



Australian AgriFood Data Exchange

Invitation to Collaborate

November 2021

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Value Proposition

The challenge the Australian AgriFood Data Exchange seeks to address

Why now

- No single, easy to use platform in Australia which allows primary producers from across all agricultural industries and other value chain participants to **exchange their data efficiently on agreed terms with trusted service providers**, or other interested parties such as government and researchers
- Australia's agrifood sector participants are **unable to access and take full advantage of the huge amounts of data** they are generating and efficiently transfer their data across the value chain
- **Disparate, siloed, and proprietary data systems** that do not enable data owners to easily access and direct the exchange of their data is leading to costly inefficiencies, poor collaboration, wasteful use of critical managerial time and loss of opportunities for the sector to deliver superior outcomes for all supply chain stakeholders

Opportunity

- An Australian Agrifood Data Exchange **designed, owned and overseen by the Agrifood industry** would enable participants to share, reuse and merge data from disparate systems in a secure environment.
- In doing so enable the generation of insights previously not available while **stimulating sustainable entrepreneurship, consumer assurance and innovation**.
- Deliver value for industry, government and the research community by **enabling simple controlled access** to external data and reference data sets.
- It would enable Australia's agrifood industry to access data infrastructure that leading agrifood exporting nations are already using to support their industry participants thrive in today's digital economies.

Potential Benefits

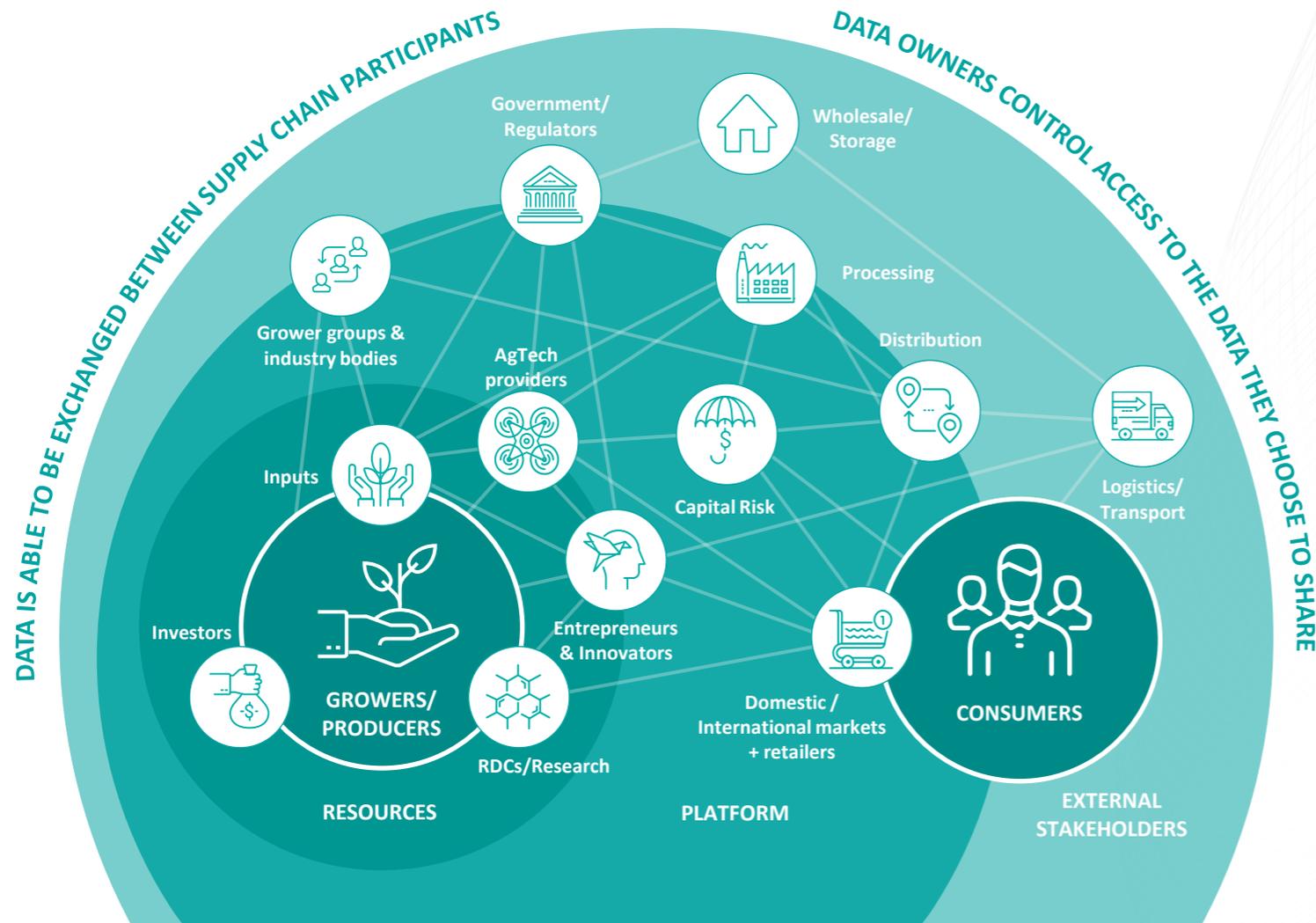
- ✓ Unlock more **management capacity**
- ✓ Enable consistency and centralisation of **traceability data systems**
- ✓ **Verification assurance** to consumers and regulators to support market access
- ✓ Improve access to **natural capital** and risk adjusted financing and insurance opportunities
- ✓ **Digitised compliance** outcomes with "RegTech" efficiencies
- ✓ Enable data owners to **share access** to data with RDCs, researchers and entrepreneurs
- ✓ Make it easy for data owners to share useful data with biosecurity agencies to **improve national, state and shire predictive biosecurity capabilities**

Value proposition



VISION

“An interconnected data highway for Australia’s AgriFood value chain”



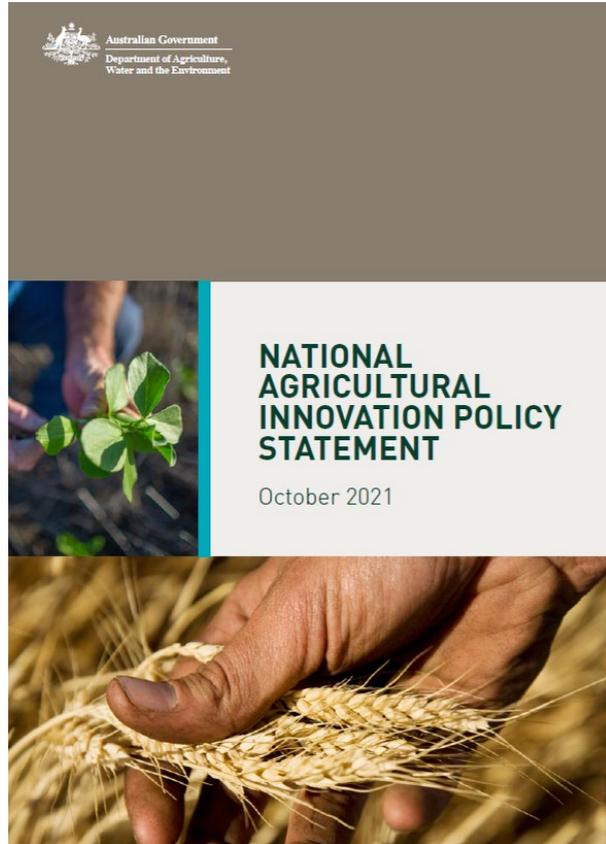
The Australian AgriFood Data Exchange seeks to provide:

A digital platform that enables

- The permissioned exchange of data between AgriFood industry participants
- Timely access to information that supports decision making for the AgriFood value chain
- Release management capacity
- Standardisation and consistency of industry data assets
- The capacity to adapt, incorporating new use cases for data exchange that deliver value and support resilience of AgriFood value chain participants
- Increased transparency of AgriFood industry data to support multiple use cases (e.g. regulatory compliance, collaboration between public & private data sets)
- A mechanism to connect disparate data sources

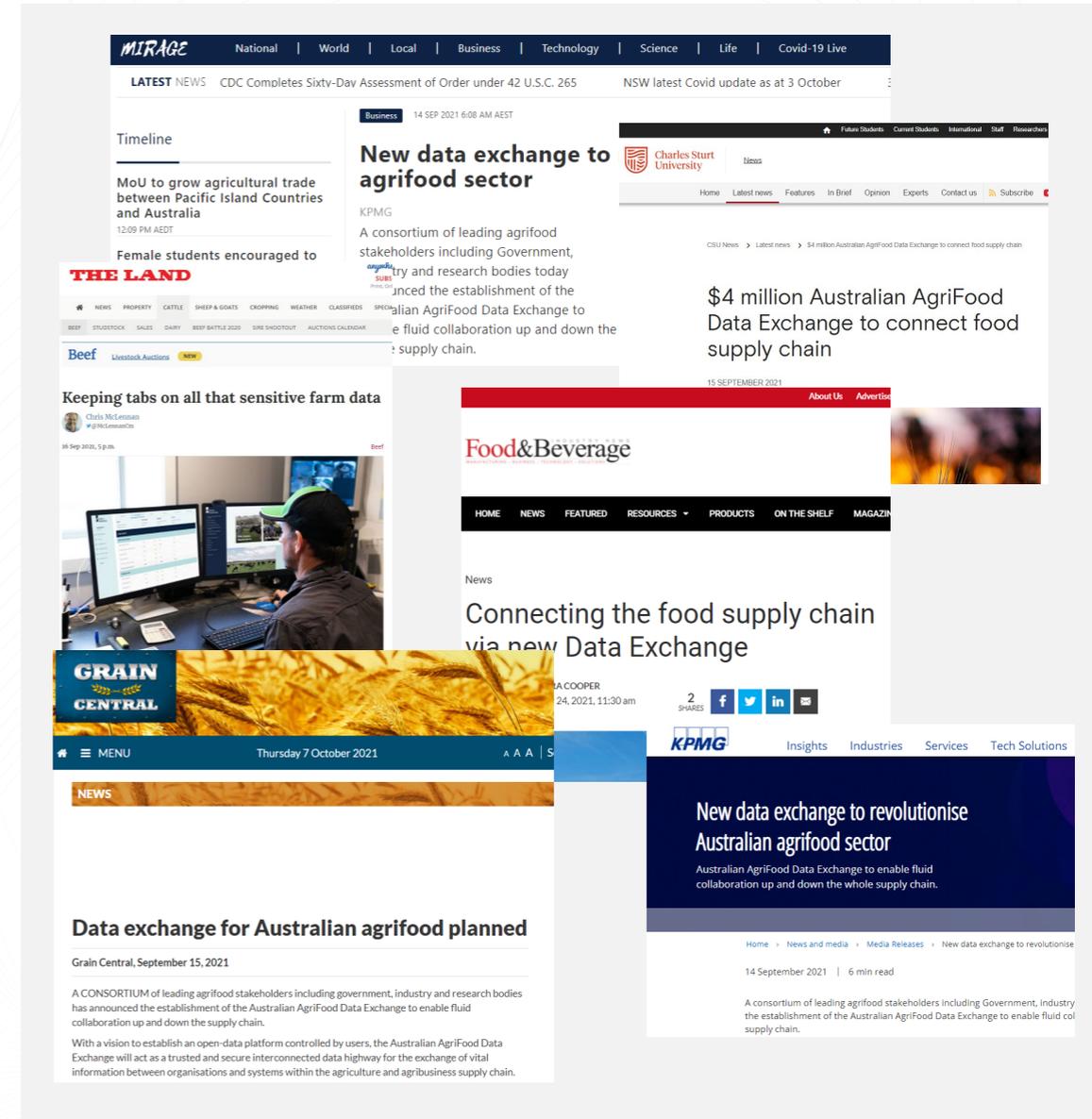
Media Coverage

On 11th October, Minister Littleproud released the National Agricultural Innovation Policy Statement and published a media release directly relating to the Australian AgriFood Data Exchange. Further information can also be viewed on [DAWE's website](#).



The Australian AgriFood Data Exchange will create an interconnected data highway for Australia's agrifood value chain. The data exchange will allow the timely and permissioned exchange of data between participants across the agriculture and food supply chain.

This will allow for an initial testing phase to help demonstrate the value of data sharing, identify areas for improvement and business case development, before the full Australian AgriFood Data Exchange is established.



Value proposition for key stakeholder groups

 Producers	Enable producers to provide permissioned access of their data to a variety of value chain participants (customers, supply chain, regulators, agrifood and export agencies of government etc.) and for a variety of purposes (compliance, benchmarking, traceability). Participation in the Australian AgriFood Data Exchange will unlock latent management capacity. Specific user sub-sets (e.g. farming systems groups) could also leverage the exchange in isolation of other users if they choose to do so, strengthening trust as it relates to permissioned sharing of data through the data exchange.
 Re-sellers & Supply chain	It will enhance the capacity of AgriFood input and service providers to efficiently engage with producers and other supply chain participants. Timely two way access to data exchange with a broad range of supply chain participants (re-sellers, service providers, logistics, manufacturers etc) can increase participation in the data economy and inform supply chain optimisation and benchmarking, anticipation & management of biosecurity risks, compliance & traceability requirements. The data exchange will also serve to underpin market access, enabling better measurement of product environmental footprint and provenance claims.
 Research	It will help in making both public and private data available, enabling advanced regulatory technology (RegTech) to support AgriFood value chain participants to focus on productivity and profitability. The Data Exchange also provides the digital infrastructure to support collaboration in research and development activities through the standardisation of data sharing.
 Government	It will simplify the process of making public and private data available, enabling advanced regulatory technology (RegTech) to support AgriFood value chain participants to focus on productivity and profitability. The Data Exchange also provides the digital infrastructure to support collaboration in research and development activities through the standardisation of data sharing principles.
 Retailers	Enhance retailers quality of engagement with producers, supply chains and the customers that they ultimately serve. Through the sharing of data to streamline compliance and support traceability of production and supply chain practices, the Data Exchange will enable these businesses to demonstrate the supply chain's compliance with quality assurance, regulation and sustainability credentials that are critical to market access and product differentiation.
 Finance providers	It will improve existing capacity of the finance sector to support the growth of the AgriFood industry. The Data Exchange will provide the means for transparent data exchange to support the assessment of credit risk and the development of new products (sustainability linked finance, insurance products etc.). A detailed understanding of sustainability credentials is of increasing importance to the AgriFood industry and the Data Exchange provides the digital infrastructure to support this requirement, and allow producers to efficiently elect to share operational data with their funding partners.
 Consumers	Whilst consumers are unlikely to directly use the Data Exchange, it will provide them with confidence and the knowledge that supply chain partners have a trusted and efficient mechanism for exchanging trust points of a products journey to the consumer and the impact it has along the way.



Approach

Project scope

- Delivering a collaborative project with shared outputs requires collaborative input.
- Investment commitments of cash and in-kind support are critical to enabling the refinement of use requirements, standing up experiments and building out a business case founded on open experimentation technical due diligence.
- The Phase 2 and Phase 3 pathway creates maximum opportunity for participation and innovative solution development and refinement through practical testing.
- We aim to encourage exchange vendor interest in the project through Phase 2, which will inform our insights on the technical capabilities of different vendors, as well as trialling data quality, security (encryption and permissioning methods), allow us to test and enhance use of reference data sets.
- Phase 2 will attract higher TRL solutions and vendors to engage with Australian agriculture sector, which will benefit the sector through access to more mature digital solutions.

- Contributions of funds for Phase 2 & 3 will be managed through an RDC co-investment mechanism administered by MLA
- For Phase 4 onwards, but subject to the findings in Phase 3, we envisage the establishment of a specific not for profit vehicle enabling an industry ownership model for the Australian Agrifood Data Exchange.
- The funding pathway for post Phase 3, for the build and release of the MVP and establishment of the operating entity, will be defined in the business case produced in Phase 3. The cost of developing the MVP and launching the Australian Agrifood Data Exchange service will very much depend on whether the solution is design and build or contracted PAAS and the preferred operating model.
- The level of capital expenditure needed for Phase 4 will depend on the insights and decisions taken in Phase 3 of the project.

Phase 2

Will incorporate four key work packages with the following activity breakdowns:

- | | |
|---|--|
| <p>1. Functional requirements</p> <ul style="list-style-type: none"> • Draft complete functional requirements for four use cases • Draft high level technical requirements (source system, privacy, security requirements) | <ul style="list-style-type: none"> • Develop the success criteria • Manage the EOI process • Evaluate EOI response • Finalise commercials |
| <p>2. Market scan and expression of interest (EOI) audience identification</p> <ul style="list-style-type: none"> • Scan of potential vendors to perform for EOI • Sourcing Strategy | <p>4. Experiments</p> <ul style="list-style-type: none"> • Manage engagement with delivery partners • Develop success criteria for experiments • Evaluate experiment build |
| <p>3. Experiment EOI</p> <ul style="list-style-type: none"> • Draft EOI documentation | <p>Key output: Detailed understanding of the use case requirements and the delivery of up to 4 POC's through experiments.</p> |

Phase 3

Will incorporate five key work packages with the following activity breakdowns:

- | | | |
|--|--|--|
| <p>1. Request for Proposal (RFP) process</p> <ul style="list-style-type: none"> • Draft the RFP documents for MVP into Phase 4 • Manage the RFP process • Develop selection criteria • Evaluate responses • Finalise implementation partner • Finalise commercial agreement | <ul style="list-style-type: none"> • Validate and send documents for review • Update and finalise technical requirements <p>3. Business case development</p> <ul style="list-style-type: none"> • Development of financial business case (FBC) Inc. cost/benefit analysis for future phase funding | <p>5. Operating model refined for implementation</p> <ul style="list-style-type: none"> • Draft type of operating model for implementation (centralised, decentralised, federated) <p>Key output: Fully costed business case (P90) and operating and governance model</p> |
| <p>2. Development of detailed requirements for selected use cases</p> <ul style="list-style-type: none"> • Draft additional technical detailed requirements | <p>4. Data governance</p> <ul style="list-style-type: none"> • Document roles and responsibilities, standards, naming conventions and processes | |

Timeline

Project outline and approach

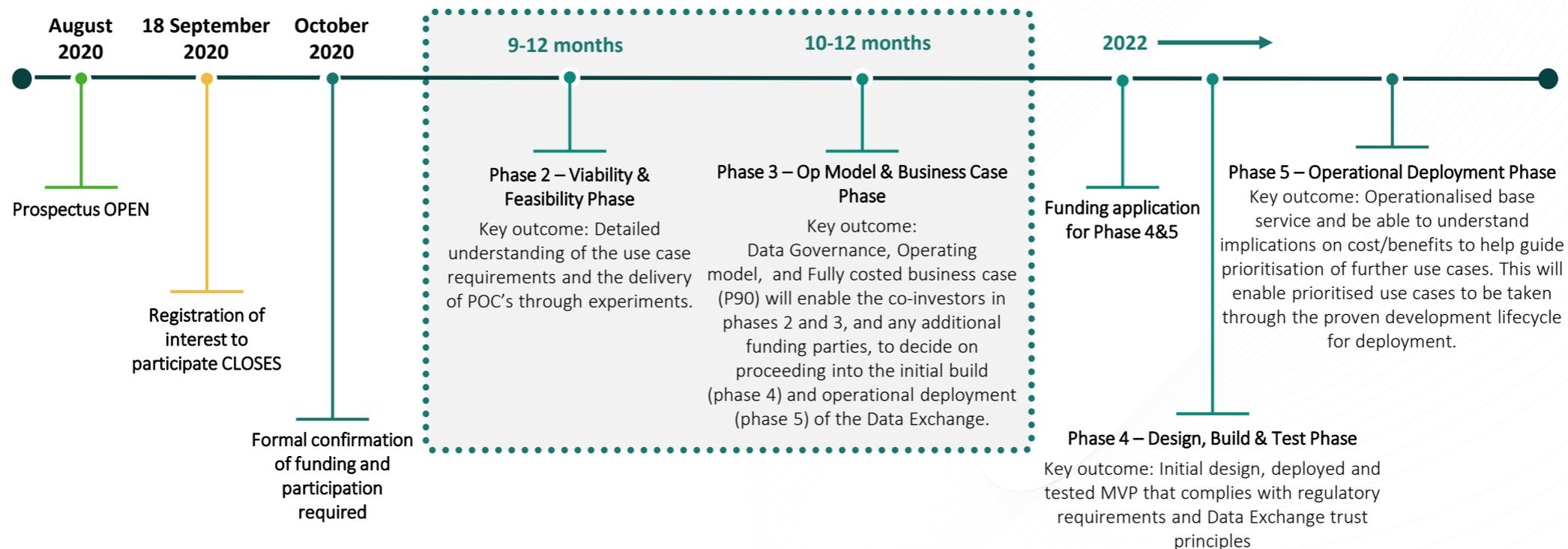
This is an ambitious, complex, multi-year multi-phased program. A pool of appropriate resources needs to be established from the outset of the project, with access to genuine expertise and influence. The sources of project support is also important to reinforce the collaborative and whole of industry interest in catalysing the Australian AgriFood Data Exchange.

To build confidence for investors in the subsequent phases of the project an independent project assurance program across value realisation, program processes and technical implementation.

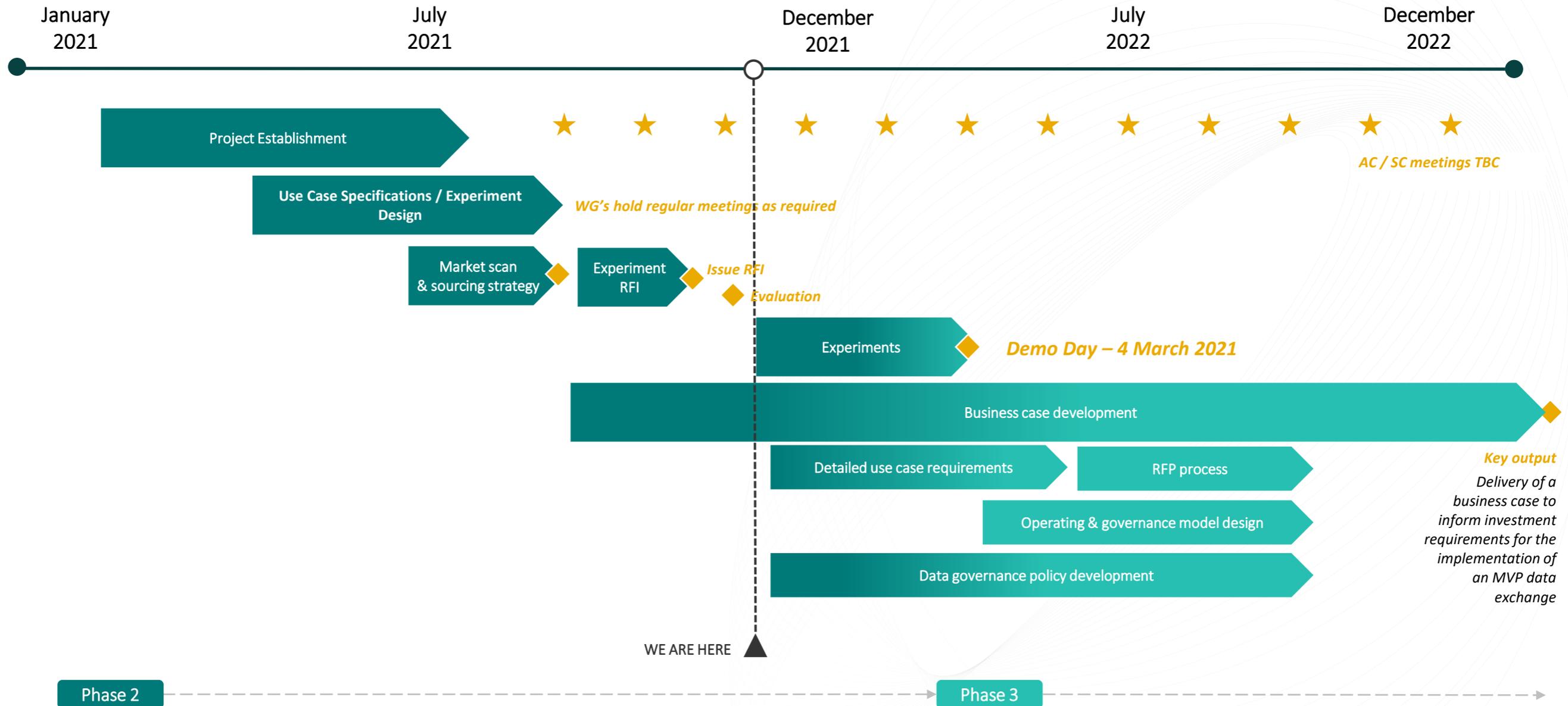
Throughout the following phases of work, a communications and stakeholder engagement work stream will be fundamental to the success of executing this project. The PMO will establish the following critical workstreams, and appoint leads with the necessary skills and influence and invite project participants to be involved in these workstreams.

The workstreams would include:

- Architecture and technology;
- Data privacy, standards and security;
- Communication and stakeholder management;
- Customer experience;
- Governance and policy;
- Innovation and solutions;
- Legal and regulatory;
- Operating model; and
- Process and business analysis.



Timeline overview

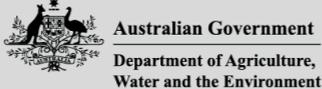




Governance

Supporters

The Australian AgriFood Data Exchange is a collaborative project supported by a number of organisations

Tier 1	Tier 2	Tier 3
 <p>The Hon Andrew Robb AO Independent Chairman</p>    	 	 

Project Management Office (PMO)



[KPMG are not participating as a technology solution provider]

Supporters













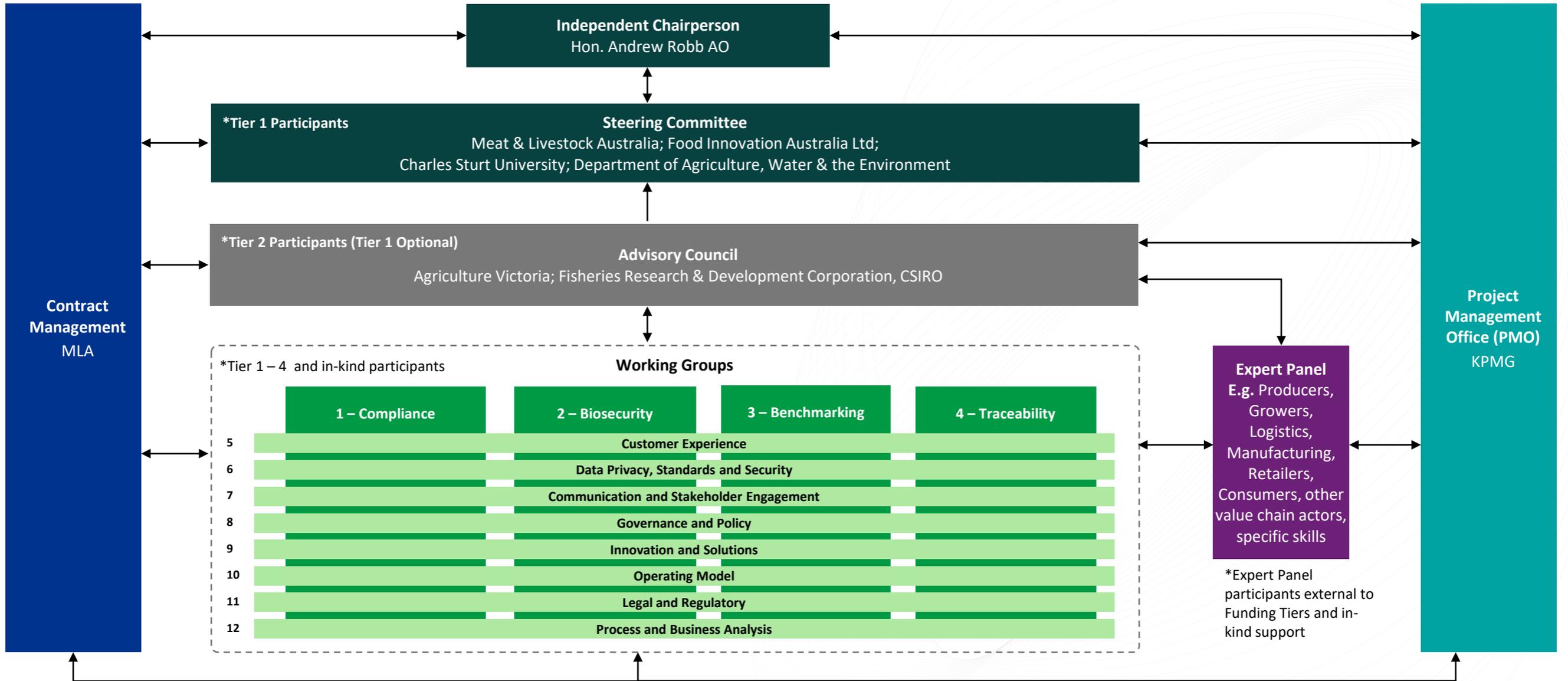







The door remains open to additional participants – expressions of interest should be sent to au-fmozagdx@kpmg.com.au

Governance structure



Governance structure (detailed)

	Independent Chairperson	Steering Committee	Advisory Council	Working Groups	PMO (KPMG)	Expert Panel	Contract Management (MLA)
Responsibilities	<ul style="list-style-type: none"> Decision making (deadlock) Dispute resolution – calling for a vote of the Steering Committee Project governance and direction Government and Industry advocacy for project 	<ul style="list-style-type: none"> Project governance and direction Review and approval of operational plans for the project Decision making and dispute resolution Evaluation of project progress Industry communication 	<ul style="list-style-type: none"> Strategic advisors to the PMO and Steerco Key contribution and review of project deliverables Bring to bear sector expertise and insights Review and challenge activity outputs Provide SME in relation to specific areas 	<ul style="list-style-type: none"> Assist in shaping of use cases Develop and design use case experiments for testing Contribute relevant info surrounding data, policies and management practices 	<ul style="list-style-type: none"> Full-time project management function Report to Steering Committee Support Working Groups Sourcing strategy Business case development Operating model design Data governance Communications 	<ul style="list-style-type: none"> Review outputs and approach Provide feedback on user perspective Bring to bear practical user insights and value proposition Augment skills deficiencies in Steering Committee &/or Advisory Council (as required) 	<ul style="list-style-type: none"> Contracting with key suppliers and project participants Entering contracts and vendors into MLA's systems and managing contracts following MLAs governance system Engaging with the PMO Management of project funds on behalf of stakeholders
Capabilities	<ul style="list-style-type: none"> Industry/Sector Expertise Governance of multi-stakeholder initiatives Industry networks 	<ul style="list-style-type: none"> Industry/Sector expertise Governance of multi-stakeholder initiatives Industry networks Tier 1 funding 	<ul style="list-style-type: none"> Industry/Sector Expertise Governance of multi-stakeholder initiatives Industry networks Tier 2 funding or skills based substitute 	<ul style="list-style-type: none"> Technical / regulatory / practical knowledge aligned to subject matter Capacity to provide regular In-kind contribution to project (i.e. dedicated FTE) 	<ul style="list-style-type: none"> Project management expertise Stakeholder engagement Technical expertise Industry networks 	<ul style="list-style-type: none"> Practical involvement in use cases Capacity to contribute views on user requirements and experience for a successful data exchange 	<ul style="list-style-type: none"> Contract management Negotiation Stakeholder management Legal Risk management
Time Commitment	<ul style="list-style-type: none"> 6-weekly SteerCo meetings Review of papers Meeting preparation Industry event attendance 	<ul style="list-style-type: none"> 6-weekly Steerco meetings Interim meetings Review of papers Meeting preparation Industry event attendance 	<ul style="list-style-type: none"> 6-weekly Advisory Council meetings Interim meetings Review of papers Meeting preparation Industry event attendance 	<ul style="list-style-type: none"> Working group meetings Support for Advisory Council, Steering Committee meetings relevant to working group scope 	<ul style="list-style-type: none"> Weekly WIP meetings 6-weekly governance meetings (Steerco, Advisory Council) Working group meetings Interim meetings 	<ul style="list-style-type: none"> Meetings as required Meeting preparation 	<ul style="list-style-type: none"> 150 days per year

Project Roles are informed by established project management principle including: Prince 2 Project Design Principles, Australian Institute of Company Directors



Prioritised Use Cases - Experiments

Experiment definition | Compliance



Addressing the cumulative burden of compliance for producers through to processors operating in Victoria and NSW sheep sector (meat and wool)



Supply chain touch points



Considered in this experiment

Pain Point

Currently a range of compliance/ auditing programs place reporting requirements on producers in the sheep sector. Often producers are required to manually enter the same information on their operations and production output in several separate systems for a number of different compliance programs. As a result, concerns over the accuracy and quality of data being manually entered, as well as the time burden and efficiency of entering the same information multiple times, have arisen.

Experiment

Enable producers to collate data for compliance purposes and share data (with explicit permissions set by the producer) with the relevant compliance programs in the required format.

Potential data sets

Sheep Meat	Sheep Wool
<ul style="list-style-type: none"> Livestock Production Assurance (LPA) Program On-Farm Record Keeping LPA electronic National Vendor Declaration (eNVD) Retailer QA program Broker compliance and/or QA 	<ul style="list-style-type: none"> SustainaWOOL Integrity Scheme Grower Declaration National Wool Declaration Wool Clip (Electronic version of Wool Specification) Manufacturer QA program (TBC) Wool Broker compliance certification and/or QA program <i>Other relevant data will be explored subsequently (e.g. sheep health and welfare, farm management practices, facilities, clip preparation)</i>

Success criteria include:

- Reduced time spent by the farmer entering compliance data
- Increased accuracy of compliance to different quality assurance (QA) systems
- New ideas derived from the experiment that are likely to benefit producers, regulators, industry bodies and other stakeholders along the supply chain
- Efficient auditing through more accurate and complete data

Stakeholders:

- Producers (Sheep wool and meat)
- Wool brokers
- Livestock agents
- Sales yards
- Auditors
- Retailers

Experiment definition | Biosecurity



Strengthening biosecurity in the viticulture sector through standardised, accurate traceability data



Supply chain touch points



Considered in this experiment

Pain Point

Identifying emerging biosecurity issues and controlling incursions effectively requires a concerted national effort, however movement records for grape matter, machinery and people currently exist in siloes. Additionally, operational and movement records are still predominantly paper based and sharing this information still relies heavily on manual processes. This situation makes it very difficult to collate information for back and forward tracing purposes, in the event of an outbreak.

Experiment

Integrate existing grape matter, people and machinery movement records (and digitise where necessary) to develop a digital view of cross-jurisdictional (states and zones) movement which can better support tracing the origins of a biosecurity issue and identifying the root cause.

Potential data sets

Treasury Wine Estates (TWE)	Vinehealth Australia	Biosecurity SA
<ul style="list-style-type: none"> Production and spray records Treatment receipts Permits for interstate movement Grape despatch dockets and weighbridge notes Plant health assurance certificates Machinery and people movement records, visitor logs and external contractor records 	<ul style="list-style-type: none"> Phylloxera management zones Treatment receipts from heat sheds Plantings database Self declarations of contamination/infestation 	<ul style="list-style-type: none"> SA Vineyard register Permits for interstate movement (relevant ICA-33s and PHACs) and other cross-border movement data
	GAIA	Agriculture Victoria
	<ul style="list-style-type: none"> Australian national vineyard scan and data system 	<ul style="list-style-type: none"> Vic vineyard register Permits for interstate movement (relevant ICA-33s and PHACs) and other cross-border movement data

Success criteria include:

- Consolidate data, already collected by biosecurity agencies for back-tracing purposes, in a digital format - to support incursion modelling and more quickly identify the root cause of a new incursion
- Support area freedom maintenance, pest containment and eradication, landscape-based research, vineyard operations and market access
- Facilitate logistical optimisation / insights, Fair Work compliance, health, safety and environment compliance and work health and safety compliance

Stakeholders:

- Viticulturalist, grower liaison and winemaker (Treasury Wine Estates TWE)
- Statutory Bodies (Vinehealth Australia)
- Vineyard (TWE owned and/or contract grower),
- Harvester (TWE selected subcontractor),
- Transport provider (TWE selected subcontractor),
- Government (Biosecurity SA and Agriculture Victoria)

Experiment design | Benchmarking



Benchmarking to identify gaps and opportunities for improved performance pre harvest, in WA's grain sector



Supply chain touch points



Considered in this experiment

Pain Point

Growers currently find it difficult to benchmark for their individual paddock conditions especially when the contexts are dissimilar. e.g. rainfall bands and soil type variance. Additionally, the producers do not have access to recommendations/ inputs on what they can do prospectively to improve the outcomes (yield, profitability etc.)

Experiment

Provide the farmers with personalised contextualised recommendations to improve their outcomes around yield and profitability. Additionally, build a granular rainfall to soil-type correlation model and provide a range baseline along with inputs/ considerations for improvement.

Potential data sets

<p>Digital Transformation Agency</p> <ul style="list-style-type: none"> Soil classification and attribute data 	<p>BoM/ DPIRD</p> <ul style="list-style-type: none"> Rainfall bands Other weather data at the regional and national levels Weather station data 	<p>MyJohnDeere</p> <ul style="list-style-type: none"> Telematics Inputs – water, chemicals Social platform Harvest records 	<p>AgWorld</p> <ul style="list-style-type: none"> Seeding records Field observations Field applications and operations Harvest records Operator & machinery tracking
<p>Back Paddock</p> <ul style="list-style-type: none"> Whole farm cropping plans Paddock mapping Inputs and operations Gross margin by crop and paddock (price and yield) Operational plans 	<p>eConnect Grainbelt/ DPIRD</p> <ul style="list-style-type: none"> Organisms Pestfax Map Soils and Science APIs Weather API Radar API 	<p>ProductionWise</p> <ul style="list-style-type: none"> Digital farm mapping Paddock record keeping Paddock planning Grain storage record keeping Grain contracts and sales Chem Shed inventory 	<p>Data farming</p> <ul style="list-style-type: none"> Input prescription maps Farm maps with NDVI and high resolution imagery.

Success criteria include:

- Producers are able to measure the impact of inputs and weather conditions on yield in real time through the capture of rainfall and soil data as a time series set (as opposed to an average taken for the season).
- recommendations/ steps to achieve better outcomes based on high-yield/ high-profit farms
- Accurate and consistent data benchmarking methodology that accounts for the similarities and variances in soil-type and rainfall

Stakeholders:

- Grower Group Alliance
- DPIRD

Experiment definition | Compliance and Traceability (Fisheries)



Timely quota accounting and pre-fishing information exchange



Supply chain touch points



Considered in this experiment

Pain Point

The delay in exchange and reconciliation of catch data by fishers and processors means that there is a delay in **quota accounting** which impacts planning due to lack of timely information. Furthermore, with no access to **pre-fishing information** data to the processors means they are unable to plan logistics for efficient transportation. In addition, longer term ambitions of an end-to-end product traceability system will require a reliable data exchange between inputs, production and logistics.

Experiment

Demonstrate the timely flow of pre-fishing information, quota accounting data, and product (catch) data from DPIRD to Fishers and GFC Processors in a secure and permissioned manner to allow for better logistics planning, and data from Fishers and GFC to DPIRD to enable timely quota consumption accounting by DPIRD.

Potential data sets

Processors (GFC & IORL)	DPIRD	WRLC
<ul style="list-style-type: none"> Processor return data (weight per vessel at processor receipt) Transport bill of landing port to processor 	<ul style="list-style-type: none"> Pre-fishing information <ul style="list-style-type: none"> Quota allocation to fisherman by zone Quota data (catch information) <ul style="list-style-type: none"> Vessel Monitoring System (location, direction, speed) Catch-zone Quantity (per vessel, per processor) Port landing data 	<ul style="list-style-type: none"> Fishers intent of fish / sailing plan Fishers catch data (catch weight per vessel at port)

Success criteria include:

- Economic efficiency for GFC owing to better logistical supply planning and efficient information sharing (knowledge when vessels are sailing, reduction in double handling of data).
- Accelerate the triangulation of catch / residual quota data enabling better fishery management for DPIRD, GFC and Fishers
- Ability for supply chain participants to streamline their compliance activities by digitising and exchanging catch data (avoiding manual processing of records)
- Ability for Processors to develop end-to-end product traceability systems by providing efficient exchange of product (catch) data at the start of the supply chain.

Stakeholders:

- GFC and IORL
- WRLC members / Fishers (quota holders)
- Western Australia DPIRD

Legend:

- GFC: Geraldton Fishermen's Co-Operative
- WRLC: Western Rock Lobsters Council
- DPIRD: Department of Primary Industries and Regional Development
- Fishers

Working Groups – Current members

Working Group participation is open to all project supporters

WG 1 – Compliance Lead: MLA



WG 2 – Biosecurity Lead: CSU

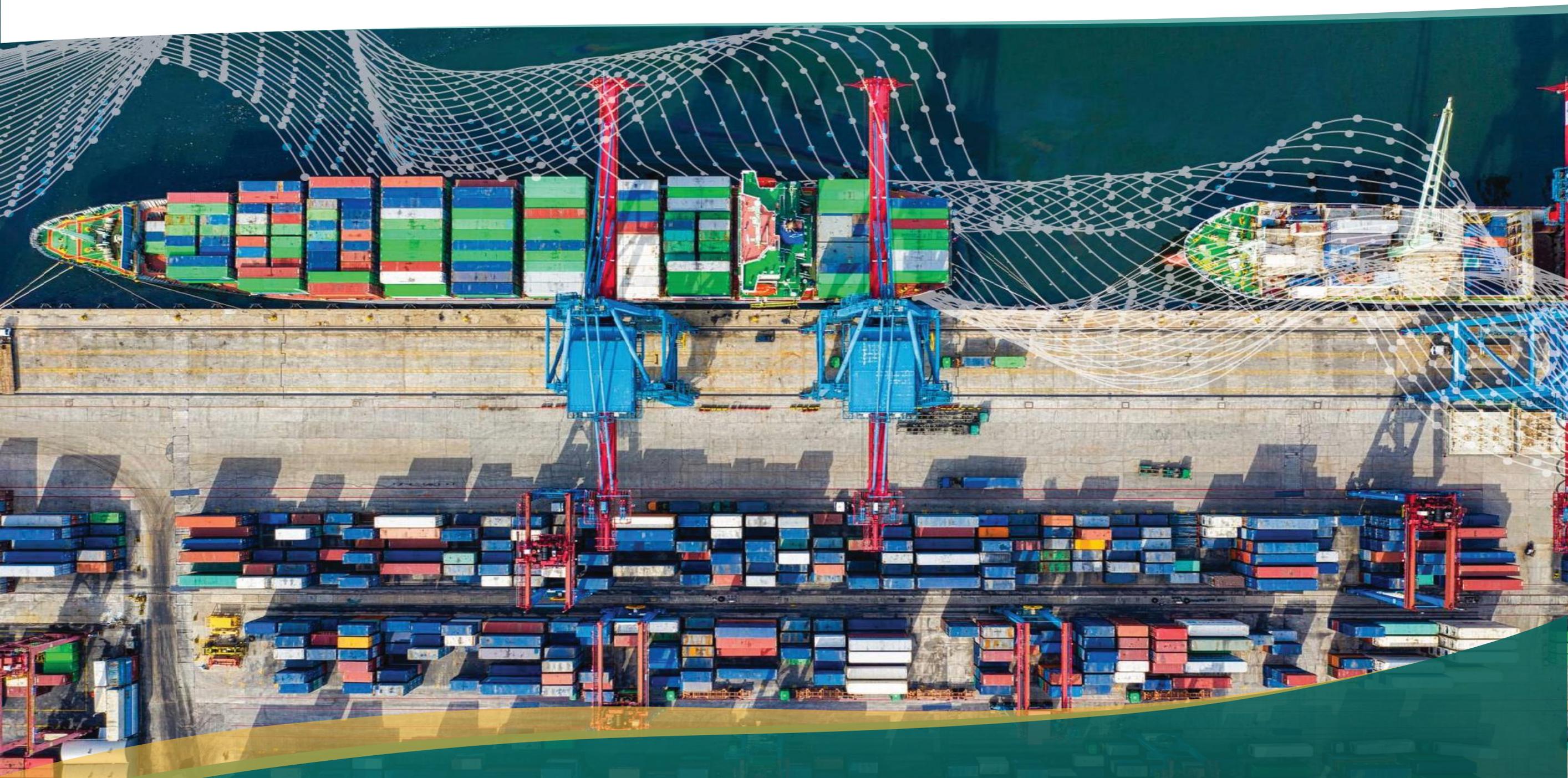


WG 3 – Benchmarking Lead: CSU



WG 4 – Traceability Lead: FRDC





Opportunity to Participate

Three funding tiers for participation in Phases 2 & 3

Funding tiers

Three levels of co-investment funding classes have been established, with differing influence and participation rights based matched to the level of investment contributed towards the project budget. The three levels of participation on offer are :

 **Tier 1** – \$600,000 (Steering Committee seat)

Tier 2 - \$300,000 (Advisory Council seat)

Tier 3 - \$150,000 (Working group participation)



Participation benefits

Tier 1

- Steer Co position enabling greatest design influence over the project, governance, operating model, business case and success criteria
- Recognition as founding stakeholder in this transformative whole of industry data enablement project
- Opportunity to influence the use case requirements, priority datasets and experiments to be tailored to your industry requirements
- Access to the project learnings and key outputs
- Opportunity to participate in the selection of vendors for the experiments
- Opportunity to influence Phase 3 of the Data Exchange project
- Recognition as a key investor in all work package outcomes media releases and promotional activities
- Prioritised industry focus in project communications where appropriate
- Participate in and engage your industry stakeholders through project events and seminars

Tier 2

- Position on Senior Stakeholder Advisory Council to the Steer Co
- Provides council to the Steer Co on the shaping of the use case requirements, operating model, experiments and customer experience
- Provide guidance to the Project Workstream teams
- Access to the project learnings and project outputs
- Early review and feedback of the Phase 2 work package deliverables
- Listed as a Tier 2 supporter in all appropriate work package outcomes

Tier 3

- Participation in the Working Group teams
- Review of the work package outputs
- Access to the project learnings
- Listed as a Tier 3 supporter in all appropriate work package outcomes



Contact details

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