

Company: The City Of Sydney
Company Description: An international city, Sydney is seen as the gateway to Australia. The City of Sydney is one of the largest councils in New South Wales, with employees numbering more than 2,200 and servicing over 246000 residents. The Council has a strong focus on sustainability, cultural activities and continues to always keep our community at the heart of everything we do.
Nomination Category: Product & Service Categories - Business Technology Solutions
Nomination Sub Category: Digital Asset Management Solution
Nomination Title: City of Sydney – Digital Asset Management System



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the the nominated new or new-version product or service, OR written answers to the questions for this category? (Choose one):
- Written answers to the questions
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released:

The City of Sydney Council officially launched DAM - its new Digital Asset Management System - in October 2024.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Describe the features, functions, and benefits of the nominated product or service (up to 350 words):

Total 348 words used.

The City of Sydney Council - the City - held a massive and growing library of digital assets valued at millions of dollars. Yet, its previous Digital Asset Management System was outdated and no longer supported, making it extremely difficult to find, store and manage these valuable files. In fact, over 70% of staff surveyed reported needing multiple searches to locate relevant assets. Many resorted to keeping their own collections in personal drives, leading to duplication, confusion and the potential loss of vital historical records.

By implementing a modern Digital Asset Management solution, the City transformed the way it handles digital content. This opportunity significantly improves how staff discover, share and protect assets. Advanced search features, powered by artificial intelligence, allow for automated tagging and quick retrieval of images and videos. What distinguishes this solution is its intelligent design: images and videos are not just stored but actively analysed, with AI generating metadata, identifying faces and objects, and indexing content for quick retrieval. This reduces the average number of search attempts from eight to just two. Staff can now intuitively locate assets using keywords or visual cues. Built in optional workflows provide the ability to streamline review and approval processes, helping teams stay organised and efficient. Rights management tools ensure the correct licensing and intellectual property details are always clear, reducing risks to the City’s reputation and budget.

The new system benefits every staff member who needs access to images, graphics, videos and related content. It also extends externally to photographers, agencies and contractors, who can securely contribute or download files as needed. This coordinated hub supports a wide range of work, from public events and social media campaigns to corporate reports, digital engagement and heritage preservation.

Ultimately, the solution empowers City employees to make better use of their collective digital resources, saving time and money while protecting important cultural, social and brand assets. By future proofing these materials in one central platform, the City and its wider community stand to benefit from streamlined collaboration, more compelling digital experiences and the ongoing preservation of Sydney’s rich visual identity.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words):

Total 349 words used.

Our Digital Asset Management solution is transforming how the City of Sydney organises and uses its media library, delivering immediate benefits for staff and long-term impact for the broader community. By introducing a cloud-based repository with advanced AI features, we have enabled staff to find and reuse content far more effectively. This ensures that City campaigns, events and daily operations can be supported with relevant, high-quality assets on short notice, reducing duplication and wasted effort.

Previously, staff reported needing multiple searches to locate what they needed and regularly stored files in personal drives, risking the loss of valuable historical and cultural material. The new platform has created a single, authoritative source of truth. Advanced search capabilities, personalised collections and automatic tagging have produced significant time savings, boosting productivity. With usage rights, approvals and version control available, the City can better protect brand integrity and ensure it meets copyright obligations.

The migration process saw over 110000 unstructured files consolidated and refined into a curated library of 15000 high-value assets, delivering streamlined operations and significant savings in storage and retrieval costs.

User feedback has been overwhelmingly positive. Staff now trust a single, authoritative source for digital content, eliminating confusion and asset duplication. One user shared, “Before the new DAM, I would spend half a day locating a specific event image. Now, I find it in under a minute.” Staff can quickly assemble compelling visuals and videos to promote sustainability initiatives, share cultural events or highlight important community services. This ensures that resources invested in photography, videography and creative development are leveraged to full potential across multiple channels and campaigns. In addition, the improved discoverability of older assets helps preserve and highlight Sydney’s unique heritage, elevating the City’s digital storytelling.

Beyond operational gains, the solution enhances the City’s ability to engage photographers, agencies and contractors with rich media experiences, who can securely contribute or download files as needed.

As more users adopt the platform and AI tools continue to refine search and tagging, the City will see greater returns on its content investments, fueling more dynamic communication and stronger community connections.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 15 words used.

There is a supporting video *Transforming Digital Asset Management* at: <https://www.loom.com/share/4e4834be7ee64f08a4d64a8690213e73?sid=0284276d-2e7d-44f3-b694-c77374dc7773>;

Attachments/Videos/Links:

[City of Sydney – Digital Asset Management System](#)

[REDACTED FOR PUBLICATION]