

INNOVATION WITHIN VARIOUS COMPONENTS OF THE LAND MANAGEMENT PARADIGM.

WHAT CREATES SUCCESS?

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Innovation – What is it ?

Oxford: Bring in novelties and make changes

New or better ways to do things

New products or services

New technologies to solve existing problems

Existing products & technologies to meet new needs

Land management professionals as innovators ?

Environmental sustainability

Foundation of economic life

Social capacity building

Globalisation – irresistible forces of change

- Technological
- International economic integration
- Changing domestic markets
- Increase in countries linked to the capitalist system
- Population profiles
- Environmental sustainability

Unbounded world - spatial information innovation possibilities

Drivers to change for successful economies - innovation or irrelevance

Technologies cross world boundaries

Boundaries between countries and industries are irrelevant

What is Innovation in Land Management?

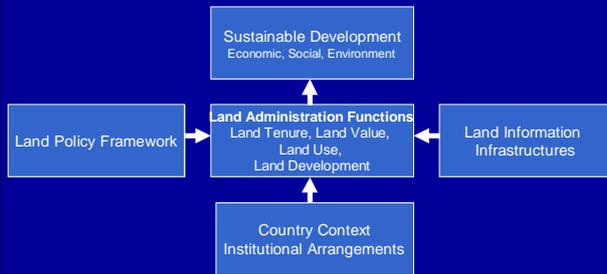
- New or better ways to do things
- Creating new products or services
- Applying new technologies to solve existing problems
- Using existing products and technologies to meet new needs.

Importance?

Worldwide recognition that innovation is the single most important ingredient in a successful modern economy.

Land Management is a building block for economic development

Mapping Innovation using the Land Management Paradigm



Adapted from Stig Enemark - 2004

Where is Victoria?



Here it is!

Land Administration Functions

Case Study: Land Victoria,
Department of Sustainability and Environment

Built Environment

Planning

Heritage

Natural Environment

Forests

Land

Conservation

Water



Land Victoria's functions existed
since the 1850's

Mapping

Survey

Freehold Title

Valuation

Crown land management



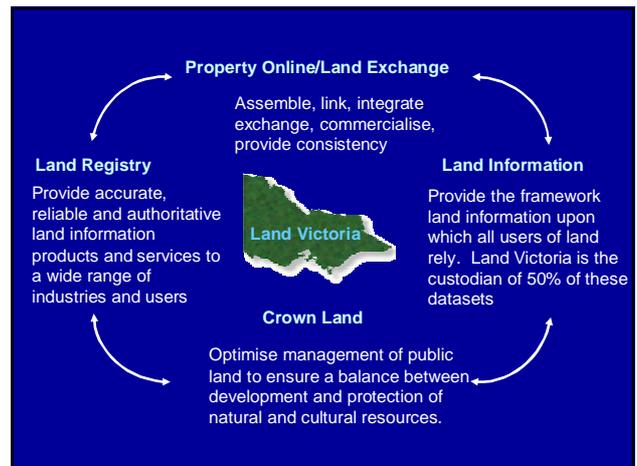
Brought together for the
first time in 1996...

650 staff in 14 regional & 7 Melbourne
based locations
2000/2001 global funding - \$107 million
2000/2001 revenue - \$148 million

Land Victoria... then



Land Victoria... And created



Developing an integrated land administration vision for Victoria

Land Victoria commenced a comprehensive reform program designed to:

- Reduce costs to Government through re-engineering of business processes
- Reduce transaction costs for business and consumers through re-engineering of business processes and streamlining of legislation
- Increase competitiveness of the State and industry growth due to more efficient use and availability of land information

Integrated Solutions for Complex Problems

Technical Solutions + People/User Solutions = Desired Outcome

Land Victoria uses Relationship Management to:

- Involve and commit stakeholders
- Build long term relationships at both a business and industry level
- Drive significant change to client / stakeholder business systems
- Cooperatively develop projects and continuous improvement strategies

Effective cooperation and collaboration

The Land Victoria Approach:
co-operation, not prescription

- ensure shared expectations and focussed outcomes with partners
- provide clear and efficient communication
- identify shared issues and risks to reputation
- identify needs, requirements and capabilities of partners
- ensure effective decision making
- understand needs of shared stakeholders and customers

Trends for similar developments to Land Victoria

- Other States in Australia, and countries such as New Zealand and Ghana, are bringing together wider land administration functions.
- Growing recognition that ongoing links with the private sector must be maintained.
- Recognition that partnerships and alliances need to be created and sustained to support the building of shared data infrastructures.
- Recognition that government and private enterprise share common industry objectives in the development of a spatial information marketplace.

What have these changes meant for Victoria?

Common qualitative benefits for all stakeholders:

- Improved information infrastructure
- Improved access
- Improved accuracy
- Greater transparency
- Completeness
- Improved decision making
- Increased competition

Building on the change

- Creation of Land Exchange project to link all components together.
- Spatial Information Infrastructure Group created from the Land Information Group to influence whole of government spatial development agenda.
- Crown Land moved to Land Stewardship and Biodiversity as part of a reform of public land management in Victoria.

CHANGE WILL CONTINUE

NEXT STEP APPROACH – Land Exchange

Land Exchange Case Study

Business and community with a single point of online access to integrated state and local government land information and transactions.

Comprehensive online market place

- Exchange land related information
- Perform transactions via the Internet in a safe and regulated environment
- Buy and sell land electronically
- Lodge and register planning application on line
- Work out the status of Crown (Government) land

Features:

- Multi stakeholder contribution
- Decreasing time for property transaction

Spatial Information Infrastructure

Strategic Direction

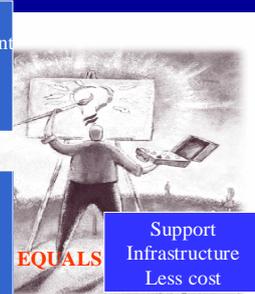
set by research and industry development

- Commonwealth and State Govt
- CSIRO
- Industry Groups

AND

Spatial Information Infrastructure

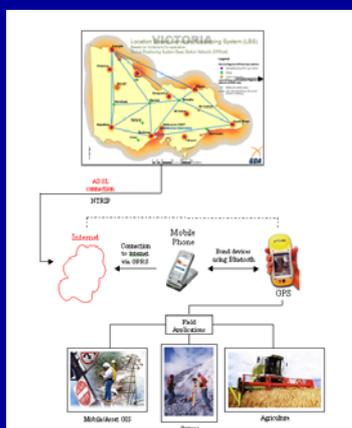
- Primary Spatial Information Programs
 - Technology made accessible
 - GPSnet
 - Location Based Services (LBS)



EQUALS

Support
Infrastructure
Less cost

ENABLES
INNOVATION



Some Key Learnings about Innovation

- Create a community of interest for professionals interested in innovation
- Develop skills in change management
- Expanding professional education to include innovation studies
- Encourage professionals to consider how they are or can be change agents in land management
- Remember it is a journey, don't give up at the last road block when the prize is within reach.
- Undertake further exploration of the role of individuals as land management entrepreneurs
- Understand the economic value to those who use the systems
- Partner with other groups, even those that are not now connected

“Innovation is all about building the Future. We need to develop a culture that promotes the creative discussion of possible futures, around the sharing of a belief in the value of doing better. The innovator’s credo is that is possible to imagine something different and better. The innovative idea is what remains when all else is forgotten.”

Adapted from Dr Terry Cutler (Vic Govt, 2002, p15.)

Disclaimer: The views in this article are my own and are presented for the purpose of academic and professional Research and do not necessarily reflect the policy of views of the Department of Sustainability and Environment;

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