SmartNSW Masterclass: Key takeaways
Delivering smart plans, projects and precincts

NSW
GOVERNMENT

Peter Anderson
Executive Director
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ON THE COUCH
Delivering a 22nd Century City

ON THE COUCH
Building a 22nd Century City

- The development of [Bradfield City Centre](#) is an unprecedented opportunity.

- Located near Western Sydney Airport, Bradfield City Centre will be a hub for advanced manufacturing and new technologies.

- By provisioning digital infrastructure from day one, there is opportunity for this brand new city to support a mix of jobs and provide a great experience for workers, visitors and residents.

- Creating a data-rich environment will connect people to the place. Insights will be generated on how the city is developing and responding to its environment.

- Demonstrating the benefits of this data and creating a framework for how placemakers will respond to future change is essential to creating this place.

- Bradfield is being planned as a smart place, and digital connectivity and smart infrastructure are included in strategic plans and planning instruments.
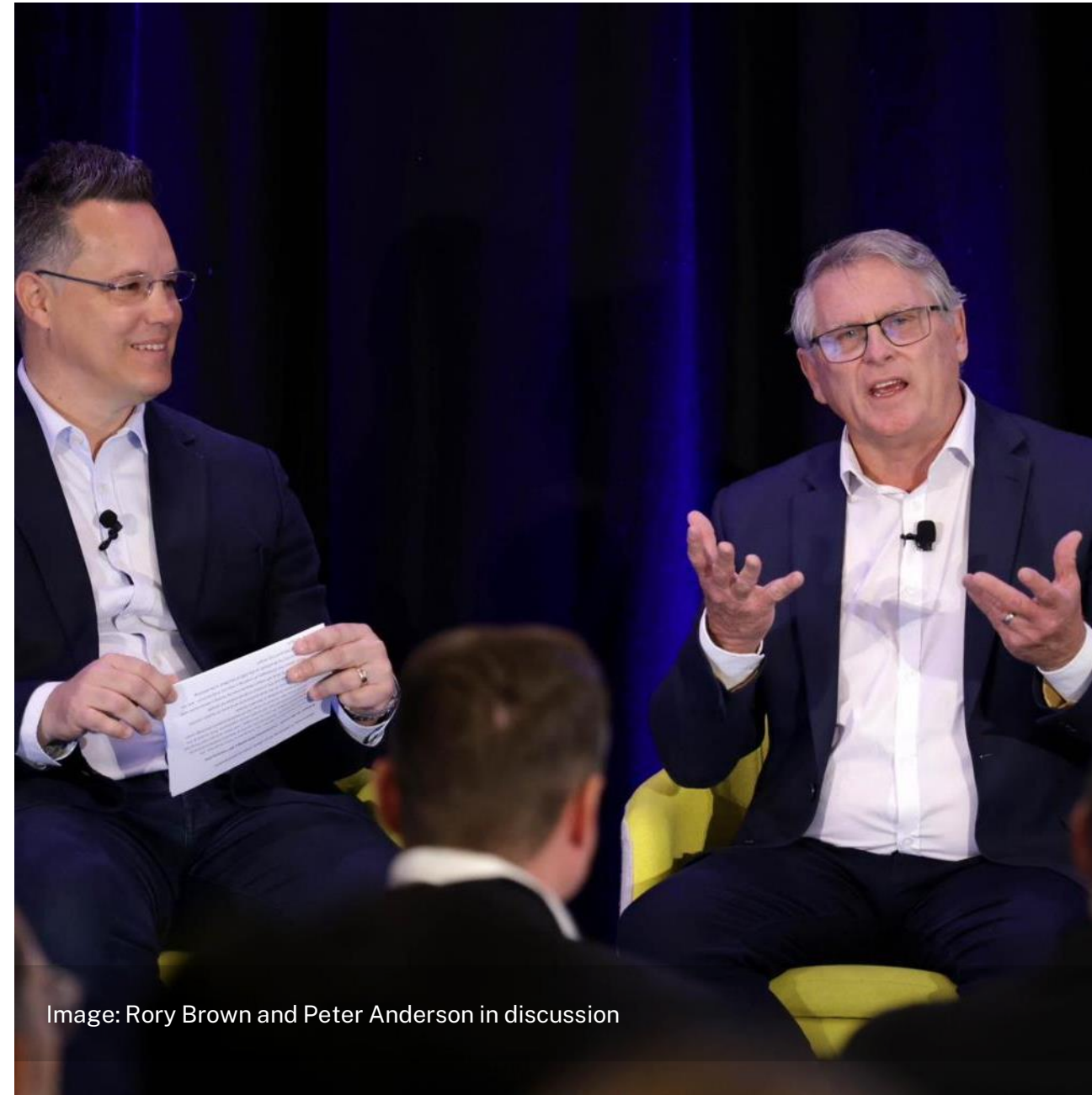

Image: Rory Brown and Peter Anderson in discussion

"[Bradfield] needs to be a data-rich environment and we have the opportunity to set it up from day one.

BUILDING A 22nd CENTURY CITY
Peter Anderson
Executive Director, Bradfield City Centre
Western Parkland City Authority

Resources referenced in this discussion

Watch: The vision for the Bradfield City Centre

Bradfield City Centre
Find out how the Western Parkland City Authority is shaping Australia's newest City, Bradfield City Centre.

The Western Sydney Aerotropolis Development Control Plan - Phase 2 (Phase 2 DCP)
The Western Sydney Aerotropolis Development Control Plan – Phase 2 supports the implementation of the Precinct Plan by providing controls to guide development across the initial precincts in the Aerotropolis.

Visit our masterclass page for more resources
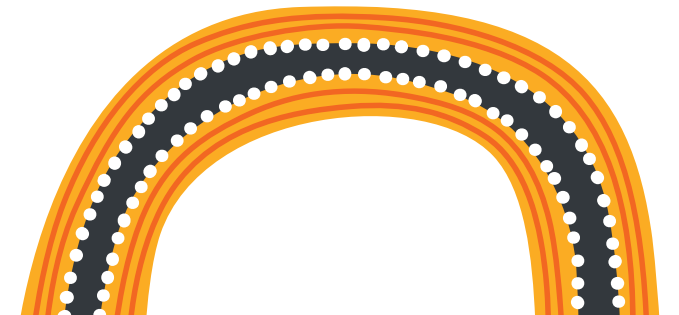
Luke Nicholls
Director, Planning Partnership Office,
Western Sydney Planning Partnership

Max Strassmeir
Senior Strategic Planner – Growth
Wollondilly Shire Council

Christopher Manoski
Senior Coordinator
Place and Engagement
Cumberland City Council

SMART SPEED SESSION AND PANEL
Embedding smarts in planning

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" ...embed smart infrastructure in councils' strategic asset management plans and the long-term financial management plans. Those are the two drivers that will open up opportunities to invest significantly."
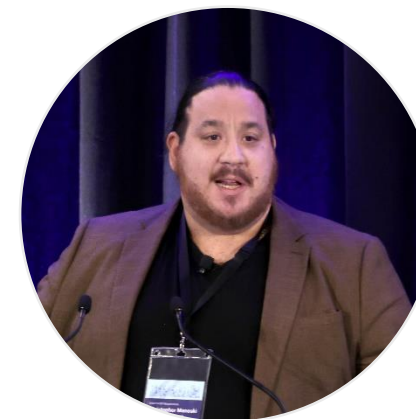
"To deliver at scale you need to move outside the local council mechanisms and move to the state and regional systems in the planning hierarchy.

Luke Nicholls
Western Sydney Planning Partnership

" [it is important to] take organisations and community on the journey.

Max Strassmeir
Wollondilly Shire Council

" We wanted to create a document [the Cumberland City Council Smart Places Strategy and Action Plan] that in four years is embedded in our policy and is a policy driver for local and state government.

Christopher Manoski
Cumberland City Council

Embedding smarts in planning

- It's important to consider smart technology from the beginning of planning processes, by embedding these into systems and instruments.

- It starts with a vision for your community. Consider how smart technologies can support this in Local Strategic Planning Statements (LSPS), Community Strategic Plans (CSPs) and local Smart Places strategies.

- Local placemakers need to 'bake-in' the requirements for digital plumbing and smart technology into planning instruments – like State Environmental Planning Policies (SEPPs), Local Environmental Plans (LEPs), and Development Control Plans.

- Smart technology requirements could be linked into asset and financial plans – council Strategic Asset Management Plans and Financial Management Plans.

- Stakeholder buy-in is essential to putting in place smart technology.

- The Smart Places Customer Charter provides a framework for delivery, governance and growing community trust and appetite for smart technology.

Image: The embedding smarts in planning panel

Resources referenced in this panel

For more resources, including a copy of the presentations, visit our [masterclass page](#)

Examples of smart technology in planning

- City of Parramatta: [Local Strategic Planning Statement 2020 (PDF 57MB)](#). In 2023 Council is refreshing its smart city position with a 10-year vision through the [Smart City and Innovation Strategy](#).

- Wollondilly Shire Council: The [Wollondilly 2040 Local Strategic Planning Statement (PDF 37MB)](#) sets out a 20-year land use vision for the Shire.
- Wilton: [Wilton Growth Area Development Control Plan (DCP)](#) ensures any new development aligns with the Wilton 2040 vision of creating a liveable, new place in the natural environment.

- [Cumberland City Council: Smart Places Strategy and Action Plan](#). Cumberland City Council is striving to become a more tech savvy and innovative city.

- [The Six Cities Vision for NSW](#): Digital and physical connectivity will underpin the success of the Six Cities Region.

Smart Places resources

- [Technical Guidance: Digital Infrastructure Requirements](#) This guide explains common terms, approaches and proposed treatments for embedding enabling digital infrastructure.

- [Smart Places Generic Development Control Plan](#). This document supports planners and place owners to integrate smart places principles in Development Control Plans and other relevant planning instruments.

- [Technical Guidance - Smart Places Design](#) This technical guide introduces the role of technology and data in delivering better place outcomes for communities and the core components that provide the foundations for a smart place

Alanna Linn
Director, Whole of Government Connectivity
Leadership, NSW Telco Authority

Jamie Barclay
Unit Manager, Economic Development and Policy
Central Coast Council

Helen Sloan
Chief Executive Officer
Southern Sydney Regional Organisation of
Councils

Michael Whereat
Smart Cities Lead
Sunshine Coast Council

SMART SPEED SESSION AND PANEL
How do we provide great connectivity for smart places?

" Understanding the current connectivity baseline is essential so that we can make informed decisions. Having the right data is a really key part of that.

Alanna Linn
NSW Telco Authority

" Getting governance right is really important, to make sure it's set out up front, and making sure expectations are very clear as well.

Jamie Barclay
Central Coast Council

" Street lights are everywhere in urban areas of course. And they have an electricity supply. So they're perfect for mounting a sensor on, without the cost of installing another pole or another mast. A sensor can be anything you need it to be ...noise, pollution, traffic, and at a much more cost effective price point.

Helen Sloan
Southern Sydney Regional Organisation of Councils

" It's bigger than just the conversation today, it is national and about bringing everyone along ...how do we aggregate [council feedback] into change that can help us.

Michael Whereat
Sunshine Coast Council

How do we provide great connectivity for smart places

- Digital connectivity is the backbone of smart technology; and should be considered an essential service.

- Every tier of government can influence the digital connectivity outcomes at a local level. We all have a role to play.

- Digital connectivity is very complex, we run the risk of duplication if work is completed in silos.

- It is important to be proactive when thinking about connectivity – anticipating rather than following urban growth and development

- Getting connectivity right can create great outcomes for people and address the digital divide.

Image How do we embed smarts in planning panel

Resources referenced in this panel

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Other government resources

- [NSW Connectivity Strategy](#). This helps align and optimise statewide programs to ensure modern, high speed digital networks are available to all.

- [Smart Central Coast Program](#). The Greater Cities Commission partnered with Smart Places to develop a Smart Central Coast Program.

- [Sunshine Coast Council: Smart Infrastructure Manual](#). This manual provides guidance during the design, development and delivery of council controlled digital infrastructure.

Smart Places resources

- [Technical Guidance – Deploying Multi-Function Poles](#). This guide outlines the proposed deployment of Multi-Function Poles in public spaces, while improving amenity and reducing street clutter.

- [Technical Guidance – Developing Places](#). This guide outlines the proposed treatments for the application of digital infrastructure to different place types.

- [Technical Guidance - Cataloguing Assets](#). This guide outlines an approach to cataloguing information on assets in smart places to set up the foundations to maximise the deployment of digital connectivity, reduce construction and street clutter and leverage commercial opportunities.
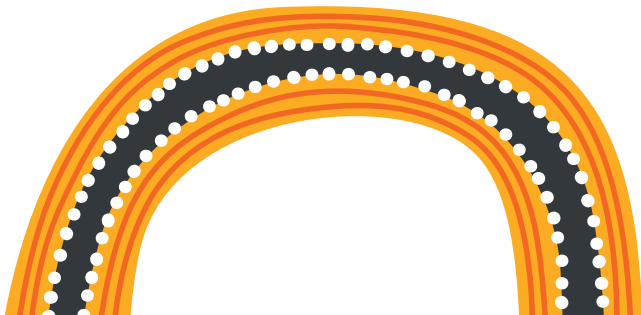
Wayne Patterson
Program Director Live NSW
NSW Department of Customer Service

Simone Roberts
Executive Director, Advanced Analytics
and Insights, Customer Strategy and
Technology, Transport for NSW

Vy Nguyen
Executive Director Precinct Development
Homes, Property and Development NSW

SMART SPEED SESSION AND PANEL
How can we unlock the value of data in smart places?

" No longer does data need to be open or completely closed off, we can share it based on authentication processes, data security and user access arrangements that are controlled by the data custodian.

Wayne Patterson
Department of Customer Service

" We have a responsibility to put mechanisms in place to make sure [data] is not misinterpreted, so it is used correctly.

Simone Roberts
Transport for NSW

" Our key learning? Take a strategic approach to activation. Embed data solutions. Test the possibilities and avoid retrofitting. Trying to retrofit the answer doesn't build your visitation, your vibrancy.

Vy Nguyen
Department of Planning and Environment

How do we unlock the value of data?

- Smart places are places of data, and data needs to be used purposefully to generate insights and inform decision making.

- By generating and gaining insights from data we can create an evidence base to demonstrate what action should be taken and the impact of place-based investments.

- By aggregating and bringing datasets together, more insights can be developed.

- The complexity and volume of data is increasing, what is becoming important is developing the capability to generate insights.

- As data custodians, it is important to consider how data is housed and stored and used when it is shared.

- Data capabilities need to be role-specific: everyone should know the questions to ask when using data so it can be interpreted correctly when generating insights.
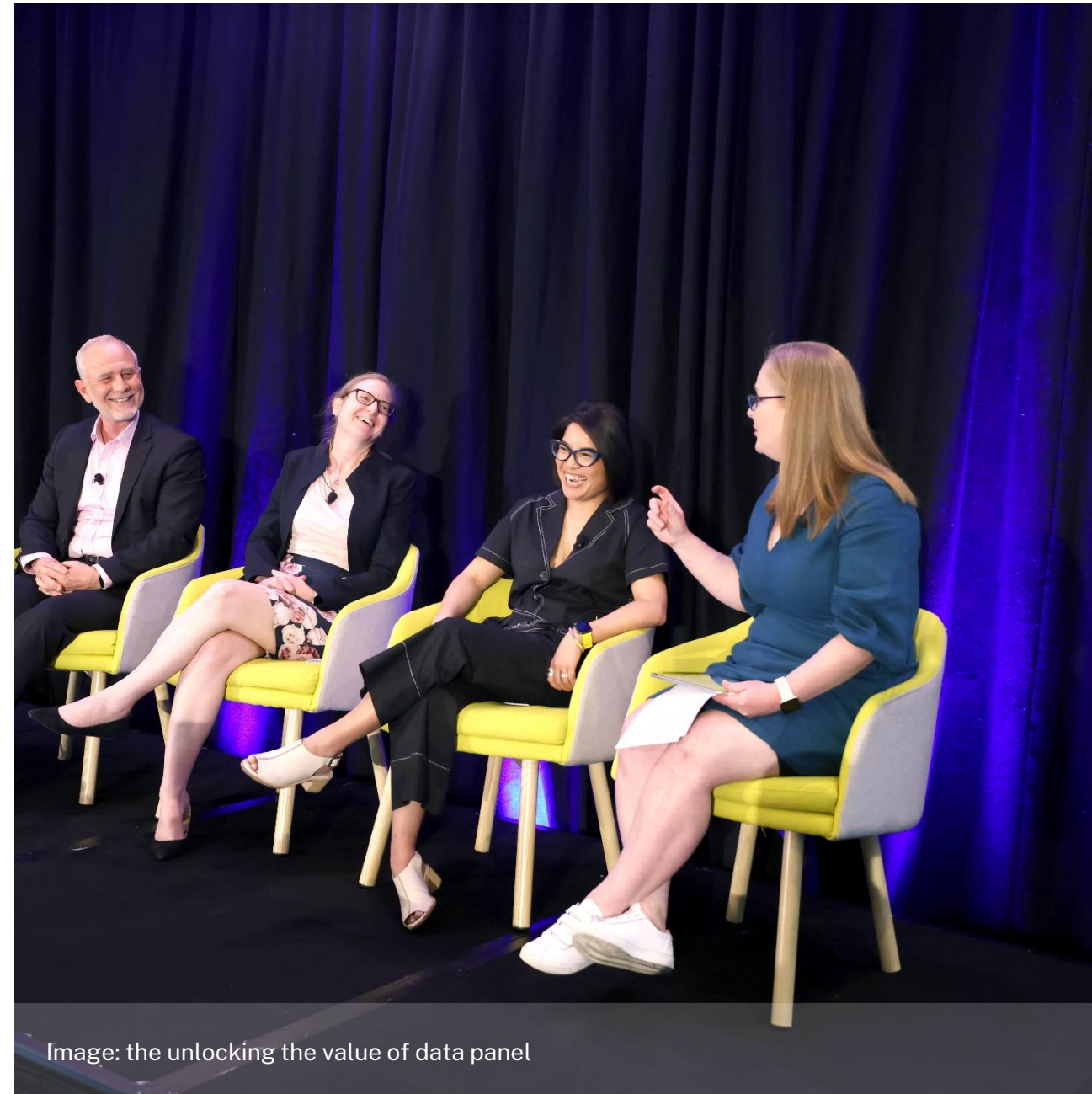

Image: the unlocking the value of data panel

Resources referenced in this panel

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- [Transport for NSW Open Data Hub](#). The Open Data Program publishes a wide range of transport data publicly available for use in anything, by anyone, from apps to academic research

- The [Live NSW program.](#) This is providing an interactive visual representation of the real world in 2D, 3D or 4D, including real-time data feeds.

- [Microdistricts: A case and guide for change | EY Australia](#). This report identified six 'key plays' that could transform our CBDs into central experience districts. This report was a result of the Micro-District Pilot work delivered by Property and Development NSW.

Smart Places resources

- [Smart Places Data for Places Guidance:](#) This guide helps practitioners or place owners use data to manage and monitor places.
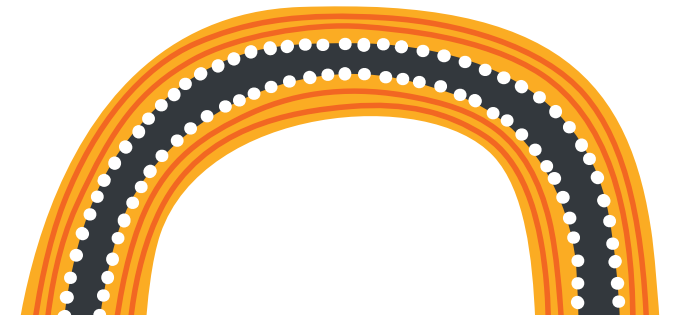
Common questions

Masterclass – commonly asked questions

Where can I learn more about Bradfield City Centre?

You can learn more about Bradfield City Centre by visiting the Western Parklands City Authority website.

This short video demonstrates the vision for Bradfield.

How should we consider privacy and data?

We recommend watching our first SmartNSW Masterclass: Trust and tech in smart places. This Masterclass provides information on how to deliver smart solutions safely, ethically and transparently.

The Smart Places Playbook includes links to consider when thinking about privacy and data – visit Smart Places: Foundations First.

Masterclass – commonly asked questions

Is there an opportunity to learn more about smart places?

Yes! Our Smart Places Playbook includes information to consider when delivering smart places.

You could also consider signing up to our Smart Places Customer Charter which is made up of six principles that demonstrate a commitment to create smart places built for people and designed with people.

Our recently published SmartNSW Case Study library is a resource showcasing great outcomes for people and places enabled by smart technology and data solutions. Visit the library to see examples of relevant projects in this discover stage.

You can keep building your smart places skills by:

- Getting involved in our Smart and Local Feedback Forum (if you are from a NSW local council).
- Joining the SmartNSW Knowledge Network (if you are a NSW government employee).
- Joining more SmartNSW Masterclasses.
- Adopting the tools and resources available through the Smart Places Playbook.
- Reaching out to our team for a chat: smartplaces@planning.nsw.gov.au.

Attendees: what were your takeaways?

A selection of attendee takeaways, submitted via the event polling

That much more needs to be done to ensure that **smart solutions are human focused based on real needs experience by real people**

Building **capability in storytelling** is key**.**

NSW Government is the **facilitator** and **enabler**.

It starts with planning. Hadn't thought about working with the planners to build smarts into our DCP.

Data is only useful if someone can make **sense out of it** to **address the problem** we want to solve

Attendees: What are the barriers to adopting smart technology or delivering smart places?

A selection of attendee responses, submitted via the event polling

Internal **capacity**, **knowledge** and **skills**

Realising **maximum value** from investment across Gov

Need for **well documented policies**.

Changing technology

Underlying network capacity