

A nighttime photograph of a city skyline, likely New York City, viewed from a bridge. The bridge's steel structure is visible in the foreground, and the city lights are reflected in the water below. Light trails from vehicles on the bridge create a sense of motion. The title 'ANNUAL REPORT' is overlaid in large white letters.

ANNUAL REPORT

Australian Smart
Communities Association

A MESSAGE FROM THE BOARD

Thank you to everyone who has joined ASCA this year and invested in building the strong and dynamic network across Australia.

In 2022, the Board committed to establishing more opportunities for members to connect, share, and spark new ideas to grow their smart community agendas. We know the need for an authentic network is more important than ever. The pace of technological change in the smart community space requires us to regularly share knowledge, expertise, and look for new collaborative partnership models.

This year, we have been thrilled with the response from our ASCA members and the broader sector. We appreciate everyone who has attended ASCA's webinars or study tours, read a thought leadership article or newsletter and provided critical feedback to shape key documents including the election platform. We also want to extend a special thank you to all our members who contributed to the Smart Communities in Action series, webinars and thought pieces.

There is so much to celebrate, and we look forward to the continued growth of ASCA as we continue to build momentum for positive change in our communities.

The 2022 ASCA Board

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ASCA OVERVIEW

Study tour in Footscray, led by ASCA Board Member Bruce Marshall





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

VISION

Study tour in Stonnington, led by ASCA Members
Goran Babusku and Daniela Mazzone

ASCA BOARD 2022

	Role	State	Years
Laura Baker	President	Victoria	2
Adam Mowlam	Vice President	Victoria	3
Luke Musgrave	Treasurer	New South Wales	1
Jodie Dutton	Secretary	Western Australia	1
Nathaniel Mason	Advocacy & Promotion Portfolio	South Australia	2
James Sankar	Members Portfolio	New South Wales	1
Georgie Johnson	Operations Portfolio	South Australia	1
Bruce Marshall	Engagement & Events Portfolio	Victoria	1

WHAT DID WE ACHIEVE?

100%

MEMBER GROWTH

Membership Growth
has doubled

15+

EVENTS

Study Tours have been
very popular

82

LINKEDIN POSTS

Mammoth increase on
previous years

\$15,000

INCOME

Solely on Memberships
(& Growing)

1500

WEBSITE HITS

Redesign of website
has seen increased
visitation

2,619

LINKEDIN FOLLOWERS

Slow & Steady Growth

02

STRATEGY REVIEW

President Laura Baker with Maribyrnong City Council
Councillors at the launch of their Smart Community
Framework event



REVIEW: MEMBER VALUE

OBJECTIVE 1

To increase smart technology awareness, knowledge and capacity

Outcome



Measures

- 12+ Online Webinars
- 6 Thought Pieces on ASCA website
- 10 Newsletter emails to members and non-members

OBJECTIVE 2

To enhance the coverage and quality of smart community policies and strategies



- 15 Member Consults
- 13 New Member Enquiries
- 7 members developed content for Smart Communities in Action online series

OBJECTIVE 3

To increase the effectiveness of smart community collaboration and partnerships



- 4 Study tours across 3 states
- 2 ASCA representatives invited to South Korea for World Smart Cities Expo

REVIEW: INDUSTRY INFLUENCE

OBJECTIVE 4

To build confidence and trust in smart technology for positive impact in communities

Outcome



Measures

- MoU with 2 New Zealand Councils
- 9 partnerships with organisations leading events, marketing, podcasts

OBJECTIVE 5

To improve the influence of ASCA's advocacy



- 15+ ASCA members engaged for the Federal Election Platform
- 8 Members of Parliament engaged with Federal Election Platform and 1 meeting

OBJECTIVE 6

To increase the productive deployment and utilisation of smart technology



- 3 ASCA representatives on Smart Places Advisory Council and Standards Australia Committee

OUR IMPACT: MEMBER VALUE

Over 75% GOV MEMBERS

Have a Smart
Community
Agenda/Strategy

122 STUDY TOUR

Attendees across 4
locations. Stonnington
had the most attendees

115 REGISTRATIONS

To online webinars
with a range of guest
speakers

Overall, the ASCA community has grown significantly with a rise of in-person and online events. The Study Tours were hugely successful and feedback was it was a great opportunity to connect with other practitioners in a meaningful way and learn of new insights to drive their own smart community initiatives.



OUR IMPACT: INDUSTRY INFLUENCE

4+

MEMBERS

Won Awards for excellence in Smart Communities

Coordinating members for industry influence was a major focus this year to create advocacy outcomes and confidence in the sector. A range of members including Glenelg Shire Council, City of Casey, Greater City of Geelong, and NSW Smart Places were all recipients of industry awards.

1

PLATFORM

Federal Election Platform was a significant project to build a consistent voice from ASCA members to support advocacy.



OUR MEMBERSHIP BASE (as at October 2022)



VisionHQ



Naturally Better

03

MAIN ACTIVITIES

Study Tour in Unley, South Australia



KEY ACTIVITIES

2022 Board
Formation &
Year Plan

Thought Pieces
and Member
Value
Proposition
Redevelopment

Smart
Communities in
Action Content
Series

AGM & Future
Planning

FEBRUARY

MAY

SEPTEMBER

DECEMBER

OTHER KEY ACTIVITIES IN 2022



APRIL

ADVOCACY

ASCA release Federal Election Platform with engagement from members and politicians



AUGUST

REPRESENTATION

ASCA attended the World Smart City Expo to represent Australia in Seoul, South Korea

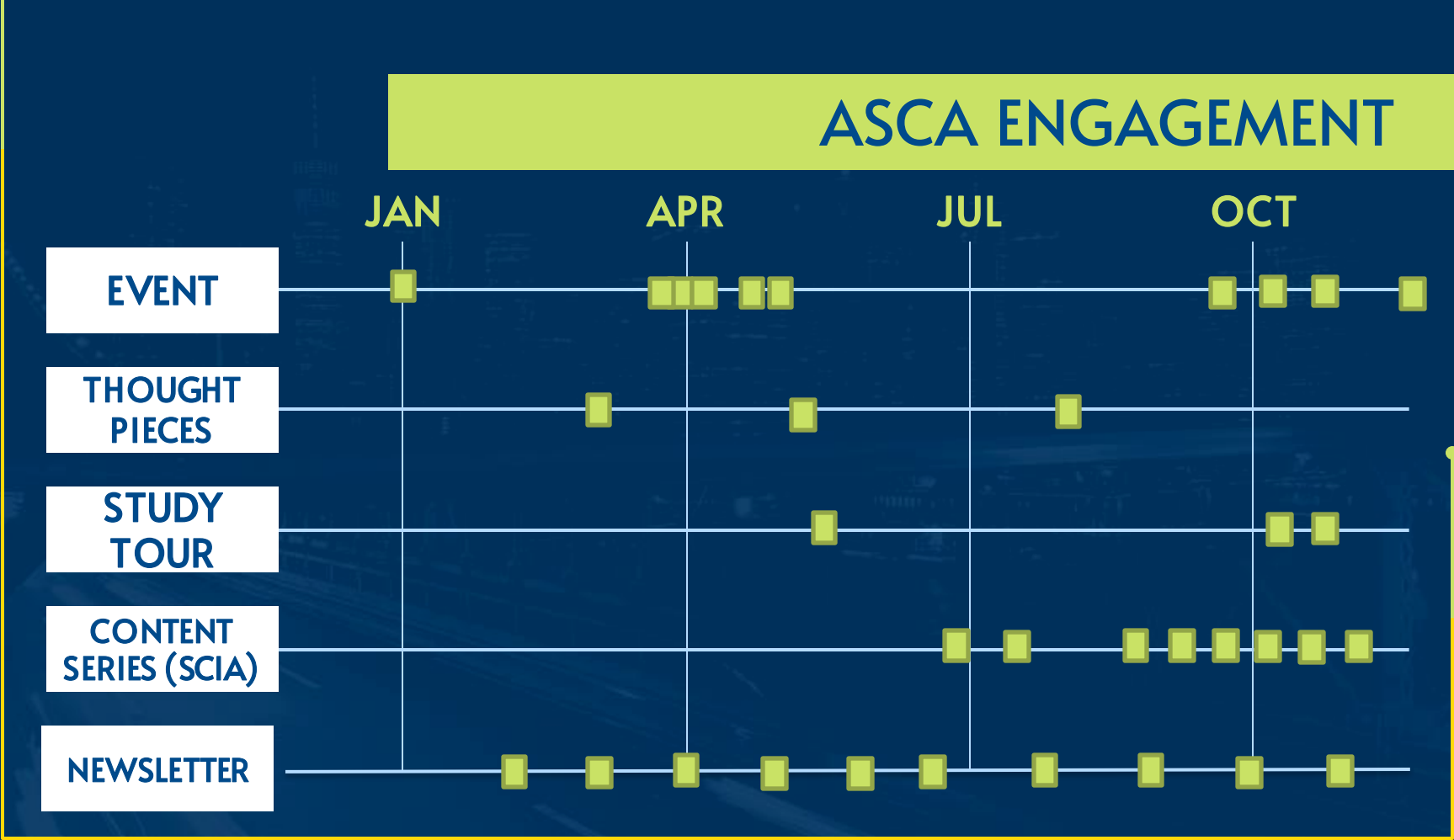


NOVEMBER

AUDITS & REPORTS

ASCA completed financial audit and streamlined governance

ASCA ENGAGEMENT



COMPLETED ACTIVITIES

THOUGHT PIECES

- Smart City Governance
- Solving Digital Equity Challenges Requires Innovative Approaches
- Mitigating Risk with Smart Communities
- Navigating the National Data Landscape
- Smart City Challenges in a Rural Shire (Glenelg)
- Adoption of Smart technology in Regional Australia - Dr Holly Randell Moon

STUDY TOURS

- City of Maribyrnong (Vic) - Wednesday 1st June
- City of Unley (SA) - Thursday 20th October
- City of Stonnington (Vic) - Wednesday 9th November
- Smart Places Team Sydney Olympic Park Study Tour (NSW) – Thursday 10th November

COMPLETED ACTIVITIES

EVENT ATTENDANCE

- Smart Places Advisory Committee in Dubbo
- Smart Cities 2022 - June (Online)
- World Smart City Expo 2022 (Korea)
- 7th annual Smart Data and Smart Cities (SDSC) Conference
- Local Government Show 2022 - November 9th (NSW)

CASE STUDY ACTION SERIES

- Episode 1 - Glenelg Shire Council
- Episode 2 - Southern Grampians Shire Council
- Episode 3 - Wyndham City Council
- Episode 4 - Bayside Council
- Episode 5 - Vision HQ
- Episode 6 - City of Maribyrnong
- Episode 7 - City of Greater Geelong



04

FINANCIAL PERFORMANCE

President Laura Baker with members of the NSW Smart
Places Advisory Council

FINANCIAL SUMMARY



INCOME

FY21/22

\$14,798

FY20/21

\$11,772

DIFF

+\$3,026



EXPENSES

\$18,021

\$5,165

- \$12,856



CASH BALANCE

\$32,244

\$39,094

-\$6,850

**Due to the 1 April membership renewal, all new members charged a pro rata amount. Assuming all current members renew on 1 April 2023, we can expect membership income to be \$30k.



\$32,244

Forecast Cash Balance (AGM – December 2022)

KEY RUNNING COSTS



~\$4,000

INSURANCE AND
AUDITS



~\$12,000

CONTRACTOR FEES



~\$1,000

LICENSES AND WEB
HOSTING



~\$1,000

CONFERENCES &
TRAVEL



THANK YOU

To enquire about membership,
please email us at


communications@australiansmartcommunities.org.au

Or visit us at

www.australiansmartcommunities.org.au



President Laura Baker and Vice President Adam Mowlam at World Smart City Expo in Seoul, South Korea



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