

MEDIA RELEASE

FOR IMMEDIATE RELEASE: FRIDAY 2 SEPTEMBER 2016

Sense-T honoured with two National iAwards Merit Certificates

The Sense-T digital innovation partnership, based at the University of Tasmania, has been recognised in two categories at the Australian Information Industry Association National iAwards.

More than 1000 of the country's leading digital innovators gathered at the Melbourne Convention and Exhibition Centre on Thursday (**2 September, 2016**) to recognise and celebrate innovation in the Australian digital economy.

Sense-T received two Merit Certificates, in the Community Services category for the AirRater smartphone app, and in the Public Sector and Government category for its Tourist Tracking Project.

This national recognition follows a recent win and high commendation for Sense-T at the Tasmanian iAwards in June 2016 for these projects.

"We are very proud of both these innovative projects which are examples of the economic, social and environmental impact Sense-T is creating for Tasmania. They are also indicative of the quality and industry focused outcomes of our other 20 projects," Dr Stephen Cahoon, Director of Sense-T, said.

The Sense-T AirRater smartphone app received a National iAwards Merit in the Community Services in recognition of its use of data to help Tasmanians breathe easier and improve their quality of life.

AirRater Project Lead, Dr Fay Johnston from the Menzies Institute for Medical Research at the University of Tasmania, said her team was grateful for the national recognition and exposure the National iAwards has generated.

"We are excited about our future opportunities and can't wait to see what else we can achieve in the next year," Dr Johnston said.

The Sense-T Tourist Tracking Project, led by the University of Tasmania's Dr Anne Hardy and Professor Richard Eccleston, is the largest of its type in the world, both spatially and temporally, and is one of the most innovative and extensive research projects ever conducted into tourist travel.

Dr Anne Hardy, a senior lecturer in the Tasmanian School of Business and Economics, said her team was thrilled to receive this recognition from Australia's largest awards for innovation and technology.

"The National iAwards places Tasmania firmly at the forefront of tourism research in Australia and will give our team the exposure we need to extend our research in Tasmania and also into other Australian and international jurisdictions," Dr Hardy said.

For more information about Sense-T AirRater Project visit <http://www.sense-t.org.au/projects-and-research/health>

For more information about Sense-T Tourist Tracking Project visit <http://www.sense-t.org.au/projects-and-research/tourism>

About Sense-T

Based at the University of Tasmania, Sense-T is a partnership between the University, CSIRO and the Tasmanian Government, and is also funded by the Australian Government. Sense-T was a first mover in the Internet of Things and 'big data' in Tasmania. We use data, sensing technologies and data analytics to help see alignments and opportunities, to improve decision making and create real impact. Sense-T currently engages in more than twenty research and development projects in the areas of aquaculture, agriculture, viticulture, water management, health, tourism, freight, logistics, transport and finance.

Sense-T Media Contact: Carmen Stephens, (03) 6226 5742 or 0428 028 508

