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Smart Transformation Advisory Council (STAC) Meeting – Dysart

03 April 2023 – Meeting 17

Attendees

Royce Bailey
Jasmine Cadd
Chris Cowan
Sgt Tim Fahey
Liz Fox
Brianna Jahnke
Glenn Kirkpatrick
Jacqueline Smith

Apologies

Sandy Moffat
Cherryl Perry
Rhiannon Rowe
Seamus Taylor
Richelle Toshack

Guests

Prof Rob Brown, CQU

Secretariat

Mitchell Innes (Facilitator)
Melanie Stott

MEETING NOTES

- Meeting commenced at 6.11pm with apologies advised.

MINUTES

- Minutes from Meeting 16 were moved by Chris Cowan, seconded by Jacky Smith and approved by all.

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COMMUNICATIONS AND ENGAGEMENT / ACTION LIST

- Database is steady at 265.
- February's free media campaign focused on the Dysart bus service, while March featured the new YAC.
- Website visits have dropped and there will be a discussion of a Comms Plan moving forward.
- Actions are now being captured from minutes and acted on.

ROADMAP PROJECT UPDATES

- Digital Connectivity – after a short delay, this project is back on track, with DAs now approved for both sites. MI asked the STAC members how they would like to launch this flagship project. Discussion re tacking event onto another community event – MI said any launch could possibly take place in July (*see Actions*).
- Industrial land – still sitting there as a project.
- Careers Navigator – updated strategy has been developed after review and feedback. Sitting with schools for review.
- Childcare – launch events are to take place on 18th April in Dysart and 19th April in Moranbah. The Childcare Leadership Alliance is planning for a lot of promotion and feedback; STAC members are urged to support the launch and the Alliance (*see Actions*).
- Housing – IRC feedback on draft report has been received; MI hoping to bring everyone together again as soon as possible (*see Actions*).
- Community Wellbeing – project plan framework is under consideration. Discussion of whether a mental health worker available in Dysart would make a positive difference.
- Innovation Project – steering committee meeting on April 20 – strong attendance is expected. Great opportunities for good discussion about economic development opportunities for the next 20 years (*see Actions*).
- Transport project – discussion of Dysart bus service. The response has not been consistent and only a handful of people need this service. MI stated it was unlikely for the Transport Department to fund the service due to the current low level of demand. Passenger numbers will continue to be monitored.
- Youth Mental Health project – there is a draft EOI under review. EOI is for someone to be based here, living in a house, with a car, working closely with local services (*see Actions*).
- Volunteering project – MI asked if there was interest in running this project in Dysart. MI said it would be simple to run this project in both Dysart and Moranbah.

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CQU FUTURE OF WORK PRESENTATION – Prof Rob Brown

Prof Rob Brown presented to the meeting in person:

- Rob has moved to Mackay from Perth, having been with CQU for four years.
- His role includes the title of BMA Research Chair in Automation and Future Work Skills
- The objective of his role is “...to bring people and resources together to unlock and accelerate the skills, training and educational outcomes for the future of the communities of which we are a part.”
- Interesting things happening on the Mackay campuses include the construction of the new electric vehicle and energy training centre, a \$9 million election commitment.
- There is a huge take-up of new flexible short courses, as a way for people to learn new skills: “That works very, very well for professionals and people who can’t necessarily pick when they’re going to be free to do a course or an exam or get an assignment in. So we’re seeing huge take-up of those sorts of programs.”
- Big picture – there is huge work going in across all industries about the rise of automation. What are the emerging skills we’re going to need? There have been major changes in technology affecting the world in just the last three weeks. This is a cycle that is not going to stop.
- There are 10 Industry 4.0 technological pillars – but the changes we are seeing now across a range of fields is something we haven’t seen before, and the pace of change is showing no signs of slowing down.
- Skills that we’re going to be requiring include robotics, cloud computing, big data and analytics, etc.
- We still need enterprising and ‘soft skills’ like communication, higher order thinking, teamwork and collaboration, leadership and management, ethical competence, etc. “There will be more emphasis on these soft skills as the technology takes care of itself. What technology can’t do is the soft skills, the teamwork, the communications etc.”
- New jobs like Chief Strategy Officer, Marketing Automation Specialist, Anti-Money Laundering Specialist, Data Engineer will be in demand.
- There is currently an exponential rise in Artificial Intelligence (AI) – also Machine Learning, Then Deep Learning – we could never have dreamed the capabilities that this technology already has. “In the last 10 years and the last two years particularly, we’ve started to get into the ‘deep learning’ cognitive phase of AI.”
- Bill Gates has described AI as another ‘iPhone moment’ – we are at another crossroads in technology.
- ChatGPT – a new app/program that writes content for you according to the questions you specify. It’s a natural language processing tool and the fastest growing app of all time – 100 million users in two months.
- These new AIs are non-supervised. They process natural language data from a 45 terabyte training set from 2020, but the content is not always accurate.

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- It's not just text or information – you can also create images – such as Midjourney, an image creating app/program.
- The rise of automated apps/programs is changing the way images and text can be produced.
- “The future is already here. Watch this space.”

SMART TRANSFORMATION SURVEY RESULTS

- Survey went out in late February to database (260+), total responses were 54, which is a 20% response rate.
- MI gave a presentation and facilitated a discussion of results; comments in slides were from external respondents.
- General comments included many that were very positive.
- From a value perspective, the results were overwhelming that ST is of great value to the community.
- Survey recommendations include to prioritise achievements in Comms and Engagement so that ST is more recognisable to stakeholders (*see Actions*).
- MI said “the best and most credible pathways of information is from the people who participate in the project work. They spread the information, but it is a big task to talk to everybody in town, all the time, about ST.”
- RB said, “A lot of people want to know what’s going on, but how do you tell them?” He suggested a brief summary of the minutes is put up on a community notice board to help spread the word about Smart Transformation’s project work as part of the new Comms Plan (*see Actions*).
- GK said “recommendations around Comms are valid but equally it’s about changing hearts and minds in the community. We have to take everyone on that learning journey so they don’t get stuck in technology of the past.”
- BJ: “If the Comms are right, then other organisations in the community can help ST achieve its project objectives.”
- MI said the best publicity for Smart Transformation has come from local knowledge of projects, and asked the STAC whether it wants to keep to the same audience versus a broader audience.

PHASE 4 – COMMUNICATIONS AND ENGAGEMENT STRATEGY DEVELOPMENT

- Phase 4 of ST requires the STACs to approve a new Communications framework with overarching objectives of increasing awareness and understanding.

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- MI has received a new quote for updating the ST website: “The more we can talk about projects, the better.” The current website does not provide project updates.
- Under the new quote, we can potentially update the website fortnightly or as frequently as we like. MI: “That’s imperative. The data shows that updating projects should be a priority.”
- MI said we could use the Roadmap information as a basis for content, and once it was up on the website we could link to social media posts to be made by STAC members.
- Discussion of stakeholder versus public comms – JC says there’s a lot of content available and lots of content could be republicised to increase awareness. “There would be a natural flow of content.”
- RB said if you talk to a wider audience, you might get more of a response to the survey next time.
- MI said we could sit down with the database and see who else we should be talking to.
- No need for an immediate decision – we could start increasing Comms to our existing database and try to expand the database.
- MI to progress the mocking up of the new website design (*see Actions*). “We have a tonne of content.”

ACTIONS – DYSART

- MI to investigate launch options for the Digital Connectivity project, including combining with an existing event at the primary or high school.
- STAC members are urged to support the CLA’s launch in Dysart on 18th April and to support the Alliance’s publicity drive by spreading the CLA’s social media messages.
- MI to progress the engagement with IRC and the next Housing summit.
- MI to report back from Innovation Project steering committee to meet on April 20.
- Resolve to prioritise Smart Transformation’s achievements in Comms and Engagement work so that ST is more recognisable to stakeholders.
- MI to consider producing a brief summary of the STAC minutes to put up on a community notice board to help spread the word about Smart Transformation.
- MI to progress the mocking up of the new website design.

MEMBERSHIP

MI confirmed that Royce Bailey has decided to resign from the STAC and Sgt Tim Fahey has been accepted as a new member. Royce’s efforts as a foundation STAC member were recognised and celebrated.

NEXT MEETING DATE

Monday 12th June, 6pm.

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Meeting closed at 8.06pm.

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