

# CHARTER

# The Digital Twin Partnership

Advocacy | Capability | Community

September 2022

[digitaltwinpartnership.com](https://digitaltwinpartnership.com)

## **PURPOSE**

The purpose of the Digital Twin Partnership (DTP) is to provide Digital Twin leadership within the private sector by delivering a clear narrative around the opportunities and benefits of Digital Twins. Additionally, the DTP will be a trusted advocate to government by helping advance Digital Twin as vital digital infrastructure to accelerate growth in Australia.

## **VISION**

Our vision is to accelerate the adoption of Digital Twin across Australia as a tool for growth and prosperity by creating deep and diverse connections between people and across organisations.

## **MISSION**

We will achieve our stated vision by advancing the following three opportunities:

- Advocacy - to be the trusted source of knowledge and a leading advocate regarding the benefits and application of Digital Twin infrastructure across public and private sectors in Australia
- Capability - to build capacity through collaboration, innovation and standardisation, and act as a catalyst for leading Digital Twin policy making and practice
- Community – to bring together a diverse community of stakeholders to help share and learn about leading Digital Twin policy and practice, and to work together to solve problems at the macro scale.

Digital Twin, whilst having a positive legacy and impact in some key sectors like aerospace and mining, is still in its infancy when it comes to application in the built and natural environment. Throughout Australia momentum is building – the level of interest, dialogue and early investment. It is now that strong leadership is needed, across all sectors, to enable the broader opportunity of Digital Twins to be realised.

Most organisations are still trying to properly understand what a Digital Twin actually is. In recent years there has been more collaboration between key providers and agreement around Digital Twin being a new set of capabilities that incorporates a physical entity, a digital representation and two-way connectivity between the two.

But it is evident that stakeholders require coherent structured guidance on the business use cases for Digital Twin investment, and how to properly implement them and how to quantify the return on investment.

## PROBLEM STATEMENTS

The following key problem statements have been created to help guide the work of the DTP.

### Leadership for industry.

- Provide Digital Twin leadership within the private sector
- Cut through the hype and provide a clear narrative on Digital Twin for industry
- Help advocate Digital Twin as vital digital infrastructure to governments
- Promote systems-based thinking to Digital Twins through a federated approach.

### Scaling through a community.

- Bring stakeholders together to advocate (for) greater investment, policy and industry capability
- Ensure our progress on Digital Twins over the past few years doesn't stall
- We can only slightly shift the needle individually but as a group we can make more progress and ultimately ensure more value in Digital Twin through greater investment.

### Creating a targeted narrative

- Digital Twin must be seen as a contributor to sustainable growth, job creation and a tool for reducing risk in the expenditure public funds
- To provide more instances, examples and use cases of Digital Twins in action and to demonstrate the benefit and value of investing in Digital Twins
- Digital Twin initiatives are gaining momentum, but the examples of federating Digital Twins and developing multi-party ecosystems are not
- Digital Twin risks becoming lost in the metaverse discussion, and losing the focus on community, economic and environmental benefits in the physical world.

## KEY RECOMMENDATIONS AND NEXT STEPS

The DTP has identified the following key recommendations and next steps as part of its mobilisation phase.

### This is what we want to happen

- Formation of a leadership group
- Confirm arrangements for broader stakeholder participation in the DTP (ie. membership or other similar models)
- Develop the DTP Charter
- Development of a DTP white paper for broader stakeholder engagement.

### This is what we need to make it happen

- Draft and complete the DTP white paper
- Plan for a DTP launch event in September in Brisbane
- Prepare and implement a promotional strategy to raise awareness.

### This is why it needs to happen now

A clear and detailed narrative along with strong advocacy is required to ensure that our efforts to date do not stall, and we build on the strong foundations that has been created over the past few years.