



ACT
Government


Chief Minister, Treasury and
Economic Development

Freedom of Information Publication Coversheet

The following information is provided pursuant to section 28 of the *Freedom of Information Act 2016*.

FOI Reference: CMTEDDFOI 2021-009

Information to be published	Status
1. Access application	Published
2. Decision notice	Published
3. Documents and schedule	Published
4. Additional information identified	No
5. Fees	N/A
6. Processing time (in working days)	15
7. Decision made by Ombudsman	N/A
8. Additional information identified by Ombudsman	N/A
9. Decision made by ACAT	N/A
10. Additional information identified by ACAT	N/A

From: 
To: [CMTEDD FOI](#)
Subject: Smart Badges - budget and availability
Date: Wednesday, 20 January 2021 10:27:19 AM

CAUTION: This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

On 11th September WIN news ran a short item stating, “The ACT government has kicked-in funding for the next level of Covid safety in the hope of attracting more post pandemic conferences and events. A new gadget will be rolled out called the smart badge which can be worn as a wristband or lanyard. The badge uses a QR code to map the wearers location giving a small vibration when they’re within 1.5 metres of another wearer and alerting event organizers when capacity is reached. It’s all part of measures to support local tourism and hospitality businesses through the crisis.”

Can you please tell me more about this initiative, such as

- The budget – spent and/or proposed
- Availability of the badges.

Kind regards,



Sent from [Mail](#) for Windows 10



ACT
Government

Chief Minister, Treasury and
Economic Development

Our ref: CMTEDDFOI 2021-009

[REDACTED]
via email [REDACTED]

Dear [REDACTED]

FREEDOM OF INFORMATION: NOTICE OF THIRD PARTY CONSULTATION

I refer to your request submitted under section 30 of the *Freedom of Information Act 2016* (the Act), received by the Chief Minister, Treasury and Economic Development Directorate (CMTEDD) on 20 January 2021, in which you sought access to the following:

- WIN news ran story: "The ACT government has kicked-in funding for the next level of Covid safety in the hope of attracting more post pandemic conferences and events. A new gadget will be rolled out called the smart badge which can be worn as a wristband or lanyard. The badge uses a QR code to map the wearers location giving a small vibration when they're within 1.5 metres of another wearer and alerting event organizers when capacity is reached. It's all part of measures to support local tourism and hospitality businesses through the crisis." Specific information requested: -The budget – spent and/or proposed -Availability of the badges.

Authority

I am an Information Officer appointed by the Director-General under section 18 of the Act to deal with access applications made under Part 5 of the Act.

Timeframes

In accordance with section 40 of the Act, CMTEDD was required to provide a decision on your access application by 18 February 2021 however, following on from third party consultations, the due date is now 12 March 2021.

Decision on access

Searches were completed for relevant documents and four documents were identified that fall within the scope of your request.

I have included as **Attachment A** to this decision the schedule of relevant documents. This provides a description of each document that falls within the scope of your request and the access decision for each of those documents.

I have decided to grant full access to all relevant documents. The documents released to you are provided as **Attachment B** to this letter.

Charges

Processing charges are not applicable for this request because the number of pages being released to you is less than the charging threshold of 50.

Online publishing – Disclosure Log

Under section 28 of the Act, CMTEDD maintains an online record of access applications called a disclosure log. Your original access application, my decision and documents released to you in response to your access application will be published in the CMTEDD disclosure log after 16 February 2021. Your personal contact details will not be published. You may view CMTEDD disclosure log at

<https://www.cmtedd.act.gov.au/functions/foi/disclosure-log-2020>.

Ombudsman Review

My decision on your access request is a reviewable decision as identified in Schedule 3 of the Act. You have the right to seek Ombudsman review of this outcome under section 73 of the Act within 20 working days from the day that my decision is published in CMTEDD disclosure log, or a longer period allowed by the Ombudsman.

We recommend using this form [Applying for an Ombudsman Review](#) to ensure you provide all of the required information. Alternatively, you may write to the Ombudsman at:

The ACT Ombudsman
GPO Box 442
CANBERRA ACT 2601

Via email: actfoi@ombudsman.gov.au

ACT Civil and Administrative Tribunal (ACAT) Review

Under section 84 of the Act, if a decision is made under section 82(1) on an Ombudsman review, you may apply to the ACAT for review of the Ombudsman decision. Further information may be obtained from the ACAT at:

ACT Civil and Administrative Tribunal
Level 4, 1 Moore St
GPO Box 370
Canberra City ACT 2601
Telephone: (02) 6207 1740

<http://www.acat.act.gov.au/>

Should you have any queries in relation to your request please contact me by telephone on 6207 7754 or email CMTEDDFOI@act.gov.au.

Yours sincerely,



Angela Friend
Information Officer
Information Access Team
Chief Minister, Treasury and Economic Development Directorate

11 February 2021



ACT
Government

Chief Minister, Treasury and
Economic Development

FREEDOM OF INFORMATION REQUEST SCHEDULE

WHAT ARE THE PARAMETERS OF THE REQUEST						Reference NO.
Documents relating to smart badges being trailed by the Canberra Convention Bureau to assist in COVID-19 tracking during functions.						CMTEDDFOI 2021-009
Ref No	Page number	Description	Date	Status	Reason for Exemption	Online Release Status
1	1-2	Email chain	14-Sep-2020	Full release	N/A	Yes
2	3-6	Deed of Variation	07-Sep-2020	Full release	N/A	Yes
3	7-14	Funding Submission	22-Jul-2020	Full release	N/A	Yes
4	15	Program Overview	Undated	Full release	N/A	Yes
Total No of Docs						
4						

From: "Kobus, Jonathan" <Jonathan.Kobus@act.gov.au>
Sent: 14/09/2020 1:38 AM
To: "Michael Matthews" <Michael.Matthews@Canberraconvention.com.au>; "Ahuja, Manasi" <Manasi.Ahuja@act.gov.au>
Subject: RE: Draft - Deed of Variation
Attachments: SIGNED Deed of Variation CCB Social Distancing Tech .pdf

OFFICIAL

Hi Michael
FYI attached signed deed . Looking forward to supporting CCB make this a success .
Regards
Jonathan

From: Michael Matthews <Michael.Matthews@Canberraconvention.com.au>
Sent: Monday, 7 September 2020 11:50 AM
To: Ahuja, Manasi <Manasi.Ahuja@act.gov.au>
Cc: Kobus, Jonathan <Jonathan.Kobus@act.gov.au>
Subject: RE: Draft - Deed of Variation

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Hi Maisi,

Thank you! – looks fine. Please see signed and attached by CCB, or if you need to finalise - we can sign again.

Regards,
Mike

Michael Matthews MBA
Chief Executive Officer
Michael.Matthews@canberraconvention.com.au

CANBERRA CONVENTION BUREAU
KNOWLEDGE. CULTURE. INFLUENCE.

+61 2 6263 5310 | +61 451 919 219
PO Box 175, Deakin West, ACT 2600
canberraconvention.com.au



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From: Ahuja, Manasi <Manasi.Ahuja@act.gov.au>
Sent: Monday, 7 September 2020 11:18 AM
To: Michael Matthews <Michael.Matthews@Canberraconvention.com.au>
Cc: Kobus, Jonathan <Jonathan.Kobus@act.gov.au>
Subject: Draft - Deed of Variation

OFFICIAL

Hi Mike,

Happy spring days!

Please see attached the Deed of Variation for the funding for the physical distancing technology pilot program.

Can I ask you to review this and let me know if there any errors in the information, prior to me finalising it?

Many thanks,

Maisi

Maisi Ahuja | Director, International

T: (02) 6207 0215 **M:** +61 468 565 792 **E:** manasi.ahuja@act.gov.au

VISITCANBERRA | Chief Minister, Treasury and Economic Development Directorate | ACT Government

Canberra Nara Centre, 1 Constitution Ave, Canberra City 2601 | GPO Box 158 Canberra ACT 2601

visitcanberra.com.au

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AUSTRALIAN CAPITAL TERRITORY

DEED OF VARIATION

Dated

07 / SEPTEMBER 2020

Parties

AUSTRALIAN CAPITAL TERRITORY

CANBERRA CONVENTION BUREAU
INC

ABN 76 916 480 704

VARIATION OF PHYSICAL
DISTANCING TECHNOLOGY FUNDING

Prepared by

VisitCanberra
Level 4, Nara House
1 Constitution Avenue
Canberra, ACT 2601
Ph: 02 6205 8300
Ref: CMTEDD2020/3989

Version

Draft/Final 7 September 2020

PARTIES: **AUSTRALIAN CAPITAL TERRITORY**, the body politic established by section 7 of the *Australian Capital Territory (Self-Government) Act 1988* (Cwlth) (**Territory**) represented by the VisitCanberra

CANBERRA CONVENTION BUREAU INC ABN 76 916 480 704 OF Unit 8, 3-5 Phipps Close, DEAKIN ACT 2600 (**Contractor**)

BACKGROUND

- A. The Territory and the Contractor executed an agreement (**Agreement**) on 29 June 2018 in relation to funding for the purpose of funded activities as outlined in the Agreement.
- B. Clause 15.2 provides for variations to the Agreement to be made only by the written agreement of the parties.
- C. The parties have agreed to vary the Agreement in accordance with the terms of this Deed.


IT IS AGREED by the parties as follows.

1. Effective Date


The variations to the Agreement described in this Deed, take effect on the date of this Deed is signed and dated.

2. Variation

- (1) **Item 1 Schedule 1** is deleted and replaced with the following.

Item 2. Term From 29 June 2018 until 30 June 2021. 

- (2) **Item 2(6) Schedule 1** is added with the following.

Item 2(6) Contract Funding \$75,000 (GST Exclusive) for the procurement, management and delivery of the 'physical distancing technology' pilot program. 

- (3) Schedule 2 is deleted and replaced with the attachment to this Deed titled "Schedule 2".

Schedule 2

THE FUNDED ACTIVITY

Item 1

The funded Activities have the following objectives:

1. Grow the number of domestic and international conferences and business events held in the Territory;
2. Boost domestic and international tourism activity in the Territory;
3. Encourage investment including foreign investment in the Territory;
4. Contribute to the enhancement of the 'brand CBR' strategy by promoting Canberra's comparative advantages in the tourism and business event / conferences hosting industry; and
5. Procure, manage and deliver pilot program of 'Physical Distancing Technology' for business events.
6. Provide reporting for the adoption and usage rates of the 'physical distancing technology' pilot program.

The Recipient must develop and implement marketing and sales strategies to the satisfaction of the Territory for achieving these objectives.

Item 2

The recipients performance indicators will be outlined in the Annual Business plan and agreed to by the Territory for each year of the agreement.

The Annual business plan will include measurable targets for the following:

- Domestic and international visitors
- Domestic and international visitor nights
- Visitor spend per night
- Annual sales revenue
- Number of bids submitted and bids converted
- International / national business event bids that align directly with ACT Government strategic priorities
- Membership revenue
- Adoption and usage of 'physical distancing technology' pilot program

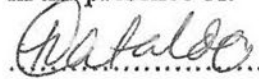
The measures of each performance indicator related directly to the activity of the recipient.

The targets are subjective to annual review. The Territory may choose to introduce new measurable targets agreed to in the Annual Business Plan for each year of the funding.

SIGNED AS A DEED ON 07 / SEPTEMBER, 2020

The Territory delegate whose electronic signature is affixed to this document in accordance with the *Electronic Transactions Act 2001* (ACT) is properly authorised on behalf of the Territory to execute and validly bind the Territory to the terms of the Agreement. An email from the official Territory email account of the executing party is attached to this Agreement which confirms they are duly authorised on behalf of the Territory to execute this Agreement. By executing this Agreement, the other party/s to this Agreement confirm their consent to execution of this Agreement by the Territory by the affixing of an electronic signature.

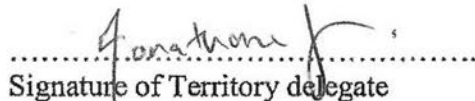
SIGNED for and on behalf of the)
AUSTRALIAN CAPITAL TERRITORY)
in the presence of:)



Signature of witness

Helena Cataldo

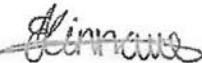
Print name


Signature of Territory delegate

JONATHAN KOHNS
Print name

SIGNED for and on behalf of)
CANBERRA CONVENTION BUREAU)
INC ABN 76 916 480 704)

in the presence of:



Signature of witness

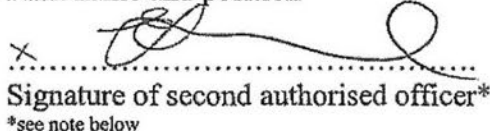
Emily Kinnane

Print name


Signature of Contractor or authorised officer*

*delete whichever is not applicable (see note below)

MICHAEL MATTHEWS, CEO
Print name and position


Signature of second authorised officer*
*see note below

L12 BENDEICH, GENERAL MANAGER
Print name and position

Note:

Date: Must be dated on the date the last party signs the Deed or, if signed counterparts of the Deed are exchanged, the date of exchange. Also date the cover page.

Individual: Must be signed by the individual Contractor and witnessed.

Incorporated Association: Must be signed in accordance with the Contractor's constitution, which may or may not require the common seal to be affixed. As a minimum, 2 authorised officers must sign.

Company: Must be signed in accordance with section 127 of the *Corporations Act 2001* (Cwlth), for example, by 2 directors or a director and a secretary. Common seal may be affixed if required under the Contractor's constitution.

FUNDING SUBMISSION - SOCIAL DISTANCING TECHNOLOGY SUPPORTING INDUSTRY RECOVERY

Social distancing and adherence to the best health advice is a significant consideration for meeting planners and event organisers. Applying social distancing technology measures to help delegates maintain compliance is set to become a mainstay of in-person business events in the short to medium term.

A solution has been developed by events specialists at Harry the Hirer to **ensure delegates maintain a 1.5 metre distance during in-person events**. The technology consists of a small e-badge attached to an event lanyard or wrist band to alert users through discrete vibration when social distancing rules are not adhered to. Timing of notifications and distancing are programmable as restrictions advice is updated.

When used in conjunction with venue related health and safety protocols, this technology presents an additional tool for meeting planners to **help delegates feel safe when attending in-person events and further communicates that Canberra is taking all steps to allow meeting planners to select Canberra as a business events destination**.

The e-badge allows delegates to take control of their own environment. It is also traceable to the user and is another tool that further highlights the high traceability of business events delegates. The technology provides a one-stop solution to manage core fundamentals in providing a safe venue environment, namely **social distancing, contact tracing and capacity control**.

RECOMMENDATION FOR FUNDING

This request for funding aims to provide Canberra a competitive edge when encouraging participation with an existing pipeline of business events and assists in bidding for future business events by:

1. Positioning Canberra as a responsive destination offering controllable environments.
2. Increasing awareness of social distancing during in-person events.
3. Providing a solution to increase participation in in-person events.
4. Providing the ability to manage capacity constraints through live counting of attendees and contactless registration.

To support industry recovery we are seeking: 1,500 smart e-badges + 30 activation beacons

*Each smart e-badge is \$40+ GST

*Each beacon is \$500+ GST

USER AND CLIENT STUDY

The e-badge was tested on Thursday 9 July at the Canberra Region Tourism Advisory Forum meeting at the National Convention Centre Canberra. Response from the 90 guests in attendance was overwhelmingly positive, with a large number following up with the Bureau to obtain further information.

A survey of Canberra Convention Bureau clients was undertaken to determine interest in the technology:

- 90% of respondents said they are more likely to select a business/venue that offered smart e-badges
- 100% of respondents said the use of this technology would provide a higher comfort level in allowing delegates to participate in an event or function
- 73% percent were more likely to consider Canberra as a destination for their event if the technology was applied in a 'whole of destination' approach.

*The survey received a 20% response rate

DISTRIBUTION AND MANAGEMENT OF SMART E-BADGES

Distribution, tracking, maintenance and overall management of smart e-badges can be applied as follows:

- ACT Government purchases technology directly through supplier and distributes to event organisers as required.
- OR
- ACT Government allocates funds to Canberra Convention Bureau to purchase technology. The Bureau manages distribution, maintenance and cleaning and re-issue of devices to Canberra venues.



Smart Badge

Development Detail

SMART BADGE DEVELOPMENT STAGES



Stage 1: COVID19 Prevention Available Now

Stage 2: Introducing Geomapping Available 3-6 months

Stage 3: Integrating Geomapping with Existing Registration Systems Available 3-6 months

**Harry
the hirer.
Productions**

COVID19 Prevention

Stage 1 COVID19 Prevention – Available Immediately

Clients will receive a basic dashboard software, allowing them to add transponders to their venue, and understand basic geomapping from their events.

HARDWARE

Smart Badge configuration available in a choice of: Lanyard, Wrist Band or Pocket String.

The Smart Badges are preloaded with firmware to identify their distancing from one to another. Smart Badges will alert at distancing less than 1.5m. Features are customisable at the time of ordering:

- Alert delay time
- Badge grouping
- Badge alert light colour
- Lanyard colour
- Alert type - Vibrate on/off
- Alert type - Alert light on/off

Decal branding is available, client to provide artwork – HTH will provide specifications.

Programming Puks (small Bluetooth device that will ping data to the Smart Badge) allows owners to easily alter or update the Smart Badges behaviour. They are ordered with a specific programming feature, e.g.

- Activate at the time of onsite registration
- Grouping at the time of arrival / local entry point
- Pre-activated prior to distribution by event organiser

Beacons are wireless Bluetooth receivers able to be deployed within event sites to receive Bluetooth data location information from each Smart Badge. Beacons are rentable from HTH per event and installed and configured by HTH technicians, to your personalised web based dashboard. Options include:

- Can be wireless or cabled, 240v or battery
- Can be branded where required, or customised to blend in to event custom features and entry points



Stage 1

SOFTWARE

A web based Dashboard is provided to all owners of Smart Badges. Individual user links will be provided, should owners want to identify attendee/Smart Badge movements.

Key information provided through the dashboard includes:

- Smart Badge proximity to beacon location
- Smart Badge duration spent at beacon locations

Web based dashboard will be user controlled, with no requirements of HTH to provide set up on behalf of users.

HTH will provide onsite support particularly with Beacon installations.

HTH will ensure Beacons are installed, fully operational and communicating with the dashboard before handover to owner.

Prices will be quoted on individual event requirements.

Accessible
via live
dashboard

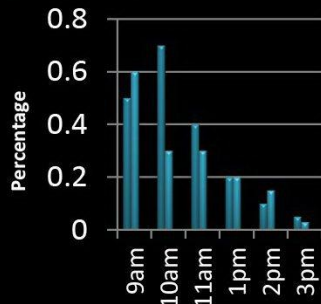
COVID19
Prevention
through social
distance alert
under 1.5m

COVID19 Prevention

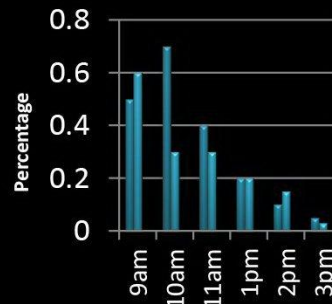
COVID19 Prevention

Stage 1 Smart Badge Dashboard Example

Smart Badge Dashboard				
	Total Quantity	Live Data	Past 2 hours	Past 4 hours
Location 1 (Entry)				
Location 2 (Room 1)				
Location 3 (Breakout Room)				
Location 4 (Exit)				



■ Audience for Speaker 1
■ Audience for Speaker 2



■ Audience for Speaker 1
■ Audience for Speaker 2

Attendee Behavioural Data Percentage of time spent in location



Attendee Behavioural Data Percentage of attendance at daily...



Stage 2 Introducing Geomapping - Available in 3-6 months

HTH will add a graphical mapping page as a visual representation in real time.

Displayed as a geomapping of venue or event site.

Managed in real time, the dashboard alerts event organisers to saturated areas and choke points.

Data summaries as per Stage 1 will continue on the initial dashboard including visual graphs and charts, in addition to live visual representation of badge activity on a mapping screen.

Real time insights of the attendees' movements to allow event organisers to react to potential situations faster and better.

Clients have the ability to nominate Beacon locations on their floorplans / maps, and then have the ability to move locations (after installation) on the map as required, if they see better potential in a new location.



Introducing Geomapping

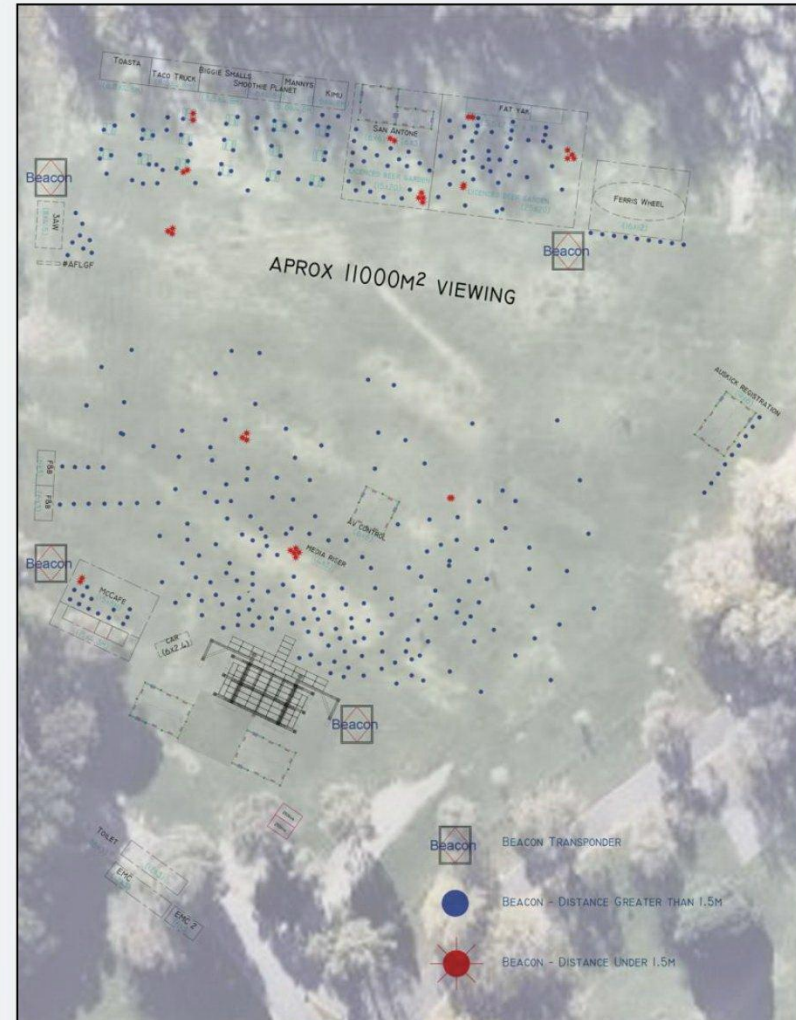
Introducing Geomapping

Stage 2

Sample Exhibition Plan



Sample Event Site



Stage 3 Integrating Geomapping with Existing Registration Systems

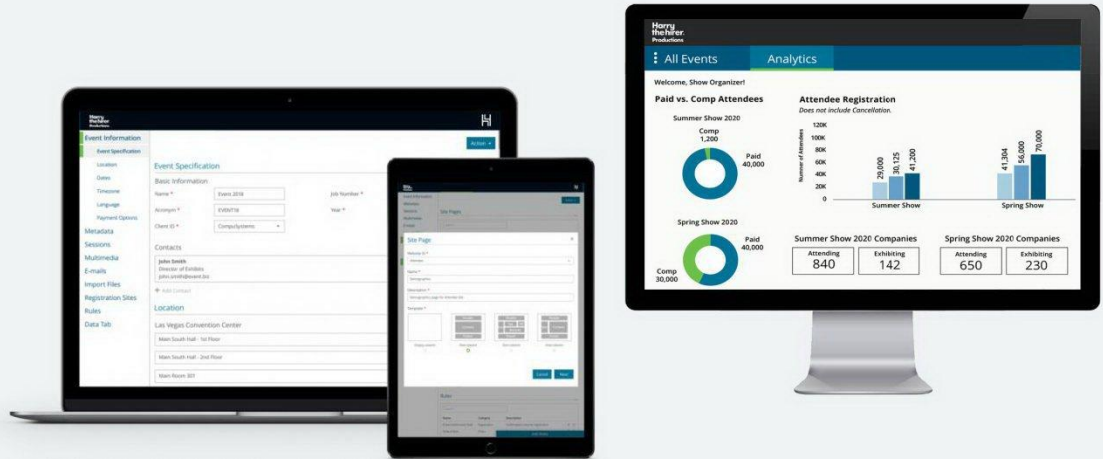
Additional pages will be added to the web based Dashboard, which will capture data fed through event registration platforms.

The data generated will transform the way event organisers analyse their events, detecting patterns and implementing action based on their findings. This effective analytics platform will help them understand their event in ways they never considered before.

Event organisers will have the ability to filter various categories against attendee movements, to gain valuable insight into the interests attendees have, based on their demographic.

Common registration categories would include: (these can be customised)

- Job role
- Industry type
- Gender
- Age brackets
- Home location
- Salary bands
- Purchasing intent in specific category



Integrating Geomapping

Social Distancing Technology Program

\$75K for the program + GST

Funding to Canberra Convention Bureau as a dedicated program for purchase.

PRODUCT

- Designed and developed in Australia
- Software developed and programmed in Australia
- Firmware of the Smart Badge designed and developed in Australia
- Physical silicon bands manufactured in Shenzhen, China

DISTRIBUTION

Delivered for business event clients and members of CCB that can deliver outside visitation to the ACT.

ALLOCATION

The Bureau will monitor inventory through their CRM to ensure pre-booked allocation and supply.

ADMINISTRATION

The Bureau will keep admin costs low and absorb the majority of safe delivery and program costs. No more than 10% of project costs will be applied ensuring as maximum technology available for distribution.

CLEANING

The Bureau will undertake best practice from the supplier and health authorities for cleaning and appropriate quarantining of the product for safe preparation for the next user.

STORAGE

Safely secured at CCB in lock box.

REPLACEMENT

A deposit system of \$500 under 50 users, \$1,000 between 50-100 users and \$1,500 above 100 users with a \$50 per item charge per each item damaged or not returned.

DURATION

Anticipate this 18 month program to the end of 2021 with review by Q3 2021 on future requirement.

MARKETING AND TRAINING

Training tools for clients, for venues, for delegates

Case studies, surveys.

Bureau will coordinate local community release as well trade publication and socials.

Vibrant colour selection.

REPORTING

Adoption and usage will be reported to VisitCanberra on a quarterly basis.

RECYCLING

The Bureau will undertake responsible end of life recycling of the product if required, including e-waste. Individual materials such as printed circuit boards, cabling, glass and plastics are recoverable, then processed for use as raw materials in production of new products.