

DIGITAL BRISBANE 2.0

Empowering residents and
businesses to thrive in a globally-
connected, digitally-enabled world

digitalbrisbane.com.au

 @DigitalBNE

 Digital Brisbane

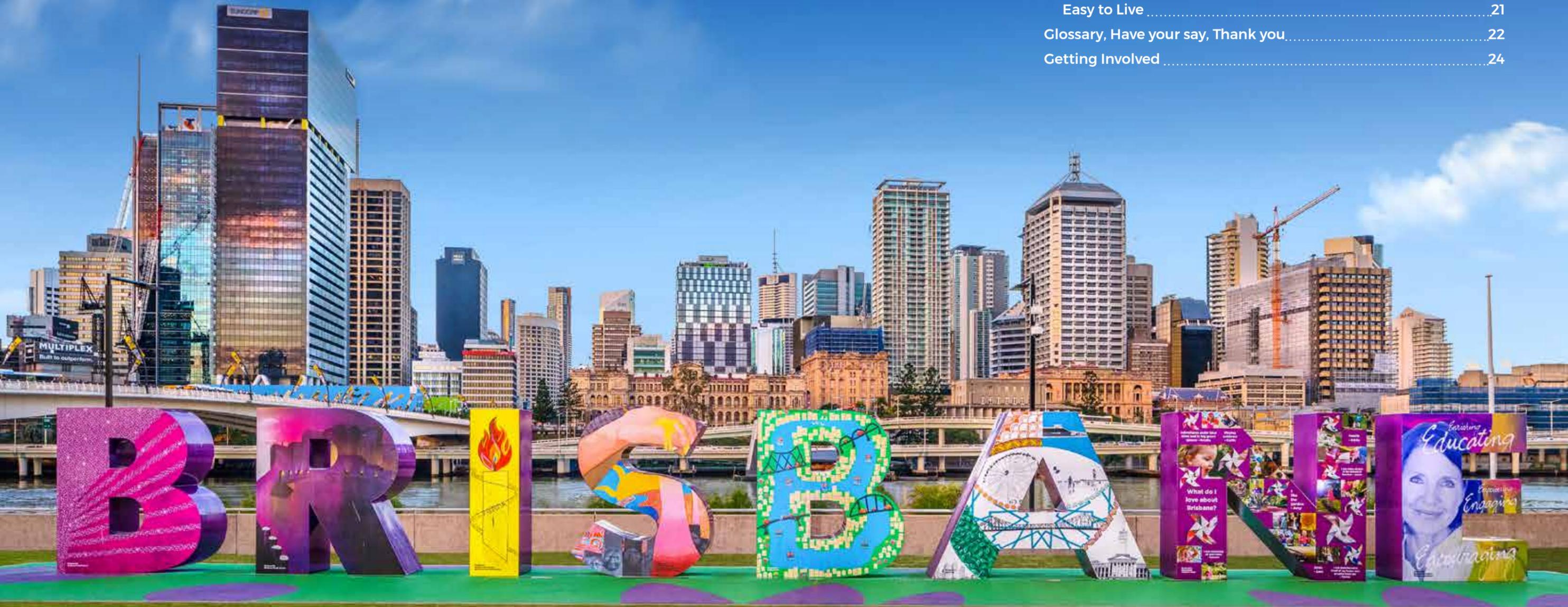
#DigitalBNE



Digital Brisbane 2.0 vision: build our local economy by creating new and innovative jobs whilst making Brisbane the easiest city in the world in which to work, grow, learn, contribute and live ... together.

CONTENTS

Message from the Lord Mayor	4
Message from the CDO	5
Executive Summary	6
1. The Big Picture.....	7
Digital Brisbane 2.0 - Making Brisbane easier	7
Powering a Smart, Connected Brisbane	8
2. The Details	12
Making it easy	14
Easy to Work	17
Easy to Grow	18
Easy to Learn	18
Easy to Contribute	21
Easy to Live	21
Glossary, Have your say, Thank you.....	22
Getting Involved	24





Introduction from Brisbane Lord Mayor **Graham Quirk**

There is no doubt the global digital revolution has changed almost everything about the way we live, connect and conduct business. Cities, businesses and people have had to adapt their way of thinking to prosper. It is those that have harnessed the power of digital and transformed accordingly who are now flourishing in the global digital society.

Brisbane led the way when it came to moving boldly and rapidly into the digital age. In 2012, the city met the challenges of the digital revolution head on, becoming the second city in the world to appoint a Chief Digital Officer and, the following year, implementing a global digital transformation strategy to speed up the pace of change within Brisbane. This kick-started a business revolution that has put Brisbane in the slipstream of digital innovation.

Brisbane has used digital technology to drive economic development and prosperity for our local businesses by capitalising on the expansion and export opportunities digital brings.

Since the first Digital Brisbane strategy launched, we have partnered with Brisbane businesses who have excelled in the digital space. As a new world city, Brisbane is home to some of the most innovative and talented people in the world. We have been lucky enough to learn from them and take those lessons to the rest of the city's business community so they too have been enabled to claim their own piece of the \$20 trillion global digital economy.

Supporting small business and nurturing innovation means a strong economy with more jobs across Brisbane. Within the past four years, the Digital Brisbane strategy has helped more than 8000 Brisbane businesses and 3500 kids realise their full digital potential through programs such as the Power-Up Small Business workshops; CoderDojo; the Lord Mayor's Budding Entrepreneurs Program; and The Capital, the city's \$5 million startup and innovation hub in the Queen Street Mall.

The Digital Brisbane 2.0 strategy will expand on these achievements and make life easier for everyone in Brisbane by ensuring the city continues to thrive in a digitally-enabled and globally-connected world. While Brisbane's business and startup communities will continue to be supported to achieve digital growth and prosperity, there will be a shift in focus to ensure the city's residents are enabled to participate in the global digital economy.

Through the education and promotion of digital technologies, strategies and applications, Digital Brisbane 2.0 will ensure the strengthening of Brisbane's reputation as a city in which to work, grow, learn, contribute and live.

There has never been a better time to connect with the digital economy in Brisbane, Australia's New World City.

Graham Quirk
Lord Mayor of Brisbane



Message from the CDO **Cat Matson**

The world has changed at increasingly rapid speed in the past five years. The digital revolution has brought many advantages, but also many challenges. We enjoy the convenience of new ride-sharing platforms that can deliver takeaway from multiple outlets, and we can chat, face-to-face, with our friends and colleagues around the world without it costing more than our regular monthly data allowance. We can collaborate with remote teams and other partners, and we can experience, in real time, what our peers are seeing or listening to on the other side of the world.

But the world is now a noisier place. We have platforms of echo chambers vehemently opposed to each other's views, and we struggle to discern fake news from click-bait 'journalism' and wonder why it's so hard to find a balanced or unbiased view of the world. We worry about the impact of automation, artificial intelligence, and robots on the future of jobs and we grapple with the benefits of data sharing with the risks of privacy breaches. And of course, we still face both digital literacy and access challenges, where, without due consideration, the digital divide will only widen, not diminish.

But Brisbane is well advanced in the digital transformation journey. As the second city in the world to appoint a Chief Digital Officer, and with a strong digital foundation in place, we are in a strong position to continue to reap the rewards, while meeting the challenges head-on.

In Brisbane 2022, New World City Action Plan, Brisbane Marketing identified seven key priorities that, with investment, attention and effort, are driving the growth of Brisbane's economy. As a new world city, the plan advocated for the city's growth sectors, as well as building on our

strengths in talent and skills, the small business sector, the entrepreneurial and innovation ecosystem of the city. At the same time it proposed a strategic approach to developing precincts, using our unique 'Team Brisbane' approach whilst recognising our role in the wider SEQ region. Digital technologies and paradigms underpin each of these priorities. No industry is unaffected by digital technology and many industries are ripe for digital disruption. As an enabler, digital allows us to do things, particularly in terms of community, business and regional collaboration, that previously was simply too difficult.

Digital Brisbane 2.0 recognises the unique opportunity before us. By elevating our digital transformation efforts to be more holistic, we have a unique opportunity to make the city an easier, if not, the easiest, city in which to work, grow, learn, contribute and ultimately, live. Further, the new strategy recognises that digital is as much a paradigm affecting 'how' we live and work, as much as it is a collection of technology that makes our lives easier.

Digital capability, literacy, accessibility and education are critical elements, still, in the city's digital journey. But it's now a bigger conversation.

Digital Brisbane 2.0 strives to empower residents and businesses to thrive in our new new-world economy. Empowering residents and businesses to thrive in the digitally-enabled, the globally-connected world.

Cat Matson
Chief Digital Officer, Brisbane



Digital Brisbane 2.0 – Executive Summary

The first Digital Brisbane strategy launched in 2013, before ride-sharing services were commonplace, and when social media was still free. Small business owners didn't know how they were going to be affected by technology and disruption, and the Australian entrepreneurial push was in its infancy.

The first strategy therefore focused on three key types of activities;

- 1. THOUGHT LEADERSHIP
- 2. CAPABILITY BUILDING
- 3. CONNECTING SMALL BUSINESS AND ENTREPRENEURS TO THE RESOURCES THEY NEEDED

Since 2013, digital adoption has increased, however the rate of technological evolution has increased faster. This means a significant digital divide within business and residents still exists. Positively, these technical advances have also created new economic opportunities for Brisbane.

As such, the needs of Brisbane residents and businesses have changed.

Digital paradigms and technology now underpin almost every element of our lives. An evolved digital transformation agenda needs to lift above capability and education, to empowerment and enablement across all dimensions of business and life. Such an agenda also needs to recognise the role of digital in our lives – and that is one of an enabler, not an end unto itself.

We know that people choose to live, work and build their businesses in Brisbane because of its great lifestyle, friendly people, and the ease of doing business in a friendly and collaborative community within a single-set of council rules. Digital Brisbane 2.0 aims therefore to amplify the affability of the city, and to simply make it easier ... to work, grow, learn, contribute and ultimately, live here.

Across the five dimensions, Digital Brisbane 2.0 outlines opportunities to make life, work, business and contribution easier, by using digital as an enabler. It also acknowledges that digital is as much a paradigm as a platform, inviting the community to collaborate as we move forward.

At its simplest, Digital Brisbane 2.0 is about empowering residents and businesses to thrive in the digitally-enabled, globally-connected world.

Digital Brisbane 2.0 aims therefore to amplify the affability of the city, and to simply make it easier ... to work, grow, learn, contribute and ultimately, live here.

1. THE BIG PICTURE

Digital transformation of cities – the global, and local context

The Digital Revolution has changed the face of business and industry across the world. There is now more power in our pockets than in the computer that put Neil Armstrong on the moon. World events can be experienced in real time through social media. Augmented virtual reality means people can transport themselves anywhere in the world. Our ability to conduct global business is easier than ever and the barriers to entry for many businesses and industries are lower than they've ever been.

To harness the power of the Digital Revolution, in 2012 Brisbane was the first Australian city and only the second city in the world to appoint a Chief Digital Officer and implement a digital transformation strategy for the city. That vision has proven to be a significant advantage. As other cities start their digital transformation journey, Brisbane is already building on strong foundations. The city continues to invest heavily in its own digital capability, as well as that of its residents, small business owners and entrepreneurs.

On a global scale, as other cities have pursued "smart city" infrastructure, Brisbane has taken the time to discern fad from sustainable, viable technology. The digital transformation agenda is now more important than ever. But the conversation has evolved.

DIGITAL BRISBANE 2.0 – MAKING LIFE EASIER, SO EVERYONE CAN THRIVE

At its core, digital is an enabler. Digital can change business models, streamline value chains, and reach new markets.

The city's Digital Brisbane 2.0 strategy aims to make life easier in Brisbane.

It aims to ensure that Brisbane becomes a city that thrives in a digitally enabled, globally connected world. A city that is actively and meaningfully engaged in the world's economy, connected with innovation and powered, where appropriate, by digital technologies. A city where digital technologies are recognised as enablers to assist residents, businesses and visitors to more easily access the resources they need and want, and to navigate this new world we live in.



It's now not just about enabling Brisbane businesses to claim their piece of the global, digital economy.

Our digital transformation strategy is now about empowering Brisbane residents and businesses to thrive in this globally-connected and digitally-enabled economy.

 Small & Medium Businesses	Digital Toolkits Power-Up for Small Business Collaborate Brisbane Talented Brisbane Brisbane Innovate
 Entrepreneurs & Startups	The Capital Lord Mayor's Global Entrepreneurs Program Collaborate Brisbane Talented Brisbane Brisbane Innovate
 Residents	CoderDojo Team Brisbane Digital Brisbane Greeters Accessibility App Brisbane Innovate

There are five key aspirations powering the Digital Brisbane 2.0 strategy:

-  easy to work
-  easy to grow
-  easy to learn
-  easy to contribute
-  easy to live

POWERING A SMART, CONNECTED BRISBANE

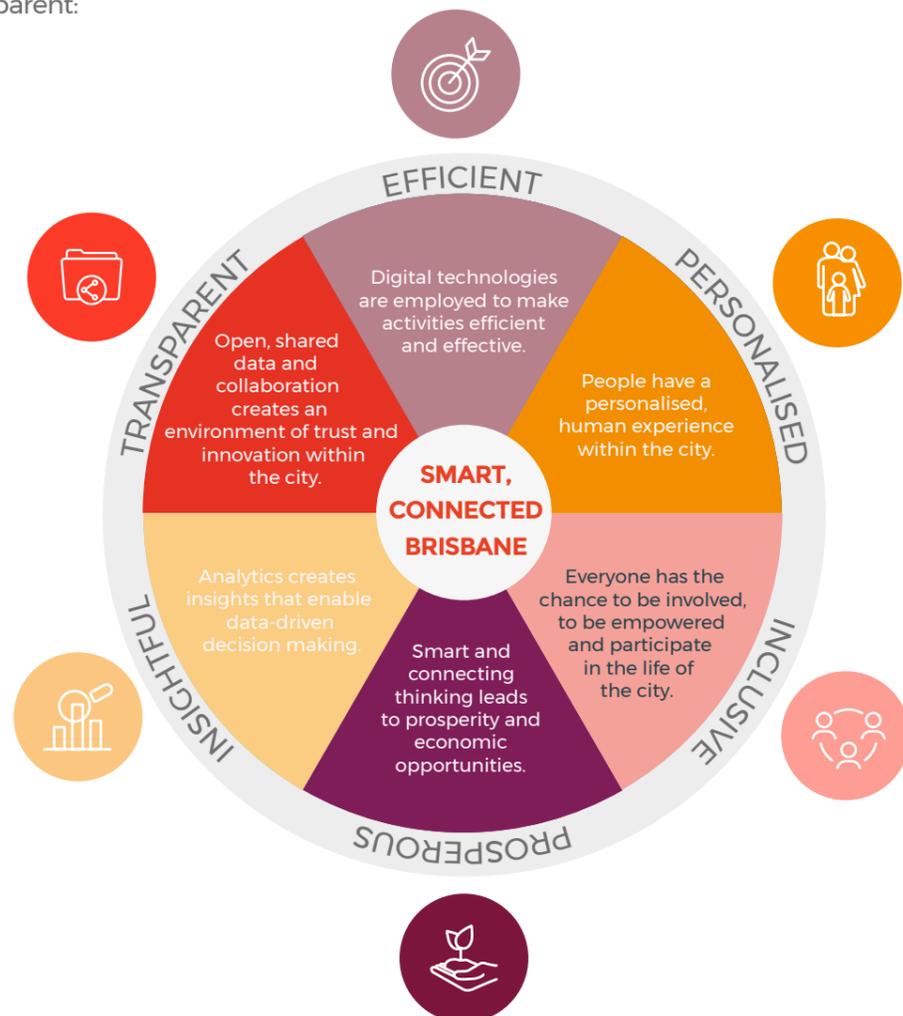
Smart phones, smart TVs and even smart fridges are now commonplace – it is expected that digital technology will make cities “smart” too. But it is important that cities remain human-centric places where people come together to live, work, connect and explore.

Truly smart cities use technology to enhance the lives of resident and visitors – not simply to earn the title of a “smart city”. As the world becomes smaller and more accessible, cities are competing on liveability and will increasingly compete for talent.

In Brisbane, because liveability standards are already high, there is an opportunity to become a city that attracts and retains the brightest talent across all innovative and future-oriented sectors.

Smart cities are built by smart people. The latest technology is redundant if people can't, or don't want to use it.

The Smart, Connected Brisbane framework provides a “smart” lens through which to plan and collaborate on city projects. For Brisbane, a smart, connected city is one that is personalised, efficient, inclusive, prosperous, insightful and transparent:



Five years into Brisbane's digital transformation journey, the city is ready to build on its foundations and plan infrastructure through a “smart” lens. In fact, it is recommended that Brisbane adopt a framework for being smart and connected, as outlined in a new Brisbane City Council publication ‘*Smart Connected Brisbane*’ (2017).



Within this Smart, Connected framework, Digital Brisbane 2.0 continues to build capability amongst residents, small business owners, entrepreneurs and the wider business community, while also connecting and nurturing a meaningful innovation ecosystem. As the global economy shifts and industries change, whether through disruption, innovation or simply changing market needs, new world cities like Brisbane will become more prominent and

attractive to global talent. Which is why Digital Brisbane, as a strategy and paradigm, will continue to empower the very reason cities exist – people.

Digital Brisbane 2.0 also recognises this transformation is an “all-of-Brisbane” approach – not simply the responsibility of Brisbane City Council and Brisbane’s economic development board, Brisbane Marketing.

A SMART, CONNECTED CITY IN ACTION: EVENTCIPHER

is a product being developed as a winning idea from CityHack – an industry-led hackathon. The product leverages city open data while supporting event organisers to liaise more easily with all the people and organisations they need when organising an event; including what is often many different departments of Brisbane City Council.

In this case, Council is operating as a facilitator by providing access and support to the EventCipher team while it builds the product; a partial funder, through the Lord Mayor’s Budding Entrepreneur Grant; as regulator, in assisting the EventCipher team to integrate with regulatory processes (e.g licensing, permits etc); and, when released, will act as an advocate, supporting EventCipher to get the product to market and endorsing it as Council’s preferred platform for managing public events in Brisbane.



2. THE DETAILS

Digital Brisbane 1.0 - What we've achieved, what we've learned

Since the first Digital Brisbane strategy in 2013, the city has focused on:

CAPABILITY BUILDING

- o Supporting Brisbane's small business community to understand where and how to use digital technologies and platforms to grow their business and profitability
- o Helping Brisbane's early-stage entrepreneurs take their idea to reality through education and inspiration

CONNECTIVITY

- o Connecting small business owners and entrepreneurs to relevant resources - for example, Speed Networking events, the online Digital Directory or The Capital, the city's startup and civic innovation hub

THOUGHT LEADERSHIP

- o Showcasing local and international entrepreneurs, providing inspiration, and insights through stories
- o Smart city provocation and leadership - challenging the status quo of the "smart city" narrative and exploring how "smart" enhances the city and adds value to its residents and visitors

The next phase of digital transformation in Brisbane will build on the foundation that has been laid through the first Digital Brisbane strategy. Digital Brisbane will continue to build base literacy and capability, as levels of digital adoption and participation vary across Brisbane's business community. Levels of digital knowledge need to be increased for a truly inclusive smart and prosperous city. Programs such as the highly successful Power-Up Small Business Program will continue to deliver vital roles in assisting small business owners stay up to date with changes in the social media landscape, while increasing understanding of digital technology leveraging in their business.

In this next phase, foundation Digital Brisbane objectives will evolve. Early-stage startups are comprehensively supported to build their business management skills, through a variety of programs being run by state and federal initiatives, as well as private enterprise. From a city economic development perspective, Digital Brisbane will support and nurture the city's startups as they grow, create jobs, and connect to global markets.



Great Power-Up session full of practical, helpful information. Fabulous to get such great tips from the experts in Brisbane. As a sole operator, this really helped dispel the mystery around Google AdWords and how to maximise a limited budget. Thank you!

Christine from Christine Cox Consulting

Digital Brisbane Achievements

Since the launch of the Digital Brisbane 1.0 strategy in 2013, the program has:

- Empowered over 1200 small business owners to effectively use digital technologies in face-to-face Power-Up Small Business workshops
- Taught over 3500 children to code through CoderDojo programs in Brisbane City Council libraries
- Provided grants to 75 early-stage entrepreneurs through the Lord Mayor's Budding Entrepreneurs Program helping them acquire the skills, knowledge and networks they need to convert their ideas into viable businesses
- Established The Capital, the city's \$5 million startup and innovation hub in the Queen Street Mall. Since opening in September 2016, The Capital has provided education and inspiration to over 7000 aspiring and established entrepreneurs, and provided a supportive and affordable community to 120 entrepreneurs and their teams

*as at July 2017



Digital Brisbane understands the needs of business. The two Power-Up events (on LinkedIn, AdWords) I have been to have helped me with useful tools and skills I can get on and use the very next day.

Lauren from AcroTree

MAKING IT EASY

Digital Brisbane 2.0 strives to empower residents and businesses to thrive in the globally connected, digitally enabled world.

Brisbane is a unique place in which to work and live:

- People come first
- Brisbane is a friendly and well-connected city
- That friendliness, that people-first attitude, makes Brisbane more liveable than other cities, and a much easier city in which to do business.

Digital Brisbane 2.0 aims to make it easier to:



And to make digitally enabling services visible and accessible to current residents and businesses, as well as those who don't yet call Brisbane home.

Empowering people and businesses of Brisbane

WHAT DIGITAL BRISBANE 2.0 DOES





Six degrees of separation is the idea that all living things and everything else in the world are six or fewer steps away from each other so that a chain of “a friend of a friend” statements can be made to connect any two people in a maximum of six steps.

Source: Wikipedia

EASY TO WORK

Brisbane aims to have an average annual income of \$78,000 per capita by 2031 – a key contributor to quality of life. As the nature of work changes, particularly with the rise of the share economy, and the increase of the portfolio career (many jobs held simultaneously as well as consecutively), it's important that those choosing to work in Brisbane can find quality jobs. Whether it is for traditional career progression, exposure to new industries or skills, balancing multiple jobs or running a small business or entrepreneur operation, workers of Brisbane want to be able to navigate the world of work, now and into the future, with ease.

Digital Brisbane makes it easier to:

- find quality work
- capitalise on quality opportunities
- find and share talent
- find procurement opportunities
- find and access new markets
- take up a new digital technology

Digital Brisbane 2.0's first steps in making it easier to work in Brisbane are:

- a Welcome to Digital business pack
- facilitating resource sharing with Collaborate Brisbane
- connecting talent and businesses through Talented Brisbane

Making the first digital steps in business EASY

A Welcome to Digital business pack.

Triggered on the registration of a business name and/or domain name, new business owners will be emailed a **Welcome to Digital** pack, containing curated digital resources, websites, workshops and tools to help them navigate their first months in business. The first email will come with an option to continue to receive a regular curated list of online business development resources. The long-term goal is to partner with other digitally enabling organisations in Brisbane to proactively provide information to businesses throughout the entire business lifecycle, preempting their support needs at every step.

Facilitate resource sharing within Brisbane

In recent years there has been a wave of successful startups, business models, and practically new industries built using a simple principle: identify underutilised assets and use digital technologies to facilitate fuller utilisation of such assets. A similar approach can be used to make Brisbane an “easy to work” city.

Collaborate Brisbane initiative (an element of Connected Brisbane)

The Brisbane business community is closely knit and highly collaborative. Evident across networking groups, chambers of commerce chapters and small business groups on Facebook, business owners enjoy helping each other.

The Collaborate Brisbane initiative will take this community approach to a new-level – facilitating resource sharing across the city.

Many of the small and medium businesses of Brisbane have potential shared assets to enable a faster-growing ecosystem to make working in Brisbane easier.

- Crowd-funding within the business community for short-term capital requirements
- Crowd-resourcing vehicles, rooms, office space, short-term retail space
- Collaborative brain-power for strategy development, marketing ideas, contacts to reach new markets

Collaborate Brisbane takes the concept of six degrees of separation and amplifies it, through a digital platform to benefit the Brisbane context.

Talented Brisbane initiative (an element of Connected Brisbane)

Increasing the visibility of both talent and opportunities within Brisbane, especially in entrepreneurial, digital, innovation, knowledge and creative industries, is a key element to make it easier to work in Brisbane. Digital Brisbane 2.0 will facilitate the use of a Brisbane-centric talent platform to foster better working relationships, networking and the connection of opportunities to talent within Brisbane.

Further, the Talented Brisbane platform will help entrepreneurial talent move more easily between startup ventures and tenured employment and/or contract work. This initiative will:

- make it easier for those working in startups to supplement their income during the time when cash flow is constrained in the startup
- make it easier for startup businesses to secure the capabilities of top people, without feeling responsible for 100% of their required income needs
- provide innovative thinking to established businesses and corporates within Brisbane

Corporates and businesses benefit by gaining access to the best talent and improving their corporate social responsibility initiatives, adding legitimacy to their internal innovation and ‘intrapreneurship’ (see glossary) processes. There is also networking benefits of like-minded people. Startups benefit by building their networks, reducing perceived risk of launching a startup, which inspires others to join the ecosystem. The benefits for the broader economy are the legitimisation of entrepreneurial soft skills, filling talent gaps, and making the portfolio culture reputable and consumable by traditional corporate employers.

EASY TO GROW

The focus of the Digital Brisbane 1.0 strategy has been to build digital capability in the small business and entrepreneurial sectors. For small businesses, navigating the digital landscape is essential to survival, profitability and growth. For the entrepreneurial sector, building a vibrant and meaningful startup ecosystem generates jobs, exportable intellectual property, interstate and international trade and eventually a transformation in the economy.

Digital Brisbane 2.0 aims to build upon and elevate the capability elements of Digital Brisbane. It will support businesses of all sizes and stages of development to thrive in a digitally enabled, globally connected world.

Make GROWING your business EASY

A Grow with Digital pack

Expanding on the Welcome to Digital business pack (page 17), a **Grow with Digital** business pack will be curated and distributed, providing useful and valuable information for businesses in the growth phase of their business.

Curated from a wide range of existing online resources, this kit will be shared with recipients regularly, providing access to available resources and suggestions of how to take their business to the next level.

The long-term goal is to partner with other digitally enabling organisations in Brisbane to proactively provide information to businesses throughout the entire business lifecycle, pre-empting their support needs at every step.

Empowering startups to scale and grow into international markets

Lord Mayor's Global Entrepreneurs Program

Building on the success of the Lord Mayor's Budding Entrepreneurs Program, the Lord Mayor's Global Entrepreneurs Program will assist Brisbane entrepreneurs to connect to international markets, customers and investors, and grow their startup beyond Australian borders. Such growth is essential to job creation and the development of high-value tech companies in Brisbane.

This competitive grant program will support revenue-generating entrepreneurs to gain access to existing initiatives in Brisbane, accelerator programs with an international focus and other forms of advice and global exposure and experience. A condition of receiving the grant will be a "give-back" component, ensuring lessons learned and contacts made have a ripple effect back in the Brisbane ecosystem. This ensures the dollars awarded as grants have a multiplier effect on nurturing the startup ecosystem of Brisbane.

EASY TO LEARN

Learning doesn't finish at school. As Brisbane's focus on knowledge industries grows, it is imperative that the people of Brisbane can easily access opportunities to learn.

Learning needs to happen across all levels of competency, demographics and stages of life. There is room to improve digital literacy and digital participation rates. At the other end of the spectrum, those working in bleeding-edge technologies and industries should have access to opportunities to increase their skills and capability, right here in Brisbane.

Continue to encourage young people's interest in coding

Increase the reach of the successful CoderDojo program

Over the past five years, the CoderDojo program has encouraged over 3500 children to learn to code. As coding becomes part of the school curriculum, the role of CoderDojo will shift to nurture the talent and interest of those children who are naturally excited about coding, and to encourage their parents and teachers to learn how to best support those children in their coding development. Looking ahead, Digital Brisbane will explore opportunities to broaden the scope of the program beyond its current focus on children.

Minimise the digital divide and increase digital participation rates

Increase awareness and participation in Brisbane's digital literacy programs

With rapid introduction of new technologies, the divide in digital literacy is a significant economic and social issue around the world. Digital Brisbane 2.0 will facilitate the delivery of digital literacy initiatives to continue to improve literacy of residents of all ages to enable them to participate at work and socially today and in the future. This is a long-term initiative that will be continuously adapted to meet the ever-changing technological innovations.

Digital participation is closely related to social and economic participation. Digital Brisbane 2.0 will work with community groups to better understand the barriers to digital adoption, particularly across groups that are already disadvantaged.





Through the Lord Mayor's Budding Entrepreneurs program, Nyree McKenzie, of Bidhive, travelled to London on the Startup Catalyst mission:

"Thank you Digital Brisbane for this opportunity. The learnings I took from this experience have been invaluable and has definitely opened doors and opened my mind."

EASY TO CONTRIBUTE

Local businesses, from startups to established corporate solution providers, often want to contribute solutions to city challenges. Across the world, council procurement processes though are often an inhibitor to smaller and younger businesses, while also constraining even the most experienced of businesses through rigid tender processes.

Make it easier to solve civic challenges

Brisbane Innovate

Brisbane Innovate is the city's approach to open innovation. It is a new world city approach to empowering residents, small businesses, and entrepreneurs to contribute and collaborate with corporates, academia, NGOs and council. Unlike traditional procurement processes, open innovation truly enables the best solutions to be co-created in agile, fast-to-market approaches.

As innovative companies can often provide superior solutions to the market than those offered by large bureaucracies, open innovation processes provide a significant driver to economic growth while enabling superior service delivery for council.

Cities around the world have been grappling with how to implement open innovation processes, but are substantively constrained by traditional procurement and risk-management processes. Brisbane is currently leading the way with its Innovative Proposals Process and Brisbane Innovate. With continued efforts, education and industry and community involvement, Brisbane can fundamentally change how it innovates city infrastructure and services while driving substantial economic development outcomes.

Key actions include:

- Continue to run and build annual Brisbane Innovate events
- Create a public platform to enable contribution, visibility and participation by residents, students, entrepreneurs, SMEs, NGOs, corporates and academia
- Host regular meetups at The Capital for
 - open data owners and users
 - corporates and Brisbane City Council departments presenting their problems to entrepreneurs
- Create paths to commercialisation, in addition to the Innovative Proposals process.

Team Brisbane digital platform (an element of Connected Brisbane)

Team Brisbane articulates Brisbane's civic pride. The Team Brisbane digital platform will take this one step further, enabling residents and community groups to easily define local problems, identify the resources, people and council input to resolve them, then harness the efforts of those who wish to assist. The Team Brisbane platform could be used by residents to improve a local park, share knowledge and resources across community groups or even work towards solving some of the city's biggest challenges.

The Team Brisbane platform will link closely with Brisbane Innovate.

EASY TO LIVE

The greatest advantage of living in Brisbane is the quality of life.

The Digital Brisbane 2.0 strategy provides a framework for empowering residents and businesses to thrive in the digitally-enabled, globally-connected world.

The preceding initiatives, making it easier to work, grow, learn and contribute, all substantially add to the liveability of Brisbane as a city.

If it's easier to work, grow your business, learn and contribute to your community - what's left? Find new and interesting things to do in Brisbane.

Helping people experience Brisbane

Digital Brisbane Greeters program

The Brisbane Greeters program is world renowned. Leveraging this knowledge and expertise, Digital Brisbane will evaluate for the development of a digital version to assist residents discover their own city with the fresh eyes of a tourist, and visitors discovering all Brisbane has to offer from the convenience of their smart device.

Brisbane Digital Festival

Brisbane is home to world-leading digital businesses and industries including games development, film and animation, industrial drone technology, geospatial, robotics (especially robotic sight) and enterprise software.

Through an annual Brisbane Digital Festival, the city will claim its leadership in these areas and become internationally known as the home for high-value, high-growth digital industries and technologies. Developed in partnership with other organisations (ie academia, the arts, digital and creative communities and industry associations), a festival can:

- demonstrate thought leadership
- showcase local talent
- inspire the public, particularly children and their parents
- connect industry with innovators
- attract international talent, companies, and investors to Brisbane

Accessibility App

Brisbane is highly liveable for able-bodied people, but it is recognised that it can still be a challenge for those with physical or mental impediments. Sourcing, partnering with and advocating the widespread use of an open-source "accessible Brisbane" platform would help residents locate the most accessible cinemas, shops and bus stops, and help those navigating the changing NDIS landscape get to required care-givers and appointments.

It is critical such a platform is open sourced and community driven, as no one person or organisation can possibly keep up to date with all facilities. In the same way the navigation app waze crowd-sources real-time traffic issues on Google maps, a similar accessibility platform can be developed and led in Brisbane and then promoted globally.

GLOSSARY

Bleeding edge technology – technology so new that it's largely unheard of, and potentially still unreliable and untested

Chief Digital Officer – an individual who helps a company, government organisation or city to drive growth through a digital transformation agenda

Digital literacy – the set of skills and competencies required for full participation in a knowledge-based or digitally powered society

Entrepreneur – someone who designs, launches and runs a new business

Crowd-funding – the practice of funding a project by small contributions from a large number of people

Crowd-resourcing – similar to crowd-funding, but gathering resources other than cash (e.g. property, talent, expertise) from a number of people, rather than acquiring, owning or renting them

Hackathon – a design event where coders, programmers and other tech experts work with subject-matter experts, collaboratively, to develop solutions, products or services in a fast, sprint-like environment

Innovation ecosystem – all the stakeholders in the economy who contribute to new ideas, solutions, infrastructure or processes, in a collaborative way

Intrapreneur – someone who has entrepreneurial skills and mindset, who, rather than launching their own business, drives innovation and new ventures within an existing business

Smart city – an urban development vision that integrates information technology and Internet of Things technology to manage city assets. In Brisbane, the Smart, Connected city approach ensures a human-centric approach, ensuring a "smart Brisbane" is personalised, efficient, inclusive, prosperous, insightful and transparent

HAVE YOUR SAY

How would you like to contribute?

Submit your ideas at:
digitalbrisbane.com.au/getinvolved

THANK YOU TO ...

STEERING COMMITTEE

Llew Jury – Founder, Llew Jury & Co

Jess Huddart – CEO, JosephMark

Adam Penberthy – Director, Fresh

CONTRIBUTING AUTHORS & RESEARCHERS

Prof Marek Kowalkiewicz – PwC Chair in Digital Economy, QUT

Dr Paula Dootson – Research Fellow, PwC Chair in Digital Economy, QUT

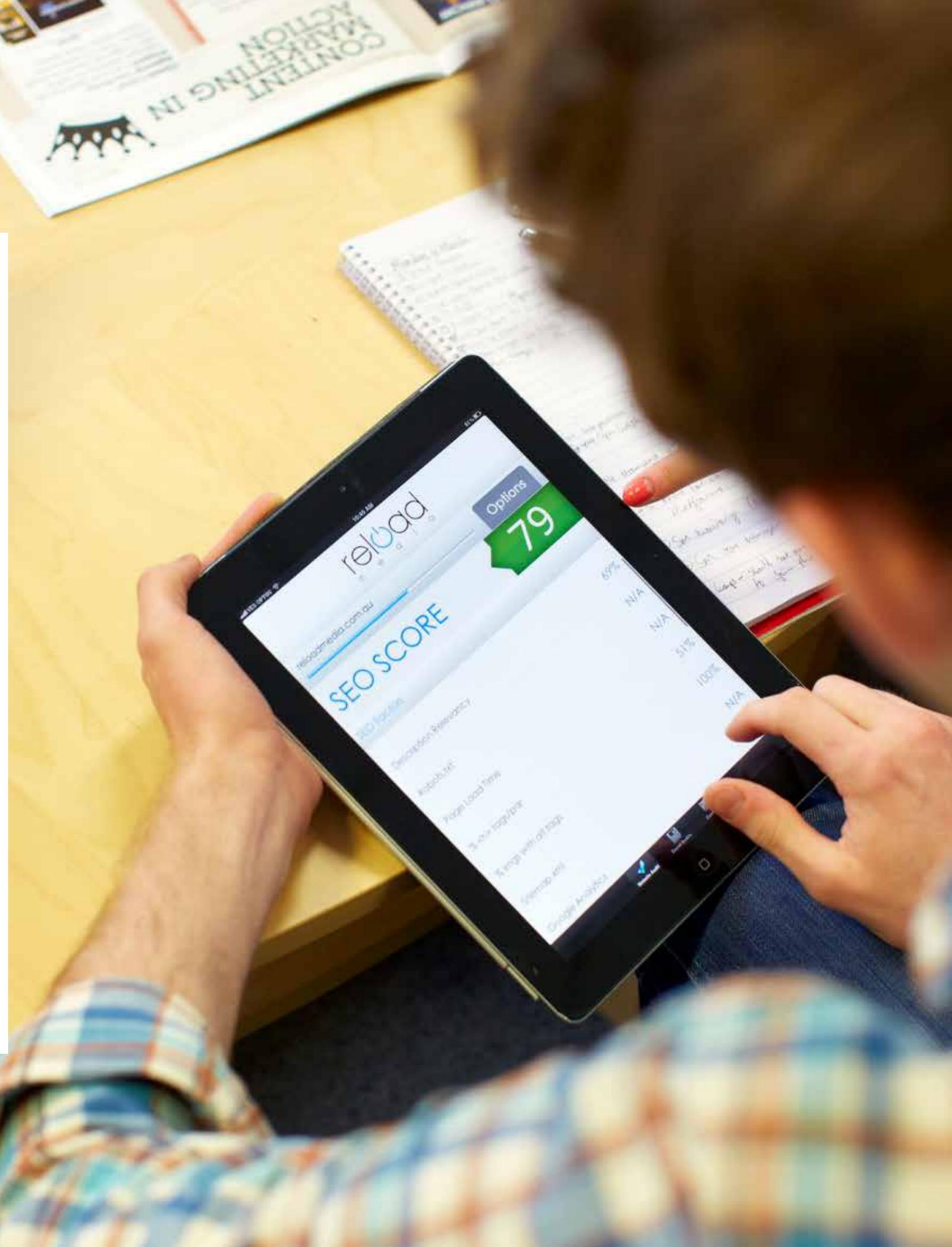
Joachim Van den Bergh – Senior Researcher, Digital Transformation, Vlerick Business School, Belgium;

Dr Markus Rittenbruch – Senior Lecturer, Interaction Design, IVD, School of Design, QUT

Irina Anastasiu – PhD Candidate in Urban Informatics at QUT

INDUSTRY CONTRIBUTORS

Adrian Osman; Adrian Juarez; Alex Buckham; Alok Patel; Andrew Duval; Anne Kovachevich; Andy Fyfe; Ant McCormack; Aysegul Kayahan; Bob Peters; Brett Wiskar; Carmel Haugh; Darren Flood; Gareth Martin; Ian Klug; Iain Calvert; Jane Woodley; James Bracken; Jen Storey; Jordan Duffy; Kate Holmes; Kris Stewart; Llew Jury; Marcus Foth; Monica Bradley; Mel Kaplan; Nadine Bates; Neil Horrocks; Neil Hitz; Nick Therkelsen-Terry; Patrick Lilwall; Philip Andrews; Robert Jakech; Rowan Lamont; Scott De Jonge; Schalk Pinear; Shane Rendoth; Tamara Pearce; Takeshi Takada; Tim Brown; Troy McGarth; William Garcia; Vibhor Pandey; all who participated in the Digital Brisbane community survey; all the entrepreneurs and small business owners who've given us feedback over the past five years.



GETTING INVOLVED

Digital Brisbane 2.0 aims to empower businesses and residents to thrive in the digitally-enabled, globally-connected world.

Listed in this document are the initial programs and initiatives the city will undertake. But a new world city is collaborative – everyone has a responsibility to contribute and a role to play.

Contribute your ideas at:
digitalbrisbane.com.au/getinvolved

digitalbrisbane.com.au

 [@DigitalBNE](https://twitter.com/DigitalBNE)

 [Digital Brisbane](https://www.facebook.com/DigitalBrisbane)

[#DigitalBNE](https://twitter.com/DigitalBNE)

