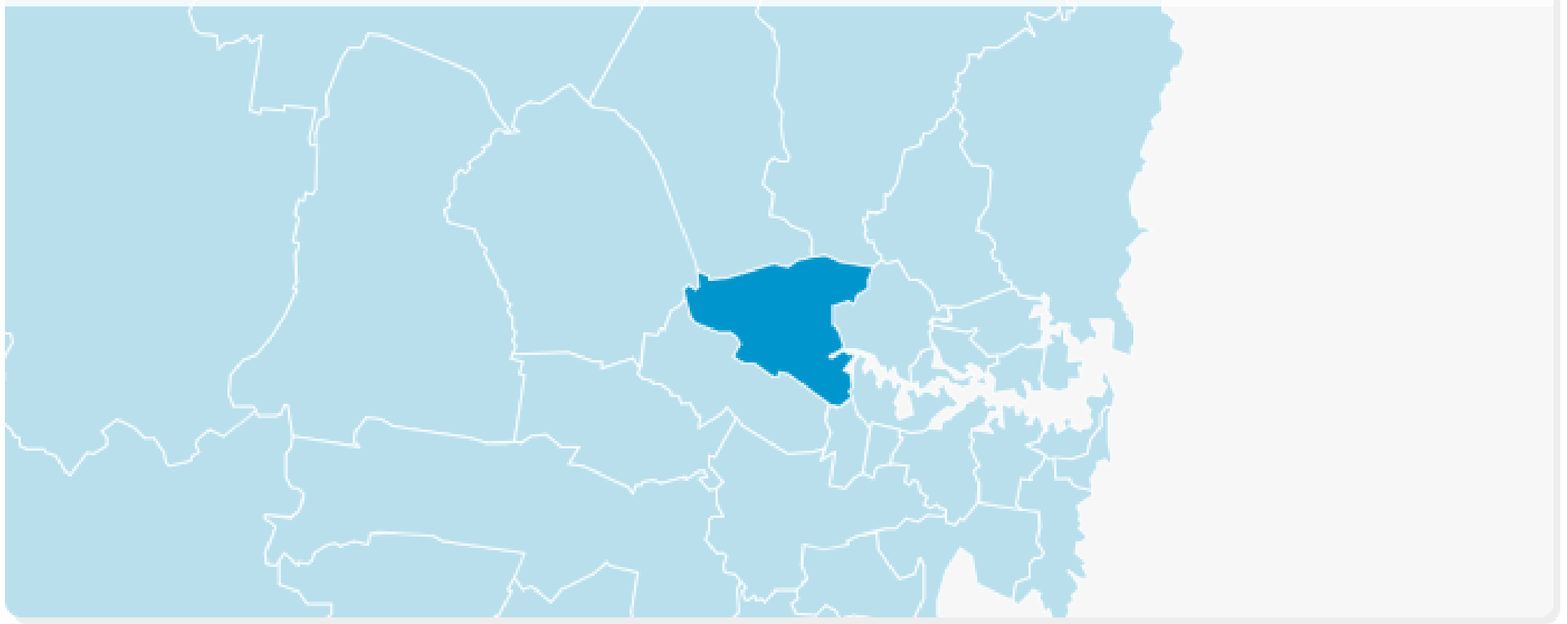
City of Parramatta Council

75.8K
HOUSEHOLDS

235K
PEOPLE

84KM²
COUNCIL AREA

This demographic data was sourced from the Australian Bureau of Statistics



REVENUE	EXPENSES	OPERATING RESULT	ASSETS	LIABILITIES	PERFORMANCE MEASURES
$352M	$274M	$78.0M	$3.0B	$148M	

This data was sourced from the Council's financial statements with a reporting period from 13/5/16 to 30/6/17.

REVENUE

CITY OF PARRAMATTA

Thank you

Questions?

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