



BUSINESS AREA: STRATEGIC CONSULTING

Case Study

GIS Strategic Plan

Bundaberg Regional Council’s (BRC) vision is “To build Australia’s best regional community”; through its values of being “a council that is customer focussed, respectful and prides itself on team work, leadership, sustainability and innovation”.

In line with this, Council is committed to improving the quality of its products and the delivery of services.

Geographic Information Systems (GIS) already play an important role in delivering information services to people working across Council and to the community. The challenge for Council is to make more effective use of their existing investment in geospatial technology, data and skills to meet an ever-increasing demand for customer-focussed services.

The GIS Strategic Plan delivered a roadmap of actions to better engage the business areas to support smart decision making and deliver new services to ensure more informed and satisfied customers. The strategy was developed through consultation with the various stakeholders and in close collaboration with the GIS team at BRC.

“Spatial Vision helped us consolidate the aspirations of our Corporate Plan and visions from our internal stakeholders, into a strategic document that will help guide the organisation in better supporting the delivery of services to the community through the use of spatial data and technologies”

Steven Bowden

**GIS Delivery and Support Team Leader,
Bundaberg Regional Council.**

Customer Profile

www.bundaberg.qld.gov.au

Company

Bundaberg Regional Council

Location

Queensland

Industry

Local Government

Products

GIS Strategic Plan

Solution

We developed a GIS Strategic Plan that defines strategic goals and a three year roadmap to deliver the vision of smart geospatial information anywhere, anytime - and a mission that GIS will support smart decisions and informed satisfied customers.

Benefits

- Increased customer satisfaction, and fostering public participation in regional planning and decision-making
- Support for Intelligent Community initiatives, and a strong focus on innovation and new ideas

The Issue

Bundaberg Regional Council operates a GIS platform to deliver spatial information and tools to approximately 500 organisational users and numerous external users. The external users include the general public, real estate agents, land developers and planning companies, surveyors, construction and engineering firms.

The GIS platform is well regarded and effective. However Council sought an assessment of maturity of the GIS and identification of opportunities for improvements through development of a GIS Strategic Plan.



The Solution

Development of the strategy involved engagement with representatives of internal business areas to capture their future requirements for geospatial informed services and the underlying strategic drivers.

We also conducted a benchmarking questionnaire for GIS work practices to assess maturity and capability against other similar councils.

The consultation and examination of corporate objectives highlighted the need for future GIS services to focus on two primary goals:

1

Customer engagement and services

i.e. provide geospatial capabilities to enhance the customer service experience and engagement through customer-focussed, self-service functionality.

2

Smart decisions and operations

i.e. integrate geospatial information and analytics into council initiatives for improved visualisation and future planning.

These goals are aligned with corporate plan objectives and Intelligent Community initiatives.

The goals will be achieved through the delivery of a series of actions to be completed over three years.

The strategy provided a three year investment roadmap for the actions. Each action included a measure of success that can be tracked to gauge the effectiveness of the strategy.

The Benefits

- ✔ Support for the current and planned Intelligent Community initiatives and Corporate Plan
- ✔ Promotion of public participation, empowerment and transparency in Council decisions
- ✔ Increased satisfaction of services delivered to internal business and external customers
- ✔ Increased trust in data used in decision making and planning
- ✔ GIS services are business-driven, and strengthen innovation and new ideas
- ✔ Increased operational efficiency, productivity and agility
- ✔ More reliable, effective and timely reporting of water outages to customers

Could a GIS Strategic Plan help your council connect with residents and deliver better services?

[Get in touch.](#)

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