



SMART COMMUNITIES



Building a smart community starts with *awareness*

Australian government departments and councils – at local, state and federal levels – are turning to advanced location-based analytics to help them build smart communities that are resilient, sustainable, liveable, safe and healthy.

At Esri Australia, we work with senior government decision-makers around the country to assist in the development of **smarter communities** that **leverage location intelligence** to improve overall quality of life for citizens.

We help design and implement solutions that drive **productivity** and **efficiency** within all levels of government, while increasing **transparency** and **collaboration** for the benefit of businesses and the general public.

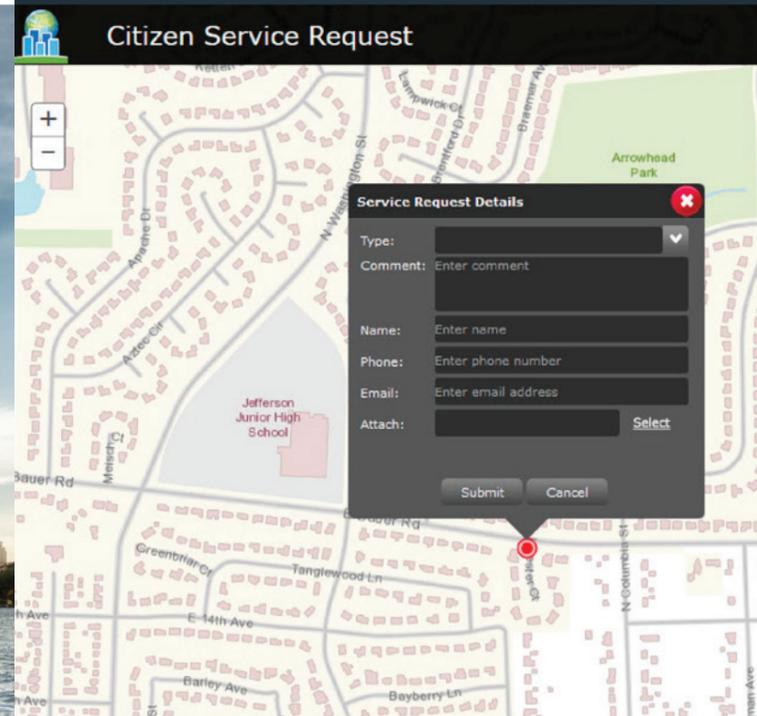
Whether improving citizen safety, reducing pollution, or ensuring the quality of public services and infrastructure, location-based analytics tools offer governments the sophisticated capabilities they need to drive the economy and grow into the future.



A smart community starts with strengthening information, improving collaboration, streamlining processes and analysing trends or problems. There are numerous tools available to help you get started with identifying problems and developing solutions.

More than 150 Esri maps and apps have been designed to benefit government departments like yours – adaptable tools created based on past experiences and current needs.

Below: The Citizen Service Request application in ArcGIS for Local Government allows the general public to submit requests for service in the community from a smartphone, tablet, and desktop computer.



WE OFFER SMART MAPS AND APPS FOR

- | | |
|-----------------|----------------------|
| Infrastructure | Public safety |
| Facilities | Community growth |
| Transportation | Economic development |
| Health | Land records |
| Social services | Public information |
| Utilities | Elections |

TO HELP COMMUNITIES PREPARE FOR

- | | |
|-------------------------|---------------------|
| Natural disasters | Civil unrest |
| Urbanisation | Climate change |
| Decreasing budgets | Economic challenges |
| Rapid population growth | |

A smart community is a resilient community.

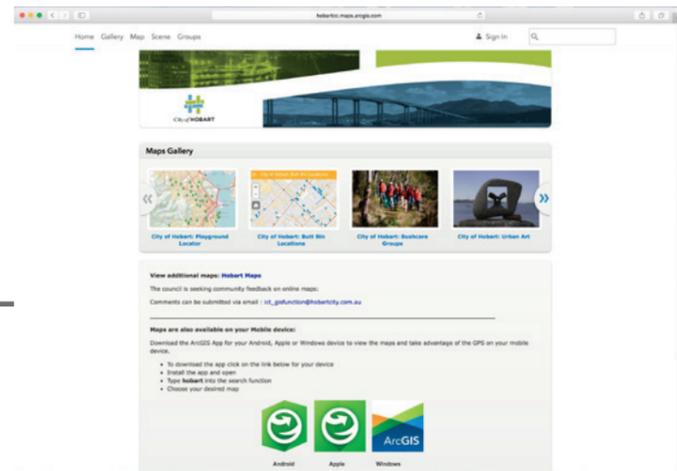
GIS:

A proven *pathway* to a smart community

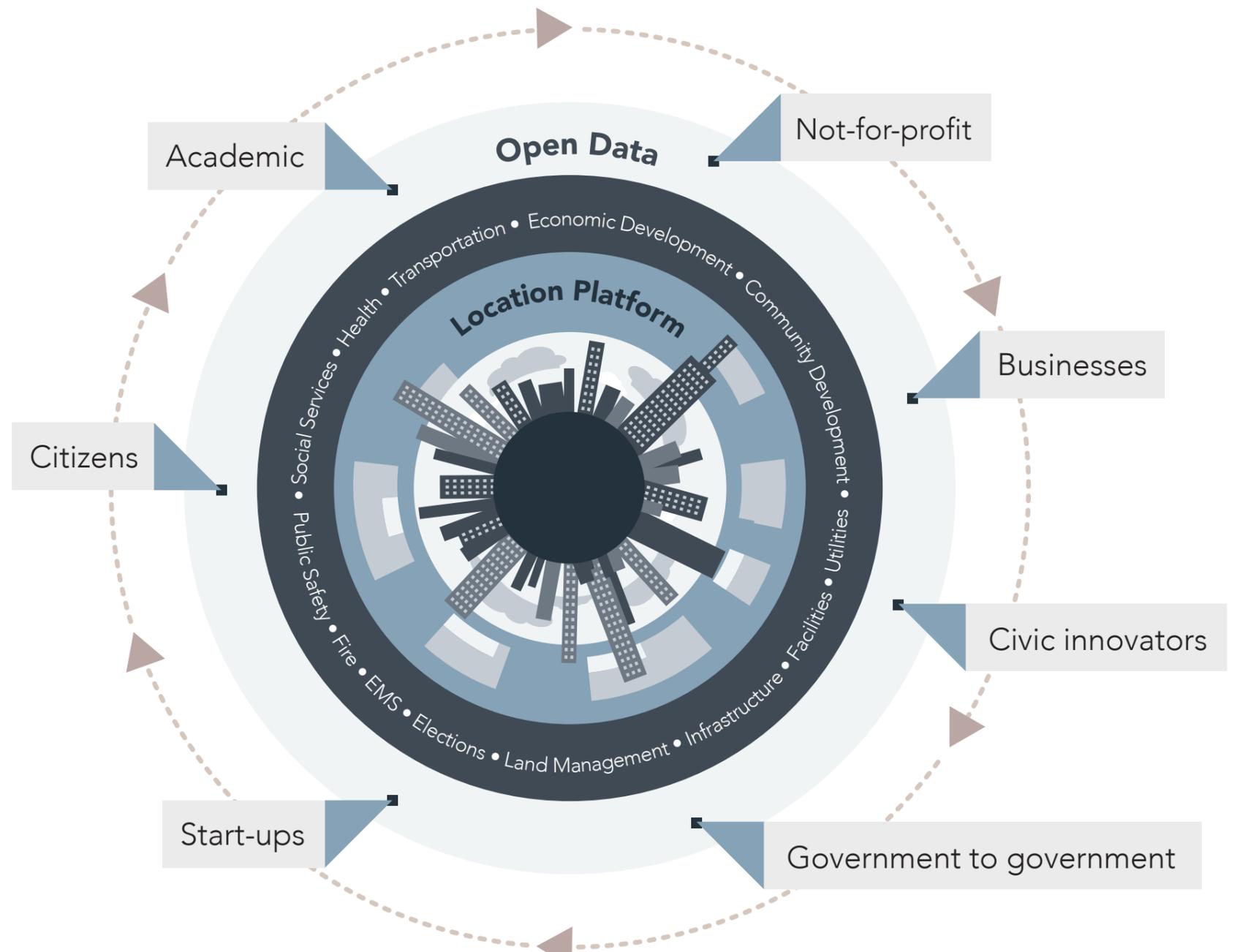
Advanced location-based analytics platforms – such as Geographic Information System (GIS) technology – empower you to build and maintain a smart community.

For decades, government departments and organisations around the world have benefitted from using GIS in areas such as emergency services, public works, citizen engagement and infrastructure management.

Esri's ArcGIS applications are specifically designed to help government policymakers make more informed decisions – putting real-time information in the hands of those who need it the most.



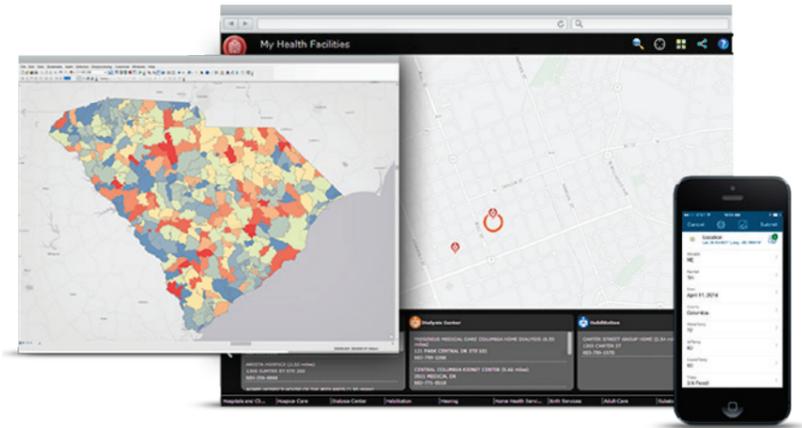
Above: City of Hobart's move to online maps, mobile GIS solutions, and other new methods of community engagement, has allowed them to better share information and streamline their workflows.



Right: The City of Launceston uses GIS to strengthen the decision-making of staff – and has saved over \$100,000 annually since introducing the technology.

Modern governments *require* modern solutions

The **ArcGIS platform** takes governments, citizens, and emerging technology providers in bold, new directions.



My Health Services

Designed to help citizens locate health facilities and obtain information about services provided within their community using a smartphone, tablet or desktop computer.



Public Information Map

This ArcGIS template can be used by government officials and first responders to communicate incident-based information to various stakeholders and citizens – content from Twitter, Flickr and YouTube.

Learn more about these applications at esriaustralia.com.au/apps

FOUR STEPS to create a successful strategy that supports a smart community:

1

START WITH A WORLD-CLASS GIS

The ArcGIS platform gives governments the power to approach problems in a way that serves decision-makers, citizens, field-workers, GIS professionals, and professionals that use GIS. The technology supports major government workflows, including data collection, analysis, what-if scenarios, operational awareness, field operations and civic engagement.

2

BUILD A LOCATION STRATEGY

A location strategy enables governments to prioritise the GIS applications they need. An organisation can analyse issues department by department or tackle a single department (such as law enforcement or health) to meet goals with a more limited scope, including smart infrastructure, smart buildings, healthy communities, and safe communities.

3

DELIVER REAL SOLUTIONS THAT SERVE GOVERNMENT PRIORITIES

Governments manage big challenges: improving infrastructure, boosting efficiency and productivity, aiding the local economy, and delivering green solutions. Esri's ArcGIS government-focused applications are complimentary for Esri users to download, and can be freely shared within their organisation and outwards to the wider community.

4

DEVELOP STRONG RELATIONSHIPS WITH ESRI PARTNER NETWORK

The Esri Partner Network is a community of organisations that can help you get the most from your GIS investment – allowing you to deliver sophisticated solutions for issues like permitting, measuring community sentiment, asset management and climate analysis. These solutions are built on top of the ArcGIS platform and can extend customised solutions that scale with a federal, state or local government over time.

Together, we can achieve your goals

What sets Esri Australia apart is its **strong focus on the specific needs of all levels of government**, regardless of size or geography. Esri Australia works directly with government decision-makers to discover which tools they need, and develop solutions that can truly help. We care about smart communities and are constantly working to understand how these goals can be achieved.

There are a lot of smart approaches that have been created to meet the needs of a next-generation smart community. However, most approaches only support large metropolitan areas or are focused on a single problem. After years of working in partnership with hundreds of government departments and councils around the country, **we have developed a clear path forward.**

Our approach supports all levels of government, whether federal, state or local. **We deliver solutions that cover multiple disciplines** across all departments as a means of strengthening government operations.

Governments that invest in the ArcGIS platform can immediately start working towards becoming a smart community – deploying the specifically developed government apps and tools included at no extra charge with ArcGIS Online, ArcGIS Server or ArcGIS Desktop. Apps include field data collectors and dashboards, viewers, crowdsourcing tools, and an increasing list of others.

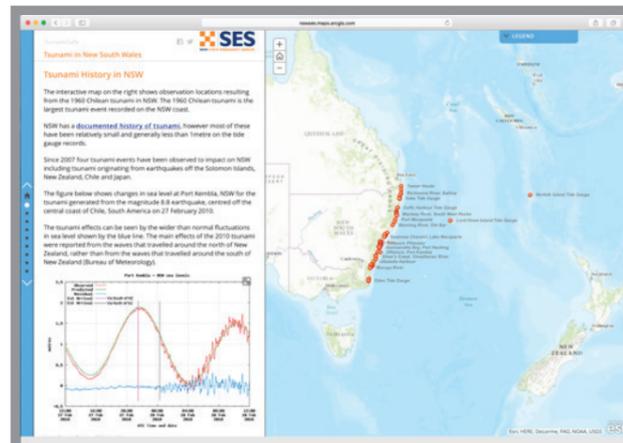
ArcGIS users can also share data internally, with other government departments or civic innovators using ArcGIS Open Data.



Esri Australia recognises that, at its core, building smart communities involves working side-by-side with departments of all levels and professional trade associations to truly understand community needs.

We listen to, study and document government best practice, and offer more than 150 free map and application templates specifically designed for government and council.

These can be used as developed or configured to meet your specific needs.



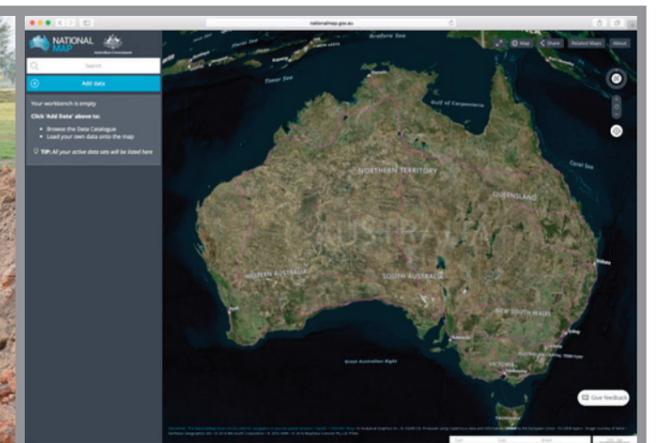
ArcGIS Online users have access to free story map templates, which make it easy to tell a rich and inviting story about your community. Story map apps are designed to help you show your business environment, culture and attractions in a geographic context.



Esri and ICMA have hosted several events that bring government leaders together to discuss the apps their communities need the most. These leaders represent governments of all sizes and geographies.



The Queensland Urban Utilities award-winning enterprise GIS seamlessly integrates core business systems to provide a comprehensive, spatially-enabled snapshot of QUU's entire network.



The Australian Government's open data website, data.gov.au, publishes public and government information for citizens to analyse and use to develop tools and applications that benefit all Australians.

ArcGIS: a solution that *matures* with you

The ArcGIS platform is designed to grow with your needs, with industry-specific templates offering you constantly evolving smart communities solutions.

Whether you are just introducing location-based analytics into your operations, or you're experienced at applying location intelligence to your decisions, the Esri Australia team are available to support your work.

Getting started

You can achieve maximum productivity, efficiency and public engagement when you use all the tools in ArcGIS throughout the various departments of your organisation.

With access to ready-to-use, out-of-the-box solutions, as well as configurable open-source apps, you can adapt over time. As you move closer to your smart community goals, Esri Australia will continue to provide solutions that fit your needs.

Enhanced solutions and strategies

As you look for more advanced solutions and strategies, you can migrate to an Esri partner solution, or use a combination of solutions for a fully integrated approach to your workflows.

If you have a mature user site, you may decide to go straight to a discipline-specific partner solution. Whatever choices you make, you can be confident that the ArcGIS platform will support you.

Learn more about how Esri Australia supports smart community at esriaustralia.com.au/smartcommunities



Geodesign

ArcGIS is used in planning and design to build smart communities, a practice known as geodesign. We offer real-world planning and analysis tools, such as Esri CityEngine and rules-based 3D planning.



Above: Singapore Land Authority have generated compelling 'real world' visualisations of the entire island – the 3D models form part of a whole-of-government Smart Nation initiative aimed at improving risk management, facilitating collaboration and enhancing decision-making among the nation's public agencies.

BUILDING SMART COMMUNITIES WITH ESRI TECHNOLOGY

As governments mature in their use of location-based analytics, they can choose a solution from one of Esri's 2,000-plus partners, or start with ArcGIS government solutions and then migrate and/or integrate with partner solutions over time.

LICENSING

Governments can purchase licences for individual software or, where available, choose an organisation-wide or department-level approach to rapidly adopt solutions – with the ability to deploy more than 150 applications across an organisation simultaneously.

SERVICES

Implementation and business consulting services, as well as jump start packages, are available as part of Esri Australia's professional services and support, and through the Esri Partner Network of progressive solution providers.

Start building your smart community today.



Esri Australia partners with government agencies, commercial enterprises and not-for-profit organisations to deliver advanced location-based analytics capabilities that empower users to solve problems and bring forth change.

We are the exclusive local distributor of Esri's world-leading GIS platform, ArcGIS, and support our product offering with extensive professional services.

Over the past four decades, Esri Australia has cultivated collaborative relationships with clients and partners who share our commitment to improve and evolve. We believe geography is at the heart of a more resilient and sustainable future, and are committed to making a difference for our clients and the greater community.

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