

MEDIA RELEASE

24 February 2016

For immediate release

Reuse and repurpose existing data – a focus at Smart Communities Summit

Reuse and repurpose existing data: that's the message Dr Lutz Heuser, Chief Technology Officer at the Urban Software Institute, will share at the Australian Smart Communities Summit on Queensland's Sunshine Coast next week.

Dr Heuser, whose work focuses on energy management and transport using sensor-based infrastructure, will challenge delegates to think about the data they already have and how they can make it available to the public.

"Much of this data - infrastructure, electricity, sewage, pollution, traffic conditions - is not being shared. If app developers and other creative people have access to that data, they can provide innovative new services which deliver real time awareness," he said.

"People are interested in what's happening now, not old, static data such as how many parking spaces are available at the local shopping plaza: they want to know how many parking spots are available now; they want to know where there is a traffic jam now."

Dr Lutz, one of the keynote international speakers at the Summit, will also demonstrate world-first street technology never seen before in Australia: the UrbanPulse platform, a cloud-based solution built on Microsoft Azure which provides real-time data to residents.

"Governments and organisations must start thinking about how they can bring together the virtual and physical worlds through attractive smart services which provide accessible real-time information to their communities," he said.

The Australian Smart Communities Summit will be held on 2-4 March 2016 in Caloundra, Queensland. It will provide the first all-inclusive opportunity in Australia to join with other national and international leaders who are at the forefront of what it takes to become a smart community.

International and national speakers will provide key insights on 'Unlocking the Smart City Code'. Delegates will also explore challenges and opportunities for transformational change to the way communities are managed to build robust, smart economies.

For more information visit: <http://australiansmartcommunities.org.au/summit-2016>

Registrations close on Thursday, 25 February.

- ENDS -

Media enquiries: Michael Whereat, ASCA President, ph: 0439 750 107



Australian Smart Communities Association (ASCA)

PO Box 288, Nambour QLD 4560

www.australiansmartcommunities.org.au

communications@australiansmartcommunities.org.au

Australian Smart Communities Summit

2-4 March 2016

The Events Centre, Caloundra, Queensland

Speakers from Germany, the United States and across Australia will converge on Queensland's Sunshine Coast to impart their knowledge at the 2016 Summit. They work for leading technology, telecommunications and infrastructure providers, as well as for local government, universities and key research organisations:

- **Dr Catherine Ball**, innovation and environmental science consultant, and 2015 Australian Business Woman of the Year - *The use of drones to achieve smart technology outcomes*
- **Dr Lutz Heuser**, Chief Technology Officer, Urban Software Institute (Germany) - *Disruptive technology to manage urban infrastructure*
- **Mrinalini Ingram**, Senior Director, Strategy, and Business Development, Smart+Connected Communities (S+CC), Cisco Systems (United States) - *Implementing a Smart Community Strategy*
- **Dr Stuart Smith**, Professor of Disruptive Technologies, University of the Sunshine Coast (Queensland) - *The Sunshine Coast as a Living Lab*
- **Maree Adshead**, Founding CEO, Open Data Institute Queensland - *The economic benefit of open data*
- **David Bartlett**, tech entrepreneur, futurist and former Premier of Tasmania – *Living in a smart city*
- **Sean Bannister**, Winner of Sunshine Coast Council's Hackfest - *Internet of Things network for local governments*

www.australiansmartcommunities.org.au

Australian Smart Communities Association

The Australian Smart Communities Association (ASCA) is a collaborative coalition of local government, Regional Development Australia and Regional Organisations of Councils built on the premise of sharing information and advocating for the resources to assist the localised transition to a digital economy.

ASCA's membership includes representatives from government, business, industry and communities across all states and territories in Australia.

The adoption of smart technology in city/town management, energy, water, health and transport, along with high-speed broadband, could add more than 70,000 jobs to the Australian economy and bring 1.5 percent growth to Australia's Gross Domestic Product within five years.



Australian Smart Communities Association (ASCA)

PO Box 288, Nambour QLD 4560

www.australiansmartcommunities.org.au

communications@australiansmartcommunities.org.au