

Dunedin, our vision our future.

If there were any doubts about the Dunedin community getting behind our bid for Gigatown, they were laid to rest on the morning of Tuesday 11th of November. As the Social Media competition tightened in the final morning of the campaign, the entire city responded – 235,000 Facebook comments, 135,000 Tweets. The community had taken ownership. It confirmed a community-wide shift in the vision of what our City could be, and the role the Gig will play in that future.

Dunedin's vision is to be recognised as one of the world's great small cities, renowned as a confident, competitive knowledge centre; a community where enterprise and creativity support a productive and sustainable city. Ironically, the Gig's single most important contribution won't come from the infrastructure itself, but from an enhanced collective understanding of what the future holds, a shift in attitude, and a refocusing of our city's perception of itself.

We will build on an existing innovative environment, where generations of Dunedinites have tackled big problems

and won. Digital connectivity is already supporting our newest generation of innovators - eg Fisher & Paykel may have closed its manufacturing plant here in Dunedin, but it is now investing significantly in its design and technology division. Scott Technology and Silver Fern Farms are building smart robotic meat chains in place of the old freezing works. Revamped Gold Rush-era warehouses are being reclaimed by an expanding technology sector. Disruptive thinking has been required for many businesses to survive - this is the norm; it is not a revolution it is an evolution.

Progress in this new Dunedin will come from engaged citizens, institutions and businesses who understand the changing nature of the way we communicate, interact, and socialise. We've seen how these 'thought leaders', when nurtured, leverage their digital literacy to find new and innovative ways to contribute to their communities, do business, and lead positive social change. Dunedin already has businesses and institutions where this thinking is second nature. They are not only committed to the City, they have grasped the new opportunities that technology has provided them.

01 Describe what outcomes you're seeking for your town from gigabit services and how you will measure success.

OUTCOME 1: CREATE AN ENVIRONMENT WHERE CHALLENGING THE NORM IS THE NORM

Where our entrepreneurs, young and old, are empowered by a cultural shift that is supported by an infrastructure that enables it; our citizens and community are supported to reach their full creative collaborative potential in cutting edge ways; and our existing businesses and institutions - Hospital, University, Medical School, City Council, Polytechnic, schools - will be able to support the development of a culture and environment that is smart and future-focused.

We will measure success by developing and implementing cultural index surveys.

OUTCOME 2: CREATING HIGH-VALUE JOBS

Creating high-value jobs is at the heart of the Plan; a strong economy is the base for everything we want to do.

Our Gigatown Plan will empower existing smart companies to create those jobs - ; Fisher & Paykel Design, Scott Technology, ADInstruments, Escea and Animation Research, to name just a few. The Plan builds on the reputation they have already created as world leaders in their fields, to attract more like-minded entrepreneurs and innovators, such as Chad Hurley of YouTube, and Kiwi innovators such as Education Perfect, CloudCannon, and PocketSmith.

The measure of success will be an increase in the City's median income.

OUTCOME 3: ENSURE THE PLAN ADAPTS TO THE NEEDS OF THE WHOLE COMMUNITY

North Dunedin has the highest take up of Ultra Fast Broadband in the country. South Dunedin has the lowest, yet they are less than eight kilometres apart. The Gig will close that digital divide, accelerating initiatives that are already in place to expand access to education, supporting social development

agencies and enhancing participation in decision-making.

The measure of success will be increasing the uptake of Ultra Fast Broadband, and social engagement.

OUTCOME 4: EXTEND THE PLAN BEYOND OUR CITY

This is our opportunity to demonstrate to the country how the Gig can revitalise the provinces. We will meet with the Gigatown teams from Wanaka and Timaru to explore ways we can demonstrate the Gig's collaborative power. They understand the opportunities that it can provide their communities. There is a willingness to collaborate, as we demonstrated through the Digital Office leading the development of regional digital strategies in Otago and Canterbury. Our task will be to engage and share our experience for the greater good.

Success will be measured by working collaboratively, with initiatives trialled in Dunedin adopted elsewhere.

Who will be critical to the success of your plan?

Maintaining the incredible level of passion and engagement from the entire Dunedin community will be critical to the success of our plan.

BUSINESS COMMITMENT

“Gigatown has brought the Dunedin business community together; sharing ideas about Dunedin’s future and what could be achieved with the Gig. Our businesses have always been highly adaptive and innovative. To us geography is no barrier; we operate from the bottom of the world. This attitude is critical to our success and will allow us to fully leverage the Gig.”

Sarah Simmers,
Partner, Anderson Lloyd

SOCIAL AND WELFARE COMMITMENT

“Gigatown would provide substantial educational, environmental, and health benefits. Access to technology, and the training to utilise it is a key way we can bridge deprivation and social inequality. Gigatown will allow us to focus on the increasingly critical second digital divide which is how our young people use technology to improve their learning and educational outcomes.”

Barbara Payton,
Otago Youth Wellness Trust

DUNEDIN CITY COUNCIL COMMITMENT

“I can’t think of another single thing that would make as big a difference to the Dunedin economy as winning Gigatown.”

Dr. Sue Bidrose, Chief Executive Officer, Dunedin City Council

TERTIARY INSTITUTION COMMITMENT

“The implications of winning this competition are immeasurable for this city. Without a doubt, having the fastest internet speed in the Southern Hemisphere will make Dunedin an attractive place for business. It will also provide a whole new selling point when promoting our city on the national and global stage. Imagine the new innovation that will be possible, the doors that will open up for creative collaboration the likes of which we’ve never seen before.”

Prof. Harlene Hayne,
Vice-Chancellor, University of Otago.

YOUTH COMMITMENT

“Our young people have led the Social Media drive of this campaign, a campaign which has given them a voice and a real sense of involvement in the future of their city. The city’s schools have been united in their support of the campaign - they totally get what this means.”

Michael Trillo, High School Student

NGĀI TAHU

“The gig will facilitate whakawhanaungatanga, ‘sense of belonging’, enhanced connectedness and well-being of future generations with greater, better, more reliable connections. It presents increased opportunities to connect, with whānau living away from their papakainga/communities.”

Dr Emma Wyeth,
Ngāi Tahu, Māori Health Lecturer

What governance will you put in place to keep your plan on track and leverage the gig?

GOVERNANCE

We have a proven governance structure to oversee and drive our Plan for Gig Success and its implementation targets. The Digital Community Trust (2011), a charitable Trust, independent of the Dunedin City Council, has been operating successfully in Dunedin for three years. While it is important for our City Council to be a significant part of the process, the Trust is agile and nimble, seizing opportunities as they present themselves and adapting our digital projects to achieve the best outcomes for our City.

“The Council has supported the Digital Community Trust to deliver the City’s Digital Strategy; they and the Digital Office have excelled. I am fully supportive of the Trust as perfectly suited to govern this Plan, and make Gigatown Dunedin a reality.”

Dave Cull, Dunedin Mayor

LEADERSHIP

The Digital Community Trust will lead the governance of Gigatown and has proved invaluable in co-ordinating our bid. It will be accountable to the community, and its decisions will be transparent to stakeholders, the wider community, and other cities throughout NZ (see appendix for trustees of the Trust).

ADVISORY BOARD

The Gigatown Advisory Board (see appendix for membership) will specifically focus on Gigatown projects and will have unfettered access to key organisations across the City. This group will evolve as the needs and projects become more real. All our supporters and community groups will have the opportunity to have a voice in activities and projects.

We will invite Chorus and Alcatel-Lucent to join the Advisory Board.

IMPLEMENTATION

Digital Office Limited (“the Digital Office”) has been the operational / commercial arm of the Digital Community Trust. The Digital Office was purposely created by the Trust to undertake projects and deliver outputs. It will co-ordinate input from community and business leaders to source ideas and implement projects outlined in this Plan. It has a proven track record of successful digital project implementation for the past three years, e.g. the Digital Office was one of the first to deliver community internet access from a school in a low socioeconomic area, and it developed a world-first online digital assessment to help businesses maximise the use of the internet; a service that has helped over 850 businesses.

The Digital Office has a permanent presence in Dunedin and is not only delivering the city’s Digital Strategy, but also the Otago Regional Digital Strategy. The Office is highly regarded nationwide. It has a contracted-for-purpose team and it is ready to coordinate and deliver the Plan.

02

How will you use the gig to create a smart city?

OUR FIRST STEP

We held Dunedin's first Smart City Summit in September. It brought together a Smart City expert with thought-leaders from across the City to explore what a smart city might look like, and what would be needed to take advantage of gigabit services to drive smart city innovation. There was standing room only at the event.

We will transform Dunedin into a truly smart city.

Truly smart cities are those with an engaged population, planning for a sustainable future and using urban innovation and smart technology to drive growth. Social connectedness is improved and city problems solved by deploying modern technology. A mental shift has taken place in Dunedin; Gigatown has encouraged us to look at our future in a new way - we're changing the way we operate to reflect that.

SMART CITY FRAMEWORK - OUR PLAN FOR THE FUTURE

We will create a smart city framework for Dunedin. It will be a framework that brings our community together, and allows a mixture of top-down and bottom-up approaches, coupled with public / private partnerships and social enterprise.

Our framework will focus on the gig and technology to support innovation - it will put people at the centre. We will identify the intersection of the people and the technology, then encourage immigration and involvement of creative types in urban planning.

"Chattanooga's first gig app - a smart power grid - saves the city \$10.5 million pa. The Gig will create new rules, different ways of utilising data and the Internet of Things. We'll see new businesses that collaborate on re-engineering and rethinking how smart technology changes New Zealand's economy."

Josh Jenkins,
Digital Office

What's the opportunity for, and role of, public facilities and services in your gig plan?

PUBLIC INFRASTRUCTURE

Smart technologies running on the Gig will reinvent how we engage with public services and facilities. Sensors connected to a City-wide fibre infrastructure would produce large amounts of information, assisting in accurate data-driven decisions.

The opportunities surrounding the Internet of Things (IoT) hooked up to fibre will allow us to make improvements to our transport, roading, energy, water, air, and waste infrastructure.

For example, the City Council's new Energy Plan could improve energy use by providing accessible, real-time tracking and by leveraging the planned upgrade of the city's street lighting to LED. In addition to feeding off the street lighting posts, connected security cameras would improve safety for students, and civil defence sensors would provide early warnings.

ENGAGEMENT, ACCESSIBILITY AND CULTURE

Dunedin has renowned Museums and Art Galleries. However our geographic location impedes absolute ease of access and engagement with the assets and capability of these organisations. Gig infrastructure will make our collections more accessible. For example a virtual reality tour could be set to share historical heritage and artifacts of Ngāi Tahu.

HEALTH AND MEDICINE

Our District Health Board (DHB) led the nation with the roll-out of electronic prescribing, and our Oncology Unit was the first to have online chemo prescription and online sorting of radiation treatments. But with paper-based records, fax machines and pagers the norm, and with dozens of doctors travelling around the region every day for clinics, there is scope for significantly more innovation and connectivity. Gigabit speed would be the catalyst.

"The Southern DHB covers the largest geographical area in NZ, and is also the most sparsely populated DHB. We have more regional hospitals than any other DHB in New Zealand. Winning this competition could enable us to communicate & collaborate better with patients & our colleagues."

Carole Heatly,
Chief Executive Officer, Southern DHB

The Gig would propel us towards a future-facing, IT-based health service. Why should a patient have to face prolonged travel or wait until a specialist travels to their infrequent clinic? Medical monitors could be viewed remotely and there could be virtual bed-side consultations any day of the week. Facetime could replace phone conferences between medical professionals.

In five years technology has changed the way we practice, with smartphones used more than stethoscopes. In five years, the Gig will have changed the way we work again.

How will you use the gig to foster digital accessibility and inclusion and ensure everyone in your community has opportunities to benefit from gigabit capability?

We want our community to lead our Gigatown journey; to be excited and have their say, and to see the Plan in action.

OUR LIVING CITY HUB

Our Living City will be a digital hub, a physical location for dialogue around our Gigatown Plan. It will be a place that is informative, educational and inspiring, showcasing what we have achieved, explaining what we are currently doing and what we have planned. We envisage this being in the heart of Dunedin, visual by nature and drawing upon the talent we have in our city.

DIGITAL INCLUSION AND EQUITY OF ACCESS

Critical to the transformation of Dunedin into a truly smart city (and a national figurehead for the power of the Gig) is widespread engagement across all sectors of the community regardless of age, stage, and financial capability - equity of access is fundamental to success. This starts with schools. We have approached the Otago Community Trust and other potential grant funders and stakeholders (Ministry of Education, Education New Zealand) for their support in ensuring that we have the appropriate network and computer infrastructure available,

and skilled, trained human resource to ensure our young people can really leverage Gig capability.

“Dunedin has some of the worst Māori language statistics in the country. For local Kāi Tahu, intergenerational transmission of te reo hasn’t occurred in our region for over 100 years, up to five generations for some families. We currently have a handful of families who have committed to acquiring the level of fluency needed to raise their tamariki with te reo as the first language in the home, the first time we have had tamariki speaking te reo as a normal everyday living language with their parents in over 100 years. We need all the assistance we can get to continue to grow te reo in our town.”

Paulette Tamati-Elliffe,
Māori language revitalisation
programme leader, Ngāi Tahu

Mana whenua are committed to this Plan. Ngāi Tahu has a young, technologically savvy population; over half are aged under 30. Ngāi Tahu and local runanga are taking pivotal roles in governance and planning, and are focused on ensuring not only fibre infrastructure to their people, but on initiatives to leverage the Gig eg enhancing language revitalisation, cultural mapping and archival record work.

Dunedin isn’t without problems around poverty, inequality and youth unemployment. We fully understand that there is a digital divide with members of our community who lack digital skills and access. Our median income is below the national average, and suburbs such as South Dunedin have internet access at half the national average. We want to address equity by creating a connected collaborative network of people.

Our solutions to address the digital divide are explained in the Education section.

How will you encourage collaboration around the gig to leverage smart town opportunities?

DIGITAL DUNEDIN DASHBOARD

We will have a city-wide mechanism by which all our local data can be stored, tracked and displayed. It will be contributed to, extended and consumed by residents. It will align with government open data trends and leverage infrastructure, systems and processes that already exist. Interfaces will be developed for:

- public information (flight, parking and traffic information, road closures, bus locations)
- university schedules (timetables, public lectures)
- entertainment (ticket sales at local venues, menus, specials at local restaurants)
- broadband metrics by ISPs (throughput, data downloaded, numbers connected)

- stats from private companies (number of customers/employees)
- projects by individuals and students (community statistics, streaming media, etc)

New initiatives, both public and private, are encouraged to send data into the dashboard, and statistics are collected and shared. The sharing of data across multiple public service organisations, including social services, will enable us to – for the first time ever in any New Zealand community – a snapshot of our people, and map resource allocation, in real-time. We imagine users being able to access live video feeds, crowd stats, offers, historical guides, tour information and more.

This approach becomes the common platform that informs and involves all residents; they can choose what to display on their devices, and overall

the dashboard becomes the pulse of the City’s network. The dashboard will present real-time information for the general public about how Dunedin breathes, and has changed over time. The services developed from this data will be used to create information displayed in Our Living City Hub.

“The real benefits of smart cities come not from technology and collecting data, but the value-added services and apps that are built on top of, and enabled by it. We can’t predict what new apps, websites or services will be created using this data, but what we can do is encourage collaboration and leverage opportunities for innovation. This evolves from the bottom up, with life-hackers, developers and disruptive thinkers.”

Jason Leong, PocketSmith

GOAL

Smart City Plans

Inspire and prepare our future plans

ACTION	OUTCOME	MEASUREMENT	LEAD BY	STATUS
Run a Dunedin Smart City Summit	Education and awareness of smart city opportunities, brainstorm initiatives and prioritise next steps	Completed	Digital Community Trust	Complete
Create a Smart City Framework	An underpinning plan on how we will become a smart city including a simple, clear vision for our city based around the Gig.	Prepared by April 2015 and reviewed annually	Gigatown Advisory Board, Digital Office and seek support from Dunedin City Council	Planning

GOAL

Smart City Projects

Initiatives that embrace smart city thinking and the Internet of Things.

ACTION	OUTCOME	MEASUREMENT	LEAD BY	STATUS
Build Our Living City Hub	Residents educated about the importance of becoming a smart city and what's happening through a physical hub that displays infographic information about Dunedin's IoT projects.	Draft designs presented by April 2015	Digital Office, Gigatown Advisory Board and seek support from Grow Dunedin Partnership	Initial Conversations Started
Develop and launch the Gigatown Dunedin Dashboard	An open source repository of all Dunedin's smart city data, along with other public data, will be made available to all. Developers start utilising the open source data and create apps and websites for wider community benefits.	Operating August 2015	Digital Office and seek support from community	Not Started
	Growth, sustainability, innovation and social connectedness are measured every 6 months to inform next steps of implementation	6 monthly online surveys		
Intelligent city cloud platform is created	5 IoT pilots within the city to help improve interaction between user and public institutions leading to increases in efficiency and opportunity. Resources, processes, utilities platforms, systems and infrastructure are continuously reviewed.	- reduction in per capita energy use - productivity increase - decreased crime - new applications - public satisfaction surveys	Digital Office in conjunction with Dunedin City Council	Not Started

03

How will you leverage the gig to stimulate economic development in your town?

Ultra-fast broadband and gigabit services will provide a platform for economic growth.

ECONOMIC DEVELOPMENT STRATEGY - WE WILL ALIGN OUR WORK TO THIS STRATEGY

Dunedin has developed a highly successful, and well regarded Economic Development Strategy, publically praised by Economic Development Minister Steven Joyce as one of the best in the country due to real and widespread city collaboration. This Plan for Success is strongly aligned to its strategic themes.

“Gigabit Internet is not a technology to be managed or controlled. We understand that the businesses and people who will take advantage of the Gig don’t actually need us, but they do need a city that understands what it means to be innovative and doesn’t stand in the way.”

John Gallaher, Chair, Gigatown Steering Team

We will leverage the global opportunities already identified by companies such as ADInstruments, Timely, Education Perfect, and Animation Research. The Gig enables a level of collaboration, across town and around the world, that is unprecedented. Our future lies in leveraging businesses that are already on this digital highway, together with fostering the young innovators who are creating the companies of the future that will bring the high-value jobs that are at the core of our Plan.

BUSINESSES GROWTH - WE WILL EXTEND OUR CURRENT PROGRAMMES TO GROW BUSINESSES IN DUNEDIN

Dunedin’s Digital Ambassadors programme has been operating for three years with hundreds of donated hours of time to help businesses come to grips with technology. We will increase our commitment and expand our Digital Enablement Training, a programme endorsed by the Ministry of Businesses, Innovation and Employment, to help businesses understand technology and maximise the opportunity.

GROWING OUR STARTUP ECOSYSTEM

Every year, 25,000 young, innovative minds walk our streets as students of University of Otago and Otago Polytechnic. A startup ecosystem based around being Gigatown will help retain these bright young minds in the city, and also attract new talent.

Audacious - a startup competition for students - coupled with the StartUp Space, already allow students of any vocation to collaborate and create ideas. An ambitious individual in medical school might meet an IT student, a developer, and a designer all in the same space. Together, they could create powerful tools for the health industry.

Co.Starters - a startup accelerator

We will establish co.starters, a startup accelerator that turns business ideas into action. The model supports economic gardening - creativity drives innovation, innovation drives entrepreneurship, and entrepreneurship drives sustained economic growth.

Gig Challenge - inspiring gigabit projects

The Gig Challenge will be our annual Gigatown flagship startup event, with the aim of producing services and application that maximise the gig.

We will attract entrepreneurs to push boundaries and innovate on our gigabit network. Participants will be challenged to develop technology or online services around themes that utilise gigabit Internet for the benefit of the wider community, supported by our city experts, industry specialists and business development resources. The prize will be seed funding through sponsors to take their ideas forward.

Giving innovation a home

A startup incubator will be fully investigated to determine whether it is an appropriate environment and concept.

The project would offer: shared spaces, a gigabit connection, access to administration support, access to tools (computers, 3D printers, video center, etc), and business mentoring support services. Short-term co-working spaces would further enhance a startup incubator community that collaborates and feeds off each other.

What kind of companies and entrepreneurs will you seek to attract to your city and why?

WHY?

This competition has seen a shift in our community's perception of itself. There has been a city-wide awakening to the attributes, both physical and intellectual, that already exist here. We recognise that we have what it takes to shape a new future, which will be based around the access that the Gig will give to a global market-place.

"There are two game changers. Firstly the Internet meant I could think beyond a small local market when I set up Timely. My market was global from day one. We now have clients in 1700 cities around the world in less than two years. The speed to market is huge. The second is I can employ the best people in the world. We have staff working collaboratively in 3 countries around the world. That is the Power of the Gig. That is the future of Dunedin."

Ryan Baker, founder of Timely

WHAT KIND OF COMPANIES AND ENTREPRENEURS?

This question pre-supposes a need for a physical presence when the true power of the Gig is the ability to collaborate

across borders and to partner with organisations that will help us grow our businesses at home.

"We are designing our future around partnerships with companies and people around the world that share our ideals and values. Some of those companies are large, IBM, NVidia, Oculus Rift/ Facebook but most are small, agile, disruptive and nimble. What we expect is that, together, we will create the kind of high-value jobs that lie at the heart of any economy, especially one that will build its brand around being the country's first Gigatown."

Ian Taylor CEO of Animation Research

Ultimately our success will be measured by the number of companies and entrepreneurs attracted to Dunedin, not always as a physical destination, but by a culture of innovation and collaboration that benefits all parties.

In his book "Remote" Jason Fried put Dunedin in his world top ten city hot spots for talent. YouTube Co-founder Chad Hurley has collaborated with local developers to establish a new startup that he believes will change the way people make videos for Social Media.

Ex Fox Executive David Haslingden invested in NHNZ and created a global children's television channel that relies totally on the web for production and distribution. Animation Research Ltd is collaborating with Austrian-based Spider-cam, Swiss based Pro Tracer and South African-based Flightscope to develop the latest in augmented reality sports graphics for clients in the US, Europe, UK and Australia.

Highly skilled ex-pats will be attracted home.

"I left Dunedin 18 years ago and for the last 11 I have worked for Pfizer, first in Australia and most recently in London. I came home to take up the position of CMO at ADI. I didn't even know the company existed in Dunedin and I have been amazed at some of the companies I have come across since getting back. It's truly world class."

Julie Curphey, Chief Marketing officer ADInstruments

This is the world that we have already embraced in Dunedin. It is not something that we have to start from scratch; it is something that the Gig will help us accelerate and exploit.

How will you help these types of companies and entrepreneurs flourish?

The first step is to demonstrate to these companies and entrepreneurs that we are totally serious about creating a World Class Small City driven by the Power of the Gig.

In the first three years we will focus on projects that are real and deliverable, to provide concrete examples of the Gig at work.

Developing an R&D Centre of Excellence and Innovation for sport, fitness, health and well-being in Forsyth Barr Stadium would be an outstanding, high profile example of how the Gig can take a magnificent sports facility and turn it into a City asset acclaimed by all. An initial R&D project at the Stadium,

funded by two Dunedin businesses, Enterprise Dunedin, Otago Polytechnic and the University set a benchmark for how this can be achieved. That trial resulted in contracts worth just over \$2million.

Such a Centre of Excellence appears to fit perfectly with the Government's Science and Innovation priorities. Our businesses with globally recognised strengths and real commercial opportunities, combined with our tertiary institutions, creating a specialist Innovation and Incubation Hub. That Hub will be a catalyst that helps bring the vision together and demonstrates to our companies and entrepreneurs that the vision is real and achievable. The Gig

would enable and accelerate the world class collaboration that is already being undertaken.

"NHNZ has been able to remain an active member of the Dunedin business community because of the availability of high speed data, putting down deep roots in the City of its birth while working closely with clients and partners the world over. In an age when near instant communication and information delivery is prerequisite to business survival, high speed data is as important as electricity and water."

Wayne Poll, Technical & IT Systems Manager, NHNZ.

How will you promote and market the benefits of the gig to attract businesses and people with the skills to activate the benefits of the gig?

Dunedin will become widely known as Gigatown. Our storytelling techniques will highlight Gig successes and our lifestyle - the benefits, and positive outcomes, of living and working in Dunedin. Social media, online marketing, PR and print media will be used to distribute our stories to targeted businesses and individuals, and we will share our stories regularly. Dunedin will own the brand that is Gigatown. We will work with Enterprise Dunedin, the agency responsible for the economic development and marketing of the city, and Research published by the University of Otago on Gig success, community or commercial, will be shared on a world stage. Refer to Gig Club for further marketing details.

GOAL

Stimulating Economic Growth

Supporting businesses to maximise the use of gigabit Internet

ACTION	OUTCOME	MEASUREMENT	LEAD BY	STATUS
Digital Ambassadors programme extended to provide advice on how businesses can maximise gigabit Internet.	Tailored action plan and mentoring available to help Dunedin businesses maximise their use of Gigabit Internet, and operate globally.	400 hours of business advice and mentoring, per year.	Digital Office	Underway, an extension of a current programme
Digital Enablement Training with a focus on maximising the use of gig Internet.	Dunedin businesses understand the opportunity around the gig and maximise the opportunity.	Target of 10 courses per annum, with 2 of these in Otago.	Digital Office	Not Started
R&D laboratory to be established in the City	Testing of services, device incubator, alignment with current R&D programmes	Initial plan established by August 2015	Digital Office and seek support from University of Otago/Otago Polytechnic and Grow Dunedin Partnership	Not Started

GOAL

Innovation Ecosystem

Support entrepreneurs, small businesses and startups to innovate and drive economic development within our city

ACTION	OUTCOME	MEASUREMENT	LEAD BY	STATUS
Co - Starters Implement the Co-Starters accelerator model <i>Adopted from CoLab in Chattanooga</i>	A growing startup community where those involved support each other, resulting in more businesses and jobs created in Dunedin.	Programme operating by June 2015 with 30 startups through by December 2015	Digital Office and seek support from Grow Dunedin Partnership	Pilot programme operating
Investigate the concept of a startup incubator to support new startups and entrepreneurs	Encourages startups to stay in Dunedin, helping grow the economy and create high-value jobs.	Feasibility study is completed	Digital Office and seek support from Grow Dunedin Partnership	Planning
Gig Challenge Host annual Gig Challenge competition	Create business startups and ideas that utilise, and innovate on, gigabit infrastructure.	Annual competition in Nov/Dec/Jan/Feb	Digital Office and seek support Grow Dunedin Partnership	Not Started
Create-IT Expand the Create IT pilot	Community problems or needs solved with smart services/apps developed through collaboration for social good.	2 events annually, with 2 community based development projects resulting from each	Digital Office and seek support from Grow Dunedin Partnership	Extending current pilot



Our Gigatown campaign has attracted significant funding and investment to date; in excess of \$500,000 in cash and in-kind contributions. We've been humbled by the number of volunteers who have donated their time, and the many, many Dunedin businesses who have contributed financially and in-kind during this Gigatown competition. Large financial contributions have come from a range of local organisations and businesses including the University of Otago, Otago Polytechnic, Silver Fern Farms, OCTA Associates, Animation Research and the Dunedin City Council.

What's your plan for attracting investment and funding for the tactics in your plan?

Investment and funding has many different components and we have a multi-faceted approach which supports the diverse strands of our engagement with the Gig.

INVESTMENT FUNDING

Dunedin has an active angel and seed investment programme. These investors are unashamedly parochial and proud of Dunedin. There are also strong connections with the Southern Lakes District of New Zealand via an established angel investment network, which has a number of wealthy NZ and ex-pat investors looking for 'local' opportunities in the high-growth space.

There is an existing IP commercialisation structure through the University of Otago's commercialisation engine (Otago Innovation Ltd), and strong local representation and links with the Powerhouse incubator / accelerator. In addition we have Otago Pre-Angel Limited (OPAL) - an investment body that supports Dunedin businesses through mentoring and investment.

Project Shanghai stems from the creation of the Dunedin Economic Development Strategy, in which the sister city bond with Shanghai is identified as a strong platform for building trade and investment relationships with China's financial capital. Already it is providing investment opportunities for us in the commercial and academic environments. The addition of the Gig,

and the opportunities surrounding it will only enhance this.

The building blocks are in place; overlaying the Gig accelerates opportunities so we can push through existing pipelines. Past experience confirms the value of momentum and a variety of potential opportunities.

"Good ideas will always attract the money. The Gig, in conjunction with Intellectual Property generated from the University of Otago and Otago Polytechnic, is an ideal environment to create more ideas for potential investment into Dunedin."

Sir Eion Edgar,
Chairman, Forsyth Barr

RESEARCH AND SUPPORT FUNDING

Dunedin is already a standout in generating research, business growth and development funding. High value investment revolves around IP - Dunedin is a leader in this arena. In 2013 alone the University of Otago generated \$140 million in government and external research funding (including from leading global benefactors such as the Bill & Melinda Gates Foundation). Otago Polytechnic generated a further \$3.5m in its innovation development grants.

This again highlights that Dunedin has proven and well-established funding channels in place. Overlaying the Gig allows us to amplify the opportunities to seek additional funding through these channels.

COMMUNITY FUNDING

Dunedin understands the importance of community funding. Unique to Dunedin, the Digital Office has been funded for three years by external investment from local government, institutions, trusts and investment from Internet NZ, Google, Callaghan Innovation and Chorus.

Our City Council has already committed to digital leadership in the City, including subsidised digital enablement training courses for Dunedin businesses during the Gigatown campaign. The Grow Dunedin Partnership has also committed funding to deliver the Dunedin Digital Strategy.

The Otago Community Trust (OCT) is a key stakeholder to our plan and committed to funding accessibility and education opportunities.

There is also potential for more economic investment from Ngāi Tahu in Dunedin and Otago when we get the Gig. Ngāi Tahu is forward thinking and constantly scanning the horizon for new opportunities and technology to further benefit its current and future generations.

Our tactics are clear - leverage existing funding models that are working today, utilise the contestable funds available in the City and maximise our connections. These connections include: utilising Otago relationships, alumni, sister cities (Shanghai and Edinburgh) and national funding entities.

What public/private partnerships would you aim to establish as part of your plan?

We have a strong public/private partnership ecosystem in place through city institutions that have been supporting the Digital Office and the Gigatown campaign. This model has been refined and is part of our Plan for Success, which covers:

- *University/Polytechnic - investment into research and development and supporting startup businesses*
- *Otago Community Trust - a strong supporter of the Digital Community Trust and work in social and community projects*
- *Grow Dunedin Partnership - which has invested in projects with economic benefits to the City*
- *External investment - including partnerships with NZ Venture Investment Fund, Callaghan and NZTE.*

We have started a discussion with the OCT about potential funding for delivering aspects of this Plan.

“To date, Otago Community Trust has contributed nearly \$10M towards technology in primary and secondary schools across Otago. The Trust has maintained this commitment to enhance and support information technology provision to the wider Otago Community. With an annual donations budget of between \$4 - \$6M the Trust is a well resourced and well regarded funding partner in Otago and remains extremely committed to building on our previous initiatives in this area.”

Lauren Semple, Chair, Otago Community Trust

CROWDFUNDING

Crowdfunding has been successful in Dunedin, and in particular funding initiatives in our Arts and Culture sector. The Dunedin Street Art group recently asked the local community, through a kickstarter campaign, to help bring world-renowned street artists to town for a street art festival. The response was overwhelming, with over \$10,000 raised to help the initiative in only a few weeks.

We want the City to get behind our plan and crowdfunding is one way to galvanise the people. We have kicked off a crowdfunding initiative as part of our Gigatown submission. Immediately after winning Gigatown we will have a crowdsourcing initiative operating, to demonstrate commitment from businesses, city leaders, investors and mums and dads. Dollar by dollar we will show full community support.

SOCIAL ENTERPRISE

Leading social enterprise in Dunedin, Thankyou Payroll, provides free payroll services to charities and SMEs around New Zealand. It offers cost-free, cloud based payroll intermediary services and donates 25 cents per person, per pay to community organisations.

These models have worked and have offered us other tactics to seek investment. During our Gigatown Campaign, Showboat, a Dunedin animation business, produced a video on Gigatown. Businesses paid for this animation with a percentage of the profits going towards our campaign funds. This model has worked and offers us another tactic to seek investment.

MORE THAN JUST MONEY

This is about more than dollars. Connections and collaboration will open doors to new investment. We have one of the largest Alumni Networks in NZ (90,000 alumni in over 140 countries) through the University of Otago, and well regarded business leaders, international relationships and world-renowned researchers.

In an unprecedented demonstration of support, businesses across the city freed up staff on the final morning of the competition to help our bid. Support had grown steadily. A series of 14 full page advertisements was funded by the business community in less than two hours.

Our Sister City relationship with Shanghai resulted in the only authentic Chinese Garden in NZ, which signifies strong ties - these relationships, partnerships, connections will open new doors and opportunities for investment. These relationships are providing exchange and learning opportunities for students in our colleges. We see this as an important component in investing in our childrens' future.

What support will your town provide to the winner/s of the NG Connect joint development fund?

We understand the ng Connect Gig-Start Fund winners will want to use gigabit services to innovate and push boundaries. We envisage a partnership between us and the winning companies and Alcatel-Lucent's ng Connect, leveraging the skills we have in this City and those from the ng Connect ecosystem.

Our support to maximise the opportunity for success will be through:

- *attracting to Dunedin, entrepreneurs and global leaders in next generation ideas to develop and innovate new applications and services that maximise the Gig internet (refer to Innovation Ecosystem category - Gig Challenge). The winning solution*

will have access to the seed funding and advice.

- *providing an rent free residency and environment that helps overcome barriers to success (refer to Innovation Ecosystem category - Startup Incubator)*
- *showcasing the ideas and success stories through marketing and branding initiatives (refer to Gig Club category - Marketing).*

GOAL

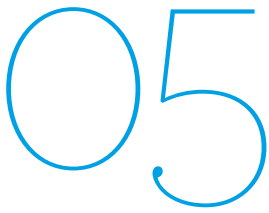
Projects outlined are well funded

ACTION	OUTCOME	MEASUREMENT	LEAD BY	STATUS
Crowdfunding from the wider community.	Grass roots level buy-in to digital initiatives outlined in this Plan	\$100k as initial target	Digital Office	Ready to go
	Run a crowdfunding initiative immediately after winning Gigatown.	5 projects @ \$20k		

GOAL

Grow funding through new and existing networks and channels

ACTION	OUTCOME	MEASUREMENT	LEAD BY	STATUS
A mix of public/private partnerships	Ensure available funding is leveraged, current channels are expanded, and projects are appropriately funded by local and national businesses, community trusts, and central and local government.	funding plan developed by March 2015	Digital Office	Not Started
		\$1m in first year	Seek support from local government and businesses.	
Community Projects fund	To create a pool of funding for community-based Gig projects	\$1.5m over the 3 years	Digital Office Seek support from local trusts.	Not Started
Research and Development funds	To increase the funding flowing into Dunedin business	10% increase per year	Digital Office	Not Started
	To increase the funding flowing into Dunedin tertiary institutions	10% increase per year	And Digital Community Trust	



We will provide greater connectivity to extend learning, research and development.

Dunedin is truly an education city; 25,000 tertiary students, 15,000 school students and 7,000 staff housed in high-quality facilities within a peerless natural environment. The University of Otago, Otago Polytechnic, secondary and primary schools having Gig will optimise Dunedin’s status as New Zealand’s pre-eminent education precinct, enhancing the symbiotic relationships between our teachers, learners, researchers and their extended communities, and providing the City with competitive advantages and marketing opportunities.

What role will education play in your plan, and how will education providers benefit from gigabit services?

BUILDING THE EDUCATIONAL NETWORK FOR THE FUTURE

Success will mean that Dunedin will become the first City in the world to have all students (tertiary and school) connected to Gig internet through a city-wide access service. Using the “Eduroam” wifi mesh application, we will enable simple, city-wide access to fast wireless for all students – school age, tertiary students, graduates and seniors. We also have an ambitious plan to get Gig into flats, homes and student hostels. Through this, every student enrolled at a Dunedin school, Otago Polytechnic, or the University will have wireless access – a first that will turn the entire City into a campus for students of all ages, and make Dunedin the most connected education network in the world.

Planning meetings have taken place between REANNZ (Research and Education Advanced Network New Zealand Ltd), University, Polytechnic, Schools, the Ministry of Education and The Network 4 Learning Ltd. All parties agree this is feasible, exciting and desirable. This will be an enabler for personal, commercial and professional benefit.

“Ours is a Decile two school and we’re determined to close the digital divide because we’re seeing the difference that is already making. Kids, once disengaged, are now totally engaged in learning.”

Ben Sincock,
Principal, Carisbrook School

In 2002, Dunedin led the way for NZ by creating “SchoolZone”, where 1,200 schools joined in the sharing of teachers and resources online. In 2010, we led the way for NZ through fibre connected cloud-based shared services for schools with various collaborators – the “Education Hub” - the forerunner to the Government’s Network 4 Learning. Shared services and high quality internet access have enabled new teaching and learning pedagogies.

In 2015, Dunedin will lead the way again with Gig projects using Eduroam - it will provide educators/learners with new tools. “Southteach” Communities of Practice will be our focus - creating professional leadership and student voice groups to share these benefits. It will do this by encouraging interlinked virtual classrooms using High Definition video in blended learning environments, informing teacher training, challenging existing models of schooling using collaborative teaching models, and allowing personalised anywhere, anytime, any device differentiated learning within the context of enriching options for all learners.

New opportunities within existing institutions will be facilitated which will further enhance opportunities which will be supported and researched by the University and the findings published – promoting open access for universal benefit. Education is undergoing a transformation and Dunedin is at the forefront of this. We will be about attitude change – not awareness raising.

“Greater connectivity gives us the opportunity to rethink how we deliver education across the sector. We can reduce duplication, increase collaboration and provide a more seamless educational experience, from primary through to tertiary years.”

Phil Ker, Chief Executive,
Otago Polytechnic

Shared services and high quality internet access has allowed new teaching and learning pedagogies – virtual learning classrooms, blended learning, collaborative teaching models, a virtual school, extended communities of practise, personalised learning, teacher training pilots – in modern learning environments. All these are happening.

WIDER COMMUNITY

We also want to up-skill and engage our community in the use and knowledge of digital technology and services. Our Plan includes projects to address the digital divide in our City:

Wifi Mesh Networks – access for our community – We want to provide our wider City with access to the internet and give people the opportunity to go online and use new educational programmes. We will establish a project to have giga-hotspots throughout the City, and create corridors of giga-fast access for our residents, businesses and visitors. Of course, this will be free and the first place to be enabled will be the heart of our City, the Octagon.

The Knowledge Hub – to provide educational resources at your fingertips – We will introduce the Knowledge Hub project to make it easy for all residents to access educational resources. The Knowledge Hub is an online educational resource to inform, explain and educate our city about Gig-internet and what you can do online. It is a world-class resource to build digital skills for the future. When accessing our Eduroam or our gigabit wifi mesh, the landing page will be the Gigatown Portal, which will provide access to the Knowledge Hub.

DIGITAL TRAINING AND UPSKILLING – EXPANDING OUR PROGRAMMES IN THE COMMUNITY

Computers in Homes – parents in low decile schools are being targeted and helped with computer literacy (employability), then provided with a refurbished machine for their home providing better access to educational tools. In 2014 we piloted a BYOD scheme that provided a family with a tablet device, and we introduced a tablet recycle programme where donated devices are gifted to schools with children who cannot afford, or do not have access to, this technology. The devices are supported with training to maximise educational output – another New Zealand first. These programmes not only provide

the tools and knowledge needed for today's working environment, but also foster a knowledge economy and create digital equity. We want to create high-value jobs for our youth.

Free digital training – We will continue to engage our community and develop their skills through the provision of training utilising the successful existing digital programmes. We will focus our digital training efforts at the locations that need it most – low decile schools, lower socio-economic suburbs, elderly groups, child care groups, teachers, and health professionals.

Creating a Digital Hive – we also need to provide opportunity for youth in Dunedin. We will start a new project called Digital Hive – a programme that supports youth learning through digital technology and aligns us with a global Hive Learning Network, organised by Mozilla. It will provide resources, and access to a world-wide knowledge group of connected teachers and students. This is a programme that a growing number of established and developing learning communities in other Gig cities like Chattanooga and Kansas City are involved in. It will be a first in NZ.

Youth Space – Dunedin is already home to the only South Island HighTech Youth Network which operates from our lowest decile

school in South Dunedin. It is a model supported by Microsoft and HP that aims to empower youth and foster learning through sharing with other schools and the community. We will expand on this. A Youth Space will be permanently established in our City that is open for young people to attend and experience digital technology firsthand. The Youth Space will offer students a place to meet, share experiences and attend more formal educational programmes like Code Clubs, 3D modelling or robotics sessions. The first girls' Code Club in New Zealand is soon to be established in Dunedin and providing this opportunity in community-based facilities such as that set up at Carisbrook School will be one of our priorities. We are well advanced in our discussions over a venue for the Youth Space.

Providers will benefit through extended coverage to all sectors of these communities – opening the doors of change.

The school day may well disaggregate into a number of learning sessions, some at home, some in the neighbourhood, some in pairs, some in larger groups, with different kinds of facilitators.”

Peter Hills,
Digital Community Trust Chair

What role could research institutes, polytechnics or universities play in the success of your plan?

EXTENDING DIGITAL EXCELLENCE INTO THE FUTURE

University of Otago and Otago Polytechnic students and staff play an integral part in Dunedin's innovative start-up ecosystem. Both Institutions have already taken part in the first R&D sports project carried out at Forsyth Barr Stadium, the University is partnering in a major project with ADInstruments, and the Polytechnic provided core R&D for a revolutionary hair product called Rock Foil.

They push innovation boundaries and feed start-up programmes like Audacious and innovation projects like AppStar that will take advantage of our gigabit infrastructure. Dunedin is well placed to be a globally preferred Research and Development Laboratory.

We have in place an Economic Development Strategy promoting strong links between our tertiary education providers and the City. We want to become a sandpit of creativity producing high-value jobs and opportunities to retain graduates, fuelling economic growth and cementing the city's reputation as an innovation hub.

Dunedin is already a centre of research excellence, and we will leverage this status to enhance our place on the world stage. Education Perfect, created by an undergraduate through Audacious, is an example of what is possible. This hub of activity, the progress of which will be measured by economic outcomes (increased job numbers in Dunedin) and successful project outcomes, will be a key focus area. In response to the changing world the

University's Centre For Entrepreneurship is home to entrepreneurship research and the award-winning Master of Entrepreneurship Programme.

Measuring the success of gigabit infrastructure in our City will prove to other cities that the Ggig can make a change, socially and economically. We will establish research projects, through the University of Otago, to record and measure both Research and Development and successful outcomes. The findings will be communicated directly to our stakeholders, published annually on our portal and through high-quality, internationally-recognised research publications. We want to disseminate as widely as possible what the positive outcomes can be for a city with Gig internet.

GOAL

Extending Digital Excellence

Building a world class city wide network

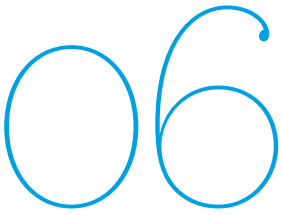
ACTION	OUTCOME	MEASUREMENT	LEAD BY	STATUS
Implement an Eduroam citywide gigabit wifi mesh	An educational authentication and access network to simplify access for school children, students and teachers. facilitating digital inclusion and economic development.	Implemented in University/Polytechnic with 20000 students/ staff able to use, by July 2015. Able to be used by 5000 school students by December 2015	Digital Office, University of Otago, Otago Polytechnic, School Principals	Planning (initial meetings held)
Install Gig wifi corridors throughout the city centre	Free public access to fast internet that promotes an innovative urban environment for more business to take place. Plus increased access to fibre for all.	Octagon established in February 2015, 3 corridors locations from Octagon finished by July 2015	Digital Office, Telco/ISP partner	Not started
Southteach Communities of Practice	Teachers and learners can collaborate and access their community digital resources anywhere, anytime on any device.	The creation of at least 15 Communities of Practice with 500 Dunedin teachers members of at least 1 community.	Digital Office and School Principals Associations	Not started

GOAL

Digital Inclusion

Encouraging digital literacy among residents of every socioeconomic status, through community access and education

ACTION	OUTCOME	MEASUREMENT	LEAD BY	STATUS
Create Dunedin's Knowledge Hub.	An online resource for wider community (including visitors and those outside Dunedin) that provides online training material to maximise online use and access to information, access to gig-information, latest news and progress on the Plan for Success.	Launched by August 1 2015. Usage statistics increasing each month Independent assessment made on effectiveness of the service	Digital Office	Not Started
Launch Dunedin Digital Hive	Opportunity to connect with other gigabit cities around the world through youth events, learning communities and learning networks.	Launched by May 2015 Participation in 5 events by December 2015	Digital Office	Not Started
Open a Youth Space	Youth education, development and engagement that ultimately high-value jobs. Including code clubs	Launch by December 2015	Digital Office, in discussions with library	Not Started



How will you market & promote Gigatown?

STAGE 1 REBRANDING

We have leveraged Dunedin's existing brand and its power from many supporters across the world to support our Gigatown campaign. Now our City brand must reflect Gigatown. The gig message needs to be woven into the existing City brand exploiting the business, community and social opportunities.

STAGE 2 GIGATOWN CAMPAIGN

A content-driven marketing campaign will engage the world to see what we're capable of, look at the innovations and strategies that have come out of our campaign to date. We've had one of the hardest audiences to engage with, as a large part of our demographic includes the elusive generations Y and Z - yet these same generations have put in much of the legwork to date.

From the Mayor to alumni, to high school children, to impassioned city thinkers, Dunedin has been ferociously advocating on behalf of the Gigatown brand from the beginning. We will market Dunedin as a Gigatown not only through numerous events, digital initiatives, and media opportunities, but by advocating on its behalf on a daily basis. A passionate brand advocate is worth more than one story in the media. We're proud Dunedin now has 33,000 passionate brand advocates.

The internet has become a place for sharing and accessing information. We've well and truly moved beyond the mindset that says holding information is power, to one that says sharing information is greater power. We will share our knowledge, and best position Dunedin to lead NZ into a GigaNation transformation.

Enterprise Dunedin, the City's marketing and economic development agency, will help us market and promote the city as Gigatown. We will build on existing partnerships with our public institutions, business and community organisations to further exploit marketing and media opportunities. Initial discussions have led to a four stage approach.

At the heart of the campaign will be our success stories, with an underlying theme of businesses, thought leaders and community initiatives that embrace innovation, entrepreneurial spirit and the Gig. The stories of our success will become legend, told by all who experience them. Dunedinites will tell everyone. Our website and social media channels will be important, but content is king when it comes to online marketing success, and video is emerging as the most powerful online content. This all starts with our video supporting this plan.

We will strategically distribute our content to niche groups of entrepreneurs, thought leaders, youth and innovation hubs around New Zealand, and the world. It will be delivered through social media and online advertising, "Word of mouse" will do the rest - our content will start to appear in social media feeds and on influential blog sites.

Our campaign will be backed up with a PR strategy that disseminates our success stories through national and international media. Tourism New Zealand will help target specific international media to be hosted in our Gigatown.

STAGE 3 ATTRACT BUSINESS EVENTS

While most convention centers, hotels and meeting spaces offer wired and wireless internet connections, connecting to a gigabit network could give Dunedin an unprecedented edge when it comes to attracting conventions and trade shows.

Our recently redeveloped high speed conference venue, The Dunedin Centre, is already attracting business events to the city. Winning Gigatown will give us a competitive advantage to win international conferences in the ICT sector - which Dunedin is already bidding for - and attract industry leaders and international networks.

STAGE 4 LEVERAGE INTERNATIONAL RELATIONSHIPS

Dunedin City has close ties to its sister cities of Shanghai, Otago and Edinburgh. What opportunities China might see in investing and growing our Gigatown are not yet clear, but we'll let them know they're welcome.

Our Alumni networks, the largest in NZ, will be used to promote the advantages that Dunedin can now offer for new businesses that will benefit from gigabit internet. University of Otago alumni are actively searching for a way to return to and work in the City, or to look at ways of supporting its endeavours.

Finally we will encourage existing businesses in Dunedin to tell their peer networks about Gigatown, and leverage their own international connections to help the City.

How will you share what you learn and do in Gigatown with other towns, cities or institutions across New Zealand?

While high-speed internet will allow us to connect in new and faster ways, it is up to us to find and develop new models of engagement that go beyond speed and technology to build a stronger, more connected community.

Our lessons, failures, and successes will all be documented online freely and openly. When it comes time for more towns to access gigabit services, they won't be starting from scratch. It's all about collaboration, and we've lead by example during this competition to show how Dunedin can galvanise for the greater good.

"This year Animation Research won an Emmy Award for their America's Cup App. It was an award that truly demonstrated the power of the internet and how we will work in the future. To build that app, Animation Research collaborated with a small company in Queenstown, another in Timaru, a third across town in Dunedin. They then linked all of that, in real time, with a team in San Francisco. The award was for "Outstanding New Approach to Sports Coverage". That's the power of collaboration, that's the future for our province. We want gigapower to amplify such potential."

Nathan Martin, ShowBoat

If you were hosting a Gig Club Conference, what would it cover and who would you invite to speak and why?

We will host a Gig Conference freely sharing keynotes through live HD streams, encouraging participation through webinars, and hosting global roundtables.

The aim is to inspire, educate and collaborate. We will create a legacy for Dunedin through the conference; delegates will have the opportunity to collaborate with the wider community to solve existing city problems and challenges using the gig.

We will focus on the economic benefits we have experienced, our smart city projects, lessons learned and future innovation opportunities. We will showcase the businesses who have seen transformation in our community, and how gigabit internet has increased social connections, delivered new services and connected Dunedin to the rest of the

GIG TOWN PORTAL - PLACE TO SEE, WATCH AND HEAR OUR PROGRESS.

We will continue creating and curating content about our development as Gigatown, and house it all in a central online hub, as our Gigatown portal. Video will play a big part in this; we will record our Gigatown story in high-quality video broadcasts that show the world our transformation, and inspire others to follow in our footsteps.

GIG PARTNER NETWORK - BUILDING COLLABORATIONS

Our Gig Partner network will allow others to engage with us online, and see our progress against this Plan. This is a living document that all will be able to access, contribute to and share in. We will provide the correct forum for everyone to share ideas, comment, and ask questions about our progress - success and failure.

This not only helps spread news across our community, but helps facilitate us to engage with and learn from other Gig cities around the world.

In December we will have our first Digital Sister City Google Hangout between gigabit enabled cities Chattanooga, Pau and Dunedin. From there we will connect with other Gig cities and continue sharing knowledge.

world. We will involve smart technology experts, disruptive thinkers from our startup community, and naturally, we will capitalise on our world-class speakers and thought-leaders at the University of Otago. But we will also tell the stories from the people on the streets, to explain what it is like living, socialising, and working in Gigatown, and how it transformed Dunedin.

A Gig Conference would not be your normal conference - there would be no conference bags and delegates will be able to design their own conference programme. The entire conference will be streamed online live from Dunedin for those who cannot make it. Open sessions will allow general public attendance, and ultimately a wider community understanding around the opportunities to leverage the Gig.

Our vision, our future.

There is a Maori saying, Ka Tangi te Titi, that describes a humble muttonbird (a true Southern NZ icon) that travels the world seeking opportunities but always staying firmly focused on its home.

The Gigatown competition has brought new meaning to this story, and has helped us bring together the plans and visions that will see us travel new highways to the world, seeking opportunities but always staying firmly focused on our home: GigatownDunedin.

GOAL

Lead a GigaNation

Spearhead New Zealand developments over gigabit fibre and share the learnings with the rest of New Zealand, and the world.

ACTION	OUTCOME	MEASUREMENT	LEAD BY	STATUS
Build the Gigatown Dunedin portal	A single portal for Gigatown Dunedin (gigtowndunedin.co.nz) that helps grow engagement and collaboration on established forums, gives access to the open source learning channels and shares open reporting on progress of the gigatown plan for success achievements and failures.	Portal operational	Digital Office	Running
Develop and establish the Gig Partner Network	A regular google hangout that expands on the current gig city relationships and encourages collaboration between gigabit enabled cities around New Zealand, and the world.	Two joint projects established with other gig cities	Digital Office	Started
Host an annual Gigatown summit	Share the knowledge and resources of being Gigatown nationwide, including live streaming conference, annually to share knowledge and process Teleconference facilities	Inaugural gigatown summit hosted in March 2016	Digital Office Seek support from Enterprise Dunedin	Not Started

GOAL

Marketing and Branding

Gigatown is a once in a lifetime opportunity to change perceptions about Dunedin, and position ourselves as the the Digital capital of NZ

ACTION	OUTCOME	MEASUREMENT	LEAD BY	STATUS
Alignment of existing Dunedin brand with Gigatown values.	Promote recognition of Dunedin, set us apart from competition, establish an emotional connection with target markets and provide value.		Seek support from Enterprise Dunedin	
Develop a national marketing campaign to capitalise on the Gig	Changing perception and recognition of Dunedin as Gigatown, the digital capital of NZ, to both city residents, visitors and people looking in from the outside promoting economic development and higher visitation.	Campaign executed mid-late 2015	Seek support from Enterprise Dunedin	