

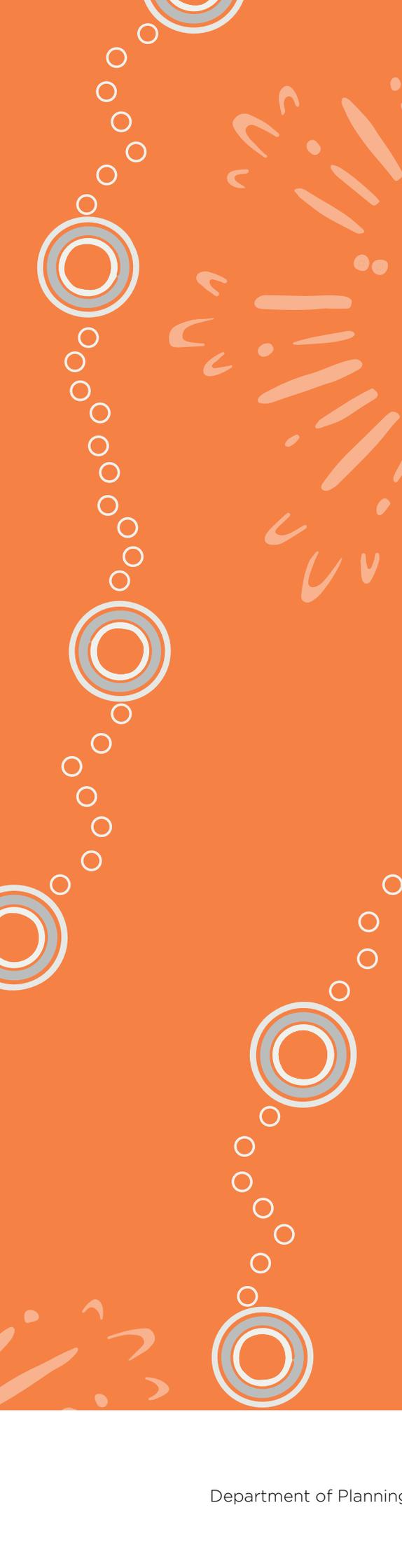
Department of Planning,
Industry and Environment

Smart Places

Draft Customer Charter

June 2021





Acknowledgement of Country

The NSW Department of Planning, Industry and Environment acknowledges the Traditional Custodians of the land and pays respect to Elders past, present and future. We recognise First Nations peoples' unique cultural and spiritual relationships to place and their rich contribution to society.

First Nations people take a holistic view of land, water and culture and see them as one, not in isolation from each other. The draft NSW Smart Places Customer Charter is based on the premise upheld by First Nations people that if we care for Country, it will care for us.

Find out more:

www.dpie.nsw.gov.au

Title: Smart Places Draft Customer Charter

First published: June 2021

Acknowledgements

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Ministerial foreword

In August 2020, we released the NSW Smart Places Strategy, the first of its kind for a state government to deliver smart places across our communities. The strategy outlines 14 actions for us, as a government, to deliver, of which one is to develop and publish a Smart Places Customer Charter.

Smart places embrace digital solutions to create a more liveable future. They should be innovative, inclusive and customer-focused. A true partnership between government, industry and the community will create solutions that are not only specific to a place, but also meet the current and future needs of all customers.

Over the last 12 months, the adjustments to our lives from COVID-19 have seen an increasing reliance on digital and online services. The role of technology in our environment continues to evolve and is transforming the way we live. By integrating technology into our streets, parks and communities, we can capture and make use of real-time data to create great places and a more liveable future.

The NSW Government has also taken significant action to progress this agenda. We have established a Smart Places Advisory Council and allocated \$45 million over three years for the Smart Places Acceleration Program so you can start seeing benefits from smart places as soon as possible.

This draft Smart Places Customer Charter makes sure our investment is delivered in a way that meets our customers' needs. The charter captures community expectations and asks those involved in shaping smart places to commit to delivering smart places that benefit people, communities and businesses. It defines successful smart places and outlines the principles to be followed, from the look and feel of smart places, to the way information is collected, stored, and managed and how people come together using smart technology.



Victor Dominello

The Smart Places Customer Charter is about you and your expectations of smart places. This draft is on exhibition for your feedback. I encourage you to let us know what matters most to you as we commit to using your ideas in the final Smart Places Customer Charter.

Victor Dominello

Minister for Customer Service,
and Minister for Digital

Introduction

The NSW Smart Places Strategy sets the framework to position NSW as Australia's smart state. As one of the foundational steps for the strategy, the NSW Government has developed a draft Smart Places Customer Charter that outlines a set of principles for anyone involved in creating 'smart places' to put into practice.

Smart places bring together the physical and digital environments. Technology helps to capture data about the physical and natural environment and how it is used. This information drives decisions to improve the productivity, liveability, sustainability and resilience of cities, towns and communities.

Smart places are designed to meet the needs of the present without compromising the ability for future generations to meet their own needs (sustainable) and can adapt in a complex and changing environment (resilient).

Country is at the core of every First Nations person's identity and sense of belonging. Acknowledging, valuing and embedding First Nations cultural knowledge and world views into the development of smart places will support many of the outcomes in the Department of Planning, Industry and Environment's Aboriginal Outcomes Strategy, Our Place on Country. Smart places have the potential to promote and strengthen First Nations people's connections to Country, culture, language and identity.

They should help make First Nations history and culture a more visible part of NSW's built and natural environment and improve community and visitor understanding of it.

Customer Charter

The draft Smart Places Customer Charter should reflect customers' expectations of the creation and management of smart places. It will enable place managers and those involved in smart places to deliver with success and community support. Customers include anyone who lives, works, visits or invests in NSW, including businesses.

The charter will be used by those who are involved in creating or managing smart place initiatives. NSW Government departments and agencies will be expected to follow the Charter when it is finalised and released in late 2021. Other stakeholders involved in the creation of smart places will be encouraged to sign up to the charter. This includes local government and the technology and property development industries.

Signing up to the final customer charter will mean a commitment to follow the principles in the creation of smart places. The final customer charter will be refined with feedback received on this draft, and the NSW Department of Planning, Industry and Environment will support participating organisations with resources and guidance to embed and deliver the principles in practice.



Customers who are seeking to better understand how smart solutions may be deployed in their communities, and their potential benefits and effects.



Place owners including local government representatives can refer to the principles within this charter to deliver smart initiatives within their communities



Technology vendors who produce smart place solutions and influence the delivery and implementation of smart solutions.



Government stakeholders who can refer to the principles within this charter in policy development.

Figure 1. Stakeholders of smart places



How we created the draft customer charter

We have used a co-design process to develop the principles within the draft charter.

Government and industry engagement

We held workshops in February and April 2021 with over 100 attendees from local, state and federal government, as well as industry groups, developers and the technology industry.

Participants agreed that smart places should be designed for everyone and should contribute to vibrant places where people can come together and feel connected. Key challenges to implementing smart places were recognised as privacy, keeping data secure, public trust, digital infrastructure requirements and digital literacy among communities.

Participants were asked to review a set of draft principles and consider how each principle would work in practice for people in the community and for them in their professional roles.



February - May 2021

- co-design with industry, government, First Nations and community members



June - July 2021

- Consultation on draft Smart Places Customer Charter



August - September 2021

- Review consultation results
- Finalise Customer Charter



Late 2021

- Release of final NSW Smart Places Charter
- Call for signatories to Charter

Community engagement

Engagement with First Nations people

We consulted First Nations stakeholders throughout May 2021 to better understand their priorities for and concerns about smart places. This process of engagement allowed for meaningful consultation with the First Nations community so that the draft principles accurately reflect their voices.

Stakeholders supported the positioning of Country as a key element of successful places and its treatment in the charter. Key areas of concern identified by stakeholders in relation to smart places were transparency around data sovereignty and governance, and inclusivity. It was noted that First Nations people are pioneers of co-design thinking and approaches and that they should have an opportunity to influence solution design to adequately address concerns. The charter is seen as a vehicle to help digital technology projects better contribute to Indigenous culture and self-determination.

Community panel

A panel of 10 representative, randomly selected community members across metropolitan and regional NSW was held to include a range of customer voices in the early drafting stage. Panel members gave feedback on all draft principles and insights into community expectations and concerns about smart place technology. Panel members showed the greatest concern for data protection and transparency aspects of smart places, saw co-design approaches as critical to earning trust, and were pleased to see commitments to improving connection to Country and to reducing the digital divide.

Access, inclusion and diversity engagement

The draft charter was reviewed by an independent human-centred design consultant, with a focus on its relevance and ease of comprehension for a wide audience. Further engagement during the exhibition period will occur to capture the views of people who may be less digitally connected.

Have your say on the charter

We want to hear what you think about the draft charter. We will consider your feedback as we develop the final customer charter, which is due for release in late 2021.

The closing date for public consultation is 20 July 2021.

We welcome you to provide feedback on these principles. Visit our Smart Places Customer Charter engagement hub: dpie.nsw.gov.au/smartplacescharter

Principles for smart places

This charter includes six principles to guide the creation and management of smart places. They build on concepts that drive the development of smart places – that all smart places exist on Country; that smart places make communities more sustainable and resilient; and that smart places produce outcomes and benefits for people.

Connection to Country

Following the principles in this charter will help to see Country considered at all stages of creating smart places. Respect for First Nations people’s rights, obligations and roles as Traditional Custodians of the land, sea and waterways will be prioritised in a way that contributes to economic independence and self-determination for First Nations peoples.

Sustainability and resilience

Given the fast-paced nature of technological change and innovation, as well as the changing climate and growing population, resilience and sustainability considerations are a core component of the six principles.

Benefits for people

The principles also provide the framework for smart places to focus on real benefits for customers before a technical solution is agreed. The Smart Places Strategy identifies a wide range of outcomes that smart places can achieve. By responding to the needs of the people that the place serves, including their diversity, equity and inclusion needs, smart places will be able to harness and embrace innovation and opportunity.

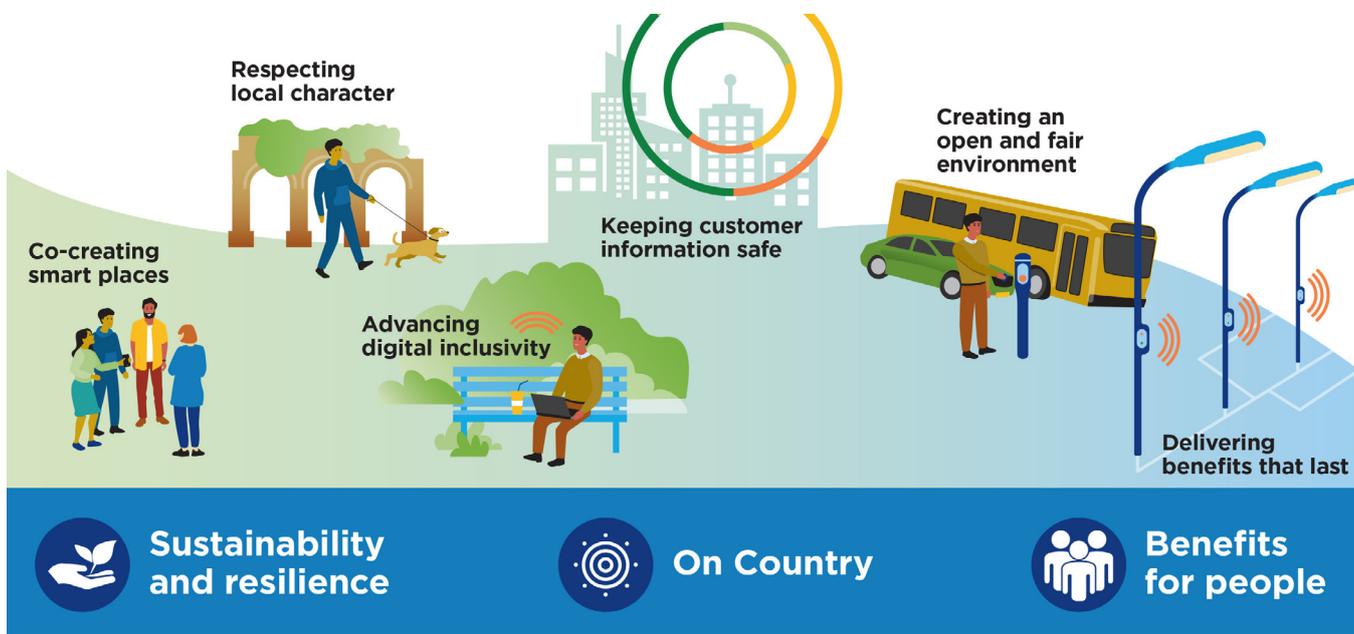


Figure 2. Principles for smart places

Principle 1.

Co-creating smart places

Smart places are created with customers to support shared and diverse values and to respond to the vision for the place

The planning and development of smart places should incorporate clear, honest and open dialogue to collaborate and co-create with customers. These include local communities, First Nations peoples, businesses, start-ups, schools and universities. This approach helps define the valued characteristics of places and means that local interests influence the place's future. First Nations people are pioneers for co-design thinking and approaches. As a minimum, local aboriginal land councils should be engaged early. Particular care should be given to include young people, who will inherit any benefits and effects.

A co-creation approach to smart places should use a range of engagement methods suited to the place and its customers, include a commitment for customers to genuinely influence the outcome,

and be accessible and inclusive. It should aim to educate, inform, and partner with stakeholders in the design and delivery stage, and seek consensus around ongoing consultation while the smart solution is in operation. It should give participants information to help meaningful participation and facilitate the involvement of those directly affected by a proposed smart solution. Meaningful engagement activities, as well as the possibility of design changes, should be built into timelines and budgets from the outset.

What this principle will achieve

- People with an interest in the place have the opportunity to be involved in and shape the creation and ongoing management of smart places in ways designed to suit them
- Potential benefits and effects are transparent and long-term success is improved
- Strong community partnerships and resources help bring smart places to life.
- Smart places are informed by a broad range of knowledge, skills and perspectives.
- Customers are empowered to build their digital capacity and drive smart innovations.

Connection to Country

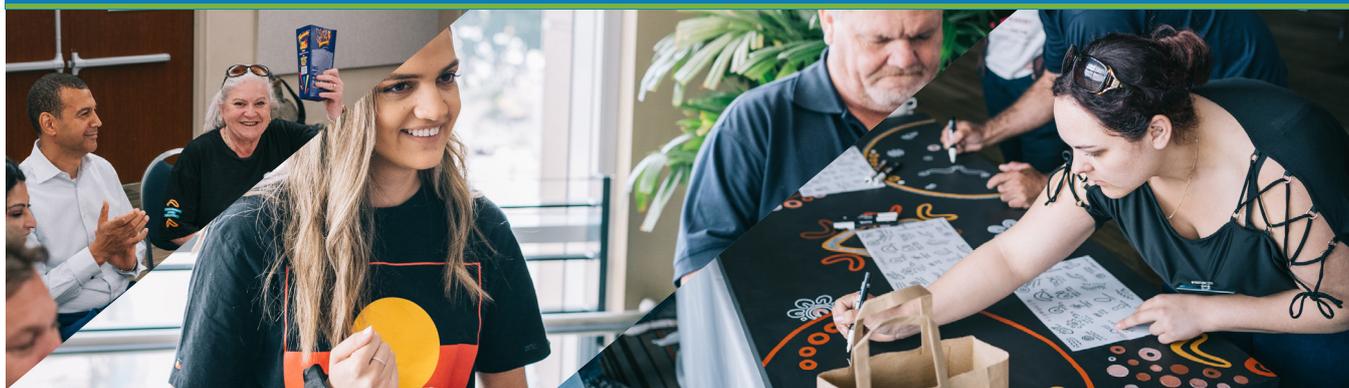
Acknowledging, valuing and embedding First Nations cultural knowledge and world views into the development of new smart place initiatives means First Nations people are directly involved in smart place design and, where possible, management.

Sustainability and resilience

Smart place design and ongoing management should provide opportunities for customers to consider effects on current and future generations, as well as how changes in circumstances or technology might affect the outcomes of a project.

Benefits for people

Anyone affected by new smart place initiatives should have the opportunity to shape the design, verify the intended benefits and confirm whether the solution meets the needs of the community.



Principle 2. Respecting the local character

Smart places preserve and enhance local character, function and amenity

Local character is created by a combination of land, people, built environment, history, culture and tradition, both Indigenous and non-Indigenous, as well as the functional uses of a place. Considering the local character, climate and functions of a place means looking at how people and places interact to create an area's distinctive character. This includes balancing place-based aspects such as recreation, business and social connection with the movement of people and freight, and consulting widely with customers to understand their sense of place.

Smart places should seek to protect and enhance people's experience of a place and the efficiency with which it functions. The use of technology and infrastructure should integrate with and complement the surrounding environment. There should be a specific focus on protecting visual amenity and incorporating elements of a place's local character and function into its design. Opportunities should be sought to incorporate First Nations peoples' stories in digital signage,

virtual experiences or artwork to share awareness of the cultural significance of places and their history, with consultation with local First Nations communities determining what is appropriate to be shared in a public context.

What this principle will achieve

- The history and culture of a place is embraced, with local histories and stories incorporated, including recognition of the Traditional Owners and First Nations culture.
- The main functions of a place are identified, protected and, where possible, enhanced, including movement of people and freight, social connection, recreation, economic activity and education.
- Community pride and empowerment helps to achieve greater social cohesion and reduce social isolation.
- People feel safer and comfortable to participate more fully in social and economic activities at all times of day.
- The health of the natural and built environment is maintained or improved.
- Local diversity, equity, and inclusion is celebrated and helps define community spaces and places to ensure they are vibrant, connected and welcoming for all.

Connection to Country	Sustainability and resilience	Benefits for people
<p>Local character begins with Country. Opportunities should be sought for First Nations cultures and heritages to be embedded and embraced in any smart place design.</p>	<p>Smart places should improve the appeal of the natural and built environment for current and future generations, as well as supporting their ongoing wellbeing and prosperity.</p>	<p>Smart place design should acknowledge that benefits may vary from one place to the next and validate benefits through robust consultation and understanding of the place and its community.</p>



Principle 3. Advancing digital inclusivity

Smart places are digitally inclusive and accessible, and improve access to digital services

The role of digital services, such as tele-health, online learning, remote working, and virtual social connections, is increasing. According to the Australian Digital Inclusion Index, more than 2.5 million Australians still face barriers to digital participation. People in some parts of NSW can experience limited connectivity, and many NSW residents do not have a reliable internet connection at home. Digital inclusivity can improve quality of life, promote economic wellbeing, and improve social and education outcomes.

When smart places require people to interact directly with technology, they should seek to reduce the digital divide by making it easier for customers to use and benefit from technology, to access the internet and use online services. Technology should cater to a range of digital skill levels, its functionality should be explained in plain English and community languages, it should be

accessible to all, regardless of circumstances and, where relevant, complementary programs should be offered to assist people to use and benefit from smart places. New smart place initiatives should also be seen as an opportunity to work with local and First Nations' start-ups.

What this principle will achieve

- Technology solutions are designed with specific consideration of the needs of First Nations peoples, people with disability, culturally and linguistically diverse people, and people of lower socio-economic status.
- Digital services become accessible for people who might not otherwise be digitally connected and new places become available for work, study or social connectivity.
- Smart technology solutions can be used by people with a range of digital skill levels and abilities.
- People can improve their digital skills and participate in the digital economy.
- Solutions requiring customer interaction are not restricted to one kind of technology and use a format that does not exclude people, for example visual displays have an audio component, and audio solutions have a visual component.

Connection to Country

Smart places should create opportunities for First Nations peoples to have digital connection, to do business or access new services and business opportunities.

Sustainability and resilience

Digital inclusion can bring social empowerment through access to education, employment and services, with benefits that can reach across the generations.

Benefits for people

Smart places should seek opportunities to improve digital inclusivity, by considering the different needs of the customers who could experience benefits.



Principle 4. Keeping customer information safe

Smart places collect data with a clear purpose and uses insights appropriately

Data collected by smart places must be treated safely and securely, and organisations must be transparent about and accountable for what data is collected, how it is managed, used, stored, and disposed of, and who has access. Community trust for smart places depends on close consultation with local communities about what is collected, the benefits it will generate and how it is treated. Cyber security measures are an important part of keeping information safe.

The NSW Government has developed the Smart Places Data Protection Policy which brings together legislation and policies relevant to the full lifecycle of smart places data and information. It upholds best practice from related policies and relevant laws, including the *NSW Privacy and Personal Information Protection Act 1998*. NSW Government agencies involved in smart place initiatives will adhere to the Smart Places Data Protection Policy. It is recommended that other place owners and smart place practitioners aspire to a similar level of best practice.

Managers of smart places will also need to consider how insights are formed to support decision-making. This requires acknowledging the potential discrimination and bias in algorithms and insights generated from data, and that the needs of some minority groups may not be represented in trends or averages. Data protection measures should take care to respect First Nations cultural practices and Indigenous Cultural and Intellectual Property, that is First Nations peoples' rights to their heritage and culture, which is not always covered by copyright laws. These ethical considerations should also be embedded into data agreements with third parties.

What this principle will achieve

- Data is collected only when it provides clear insights and can drive benefits.
- Customers understand how data is used and know who to contact to report issues or make enquiries about collection and use of data from smart technology.
- Insights from smart places factor in potential discrimination bias so the needs of all in the community are considered in decision making.
- The collection, storage and use of information gathered by smart technology will be carefully managed to avoid information becoming individually identifiable.

Connection to Country

Management and use of data and information will be used in ways that benefit the health of Country and encourages all peoples access to, and obligations to care for Country.

Sustainability and resilience

Data collected and insights generated should take care not to further entrench social disadvantage or increase marginalisation by basing decisions on insights that exclude certain groups of people.

Benefits for people

Having a clear purpose for the collection of data and being transparent about its use means smart solutions are more likely to generate benefits to match the needs of customers.



Principle 5. Creating an open and fair environment

Information and data are shared in an open and fair manner to build a culture of innovation and benefits for people

Some of the greatest benefits for customers rely on smart systems that can talk to each other, on infrastructure used for multiple purposes, or on data from multiple sources being combined. Often, these benefits can't be realised without making data sets owned or collected by private companies available and linking them with government information or data from other companies.

Data-sharing fosters positive competition and innovation. It can create new services and seamless experiences for customers. This is only possible when technology owners make data openly available in a format that enables it to be combined with other data sets. Smart technology solutions

should make data openly available while ensuring its anonymity, follow applicable data, technology and infrastructure standards or contribute to the improvement of existing and new standards. Open data is encouraged to the extent that it does not compromise privacy – keeping personal information safe is always the priority.

What this principle will achieve

- Innovative solutions can be found through access to open data and by combining data and insights from multiple sources.
- Infrastructure, systems and data integrate seamlessly thanks to common formats and approaches.
- Standards are considered in the design of all solutions and, where they are found to be inadequate, can be informed by new information and experiences by smart practitioners.
- Transparency and community trust is maintained by making data and insights available to local communities.

Connection to Country

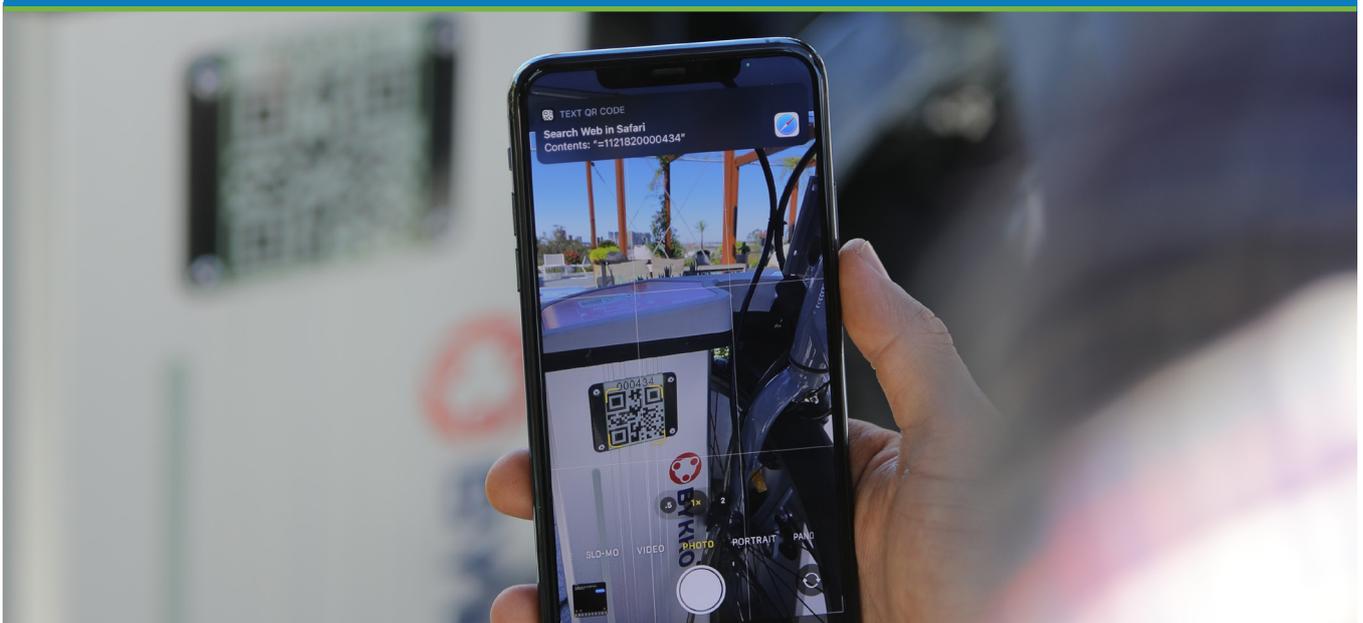
Access to open data for First Nations people can enable insights that foster improved decision-making and increase opportunities for First Nations self-determination.

Sustainability and resilience

An open and fair environment will foster ongoing innovative responses to opportunities and challenges that are not yet understood or known.

Benefits for people

The availability of data, and the ability for all to develop insights from it, nurtures an ecosystem of innovation where new solutions produce ongoing benefits for people.



Principle 6. Delivering benefits that last

Smart technology is managed with a long-term view for ongoing innovation and benefits

Each component of smart technology solutions – physical infrastructure, digital connectivity, sensors, software, and data – is an asset with its own lifecycle. Each has specific management needs at each phase of its lifecycle – beginning with planning, design, and asset creation, through ongoing maintenance and eventually disposal. Each of these management needs should be addressed to make sure desired outcomes are achieved from smart places. For example, infrastructure requires physical maintenance, software needs to be updated and data needs to be stored securely.

Customers should be able to trust that networks are safe and secure, and managed in accordance with NSW cyber security policies, and that data is treated as an asset and managed in accordance with relevant laws and policies.

Technology solutions should provide clear direct benefits, and also wider economic benefits for people. Customer needs can change over time, and the pace of change of infrastructure, technology and software is constantly increasing. Smart places should be adaptable, have budget for immediate and ongoing costs, clearly identify asset owners, allocate responsibility for maintenance of assets and provide for proactive management of evolving risk profiles.

What this principle will achieve

- Systems, networks and data follow formats that are shared and understood, can evolve with emerging technology, become multi-functional and integrate with other systems to maximise insights and benefits.
- Members of the public know who to contact to report issues or make enquiries about smart technology and have visibility of the benefits delivered by smartplaces.
- Installation of technology and related infrastructure is coordinated to minimise cost and disruption to customers.

Connection to Country

The design, installation and maintenance of physical infrastructure, and any data that is collected, is managed with respect for First Nations communities' cultural practices, through direct engagement with local First Nations communities.

Sustainability and resilience

The efficient use of, and comprehensive, adaptive planning for smart infrastructure and data will deliver the best possible value for customers and continued benefits now and into the future.

Benefits for people

Smart places will continue to improve, delivering ever greater benefits by learning from the experiences of those that have gone before and keeping pace with changing community needs.



Resources to support customer charter

Table 1. Supporting resources

Foundations	Resources
Connection to Country	<ul style="list-style-type: none"> • The OCHRE plan - NSW Government Aboriginal Affairs Strategy • DPIE Aboriginal Outcomes Strategy - Our Place on Country • NSW Government Architect's draft Connecting with Country framework and Designing for Country discussion paper.
Sustainability and resilience	<ul style="list-style-type: none"> • United Nations Sustainable Development Goals • ISO series 37100 - Smart cities and communities
Benefits for people	<ul style="list-style-type: none"> • ISO 37122 - Indicators for smart cities • NSW Customer Strategy - Towards a customer-centric government
Foundations	Resources
Co-creating smart places	<ul style="list-style-type: none"> • Information Privacy Commissioner's Charter for Public Participation • International Association for Public Participant 's Spectrum of Public Participation
Respecting local character	<ul style="list-style-type: none"> • NSW Local Character and Place Guideline (including the Character Assessment Toolkit) • NSW draft Public Spaces Charter • NSW Government Architect Design Policy - Better Placed • Transport for NSW and NSW Government Architect's Movement and Place Framework
Advancing digital inclusivity	<ul style="list-style-type: none"> • Inclusive and Accessible Public Domain Guidelines • Disability Discrimination Act 1992 (Cth) • Understand the Digital Inclusion Index • Australia's Tech Future - Inclusion Chapter (p18)
Managing the collection and use of information	<ul style="list-style-type: none"> • Data Privacy Policy (under development) • Information protection principles • Privacy impact assessments • Internet of Things Policy • Smart Infrastructure Policy • Artificial Intelligence Ethics Policy
Creating an open and fair environment	<ul style="list-style-type: none"> • Technical and Strategic standards from Standards Australia and the International Organization for Standardization • NSW Open Data Policy • Open Data Hub (Transport for NSW)
Delivering benefits that last	<ul style="list-style-type: none"> • NSW Cyber Security Policy and NSW Cyber Security Strategy • Technical and Strategic standards from Standards Australia and the International Organization for Standardization • Dial before you dig



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