



Digital Cultural Experience Project



Overview

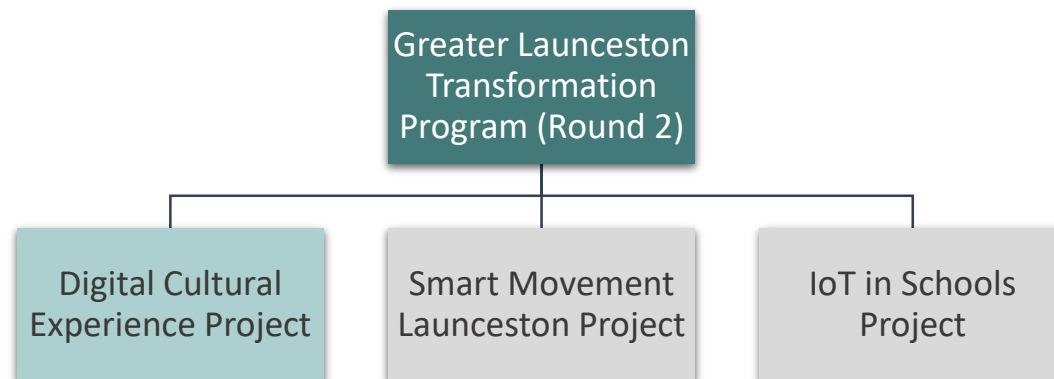
- Background
- Objective
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Background

- The Federal Government's \$50 million Smart Cities and Suburbs Program supports the delivery of innovative smart city projects that improve the liveability, productivity and sustainability of cities and towns across Australia.
- Launceston City Council made a submission to round 2 of the program incorporating Digital Cultural Experience (DCE), Internet of Things (IoT) in Schools, and Smart Movement Launceston.
- The City of Launceston was advised on 19 November 2018, that their Greater Launceston Transformation - Creating our Digital Future bid was successful and had been allocated \$2,904,775.

See below for a diagram of the greater program of work and the Projects that sit beneath it:



Background

- Cultural assets relating to Launceston and its surrounds are held in a variety of organisations and there has been to date no comprehensive large-scale effort to digitise them and provide easy discoverability and access.
- A partnership has been formed between the Tasmanian Museum and Art Gallery (TMAG), Queen Victoria Museum and Art Gallery (QVMAG), City of Launceston (CoL), University of Tasmania (UTAS), Libraries Tasmania and the State Government of Tasmania, to deliver on this project.



Objective



- To provide ongoing discoverability of, and seamless access to, digitised cultural assets relating to Launceston and its surrounds through the development of products that can be applied consistently across the state for managing cultural assets.
- To digitise a selection of high value cultural assets relating to Launceston and store these in an open platform that enables discoverability and access across and within collections. The open platform will also provide access to, and enable discovery of, digitised cultural assets relating to Launceston held by the partners that have previously been inaccessible.
- The project will culminate in the development of an extended reality product and content for a tourism focused product that will demonstrate the opportunities presented by the digital collection

Project Principles

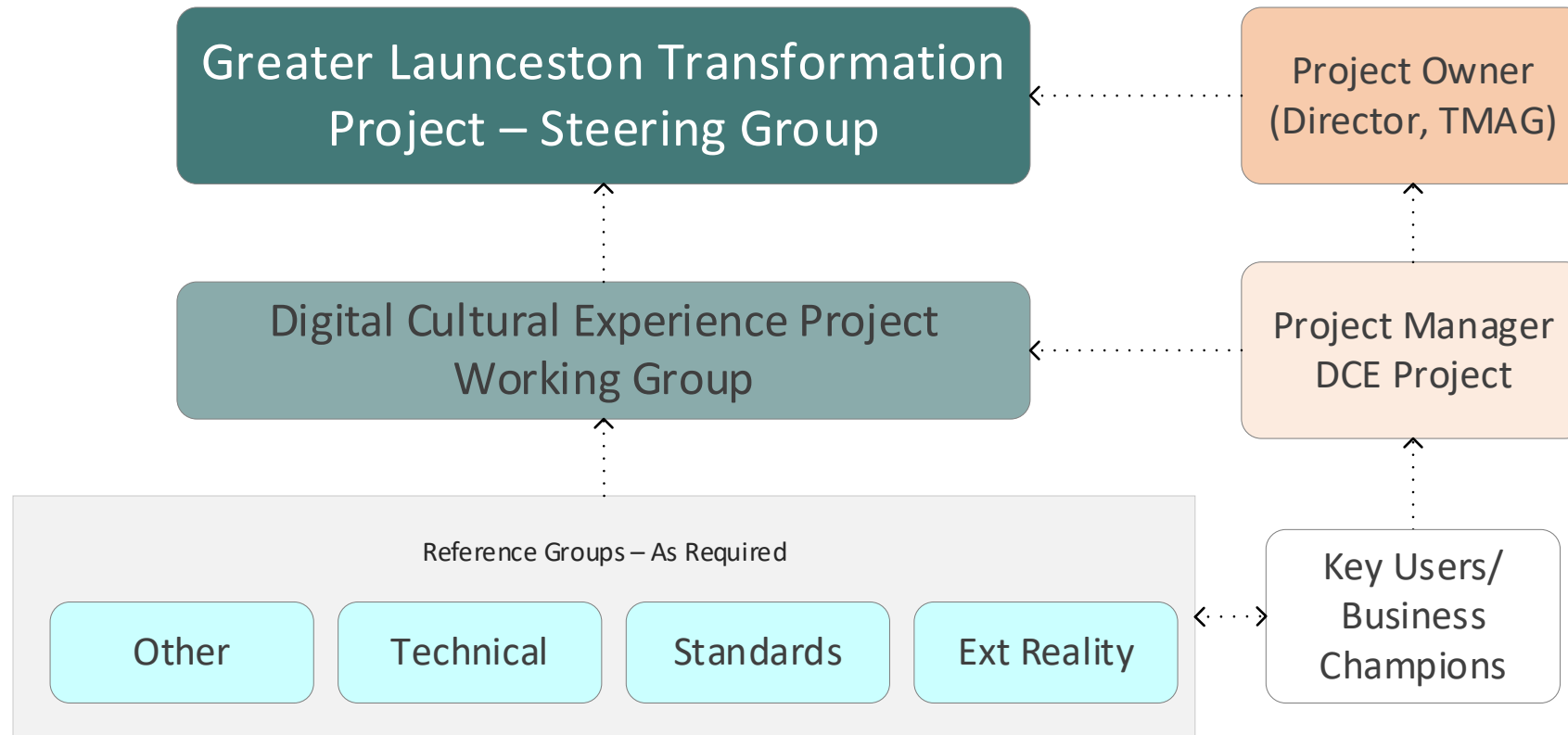
We will work together to achieve the project objectives and outcomes

We will aim to achieve the vision of a state-wide online discovery platform for all Tasmanian cultural assets

We will opt for best practice and will aspire to adopt common processes across all of the institutions

We will review and improve our current business processes to suit new technology, we will not build new technology that fits our current practice

Governance



Expected Outcomes

Search and Discovery of Content

- Increased access to digitised content related to Launceston and its surrounds

Ability to Digitally Preserve

- Improved ability to preserve Tasmania's digital records

Access to Systems

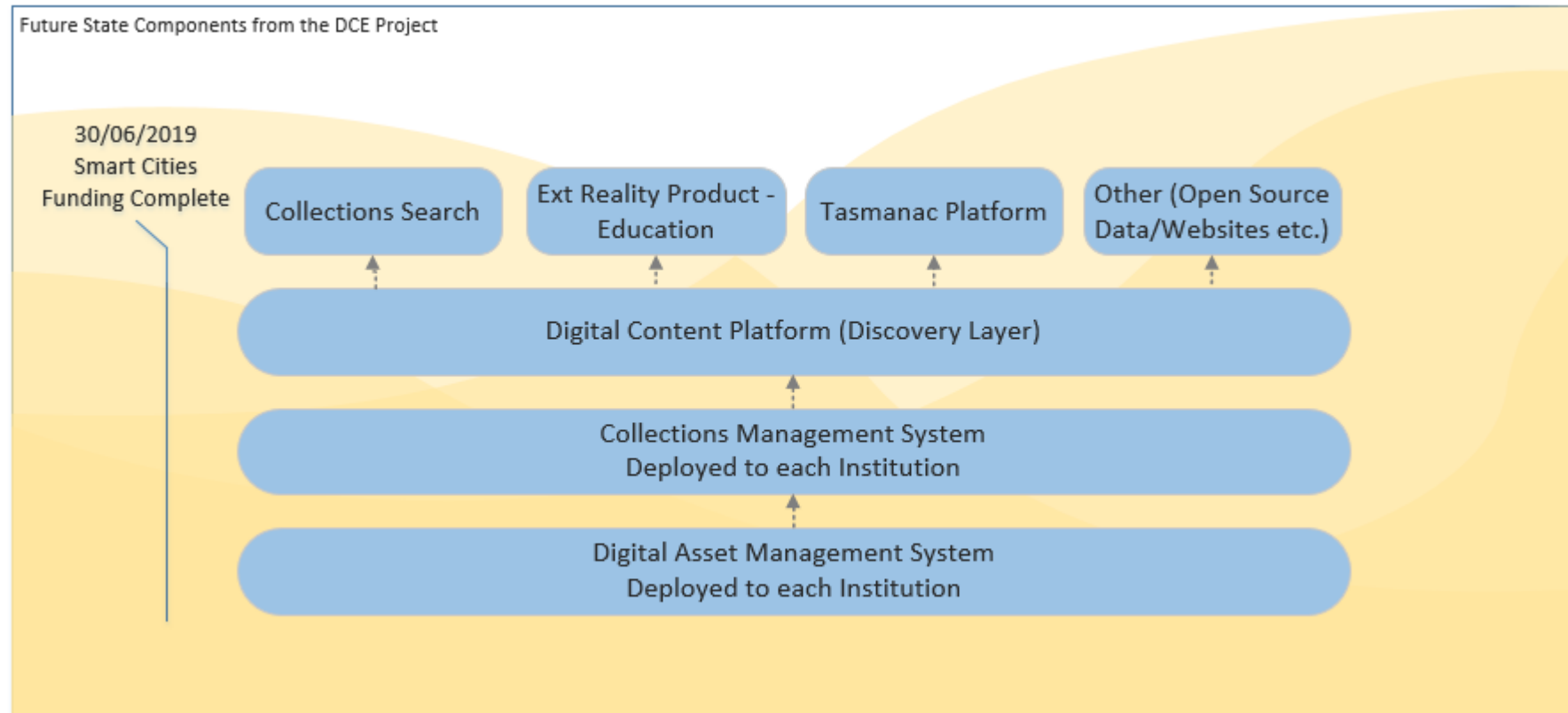
- Increased capability within Government, QVMAG and UTAS to manage collections

Outputs

- Collections Management System
- Digitised cultural content relating to Launceston and it's surrounds
- Digital Content Platform (publicly searchable/open data)
- Digital Asset Management System
- Extended reality product for education
- Content for the *Tasmanac* Tourism Platform



Outputs Cont.



High Level Schedule

