

Digital Tauranga Workshop

December 5th 2013

Attendees:

Louise Miller	General Manager: Community and Environmental Services (TCC)
Grant Strang	Manager: Information Communication and Technology (TCC)
Emlyn Hatch	Strategic Planner (TCC)
Pip Loader	Manager: Baycourt Community & Arts Centre (TCC)
Darren Thorne	Team Leader: Business Support (TCC)
Glen Clarkin,	Team Leader: Geospatial (TCC)
Karla Mangos	Marketing Executive (TCC)
Tracey Plane	Policy Analyst (TCC)
Sheldon Nesdale	Marketing First
Jo Allum	Director: Yojo Design
Pascale Hyboud-Peron	Think Agency
Grace Hakaria	Fuel Advertising
Rick Clark	Gen-I
Corey Dawber	Uni Graduate,
Brett Roberts	Cucumber Software

Welcome and Introductions

Pip Loader and Brett Roberts welcomed the group and outlined the workshop purpose

- *Understanding the appetite for a more digital city*
- *What could this digital city look like*
- *How do people connect and engage digitally*
- *What needs to happen to achieve a digital vision*

Defining "Digital"

A broad range of technology that enables new methods of engagement and service delivery - technology including online, social, mobile, cloud and analytics

What springs to mind when you hear 'Digital City'?

- One device (i.e digital wallet)
- Free wifi
- Augmented reality
- People embracing and engaging digitally
- Mobile friendly (m-commerce)
- Open Data
- Ease of Access/Access everywhere
- Simple authentication
- 'Citizens at the Centre'
- 'Disconnection' - Easy ability to disconnect
- Ability to impact your environment digitally
- Appropriateness of technology/connectivity
- Allows knowledge creation and ease of making things happen
- Seamless interaction between business & community

How can Tauranga be more digitally savvy?

- Be the first 'remote' digital city for people wanting to have remote business locations
- Creating meeting spaces and spaces to connect people to create and generate ideas (i.e Make-a-space)
- Understand 'who' in Tauranga is tech savvy (through a survey?)
- Make sure all of Tauranga is digitally accessible. No good trying to be a digital city if you live in the lower kaimai and have no internet connection
- Use people to help drive city improvements via technology (i.e Netherlands - pot hole photo upload with GPS location)
- No hindrance - Make it easy to deal with
- Be bi-directional
- Pt England School
- Connect people and enable connections

How people connect and stay informed:

- Email/Social Media
- Seeking information

What does the city need to do to achieve the above?

- Council need to be the enabler
- Communication is paramount
- Be connected to communities and businesses
- Generate positive ground swell through social/digital media to negate the negative
- Find the advocates/'sneezers' and use them to promote messages
- Be everywhere, on everything
- Council should see everyone (including youth) as a customer
- Have clear accountability for deliverables
- Commit to engaging the young people as leaders and value their input
- Study and learn from other cities internationally
- Create an identity and Brand for Tauranga - get outside help with this (international companies)
- Have a city where 'every business, every person, every community' is on board with the identity/brand of the city and everyone promotes it.
- Find someone to 'own' Tauranga, like a brand ambassador
- Take the 'Council' out of Council
- Make the connections between people
- Be proactive in pushing information
- Create a visual roadmap - a vision is important

Next Steps:

- Face book page being created to put ideas (Murry Clode - Gen-i)
- Blog/email friends/connections about the session
- LinkedIn Discussion being created (Annie Hill)
- Create a ground swell amongst colleagues and peers

- Keep fuelling the ideas and possibilities
- Have another get together for brainstorming and get more people involved.