



# Some Smart City Economics .....

Buying/Accessing Smart Networks & Streetlights

*Brook Dixon (@dibrookie): ACE 2017, 21 July 2017*

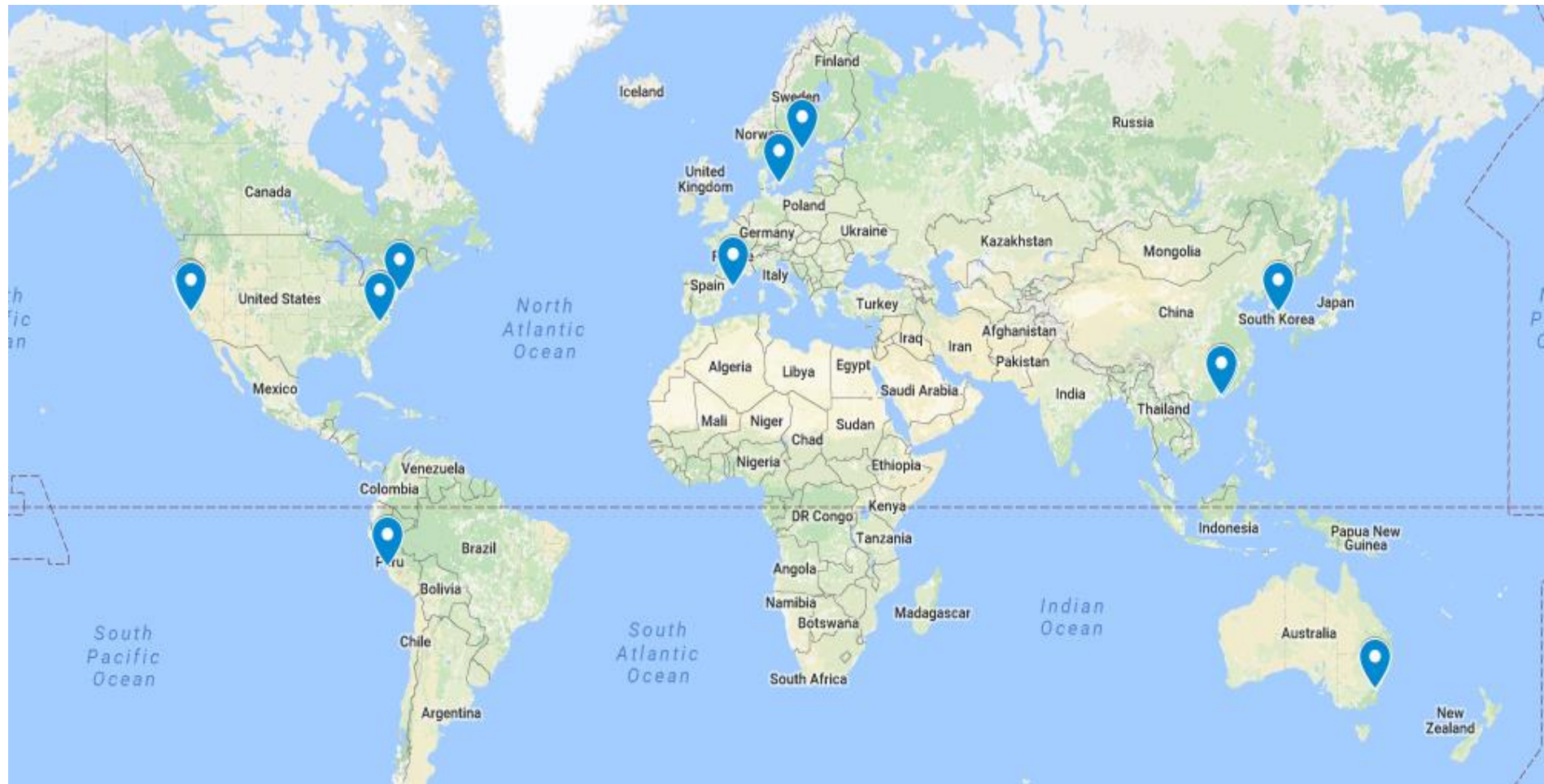


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WINSTON  
CHURCHILL  
MEMORIAL  
TRUST



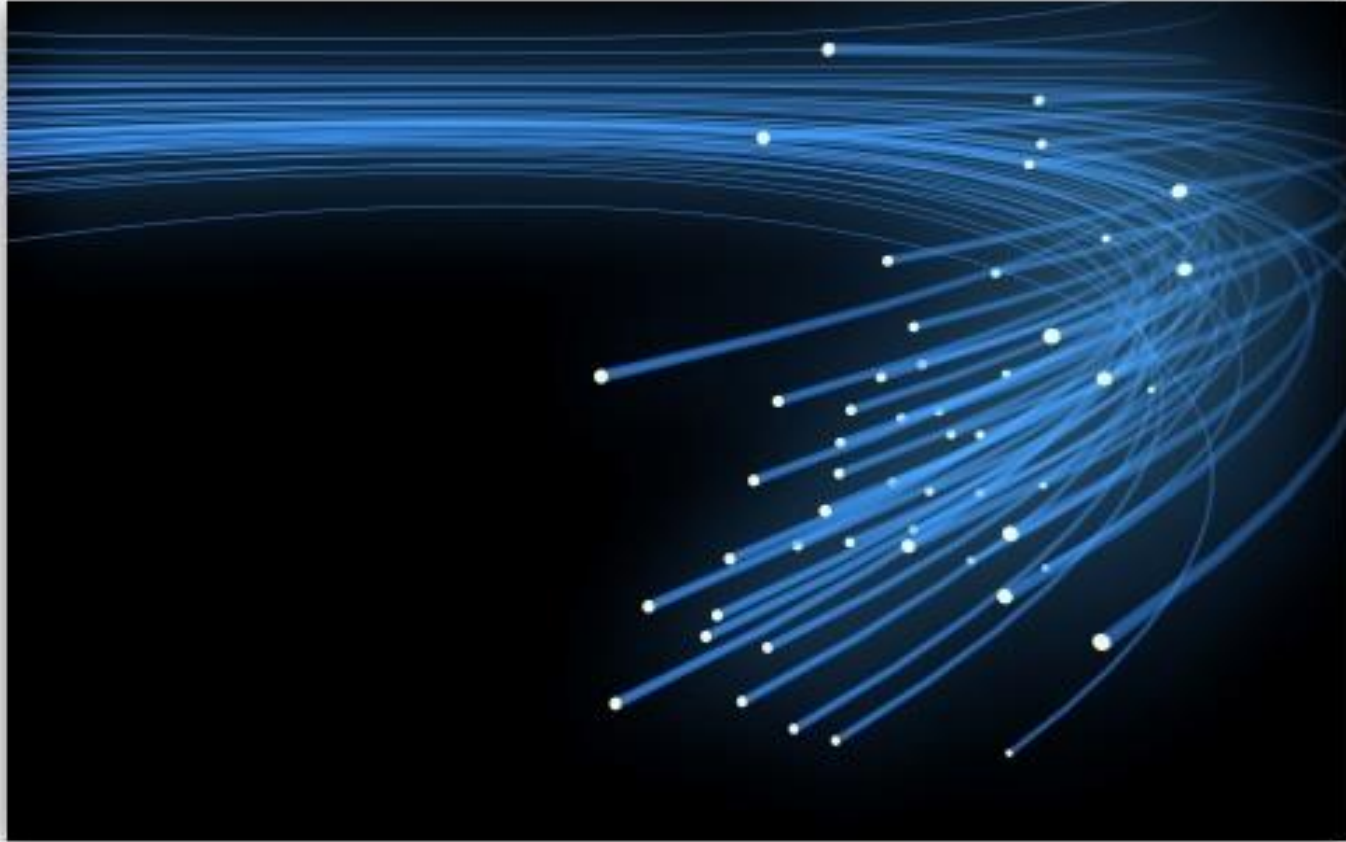
# 10 Smart City Building Blocks

- Be a digital democracy
- Get a digital city plan!
- Find your leaders and governance
- Develop digital city standards
- Prioritise digital projects

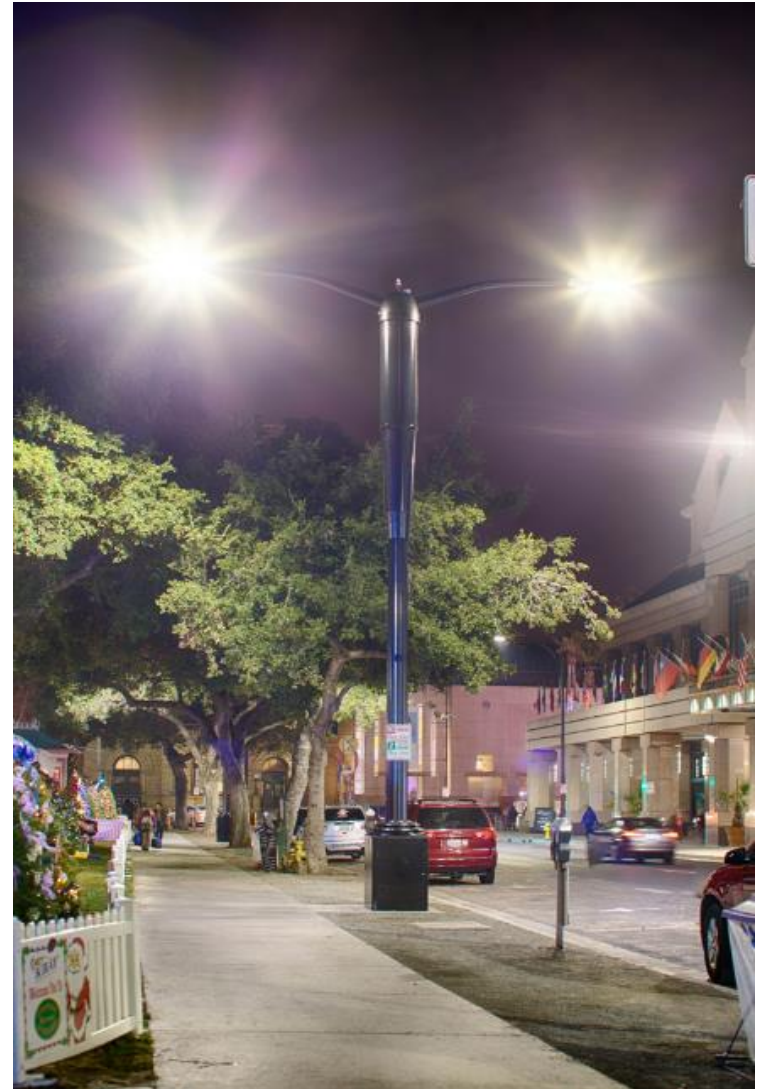
# 10 Smart City Building Blocks

- Leverage new business models
- Partner for the win
- Modernise regulation
- Gear your city for innovation
- Set digital targets

# Fibre is the Foundation



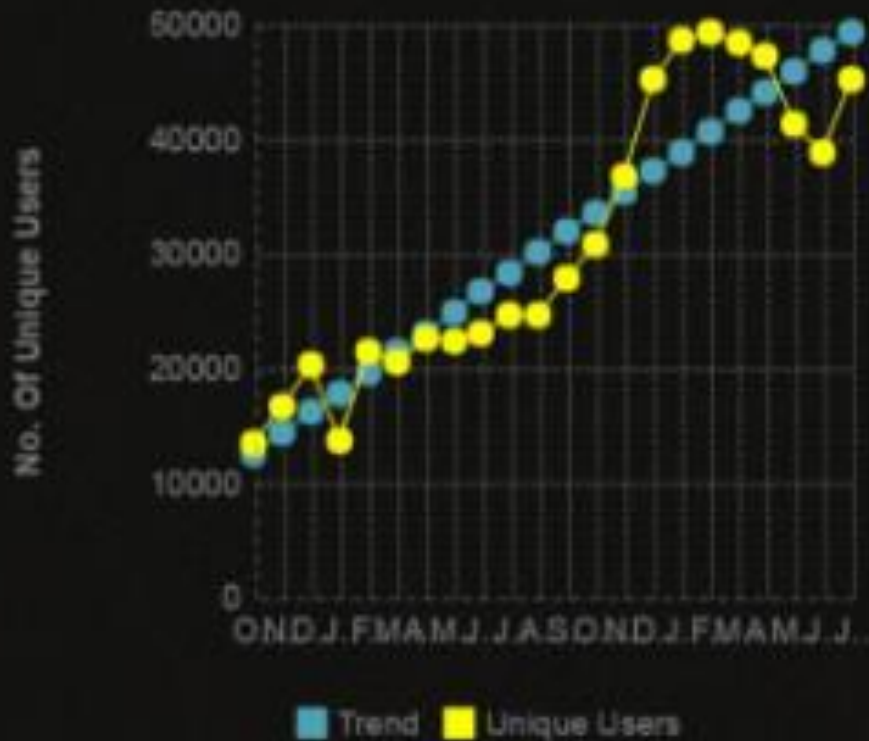
# Street-lights are the Platform



# Connectivity is the Key

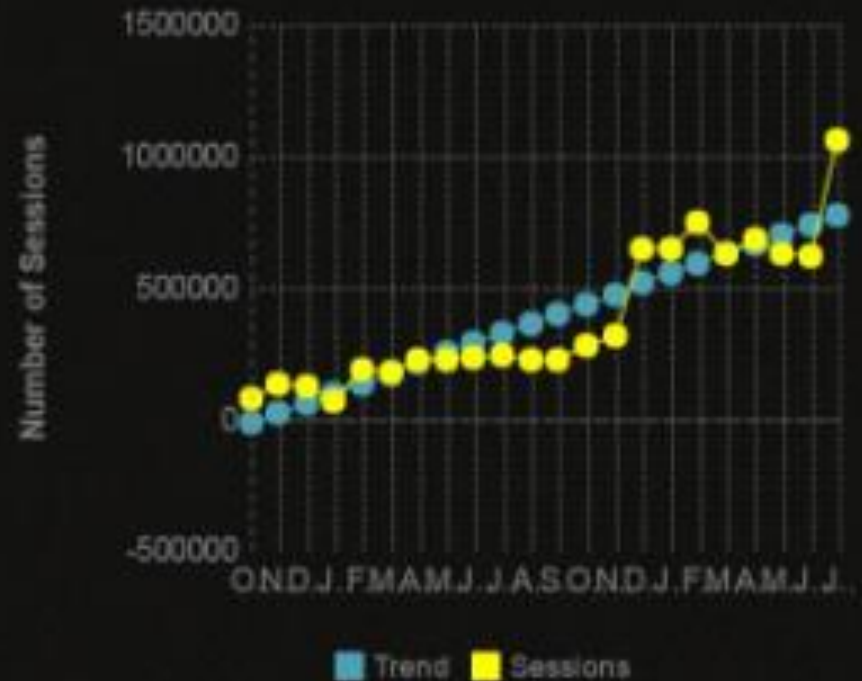


# People Using CBRfree

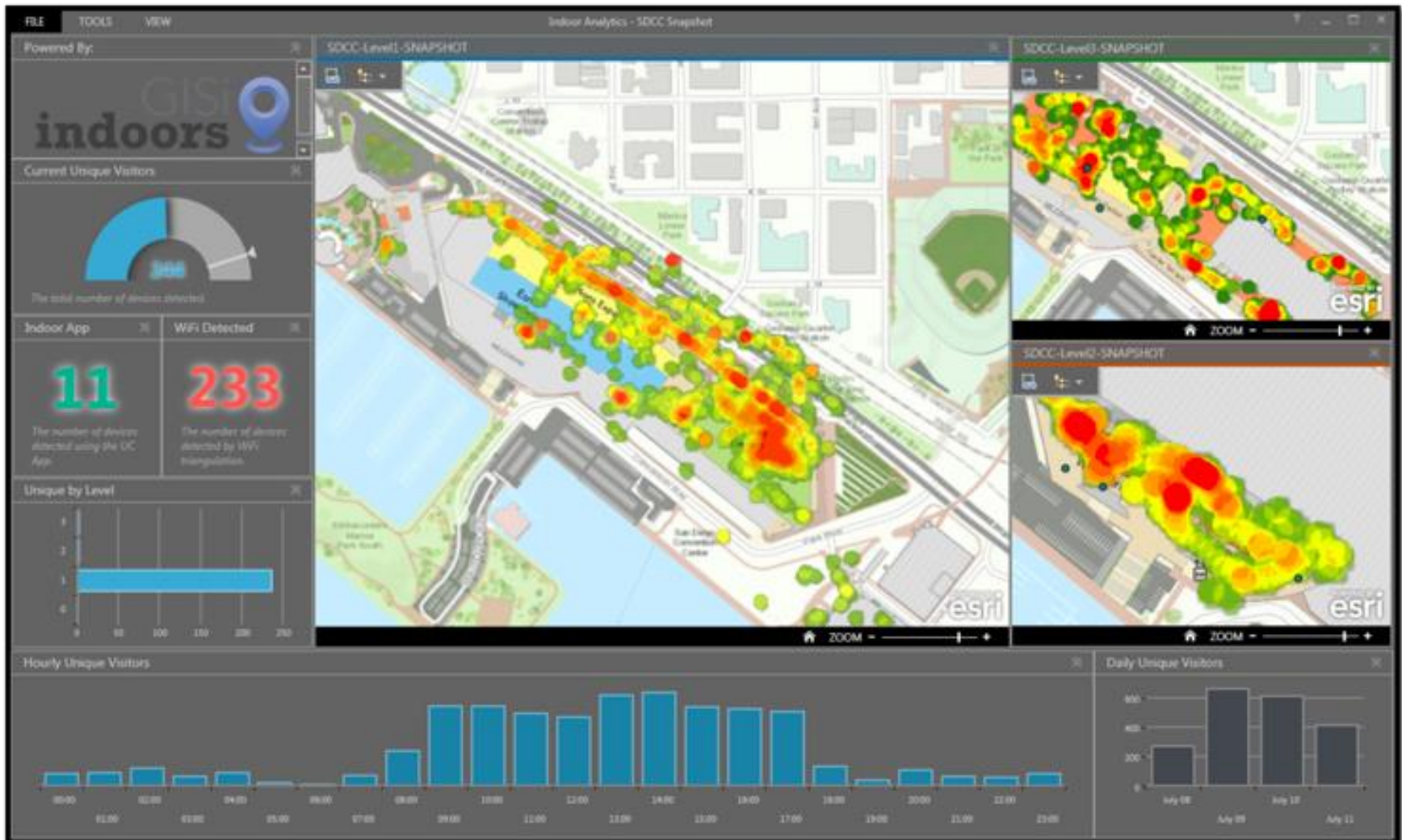


Free Wi-Fi –  
the new O2

# Sessions

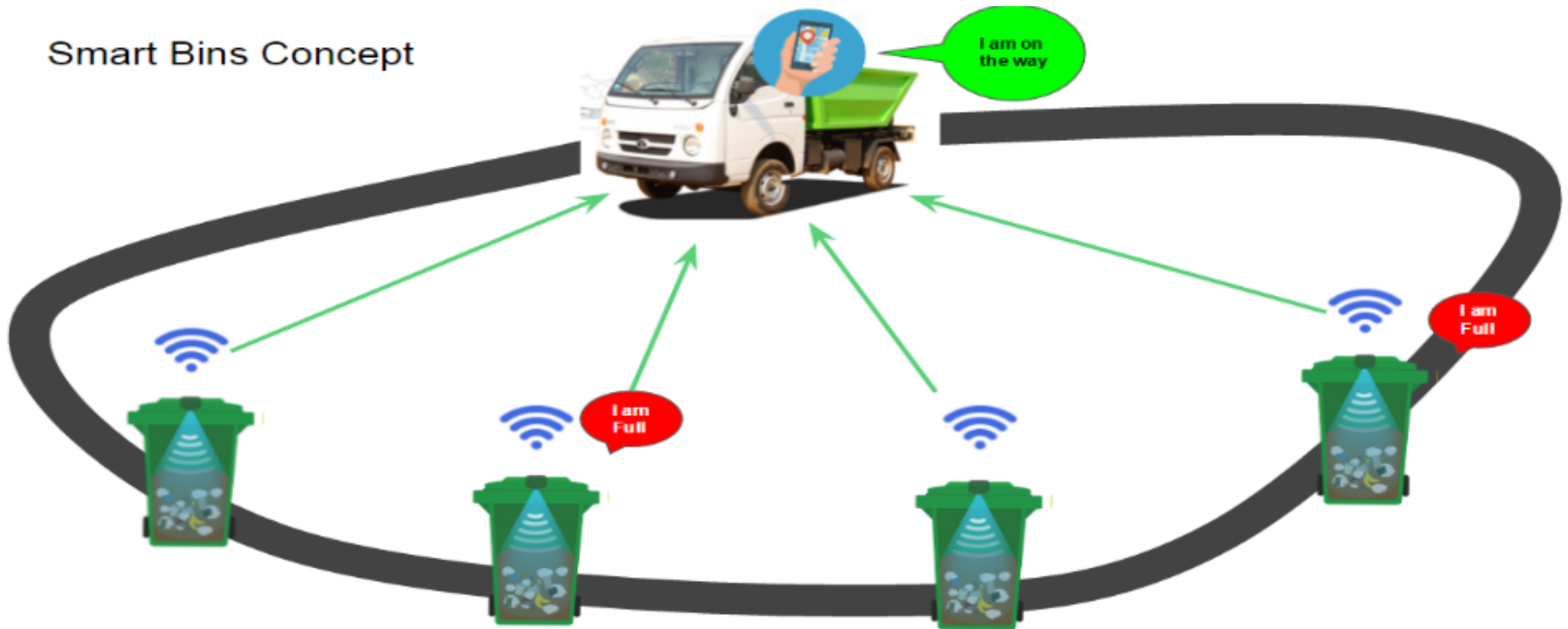


# Wi-Fi Analytics: Big data – big value



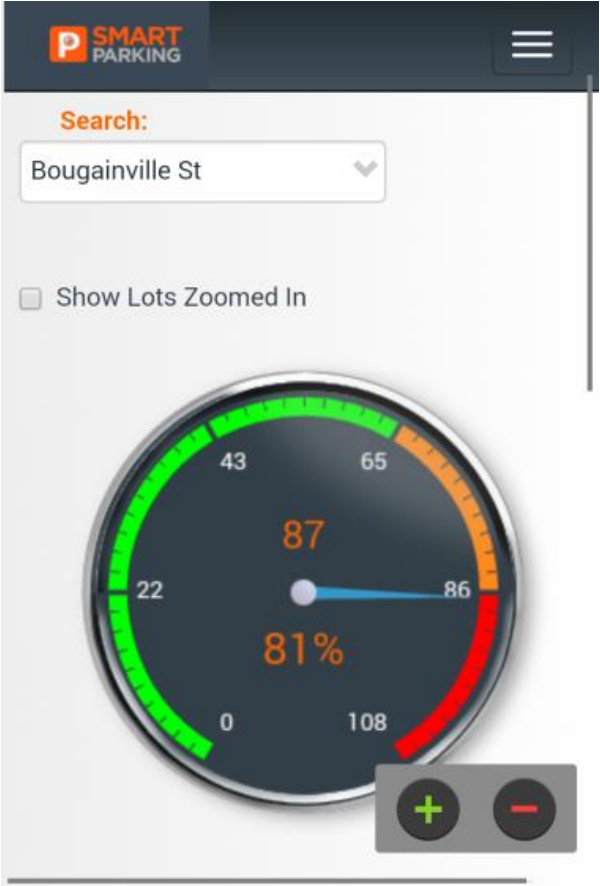
# Smart Waste Management

Smart Bins Concept

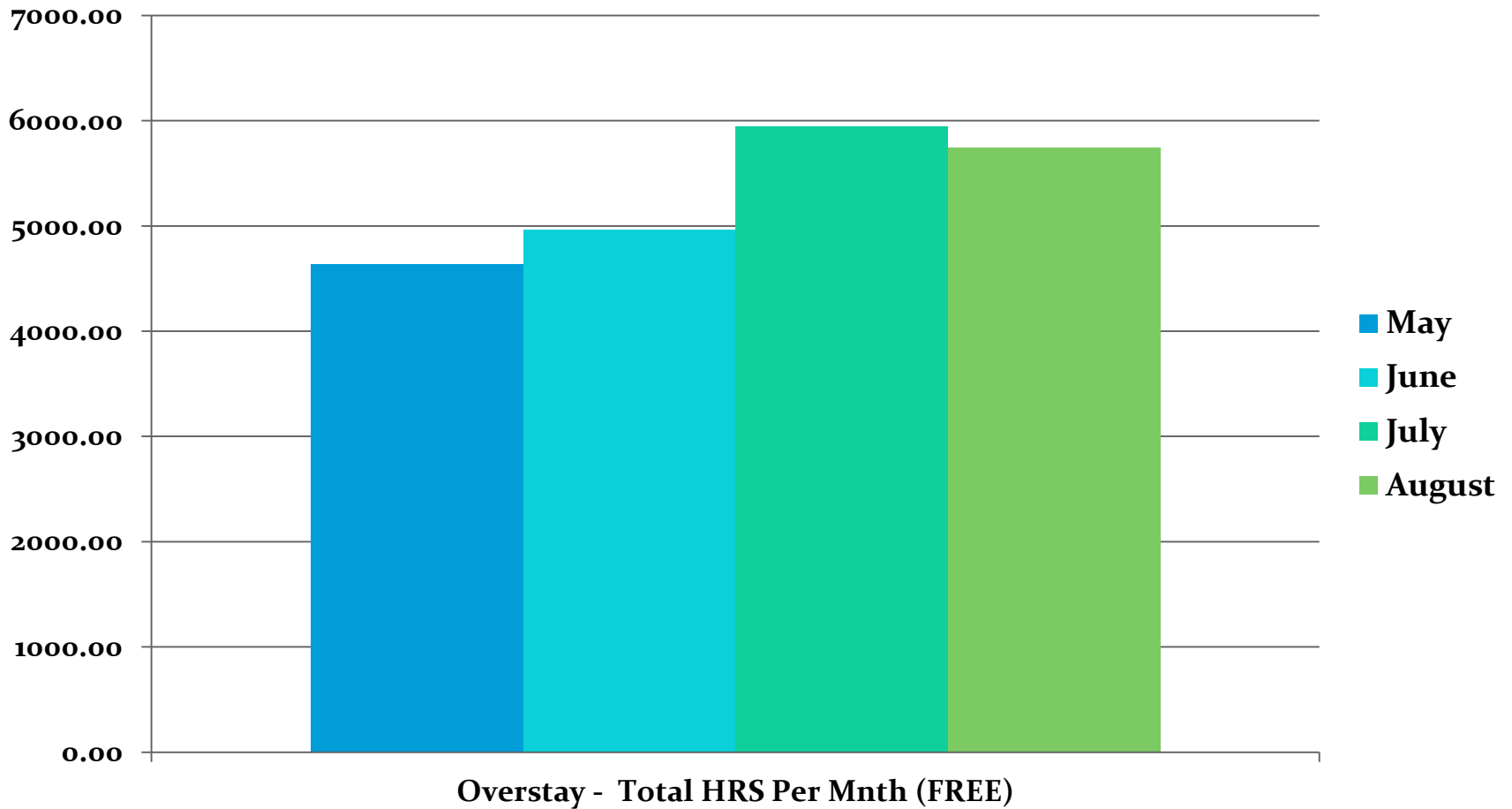




# Smart Parking



# Overstay Hours per month (free bays)



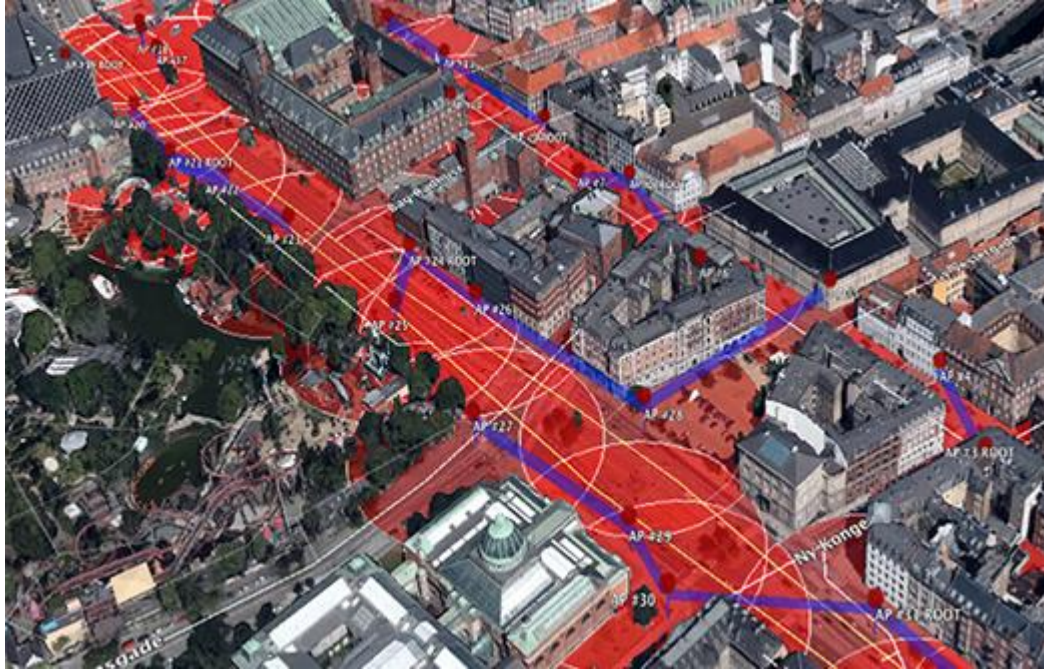
# Digital for Sustainability



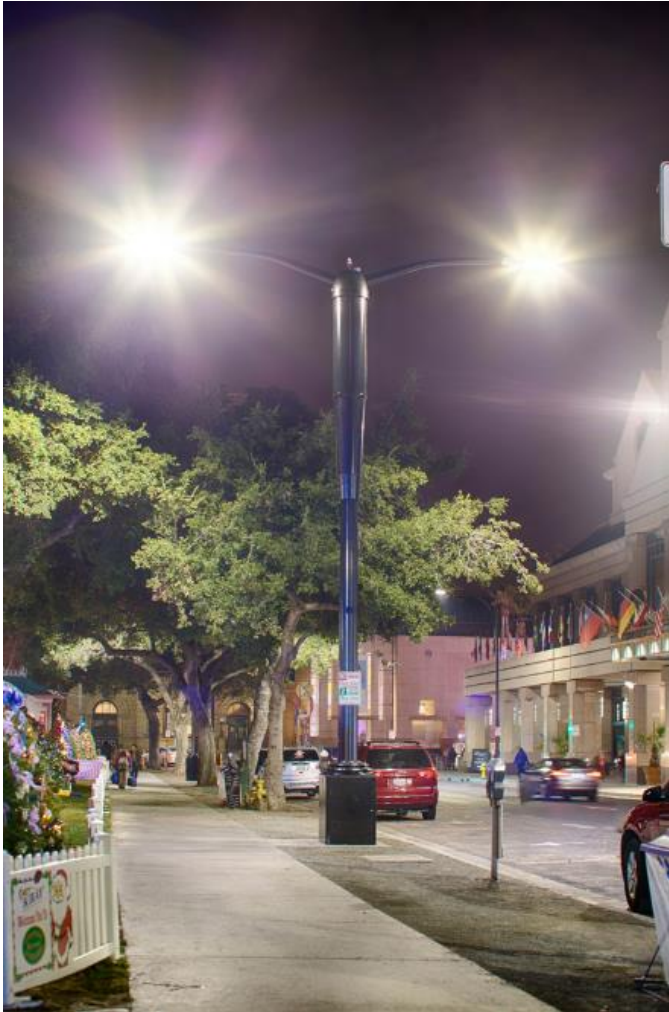
Smart Irrigation

# Our Suburb is Our Innovation Lab

*'creating a dialogue and experimentation agora'*



# New Business Models Unlock ... BILLIONS!



# Challenges for Government

- Access to streetlights for smart stuff
- Access to the new smart networks
- Who owns the data?
- Buy separate or together?
- Determining value
- Maximizing revenue or public value?
- Budget constraints – getting \$\$ not easy
- Managing risk
- Market design

# Market design options

- Separate contracts
- Price only, or other factors
- Combinatorial bidding
- Commercially neutral access
- Access by regulation and enforcement
- Access by incentive – fixed price + revenue %
- Contract terms & conditions

Questions?

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