SMART TRANSFORMATION

Smart Transformation Advisory Council (STAC) Meeting – Moranbah

04 April 2023 – Meeting 17

Attendees	**Apologies**
Vaughn Abrahms	Brianna Baggow
Jasmine Cadd	Anthony Edwards
Ash Dowd	Carolyn Fritz
Melissa Westcott	Michelle Pole
	Amanda Raymond

Guests	**Secretariat**
Prof Rob Brown, CQU	Mitchell Innes (Facilitator)
	Melanie Stott

MEETING NOTES

- Meeting commenced at 12.06pm with apologies advised.

MINUTES

- Minutes from Meeting 16 were moved by Jasmine Cadd, seconded by Vaughn Abrahms and approved by all.

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. MW suggested putting a website link into the school newsletters to attract a new audience to the Smart Transformation website *(see Actions).*
- The ST website is both our primary tool and a library and MI said there are things we can do to lift traffic.
- Noted that ELAM are not doing a 'welcome to Moranbah' program anymore. MW said Judy from ELAM could be a good voice to add to the Moranbah STAC and JC supported this idea *(see Actions).*
- 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. "Everything should be live by 3rd Quarter this year." Discussion regarding possibly doing something at Moranbah High School with the YAC members. MI said any launch could possibly take place in July *(see Actions).*
- Careers Navigator – updated strategy has been developed after review and feedback.
- Childcare – launch events are to take place on 18th April in Dysart and 19th April in Moranbah. 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. MI reported he'd had a good meeting with NQPHN in Mackay regarding service delivery and demand moving forward.
- 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. MW noted the context of low passenger numbers in relation to the population of Dysart.
- Volunteering project – AR (not present) was reported to be requesting STAC members to provide the survey link to people they know who are not actively volunteering, and get them to respond. AR is also planning to further distribute the survey on an iPad amongst her network *(see Actions).*
- Youth Mental Health project – there is a draft EOI under review, to focus on families in Dysart.

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.
- It's not just text or information – you can also create images – such as Midjourney, an image creating app/program.

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- 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: "a decent response."
- MI gave a presentation and facilitated a discussion of results; comments in slides were from external respondents.
- A majority of respondents said ST had increased their knowledge of 4IR.
- General comments included many that were very positive; MI said, "There is a strong belief that collaboration is helping people prepare for 4IR."
- From a value perspective, the results were overwhelming that ST is of great value to the community. Respondents also believe that there is increased value to organisations who become involved with Smart Transformation.
- 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."
- MI said the best publicity has come from local knowledge of projects, and asked the STAC whether it wants to keep to the same audience versus a broader audience.
- Discussion around upgrading existing Comms (Roadmap monthly report, website, newsletter) to align with survey findings *(see Actions).*
- AD said, "If more awareness is created, everyone will have a better understanding (of ST), not just STAC and YAC members."

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.
- 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.

- MI said we could look at 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 – MORANBAH

- MI to investigate putting a website link into the school newsletters to attract a new audience to the Smart Transformation website.
- MI to investigate options for launching the Digital Connectivity project, possibly with the YAC members at Moranbah High School, and any other options.
- STAC members are urged to support the CLA's launch in Moranbah on 19th April and to support the Alliance's publicity drive by spreading the CLA's social media messages.
- MI to progress the next Housing summit in May.
- MI to report back from Innovation project steering committee to meet on April 20.
- AR is requesting STAC members provide the Volunteering survey link to people they know who are not actively volunteering, and get them to respond.
- Resolve to prioritise Smart Transformation's achievements in Comms and Engagement work so that ST is more recognisable to stakeholders (Mel to action in 'free media' text).
- Refine new Comms Plan to upgrade existing Comms (Roadmap monthly report, website, newsletter) to align with ST survey findings.
- Research Comms Strategies of the Hedland Collective and the Newman Futures project to see how they talk to the 'general public' with their messages, as requested by MW.
- MI to progress the mocking up of the new website design.

NEXT MEETING DATE

Tuesday 13th June, 12pm.

Meeting closed at 2.09pm.

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