



Welcome

Happy New Year and welcome to the second edition of the GS3 eBulletin! We aim to send these out every two months and invite you to share with your networks.

If you didn't get a chance to read the first edition, you may like to take a few minutes to have a look. It features some of the great work happening across Gippsland's energy, food and fibre, visitor economy and health and wellbeing sectors. You can access the first edition [here](#).

For those who are new to the GS3 concept and are learning about Gippsland Smart Specialisation, it uses a specific methodology that is tried and tested in the European Union, which we have adapted to the Gippsland region.

We apply design principles to underpin this way of working and for defining and developing innovation opportunities. They are also used to assess and endorse value propositions, for competitive advantage.

The design principles are outlined on the next page, and you can get in contact with us if you would like to learn more. Also, don't forget to pick-up the latest copy of Gippslandia for their take on Smart Specialisation in Gippsland!

We would like to formally welcome Esther Lloyd to the GS3 Facilitation Team. Esther is with Gippsland Climate Change Network (GCCN) and has worked on the Latrobe Valley Community Power Hub and with Communities Leading Change.

Esther's particular skills are in Science Communications, but she has a wealth of knowledge and passion for community-led initiatives and so will be leading the Community Energy stream of GS3. The LVA have a formal partnership with GCCN to enable Esther to join the Team and to strengthen connections with this network.

Your GS3 Team leaders,



Carla Bruce

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Moragh Mackay

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Smart Specialisation is based on three principles (S3)



Smart

Identify the region's own strengths and comparative and competitive assets



Specialised

Prioritise research and innovation investment in competitive areas



Strategic

Define and develop a shared vision for regional innovation

The four growth sectors



Energy



Visitor economy



Food & Fibre



Health & Wellbeing

Upcoming events and innovation group meetings

Energy

- Community Energy–02/03/2021
- Smart Grids– 09/03/2021
- Bioenergy – 17/03/2021
- Geothermal– 23/03/2021

Visitor Economy

- Product Innovation: Gippsland Lakes Aquatic Trail Innovation Workshop and Field Trip – 23 February 2021
- Business Revenue Innovation: Wayfainer Vacation Rental Project – March 2021
- Seasonal Workforce Innovation – March 2021

Food & Fibre

- Insect Protein Innovation Group – March 9th 2021
- Seaweed Innovation Group – March 2021

Health & Wellbeing

- Innovation Symposium – March/April

Understanding Gippsland Smart Specialisation

Design Principles

For defining, developing and, assessing proposals

Design Principles were developed as a practical guide for stakeholders to innovate and adopt the Smart Specialisation approach.

Stakeholder input plus existing and new research are the data sources gathered against each design principle as it applies to the innovation opportunity. This data is then used to further define and develop the proposal and when enough is known, assess the value propositions for competitive advantage and specialisation potential.

<p>Value chains and markets</p> <ul style="list-style-type: none"> Global market competitiveness and value chains 	<p>Business model</p> <ul style="list-style-type: none"> Fit for purpose business model
<p>Collaboration and inclusion</p> <ul style="list-style-type: none"> Participation, collective ownership, diverse and creative thinking 	<p>Sustainability</p> <ul style="list-style-type: none"> Attention to and planning for economic, social and environmental risk to business continuity
<p>Leadership and governance</p> <ul style="list-style-type: none"> Collective leadership, shared vision and dynamic governance models 	<p>Workforce capability</p> <ul style="list-style-type: none"> Skills, capability and capacity required, including entrepreneurship
<p>Domestic and international policy</p> <ul style="list-style-type: none"> Connection to domestic and global policy and informing future policy 	<p>Marketing and communication</p> <ul style="list-style-type: none"> Branding and promotion for regional benefits and targeted communication
<p>Technology and innovation</p> <ul style="list-style-type: none"> Addresses future industry and consumer needs 	<p>Social benefit</p> <ul style="list-style-type: none"> Social prosperity, liveability and wellbeing
<p>Finance and investment</p> <ul style="list-style-type: none"> Exploration of diverse sources (public and private) and approaches 	<p>Continuous improvement</p> <ul style="list-style-type: none"> Active learning and discovery
<p>Scanning related activities</p> <ul style="list-style-type: none"> Connections, relationships and networks with other platforms, research and agencies 	<p>Infrastructure and siting</p> <ul style="list-style-type: none"> Considers physical and digital infrastructure and immediate and long-term siting needs.



SECTOR UPDATES

Energy

INNOVATION GROUP SPOTLIGHT

Geothermal

The GS3 Geothermal Innovation Group have commissioned work to map Gippsland's geothermal potential and develop cost analysis tools for their potential future use, and a global market scan to explore the economic and social benefits of 'low temperature' geothermal being realised in countries with similar characteristics to Gippsland.

Many parts of Gippsland have coal deposits above underground water pockets (aquifers) which act like tea-cosys, maintaining or enhancing the water temperatures which are heated from below. The extracted hot water could potentially be used in the heating and cooling of homes, public buildings, or industrial settings and swimming pools.

Gippsland Geothermal Mapping and Cost Analysis Tool

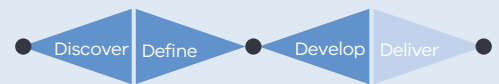
- Project partners Geological Survey Victoria and the University of Melbourne
- Collating archival data and collecting new bore hole temperatures
- Creating aquifer maps – the largest being the "Lower Tertiary Aquifer" with recorded temperatures up to 90 degrees Celsius at 1,000 metres.
- Developing economic algorithms and models for sustainable thermal generation
- Developing an online geographical tool to increase access to accurate site-specific characteristics across Gippsland and support geothermal resource utilisation
- Final report due June 2021

Graeme Beardsmore, from Hot Dry Rocks P/L is undertaking the global market scan which will produce up to 10 case studies.

Global case study 1: Veresegyház City, Hungary heated from below

- One of ten locations assessed in the global market scan
- Geothermal used for renewable, clean and low-cost heating
- Significant economic growth for public and industrial stakeholders
- Return on investment sometimes also low as three years
- Attracts large industries into the region needing cheap reliable heat
- 60 consumers (heat stations) have been connected to the 18km pipeline grid
- Minimal impact with 3 bore holes and 1 re-injection well

Sector status



Key themes

- Community energy
- **Geothermal**
- Smart grids
- Bioenergy

Want to get involved in the work underway in the energy sector?

Contact **Ash Hall or Esther Lloyd**
GS3 Project Managers, Energy

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Gippsland Regional Aquatic Centre, Traralgon



Geothermal production bore in Traralgon

- First public aquatic facility in Victoria to incorporate a geothermal heating system
- Geothermal video case study will be produced once complete this year.
- Gippsland Regional Aquatic Centre project funded by the LVA's \$85 million Sports and Community Initiative



SECTOR UPDATES

Food and Fibre

GS3 Food and Fibre stream is facilitated by Food & Fibre Gippsland in partnership with LVA and participating stakeholders.

The food and fibre stream of GS3 has begun 2021 with a new addition to the team, and the same dogged determination to collaboratively enable innovation across the food and fibre sector.

Our new team member, Elena Nauta, joins Food & Fibre Gippsland as an industry placement student from Federation University, where she's studying a Bachelor of Food and Nutritional Science. After an initiation into the world of S3, Elena has taken the

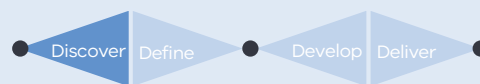
lead on building a supporting body of knowledge behind two new project streams that align with her passion for healthy, sustainable food products. These are Seaweed Farming for Human Consumption, and New Protein Farming (insects). Both are emerging, high-value industries and may represent opportunities for Gippsland.

The global seaweed industry's value is estimated at circa \$6bn USD, with Australia importing more of the product than we export. Aside from its commonly known uses in many Asian cuisines, seaweed derivatives are critical ingredients in gelling agents, and are used in cattle feed additives to reduce methane outputs in cattle by >80%. With Gippsland's >500kms of coastline; active fisheries community; and other favourable industry drawcards, the team will be working hard on bringing stakeholders together to explore this opportunity in 2021.

Insects, a topic of disgust for many, are also on the menu (pun intended). With insects being the globe's most efficient converters of feed into nutritional output, the case for farming them is growing fast. Food Standards Australia and New Zealand have already approved a number of species for human consumption, with products such as insect flour, protein powder and health foods already on (very) selected shelves locally and abroad.

AgriFutures, the Australian Government's statutory rural industries research corporation, has assisted the development of \$10m per annum industry roadmap, and start-ups overseas are already recruiting farmers to produce insects for processing. Despite these factors, the industry is very much in a fledgling state, something the GS3 Food and Fibre stream hopes to change within our home region.

Sector status



Key Themes

- Craft Malting
- Vegetable Processing Hub
- Online Trading
- **Seaweed**
- **Insect Protein**

Want to get involved in the work underway in the food and fibre sector?



Food & Fibre Gippsland

The GS3 Food and Fibre Stream invites any interested parties to please reach out to Project Manager, Ben Gebert at Food & Fibre Gippsland, should they wish to learn more or become involved.

Contact details:

Ben Gebert
GS3 Project Manager, Food and Fibre
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Elena Nauta, Student Placement
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SECTOR UPDATES

Visitor Economy

The Visitor Economy Innovation Program, facilitated by Destination Gippsland in partnership with the LVA and all participating stakeholders, has several Innovation Groups collaborating on innovations focussed on Tracks and Trails.

INNOVATION GROUP SPOTLIGHT

Technology Fusion Innovation Group < DEVELOP STAGE >

The GS3 Technology Fusion Innovation Group are exploring opportunities that could add value to the tracks and trails experience, making the extensive network throughout Gippsland competitive in a global market.

A whole range of existing cycling and walking apps and other technologies exist to provide an improved visitor experience, but to the Innovation Groups combined knowledge, none could provide a one-stop solution. What then if we could 'fuse' several technologies to provide an immersive and curated experience to the visitor?

Victorian based company [Alpaca Maps](#) use cutting edge software technology to provide visitors with their own curated in-region experience. Starting at home with planning a trip, providing itineraries with interactive digital content, QR codes and augmented reality, and allowing the user to share their experience on social media.

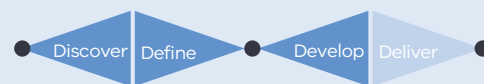
Alpaca Maps prepared a proposal that includes undertaking a pilot of Alpaca Maps technology across a walking trail, mountain bike trail and rail trail to allow full exploration of the suitability in a Gippsland context.

One of the pilot trails, the [Wilson's Promontory Circuit Walk](#), is a world class walking trail and identified in the *Gippsland Tracks & Trails Feasibility Study* as one of 13 signature trails in the region. The map highlights the route, topography, rest stops, places of interest and camping and accommodation along the trail. A key feature of the map is its digital content, including videos and audio from indigenous storytellers and stories from biologists about migration patterns for whales in the area.

The other two pilot trails were trails not yet created but identified as Signature Trails; the Gippsland Lakes Aquatic Trail and the Baw Baw Epic Adventure Ride (a proposed 100+ km mountain bike ride from the Mt Baw Baw Summit into the Latrobe Valley). Whilst both trails are yet to be constructed, Alpaca Maps have used their technology to assist in visualising the proposals and assisting in the advocacy to bring the projects to life.

Once fully developed, the maps will be available on the Visit Gippsland website.

Sector status



Key themes

- Product innovation
- **Technology fusion**
- Business and Revenue innovation
- People innovation

Want to get involved in the work underway in the visitor economy sector?

Destination
GIPPSLAND

Contact details:

David Elder
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SECTOR UPDATES

Health and Wellbeing

The Health and Wellbeing stream of Gippsland Smart Specialisation (GS3) has been incorporated into a broader LVA theme of work coordinated by a specialised team. This change will ensure the LVA provides consistent engagement with the Health and Wellbeing sector in Gippsland. Holly Perriam will take the lead on the implementation of the GS3 stream.

The LVA's projects under this theme include:

Health and Community Services Workforce

- Promotion of the sector and Gippsland, supporting existing workers and providers, educational pathways, workforce planning and development.

Access New Industries

- Innovative skills and knowledge development and pathways for transitioning workers into the Health and Wellbeing sector.

The Latrobe Valley Sports & Community Initiative and Community and Facility Fund

- Strategies for activation and participation to promote healthy and active lifestyles, and further develop our infrastructure and events in the region.

As reported in our last eBulletin, a context analysis of the Health and Wellbeing sector was completed by RMIT. Highlights from this report have now been sent out. This is the beginning of the S3 process in Health and Wellbeing. People can register their interest in becoming part of an Advisory Council that will take a role in authorising innovation and competitive advantage opportunities for the sector.

If you have not received this communication and would like to be a part of the Health and Wellbeing Smart Specialisation initiative, please get in contact with us.

The LVA will continue to look for opportunities to partner and collaborate on projects that build the profile of Gippsland as a leader of place-based Health and Wellbeing to improve how people live, work and socially connect in their communities.

GS3 Health and Wellbeing Project Lead

Holly Perriam

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Sector status



Case Study - Health Innovation in the European Union (EU) - Andalusian Telecare Service

Andalusia is an autonomous community of Spain and is governed by the Regional Government of Andalusia. Andalusia has its own regional health system and is leading the way in digital health solutions.

The Andalusian Integrated Telemedicine System was co-funded in its initial stages by the European Regional Development Fund (ERDF).

The Andalusian Telecare Service, which offers remote care, launched in 2002. The Service is considered one of the most important and largest Telecare Centres in Europe due to the size of the population it serves (over 8 million people).

The purpose of the Telecare Service is to improve the quality of life of elderly, dependent or disabled people by providing help and monitoring 24 hours a day, 365 days in the home.

The desired outcomes of the Telecare Service are greater autonomy and independence, to address loneliness, social isolation and provide immediate response in the case of emergency.

The users are supported by information and communication technologies. A home device, a console or fixed terminal, is installed beside the user's telephone, and a remote control or wireless device, like a pendant or a bracelet is worn.

The Andalusian Telecare System is just one of many regional initiatives in the EU. For information on other EU initiatives visit https://ec.europa.eu/info/index_en