

# INTERACTIVE VISUAL WALKWAY PROJECT

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GLADSTONE REGIONAL  
COUNCIL

MAY 2018

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GLADSTONE ENGINEERING ALLIANCE



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## Project Overview

Gladstone Engineering Alliance have proposed that the 'City Arcade' at 69 Goondoon Street Gladstone be created as a space that can be utilised by investors, the public, tourists, local community and industry with the aim of assisting Gladstone in its economic growth, through proposing an 'Interactive Visual Walkway'.

Given the prime location in the heart of the Gladstone CBD and closeness to other professional businesses, major stakeholders, banks, cafes, the library and the convention & entertainment centre, the 'Visual Interactive Walkway' will assist to reshape the City Centre into a vibrant, lively and unique place as well as provide growth in visitor numbers to the CBD and stimulate the local economy. This project will build a stronger regional community through job creation, the use of local suppliers, goods and services and create longer-term benefits to the Gladstone community.

The 'Interactive Visual Walkway' can be used as a marketing and tourism promotion tool. This novel approach to tourism, community and business engagement integrates leading edge visualisation, display technologies, software tools and motion sensor technology that will project and visualise onto the walls of the 'City Arcade' to tell a comprehensive and appealing story about Gladstone and our region that captures Gladstone's valuable trade and investment opportunities in a state-of-the-art digital earth visualisation engine.

## The Scope

The project will develop a mechanism for Gladstone to highlight the strengths and of our region through the use of Interactive Digital technology.

- The Interactive Visual Walkway Project will develop a mechanism for Gladstone to highlight the strengths of our region through developed digital interactive visualisation and engagement solutions for government, industry, and stakeholders.
- There will be up to five individual screens and one large screen that will have the ability to display a range of stories, data and information.
- Each screen will feature interactive, high-definition display technology, unique in scale and experience to Central Queensland. Once built the system allows us to develop integrated and interchangeable industry, tourism, community, and educational content tailored to market sectors and varied audiences.
- The 'Visual Interactive Walkway' will assist to reshape the city centre into a vibrant, lively and unique place as well as provide growth in visitor numbers to the CBD and stimulate the local economy. This is in line with the Gladstone Regional Council 'Jump Start City Heart' and 'Economic Development' Strategies.
- This project will build a stronger regional community through job creation, the use of local suppliers, goods and services and create longer-term benefits to the Gladstone community.

One extra-large fully interactive screen –  
Dimensions – Approx. 165” x 165”  
Five individual fully interactive screens  
Dimensions – Approx. 55” each screen



## Gladstone Engineering Alliance – Background

Gladstone Engineering Alliance (GEA) is an independent, business-driven organisation linking companies with opportunity to achieve sustainable growth and diversity for the region.

Operating since 2003, we’re committed to ensuring that our local Engineering, Manufacturing and Supply Services will survive, adapt and prosper and we take pride in encouraging major investment and promoting the vital need for new and upgraded infrastructure in our region. GEA through our everyday work conduct the following:

1. Advocate and deliver strategies for growth and infrastructure development in the region.
2. Research, communication and engage with stakeholders to ensure we know what's happening in the Gladstone region.
3. Educate, support and drive our members to be the most successful businesses in the region and compete on a global scale.

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## Detailed Project Outline

Each community is different and Gladstone has seen a change to its local economy over the past two years, despite this trend the reinvigoration of the Gladstone CBD remains a priority for the Gladstone Regional Council and our local businesses.

GEA has been successful in securing some funds through the Regional Jobs Investment Package (RJIP) Bowen Basin to create an 'Interactive Visual Walkway' in the 'City Arcade' that is different to anything currently available in Central Queensland and provides a platform for promotion and information for our community through a fun, exciting visual concept.

The project will have the capacity to feature the Government's, Industry and available economic data as an open data collection as well as high-resolution satellite imagery, interactive animations, and integrated multimedia for visitors and locals to explore, discover and share. The resulting 'Interactive Visual Walkway' provides a cost-effective tool to better activate the CBD and reshape it into a vibrant, lively and unique place, and to realise potential increases from tourism revenues and jobs growth for the Gladstone region.

There are opportunities for use of specific software - Cube Globe that is already developed, however there is also the capacity for this to include Gladstone specific information. Other software includes The Virtual Reef, DinoZoo and Code-a-Bot interactive displays that could also be utilised initially. This would be through using the state-of-the-art immersive visualisation, animation, and multi-media design platform that can be employed for community engagement and tourism promotion.

The project strongly aligns with the Gladstone Regional Councils - 'Jump Start City Heart' tourism strategic priority and will assist to deliver three principal contributions to regional benefit.

- First, the project will directly increase local tourism through engagement with our community, creating a free interactive learning centre for our region.
- Second, the display will promote the investment sectors within the region; Energy and Bio-Futures; Engineering and Heavy Industrial; and Food & Agribusiness; by promoting and educating stakeholders and community about Gladstone's strategic assets, including: industry and world-class port infrastructure; the vibrant Southern Great Barrier Reef and national parks; and the region's global connections.
- Third, the Display will improve digital connectivity and regional understanding for community, investors and tourists on a domestic and international stage.

Since the cruise ships commenced visiting Gladstone, we have greeted approx. 28,000 passengers and crew from the past 14 ship visits.

In 2018/19 there is a further 15 ships scheduled with the visitation numbers expected to be around 27,000 people to disembark.

In addition, we have a huge number of grey nomads, and visiting tourist travelling through the Southern Great Barrier Reef (Over 2M, a record in 2017) that could benefit from this initiative.



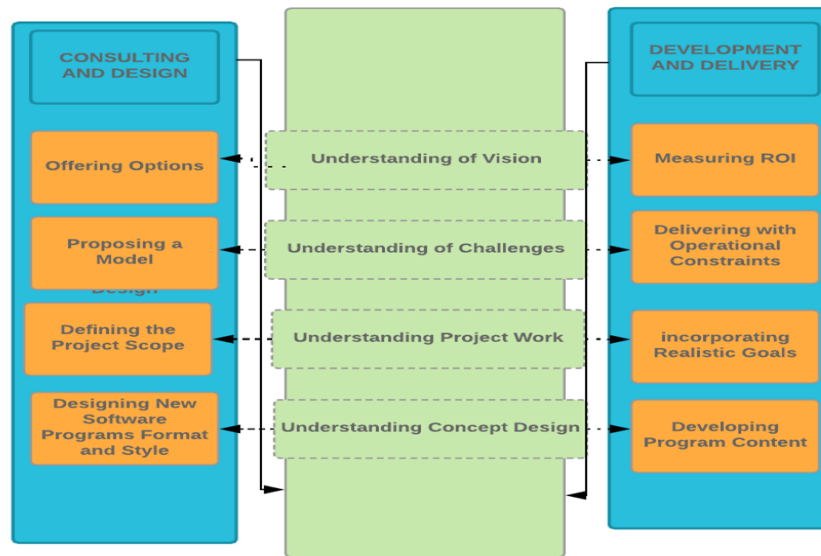
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GEA also conducted a qualitative survey from visitors and locals to understand what services and offerings would attract them to the CBD. The responses included: Promotion of the main street; tourist information about the local region; and information about the history of the Gladstone region.

Once built the system allows us to develop integrated and interchangeable industry, tourism, community, and educational content tailored to market sectors and varied audiences. The key phases are detailed below:

1. Solution Design and Specification
  - 1.1. Concept development and business requirements analysis  
*Idea formation, site surveys, and illustrations of solution concepts. A short business requirements analysis will be prepared to validate solution concepts.*
  - 1.2. Functional specification  
*Documentation of minimum functional requirements of each component, including minimum performance requirements of the technology.*
  - 1.3. Detailed design  
*Preparation of audio-visual and IT hardware specification, schematics, and configuration details for The Entry Statement, The Digital Walkway, and The Engagement Zone. Detailed design includes specification of component integration related to GEA IT and Facilities management.*
2. Procurement  
*Vendor engagement, quotation, and contract development for supply of equipment and services.*
3. Installation
4. Commissioning
5. Post-installation Quality Assurance
6. Interactive Software Development
  - 6.1. The Gladstone Globe  
*Development of customised 'Globe' data visualisation platform by QUT.*
  - 6.2. The Virtual Reef  
*Adaptation of The Virtual Reef software featured at The Cube and exhibition at the GEA site.*
7. Maintenance Plan

GEA have developed a model to manage the overall project and project phases as outlined below:



## Schedule

A project time frame of 12 months has been allowed. Planning commenced August 2017. It is anticipated that final completion & hand-over will take place 30/11/2018. There are a number of milestones which will impact the project.

<b>Phase 1: Systems Design</b>	Week 1-3	July 2018
<b>Phase 2: Procurement</b>	Week 4-9	August 2018
<b>Phase 3: Installation</b>	Week 10	October 2018
<b>Phase 4: Commissioning</b>	Week 11	October 2018
<b>Phase 5: Post-installation QA</b>	Week 11 – 12	November 2018
<b>Phase 6: Interactive Software Development</b>	Week 3-12	July 2018 – January 2019
<b>Phase 7: Maintenance Plan</b>	Week 13 – 5 years	January 2019 - December 2024

## Resources

This project will be administered by Gladstone Engineering Alliance who will engage with sub-contractors for specialist fit-outs will also be managed by GEA. These fit-outs include:

- Electrical, Communications, Air-conditioning: Contractor TBD by appoint of GEA
- Audio-Visual fixings, structured cabling, specialist terminations: ProAV Solutions Qld.

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- Installation of computer, IT network connections: By GEA
  - Configuration and installation of computer software: By QUT
  - Maintenance Schedule: By GEA

Early scheduling will be completed and distributed to all stakeholders to ensure that each party is made available on the dates required.

## Risk Issues

GEA will be working with our established Work Place Health & Safety Plan and this will be used by our team to assess risks to individuals or environment during individual stages of construction & start up.

Additional High level early stage risks of the projects success have been identified below & include:

- Not obtaining additional Grant Funding– Project will still go ahead but in reduced size
- Project not to client originators specification & or fit for purpose – work with client during detail planning stage.
- Vendor / contractor unable to supply / deliver – delay in project – stagger payments, use reputable vendors.

## Service

GEA have staff on the ground in Gladstone that are able to respond quickly and efficiently to any questions or concerns Gladstone Regional Council may have around the ‘Interactive Visual Walkway’ Project.

## investment

The following investment budget includes the costs associated with development and management of the ‘Interactive Visual Walkway’ project.

Funds secured through RJIP	\$150,000
Funds provided by GEA	\$50,000
Funds sought through Council	\$100,000
<b>TOTAL PROJECT COST -</b>	<b>\$300,000</b>

## PHOTO GALLERY





## Cube Globe Interactive Display



## Interaction Capability as an Education Tool

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## Next Steps

While this proposal provides detail of development and delivery of 'Interactive Visual Walkway' Project, it would be essential to meet with a project champion to further contextualize and frame a suitable outcome for the Tourism software component.

The core strength of our success in Gladstone has been our commitment to building partnerships with clients.

Please contact me for additional information, or if you would like to discuss anything outlined in this proposal in more detail.

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