Bring Local Government Solutions to Life in just 2 days

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Break-through Innovation in Local Government

For many years, Telstra has been just a commodity Telecommunications supplier to Local Government.

Recently, Telstra has worked with a number of state and local governments to address Council challenges by creating new innovative technology solutions derived from an Ideation Process that puts ***people at the centre*** of everything we do...

Telstra would like FNQROC to consider how our process might help address some of the pain points and challenges currently faced by the member councils and their constituency.

This document case studies some of the solutions previously delivered, and outlines the requirements, should FNQROC wish to run similar projects.

What is Human-Centred Design?

Design Thinking or human-centred design allows any organisation to start projects with confidence, knowing that they have the insights and validation needed from business owners and councils before investing in a complete program development. Design thinking is championed by innovative companies such as Apple, Airbnb, Starwood Hotels and Procter & Gamble.

It allows organisations to build products with confidence by gathering insights, validating them with users and rapidly prototyping before any production commences.

- It cuts costs
- It reduces risks
- It creates opportunities for expansion
- It creates winning products, that people ***love*** to use, not just ***have*** to use.

Ultimately Telstra's version of this methodology and approach ensures that stakeholders will arrive at an improved, refined and validated product concept that is:

- Desired by Users
- Technically Feasible
- Commercially Viable

Our Ideation process

Pre-event

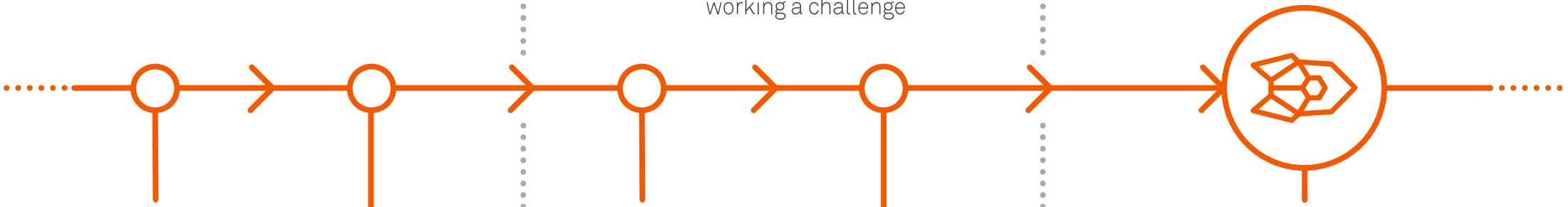
- 3-5 weeks preparation
- Ignition Workshop

Event

- 3 consecutive days – 2 days of Ideation, and Presentation Day
- 50 people
- 5 facilitated teams, each working a challenge

Output

- Business case
- Vision and plan
- Working prototypes



Customer's vision or strategy fleshed out

Ignition workshop to draw out challenges

Agree and shortlist ideas to run in the event

Ideas are accelerated at the event

Outputs form the start of a business case

Hackathon or JAM – what's right for FNQROC?

Hackathon

- Product Focused
- Tech-Solution
- Prototypes

JAM

- Complex Problem Focused
- Policy
- Business Case

Our ***Hackathons*** with Local Government have generated digital products, like Chatbots, Mobile App's, new platforms and Messaging Solutions.

We've also run ***JAM*** Sessions with State Government to help more clearly articulate a situation or problem, which has led to changes in Transport Policy and Legislation for the region.

We'll work with FNQROC to design the right event for you based on your challenges and aspirations to solve them.

Our Process kick-starts innovation, but is only the beginning...

We've done this before with Local Government, so we understand how time consuming and costly business cases are. This is why our process works - we'll ideate with you to generate solution concepts in a short period of time; articulating the clear message why investment should be made to bring the idea to life.

Intended Next Steps

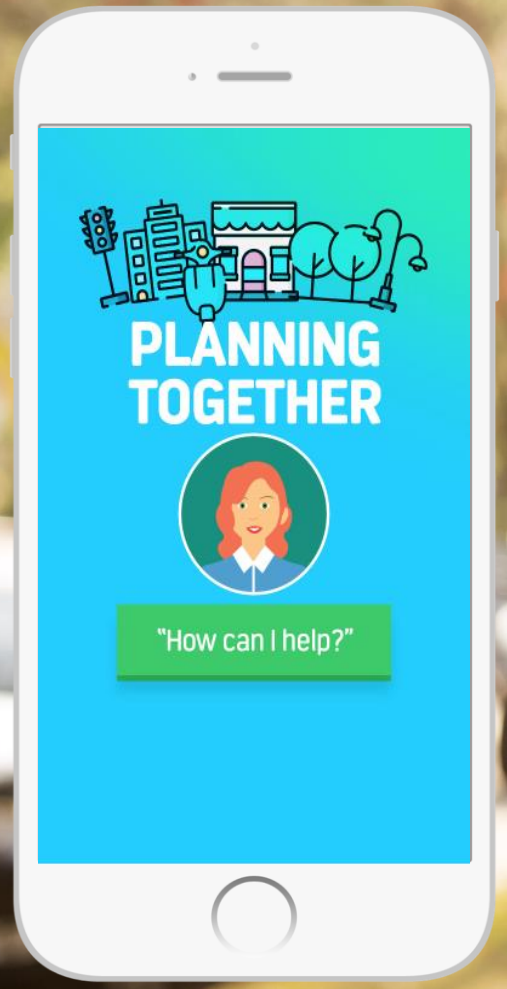
- Seeking confirmation of interest and intent for FNQROC and member participation
- Telstra to use confirmed interest to apply for event funding.

Appendix:
Case Study Solutions

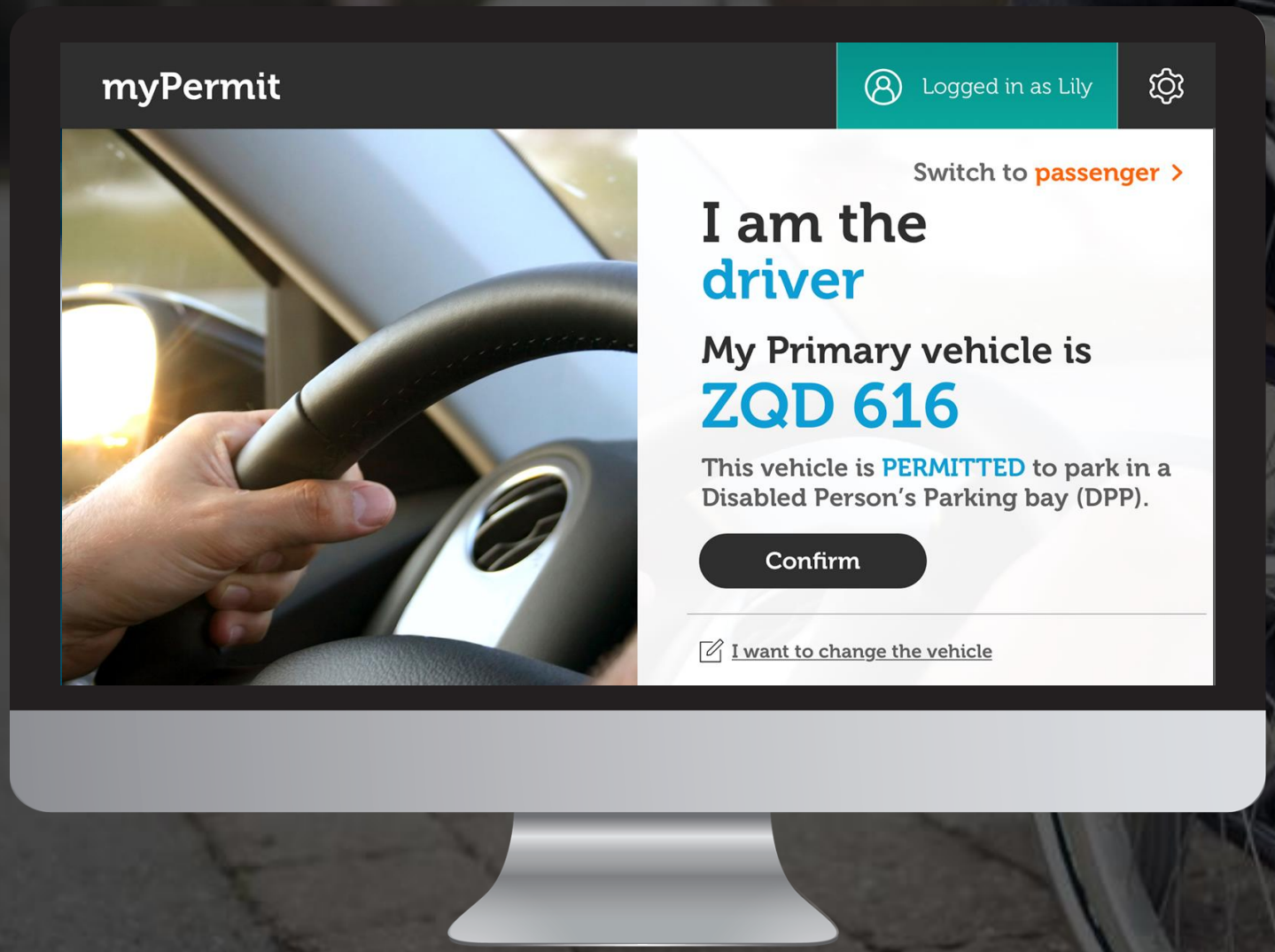
http://www.mavdigital.com/portfolio/mav-hack/

Jocelyn

a chatbot for town planning



Disabled Parking Permits



Disabled Parking Bay Non-Compliance

Pop Up Waste Dump Sites

Roads

Waze
12:32
Incident Ahead
Emergency road maintenance
Burst water main
Heavy congestion
20 minute estimated delay
Accept Reroute Suggestion?
Lake way
Jefferson Ave
Lincoln Ave

MAV HACK

Nyaal

Open your eyes

Nyaal is a technology-based Indigenous youth mentoring platform to normalise ambition in aboriginal youth and provide guidance and access to safe & flexible education and employment

Guidance Video

Guidance and testimony videos presented by peers, influencers and mentors distributed on web social media platforms

Instant Path Finder

Online tool delivering and instant specific and contextual career plan job

Jobs Detector

App that detects jobs as you enter retailers and service areas and pushes the opportunity to your phone