



Connections - Ideas - Innovation



2019 Report



RAPAD

REMOTE AREA PLANNING &
DEVELOPMENT BOARD



BACKGROUND

Outbackhubs is a collaborative effort to provide shared resources and training opportunities to Central Western Queensland.

Established in 2017, Outbackhubs operates physical co-working locations where members and guests can use high speed internet, hot desks, general office equipment in addition to participating in workshops.

We are grateful to receive support from the Queensland Government through Advance Queensland's Advancing Regional Innovation Program (ARIP) to begin this initiative in recognition of the importance of developing Outbackhubs capabilities in our region. .

THE CLEAR NEED FOR OUTBACKHUBS

Through Outbackhubs we are bringing the Outback into the modern world – harnessing innovation to engage our communities, strengthen our regions, unlock business potential and prepare our people for the jobs of the future.

The Central Western Queensland (CWQ) region, like many others of similar geography in Australia, has significant challenges ahead. These challenges are magnified because of geographical remoteness, declining populations, skills shortages, and economic instability through reliance on a small number of key industries. The impacts of climate change, social isolation and changing family dynamics trigger irrevocable events such as self-harm with fatal consequences.

Smart Central Western Queensland - A digitally enabled community strategic plan, provides a framework for CWQ to be a region of choice for families and individuals to build a rich, fulfilling life. This includes being a place to build a successful business; with the same levels of service experienced in more populated areas.

Focusing on digital enhancement of our regions delivers capability across all the five of RAPAD's Regional Priority Areas:

- Technology and the Digital Economy
- Infrastructure and Services
- Economic Development
- Health and Well-being
- Regional Narrative.



OUTBACKHUBS: THE HOME OF OUTBACK CONNECTION,
COMMUNICATION AND CO-WORKING.

BREAKING DOWN BARRIERS - CREATING OPPORTUNITIES

Through Outbackhubs we provide the physical space, state of the art facilities and technical and commercial know-how to enable our communities, councils, businesses and all of those who live in and visit our outback region the opportunity to create global connections that melt away the tyranny of distance.

The way we work is changing and work must be thought of as something we do, not a place. Nine-to-five office jobs are becoming less common as the shift is to measure productivity, not time spent “at work”. Knowledge workers must take responsibility for their own productivity and as 80% of the economy is now the service sector there is greater propensity for teleworking, corporate remote working and freelancing with a more flexible approach.

When we combine this with the fact that there is a massive shift in consumer values from ownership to access of products and services (collaborative consumption) then the timing is right to provide the infrastructure and engagement model to direct the benefits from this new world and way of working and engaging into our outback.

“WORKPLACES WILL NO LONGER BE A SITE OF CONTAINMENT BUT A PLACE WHERE PEOPLE MEET, LEARN AND SHARE” DELOITTE, 2013

So long as you can find a space to be productive and you can effectively connect with your customers (virtually) then you can do your work from anywhere.

Why not one of our Outbackhubs? This approach diminishes the threat from over reliance on key industries and open another world of opportunity.

Through Outbackhubs we make sure our region is aware, ready, willing and able to enthusiastically and skillfully embrace the opportunities that digital technology and all the innovation that accompanies this global phenomenon is opening.

The following pages in this report highlights the set up of Outbackhubs followed by key activities and outcomes realised since its inception in 2017.



CONNECTING THE ENTERPRISING OUTBACK VIA ZOOM ROOMS

In a world of rapid digital transformation magnified by innovation that infiltrates even the most basic of human existence, remote regions have a choice to make. Find a way to participate in the new world or risk becoming ghost towns.



A PLACE TO CONNECT & BUILD SUCCESSFUL BUSINESSES

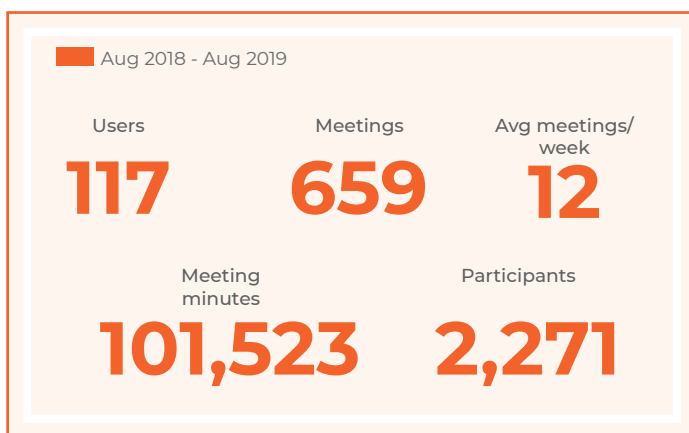
Outbackhubs is providing fully digitally enabled, affiliated co-working spaces situated throughout the CWQ region.

Outbackhubs are spaces and places for our community members to work, study and meet. They attract people from within the region, nationally and internationally using state-of-art but readily accessible technologies.

Designed outcomes include:

- a digitally connected community
- propagation of new entrepreneurial talent
- ability to tap into global opportunities that drive economic change

Ultimately, the primary goal is a region that has realised its full potential, through collaboration and innovation.



USED BY WORLD-LEADING ORGANISATIONS: Hear how Australia's first University uses Zoom to connect with anywhere in the world.

<http://bit.ly/ZoomRoom-UniSydney>



CONNECTING THE OUTBACK - OUTBACKHUBS VIRTUAL ZOOM ROOMS

SO... WHAT ARE OUTBACK VIRTUAL ZOOM ROOMS?

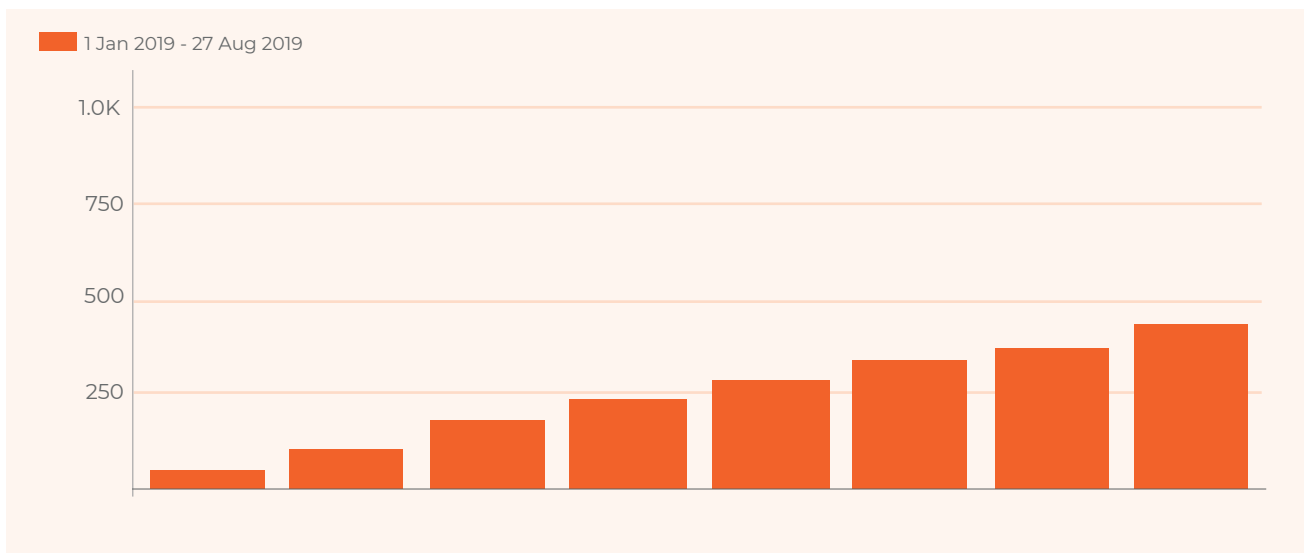
Outbackhubs Virtual (OHV) is a network of connected physical and virtual co-working or meeting room spaces within the Outback region that allow easy connectivity regionally, nationally and globally through the Zoom Room software-based conferencing platform.

Participants to an OHV Zoom Room meeting can join with one touch from within the OHV network and also from a variety of devices including computers, laptops, tablets and smart phones.

Zoom Rooms is a software application available on Mac (OS X 10.9 and higher) or Windows (7 and higher) that turns a computer into a dedicated virtual meeting room collaboration space, previously only achieved by costly hardware and often difficult to use platforms.



Since installation, starting with RAPAD's Longreach Zoom Room, our users have consistently grown with thousands of hours of meetings, workshops and other activities conducted seamlessly.



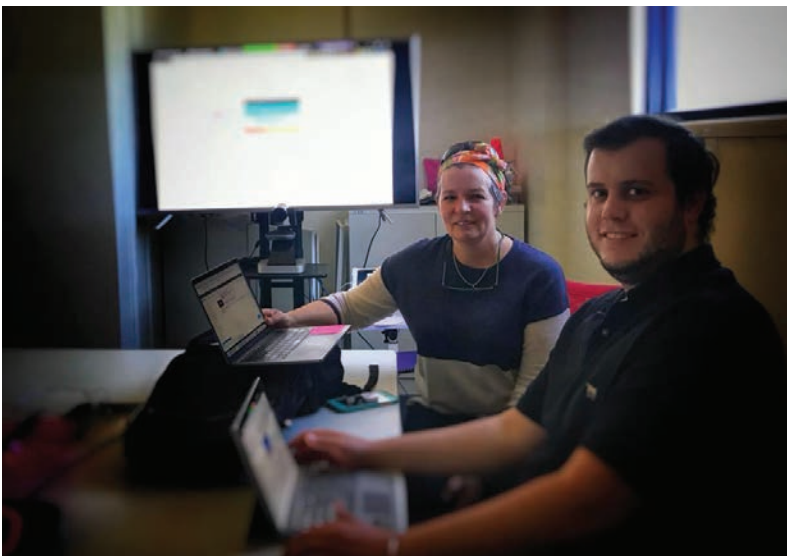
WHAT CAN OUTBACK VIRTUAL ZOOM ROOMS BE USED FOR?

Through our Outbackhubs Virtual trials we have found Zoom Rooms is cost effective and easy to install and use, requiring only good Internet connection, some inexpensive hardware and yearly cloud-video-service licence.

Outbackhubs Virtual have been successfully trialled for:

- Regular (weekly) team meetings – RAPAD, RFCSNQ, RAPAD Skilling
- Community meetings – Red Ridge
- Training and tutorials – RAPAD Skilling, Red Ridge
- Workshops – Daniel Johnson, Tim Gentle, Impact Innovation
- B2B (Business to Business) meetings – various users who don't have access to strong internet, or where a group are meeting, have utilised these facilities
- Virtual face-to-face meetings ie speaking with a company for the first time in relation to drone symposium etc
- Virtual collaborative planning/meeting
- Face to face collaborative planning/meeting where a group needs to work on an electronic document – screen sharing
- HR interviews
- Meeting presentations by guest speakers
- Workshop presentations.

Zoom Rooms utilises easy-to-use IT equipment, one button access, calendar integration and screen sharing capabilities both within a Zoom Meeting and within the physical room independently of a Zoom Meeting.



The Zoom Room is controlled via a dedicated iPad. This allows users to easily:

- Start meetings
- join meetings,
- invite users
- manage participants
- change the screen layout
- control the camera, mute audio and video
- share content, plus more.

BEYOND RAPAD - OUTBACKHUBS VIRTUAL ZOOM ROOM NETWORK

Partners to RAPAD in the ARIP program funding, McKinlay Shire Council and the SWRED councils of: Paroo, Murweh, Quilpie and Bulloo are have joined the Outbackhubs network, providing virtual connectivity across the whole outback and spaces for members and visiting corporates to work or meet when visiting other communities.

Outbackhubs Virtual has joined organisations such as Uber, Zendesk, and more all of whom use Zoom Room. Zoom Rooms screensharing capabilities are similar to Apple Airplay or Google Chromecast.

Zoom allow for SIP/H.323 endpoints to join Zoom meetings (via the Zoom Room Connector) but cannot dial directly to a SIP or H.323 System. (WE have not had instance to trial this yet)

Outbackhubs Virtual Zoom Rooms bookings will be managed and coordinated across the whole network from a central point. Stage two will see on-site coordinators at each local government coordinating local bookings.

* All sites are available for use by community members and visitors - some through prior approval.

ACTIVE ZOOM ROOM LOCATIONS* TO DATE INCLUDE:

BARCOLDINE:

- Barcaldine - Council Chambers
- Barcaldine - Council Disaster Management Room
- Alpha - Council offices
- Aramac - Council offices
- Barcaldine - RAPAD Barcaldine: Oak Street Office

DIAMANTINA:

- Birdsville - Wirrarri Information Centre
- Bedourie - Council Office

BOULIA:

- Boulia - Boulia Shire Hall

LONGREACH:

- Longreach - Public Library
- Longreach - RAPAD HQ
- Longreach - RAPAD Skilling Training Centre

BLACKALL-TAMBO

- Tambo - Tambo Hall
- Blackall - Red Ridge (Interior Qld)

BARCOO:

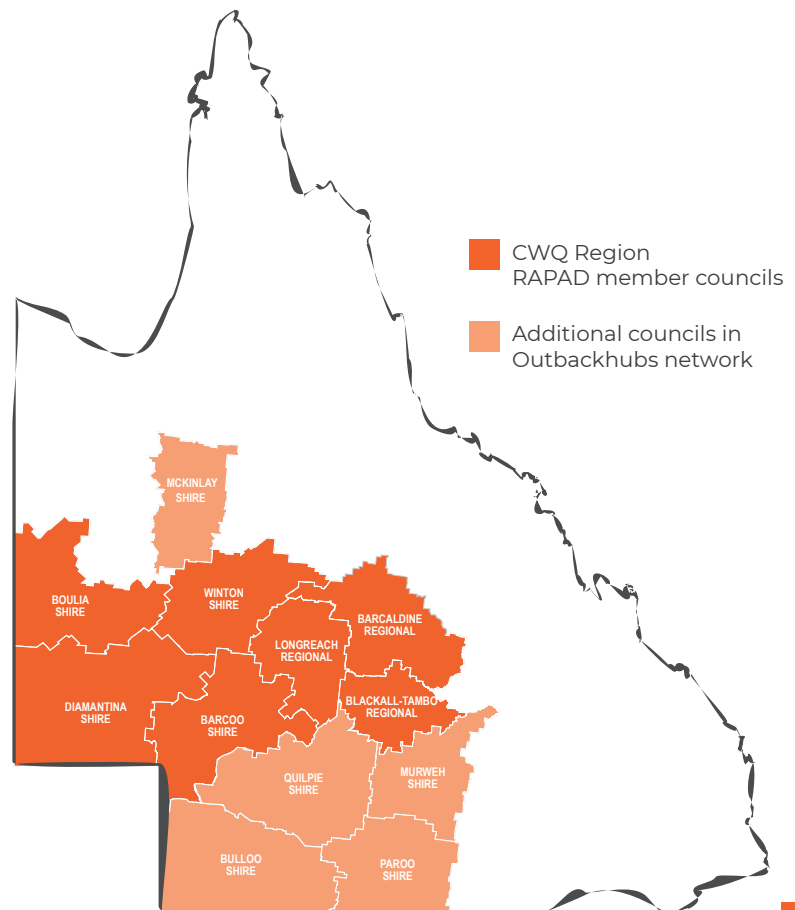
- Stonehenge - Stonehenge VIC
- Jundah - Jundah Council
- Jundah - Jundah Works and Service Training Room
- Windorah - Windorah Town Hall

SWRED REGION:

- Quilpie
- Charleville
- Thargomindah
- Cunnamulla

McKINLAY SHIRE:

- Julia Creek
(set to come online in 2020)





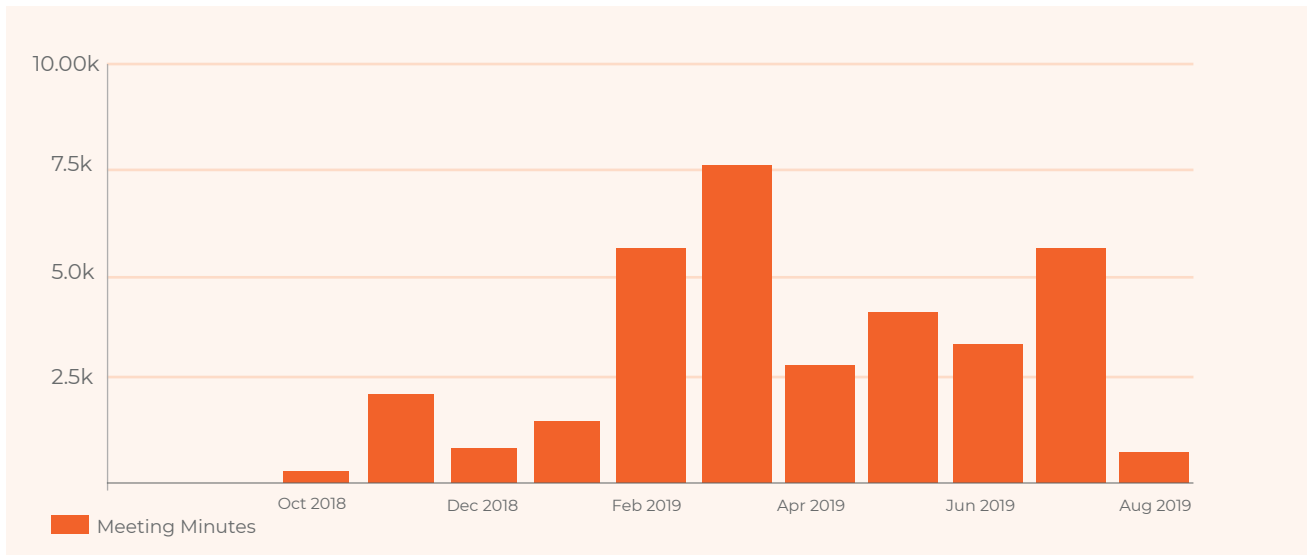
MAKING AN IMPACT ACROSS OUR COMMUNITIES

Our diverse and widely dispersed region is home to many people who have hidden or under-utilised talents. Outbackhubs and its network of Zoom Rooms are important foundational realise potential and opening doors to opportunities. The platform combined with local support from Outbackhubs provides a reliable connection that shows the motivated, agile and technically savvy people that we are (when we have the resources to support us!)

Zoom Rooms are now in place in accessible locations across our region and are breaking down barriers and improving safety for dispersed organisations, growing creativity, educating and connecting generations, enhancing existing businesses and opening doors to start-up communities.

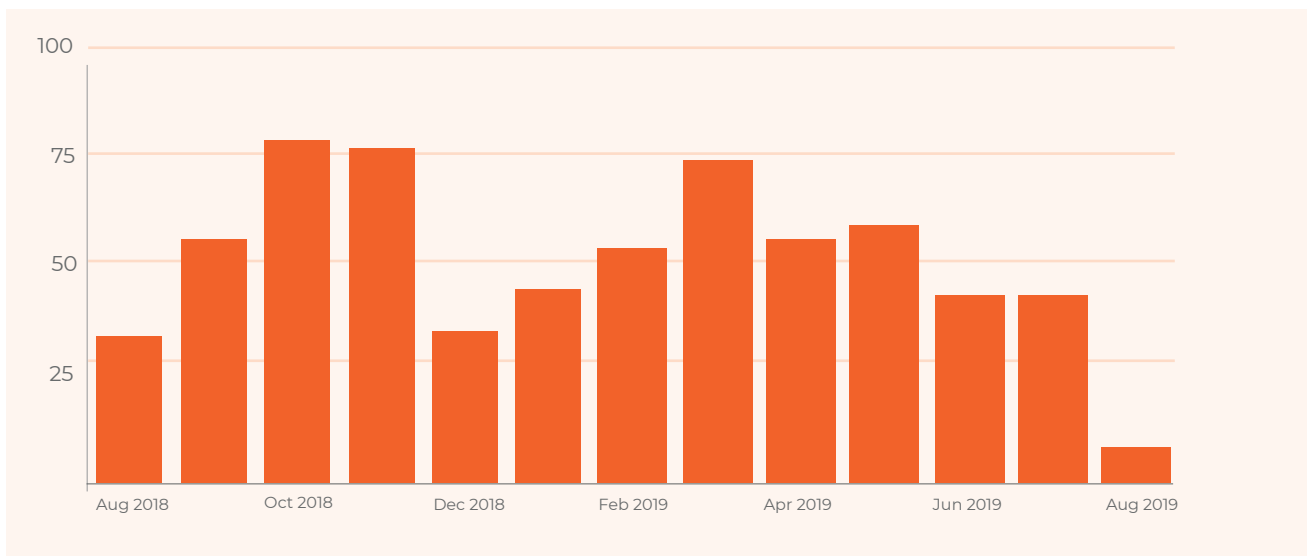
ZOOM ROOM USAGE BY MINUTES

1 Aug 2018 - 1 Aug 2019



ZOOM ROOM USAGE BY MEETINGS

1 Aug 2018 - 1 Aug 2019





LEADING BY EXAMPLE: RAPAD'S REMOTE AND REGIONAL CONNECTIONS

RAPAD not only faces the challenge of connecting with its team located in areas across the CWQ region and while on the road, there is also the extended team that includes the Rural Financial Counselling Service North Queensland (RFCSNQ). The easy to use technology of Zoom Rooms has surpassed expectation after previous platforms had failed to live up to the requirements of regional and remote (and on the road!) locations for the RAPAD and the RFCSNQ.

RAPAD uses the Zoom Room for its weekly team meeting - connecting participants in regional and remote locations across half of Queensland... or wherever they may be at the time.



OPERA QUEENSLAND: GROWING MUSICAL TALENT

Opera Queensland was able to connect to school children across CWQ from Longreach to Windorah for its Composed in Queensland program thanks to Zoom Rooms.

Following in-region visits, star musicians were able to 'Zoom in' to local schools from their locations across the country for regular catch ups to finalise their locally inspired compositions and to deliver singing lessons.

These Zoom Room sessions culminated in a final performance at the Qantas Founders Museum in Longreach in November 2018. The Zoom experience enabled strong relationships to form between young students and professional performers - growing an understanding of creative performing arts industry/career pathways.



WATCH: Composed in Queensland

www.facebook.com/OperaQueensland/videos/681040465677544/

ON THE ROAD TO BARCALDINE REGIONAL COUNCIL

Barcaldine Regional Council has harnessed the power of Zoom Rooms for its operations across its large region. Council has established Zoom Rooms to connect its five townships, including the executive offices of council based in Barcaldine.

The Zoom Room set-up has meant council has been able to minimise staff time spent driving to meetings, increased opportunities to connect easily with stakeholders outside of the region, and most recently has been utilised in coordination of the Outback Aerodrone Symposium, as well as other investment/partnership opportunities being undertaken by council.

Zoom Rooms will also play a key part of disaster management communications for the council and relevant stakeholders.

ARTS, CULTURE AND SOCIAL ENTERPRISE

Co-located with Red Ridge at 77-79 Shamrock St, Blackall's Outbackhub is a active scene of hot-desking, local meetings as well virtual meetings using the state-of-the-art, easy to use Zoom Room technology.

Since expanding its network with the Regional Arts Services Network to cover South West, Central West and North West Queensland, the virtual meeting and workshop capabilities has proved invaluable for its work as well as the wider creative entrepreneurial community.

Pathways to creative careers

Dance has always been integrated into our lives and cultures, but in the past years has been an unavailable activity for the kids of our Outback.

Red Ridge engaged Longreach School of Dance to deliver its 'Dancing in the Dust' Dance Outreach Program to Blackall youth using Zoom technology set up by Outbackhubs to break down the distance and deliver dance tutorials and planning activities.

Through uniting youth in dance, we believe we will create lasting memories, friendships, and open pathways into creative careers such as the performing arts.

From the Better in Blackall Festival and into the bright future, let's keep our bush kids active, engaged and dancing, Queensland!



READ: Video technology enabling dance lessons in Blackall, Queensland Country Life article

<http://bit.ly/Zoom-Dance-Lessons>



THIS SUPPORT FROM OUTBACKHUBS IS NOT ONLY CONNECTING OUR PROGRAM PARTICIPANTS BUT ALSO OPENING PATHWAYS INTO CREATIVE CAREERS SUCH AS THE PERFORMING ARTS.



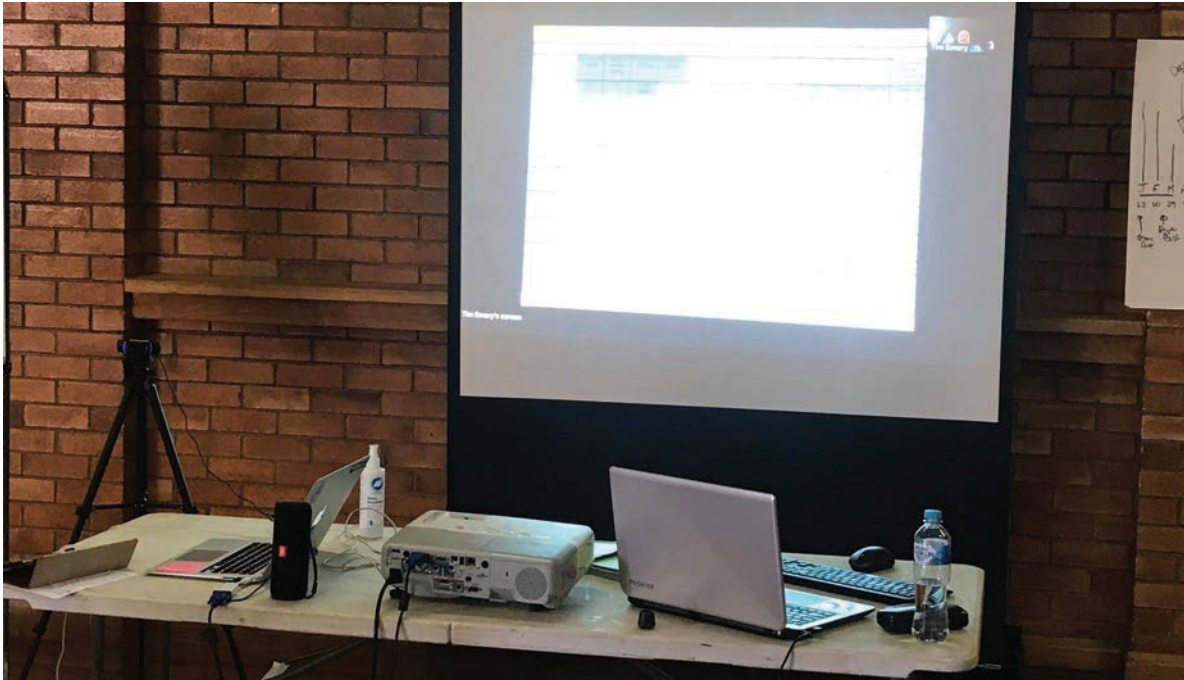
Alun Hoggett from Desert Channels Queensland (pictured with RAPAD's Kristine Arnold) - using the Longreach Zoom Room to take the impact of the business and its services beyond regional boundaries. Presenting at the Queensland Trust for Nature conference from right here in Longreach.

It was great to have Pat from Ireland in the Outbackhubs Longreach at the end of 2018.

Pat and his family were travelling around Queensland and into NT and came across the Outbackhubs website so decided to base themselves in Longreach for a short stay to not only enjoy the town, but take advantage of the services available in our room.

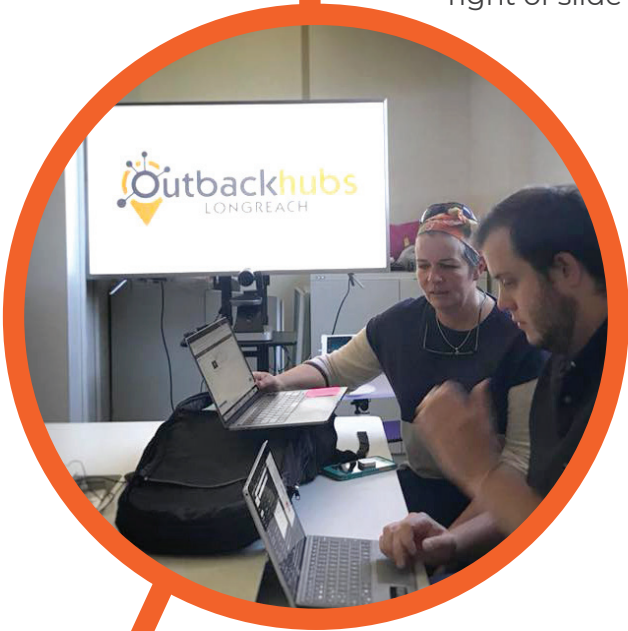


“ OUTBACKHUBS ARE THE NEXT GENERATION OF CO-WORKING SPACES LINKING REGIONS INTO GLOBAL NETWORKS AND OPPORTUNITIES, OFFERING KNOWLEDGE WORKERS THE OPPORTUNITY TO WORK IN, OR MUCH CLOSER TO, THEIR REGION OF RESIDENCE. ”



MOBILE ZOOM ROOM

We have been able to share the Outbackhubs technology to connect the region with the world. Outbackhub's Mobile Zoom Room has enabled key industry presenters to join workshops in remote communities - presenting even from their car (see the top right of slide in the above photo).



Outbackhubs resident Zoom Room expert Harri Arnold worked with Jane Tincknell from the Queensland Department of Agriculture to use Outbackhub's Mobile Zoom Room for workshop delivery. The unit worked for the Grazing Futures workshop in Cloncurry being able to "Zoom in" four presenters from across the country with ease.

OUTBACKHUBS ZOOM ROOM PLATFORM HAS REVOLUTIONISED THE DAF AGRICULTURE WORKSHOP FOR ATTENDEES, WITH GREATER ACCESS TO PRESENTERS FROM AROUND THE COUNTRY!

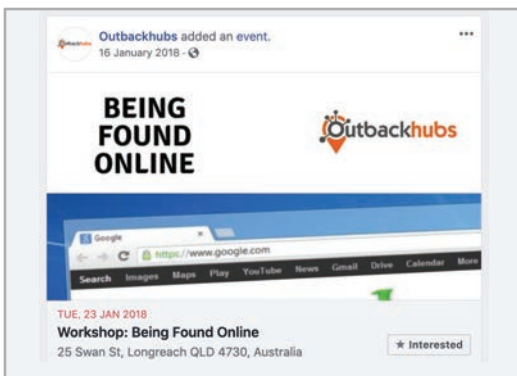
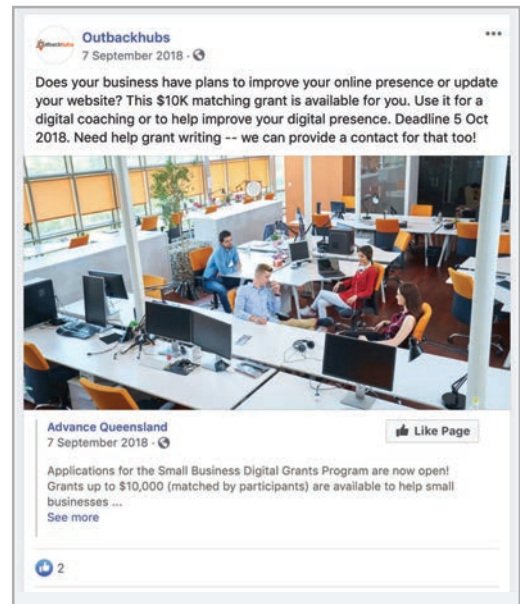


DELIVERING OUTBACKHUBS

CONNECTING TO OPPORTUNITIES, SUPPORT & FUNDING

Through our Facebook page, e-news updates and other channels, Outbackhubs provides useful and locally relevant updates and information.

Our online community includes 316 followers on Outbackhubs Facebook and more than 150 dedicated followers on each of our project pages mPowHer and Start-up Weekend Outback. The pages along with our website provide a one-stop-shop to promote our events and workshops from foundational topics to master-classes.



TAKING THE NEXT STEP - COStarters courses were delivered in person or via Zoom, providing a step by step process for participants to explore their business. (2017-2018)



BUSINESS MASTERCLASS - Attendees taking a master class on funding and business propositions. This and more available to help local businesses start or grow their business. Sessions were available in person and online. (November 2017)

REGIONAL DIGITAL ROADSHOW

Locals had the chance to climb aboard the Think Digital Coach, a purpose built 14-metre hi-tech classroom on wheels during a regional digital roadshow.

The series of events provided an opportunity to grow the digital capacity of our region.

Attendees were able to engage in one-on one digital coaching session, group workshops, and digital experiences, with the experienced team of Think Digital. The ultimate outcome were empowered locals with improved digital skills and confidence.

PACKED HOUSE - *Digital Workshop in Longreach was the first of the series to kick off with great attendance across the region.*



THINK DIGITAL CHAMPIONS CAMP

Following the roadshow locals were invited to apply for the Think Digital Champions Camp in March 2018. We had a great response and were able to provide even more assistance to eager and highly engaged participants at the camp held Blackall.

Anne-Marie, Constance, Louise, Kylie and Shona, experimenting with immersive technologies.



Matt, Graham and Suzanne, taking their devices to the next level.



OUTBACK START-UP WEEKENDS

START-UP WEEKEND - OUTBACK EDITION

Hosted in Longreach 11-13 August 2017 saw local entrepreneurs from CWQ join together to build some local business opportunities. The event attracted keen interest and culminated in some innovative and creative pitches with some becoming a reality including:

A literary first & growing enterprise

Two Sisters Talking (Joyce Crombie and Jean Barr-Crombie - pictured below) took their ideas pitched at the weekend and are making them into a commercial reality.

Two Sisters Talking had already been making their mark with their artwork in CWQ, but took their craft to the next level with the development and official launch of the first children's book in Wankanguru / Yaluyandi Aboriginal language - Looking for Tucker - in April 2018.

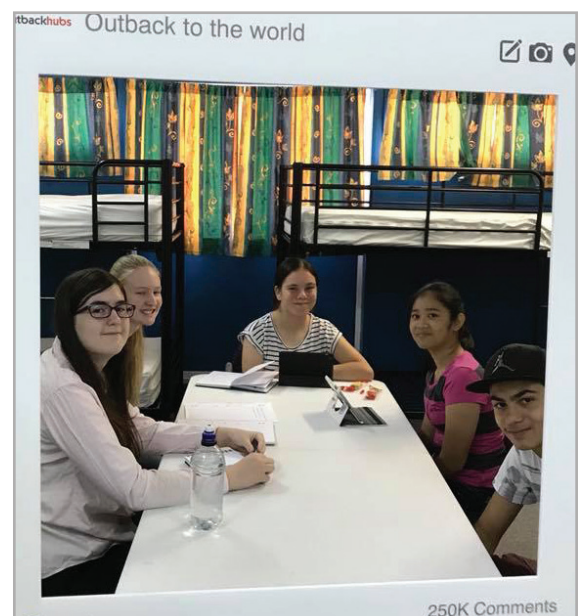
This foundational step has opened the door to further entrepreneurial endeavours including promotional items such as t-shirts and bags that showcase their artwork which help to raise their profile and can provide funds to grow their enterprise in association with supporting organisation Red Ridge (Interior Qld).



TAKE A LOOK: at our Facebook page www.facebook.com/SWOutback

WATCH: The pitches

<http://bit.ly/Outbackhubs-Start-Up2017>



<https://www.facebook.com/outbackhubs/videos/150496845584769/>



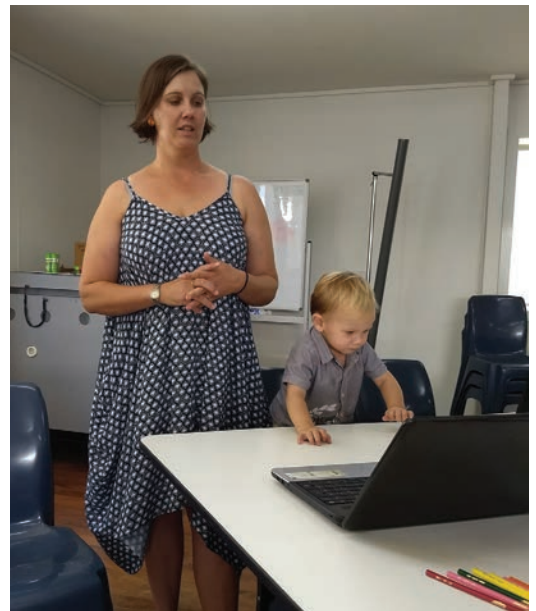
WOMEN'S START UP WEEKEND OUTBACK

Outbackhubs brought a Startup Weekend back to CWQ in February 2018, hosting a stellar group of mentors and experienced entrepreneurs to help participants move quickly to establish businesses.

Through a partnership with Advance Queensland's HotDesQ program, four entrepreneurs were in Longreach to lend their experience, insights and assistance to new business concepts. The four mentors have a wide range of experience ranging from ecommerce, subscription services, life sciences, fintech, online education and other businesses.

Attendees had an opportunity to work in teams to share their business ideas and quickly work to determine the concept's viability and path to a sustainable business model. From Friday night to Sunday afternoon, participants worked through marketing, accounting and competition analysis in order to build a convincing path forward to share to a panel of judges Sunday night.

One participant from each host city was able to send a delegate to share their business concept in Paris, France 7-9 March 2018 with flight and accommodation paid as part of the global program.



FROM TAMBO TO PARIS - Cailyn Muntelwit attended the Start-up Weekend and was able to work with Outbackhubs mentors to determine if her business creating reusable PVC bags had the ability to be marketed, created and generate a profit. Cailyn pitched her idea to investors and a panel of judges who voted for the best idea - and she won.



Catching up with Minister Kate Jones and Qld Chief Entrepreneur Steve Baxter at the Regional Innovation Breakfast, Myriad 2018.

MYRIAD / QODE DELEGATIONS

Representatives from across our region, including emerging entrepreneurs and start-ups were invited to apply to be a part of the Outbackhubs delegations to the Queensland innovation events - Myriad 2017, 2018 and QODE 2019.

The response to the events was encouraging with a full delegation attending each year.

The distance and time - taking time away from business, work, family - to travel to Brisbane and stay remains a challenge.

WATCH: Our delegation story

<http://bit.ly/Outbackhubs-Myriad2018>





mpowHER RETREAT

mpowHER has been created to support, grow and promote a community of like-minded aspiring and accomplished female entrepreneurs in Outback Queensland and beyond.

Through partnerships, friendship and inspiration, mpowHER is building a network to encourage other women to bravely step into entrepreneurship, or support emerging and established female entrepreneurs.

mpowHER event was a great success, with attendance beyond expectation. In a town with a population of 88, registrations included 28 women from the region, in addition to 10 speakers and organisers who travelled from across the region, Australia and the USA.



DMDU - DIGITAL MARKETING DOWN UNDER

A regional delegation attended the second Digital Marketing Down Under conference on the Gold Coast in August 2019. This was a great opportunity for three locally-based entrepreneurs and communicators / influencers to connect with leading Australian and international online marketing professionals.

The knowledge and networks gained at this event will not only inform online marketing decisions for attendee business decisions but also be shared across our Outbackhubs community.



DRONES & TECHNOLOGIES

Outbackhubs has been able to support the delivery of events that expose our region to technologies and expertise in new and emerging industries. Our program also supports attendance at events outside of our region that may not be available in region, or build on the activities undertaken in-region.

WESTECH FIELD DAYS - INNOVATION & TECHNOLOGY PRECINCT

Outbackhubs was involved in RAPAD's Westech Field Days Innovation and Technology precinct. Westech Field Days is a triennial event that attracts more than 3000 attendees. The technology space, featuring presentations and one-on-one mentor opportunities, was a great opportunity to connect locals with expertise, find out more about skills advantages and gaps in-region, and help us grow our networks from Barcaldine to Brisbane and beyond.

OUTBACK AERODRONE 2018 & 2019

Following on from the success of the Westech Field Days, RAPAD hosted Australia's first ever remote drones symposium in Barcaldine in 2018 and again brought the event to CWQ in 2019. Outbackhubs was pleased to be able to support attendance of locals and delivery of the event.

RAPAD recognises the potential drones and other technologies can have for the region to diversify and build sustainable businesses.

The Symposium provided a platform for local enterprises to access locally-relevant information and take the next step in integrating technologies such as drones into their business. The event also connected expertise and industry networks to locals, opening the door to further investigation as well as implementation into businesses and councils in the region.

Outbackhubs also provided support for local delegates to attend the World of Drones Congress in Brisbane. Inspiring more ideas and adoption of growing technologies in our region.



Westech Field Days

INNOVATION & TECHNOLOGY SPACE & PRECINCT

RAPAD
REMOTE AREA PLANNING
& DEVELOPMENT BOARD

Westech, in partnership with RAPAD, invite you to experience this year's Innovation Space & Technology Precinct.

The precinct is a first for the event and will see a coming together of leading ag-tech minds and entrepreneurs all in the one space at Westech 2017. It will provide you with an ideal environment to discuss the latest ag-technologies and innovations, be inspired and make connections to help you grow your ideas.

As part of the FREE ENTREPRENEUR MATCHING PROGRAM you have the opportunity to secure a one-on-one Mentor Moment with a speaker/s of your choice.

TUES/WED PROGRAM →
10.00am - 10.45am Panel Discussion
10.45am - 11.15am Breakout Session 1
11.15am - 11.45am Breakout Session 2

WHERE TO FIND US @ WESTECH →
GO1 Centre Oval

CONTACT →
mgonold@rapad.com.au

REGISTER →
westechfielddays.com.au/whats-on/innovations

MEET OUR SPEAKERS →



