

# THE TRANSFORMER

JUNE 2021

## Welcome to the third edition of *The Transformer* - an update from the Smart Transformation Project.

For our new readers, Smart Transformation operates in Dysart and Moranbah and aims to future-proof our communities as we face rapid technological change.

These changes are known as the Fourth Industrial Revolution or 4IR for short.

While supported by BHP Mitsubishi Alliance (BMA), Smart Transformation operates independently and is driven by the two towns' Smart Transformation Advisory Councils that capture feedback and advice from the communities they call home in order to put resources and effort into projects important to local residents.

## More priorities for Smart Transformation means more opportunities for new partners

**Looking at leading edge industries which could set up locally through to increasing community connectedness are among new projects being pursued by Smart Transformation.**

The Smart Transformation Advisory Councils (STACs) in Dysart and Moranbah have reviewed the Community Roadmap and prioritised some new projects for investigation, identified through community feedback, to help the towns transition into the Fourth Industrial Revolution.

"We just need to be able to build the community – and doing things like this, just giving opportunities and showing people, is a great step," according to STAC member Rhiannon Rowe.

With six projects at various stages already, both Councils added to the list with some exciting new initiatives. Initial scoping is being advanced, and Smart Transformation will be talking with potential new partners about getting involved.

Smart Transformation facilitator Mitch Innes says companies interested in investing in the local community should talk with STAC members about these new projects.

"Implementation of the Roadmap is so important in ensuring our communities are future-proofed, and we'll get there if we work collectively and collaboratively," Mitch said.

Of particular interest to both Councils is investigating new innovative industries which in the years ahead could be established in their communities.

"That's the whole point isn't it (of Smart Transformation) – it's looking for opportunities that we haven't already identified, and turning these opportunities into reality," STAC member Richelle Toshack said.

**If you, your organisation or business are interested in becoming a Smart Transformation partner, please send an email to [smarttransformation@outlook.com](mailto:smarttransformation@outlook.com) or talk to a member of the Smart Transformation Advisory Councils.**



*Moranbah's Smart Transformation Advisory Council prioritising new projects for development. Pictured (left to right) Michelle Esler, Brianna Baggow, Melissa Westcott, Anthony Edwards and Ash Dowd.*

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## Businesses staying ahead of the game in the 4IR

**Keeping up with technology changes is one way Moranbah's Melissa Westcott is able to continue to compete and succeed in a global market - her national Big on Shoes company founded in 2009 has a shopfront in Moranbah but largely operates online supplying ladies' shoes from size 5-15.**

A member of the Moranbah Smart Transformation Advisory Council (STAC), Melissa listens to podcasts and reads widely about other successful business owners and taps into networking groups to address the challenges and access the opportunities of the Fourth Industrial Revolution.

"I'm always thinking how I can do things smarter not harder – every day I am still learning and trying to get better," she said.

Dysart STAC member Rhiannon Rowe follows a similar approach with her Rliche Boutique shopfront and online store which opened in October 2020 and is going from strength to strength.

"You've got to be open to adapting – trying new things and switching it up, you can't sit back anymore," Rhiannon said.

"We use Instagram and Facebook and you definitely see the impact – if we do a good post, you get a lot more people through the door.

"That connection with customers – in everything from our opening hours to the things we stock – is helping us in the shop and online."

Melissa mentors other regional small business owners through their change, helps them better navigate the complexities of ever-changing social media platforms, and recommends finding a good mentor to support you in your business journey.

"I have had mentors who every single day asked me to think differently and find

solutions through a different lens and that has built this way of thinking into my every day," Melissa said.

"It's not about getting them to do it for me, it's about me learning how to do it better myself."

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*That connection with customers – in everything from our opening hours to the things we stock – is helping us in the shop and online.* ||

RHIANNON ROWE - DYSART STAC MEMBER



Dysart Smart Transformation Advisory Council Member and local business woman Rhiannon Rowe in her Rliche Boutique.

## Smart Transformation collaborating with GW3

**The Greater Whitsunday Alliance (GW3) is seeing strong results from a number of projects they are pursuing through the Smart Transformation Community Roadmap.**



GW3's Tonia Wilson

GW3 Projects and Development Manager Tonia Wilson recently briefed the Advisory Councils on progress on local projects including Digital Connectivity, a Regional Water Strategy and the Transformation Region platform.

"I really enjoyed this – the Advisory Council members are a very engaged group of people and have the community interests at heart," Tonia said.

"The community perspectives they provide – you can't put a price on it."

STAC members Brianna Baggow and Sandy Moffatt are part of the Local Working Group established by GW3 overseeing implementation of Smart Transformation's Digital Connectivity Project which aims to deliver improved internet service to Dysart and Moranbah.

# Smart Transformation Advisory Council Member Profile – Royce Bailey

**Parked in the backyard of Royce Bailey's Dysart home is his Jayco Penguin camper trailer, a world away from his 3D printing headquarters, 3DPRINTRV.**

You would not think there is a connection, but there is.

When Royce took his brand-new caravan on its first road trip, he found that his fridge would not get cold enough. So off he went to investigate what the problem was and come up with a solution.

That solution is the Klevacool Caravan Fridge Fans that Royce designs and manufactures with his 3D printer.

“A lot of caravan fridges suffer from poor performance and that is mostly due to the heat behind the fridge being unable to escape effectively.

“The Klevacool fans mount in the top fridge vent with a new thermostat fitted, when it gets too hot in there, the fan turns on and pulls air through the bottom vent and blows it out the top so you have constant cool fresh air behind the fridge.”

He said the fans have 3D printed plates that enclose the vent properly, align everything neatly and with his designs to fit almost any type of caravan vent.

An auto electrician by trade, Royce never thought his career would end up in 3D printing. In fact like many aspiring entrepreneurs, he still works full-time but has found the drive to turn his hobby into a business.

Looking back when he started his trade, he said computers were very basic.

“No one thought that in 40 years, everyone would have a computer and have a phone that has more power than any computer we had back then.

“I used to make things on a lathe and a mill, and it used to take hours. If it didn't work, you lost all that time.

“With 3D Printing I can design the file accurately on the computer, put it into the printer, send it off to print and walk away and come back when it is finished.

“If it works great, if it doesn't, I can modify the design very simply and I have lost little time”.

Royce said 3D printing is a tool for the creative human being, that requires process, imagination and drive to come up with an idea to begin with.

“It is the tool to bring that creativity to life. To bring a concept to reality.”

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**ROYCE BAILEY**  
- 3DPRINTRV AND DYSART  
STAC MEMBER



*Dysart Smart Transformation Advisory  
Council Member Royce Bailey putting  
technology to work at his new business.*



# New principal joins Smart Transformation

**Skills and training for jobs of the future is a key priority for Smart Transformation's newest Advisory Council member Michelle Pole.**

The new Moranbah State High School principal, Michelle has joined the Moranbah Smart Transformation Advisory Council where she is already making a significant contribution.

"The future of work is what we are building up to for all our kids," Michelle said.

"I think Smart Transformation is something different, something innovative and something we really need here in Moranbah - the community needs help to make the transition into the Fourth Industrial Revolution and it's for us, as people in the area, to forge forward."



Moranbah Smart Transformation Advisory Council's newest member Michelle Pole.

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## Get involved in Smart Transformation

The Smart Transformation Project, now in its second phase, is a community initiative to shape our own future for ourselves. If you would like more information, please drop us a line at [smartransformation@outlook.com](mailto:smartransformation@outlook.com).

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