

# European Union – International Urban Cooperation Programme

World Cities Australia: State of the Art Observations from Melbourne and Hamburg



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# Greater Melbourne introduction

MELBOURNE, VICTORIA, AUSTRALIA



## City of Melbourne

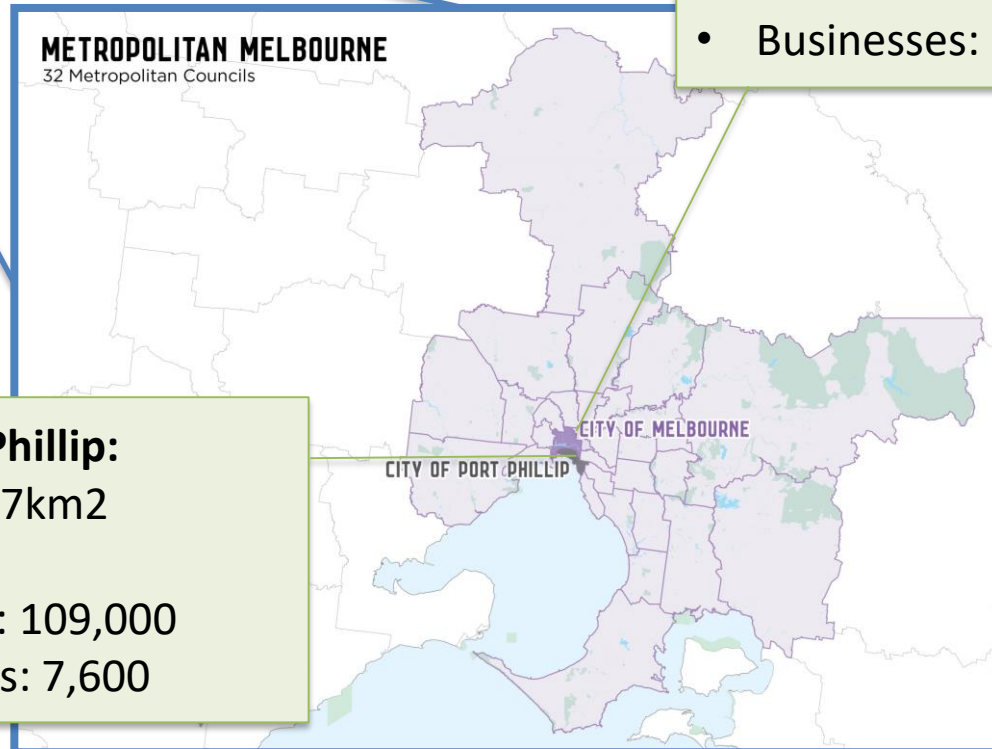
Area: 37km<sup>2</sup>

Population

- Residents: 148,000
- Daytime : 903, 000
- Students: 227,000
- Businesses: 13,000

## METROPOLITAN MELBOURNE

32 Metropolitan Councils



## City of Port Phillip:

Area: 20.7km<sup>2</sup>

Population

- Residents: 109,000
- Businesses: 7,600



CITY OF MELBOURNE

# City of Melbourne introduction

**“World’s most  
liveable city”**

2011 – 2017

Economist Intelligence Unit

**148,000**  
Residents

**903,000**  
People  
Are in the city on a  
typical weekday

**227,000**  
Students  
Living and/or studying  
in the municipality

**2.3 million**  
International  
visitors Per annum

**28 Years**  
Average age

**56%**  
Residents  
Born outside of  
Australia

**455,000**  
Jobs

**192,000**  
Café &  
Restaurant  
Seats

# Hamburg – do you know?

- Federal structure of Germany
- Hamburg = one of 16 Federal States
- 1.8 M inh
- GER: 82 M (HAM: 2.25%)





# Hamburg – do you know?

- 4,3 M Inh.
- 1 Metropolis
- 14 County Councils
- Int. airport
- Port:
  - No 14 worldwide
  - No 2 Europe
- Industry:
  - Aeronautics
  - Media
  - Maritime
  - Copper



A map of the Republic of Serbia, showing its administrative divisions into provinces and districts. Major cities are marked with red dots and labeled. The map includes the Danube River to the north and the Tisza River to the east. Neighboring countries are also indicated.

- 130 T – 420 T Inh.
- Local Responsibility
- Districts Councils
- Service oriented



# Melbourne – Hamburg Collaboration

- Agreed three key areas of collaboration in May 2017:
  1. Urban data platform – sharing technology and data solutions
  2. Smart city urban / living lab – sharing urban test beds with cultural heritage as a component / driver for smart city service developments
  3. Governance - finding innovation solutions for smart urban planning
- Target outcomes from the collaboration:
  - Exchange information about strategies, policies, tools
  - Share best practice
  - Explore opportunities for joint research/ projects where there are common challenges or gaps

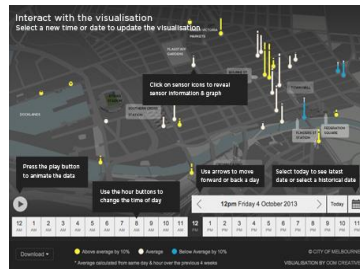


# 1. Urban data platform (owner: CoM)

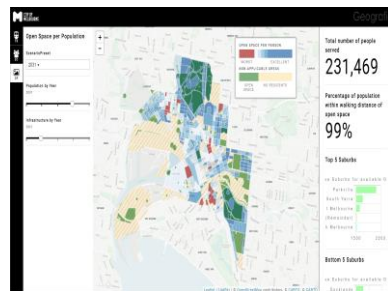
Melbourne



3D Development Activity (3D DAM)

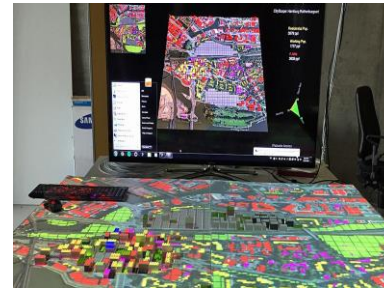


Pedestrian counting system



Land Use & Infrastructure Planning

+ Hamburg



CityScope 2.0/ DIPAS



Urban platform masterportal/ API



City Cockpit/ City Keys



## 2. Smart city urban / living lab (owner: City of Hamburg)

Melbourne



Queen Victoria Market Redevelopment



CityLab

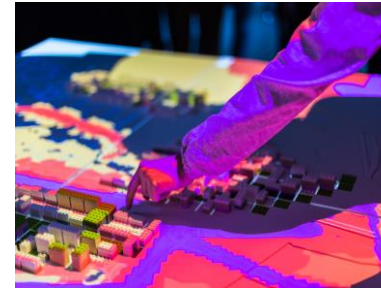


Melbourne Innovation Districts

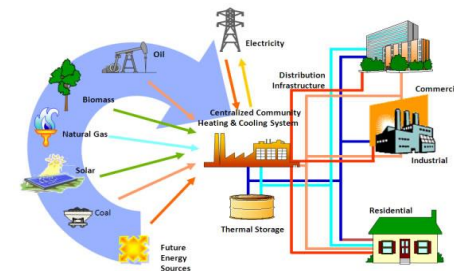
+ Hamburg



Smart Square



eCulture/ CityScienceLab of HCU

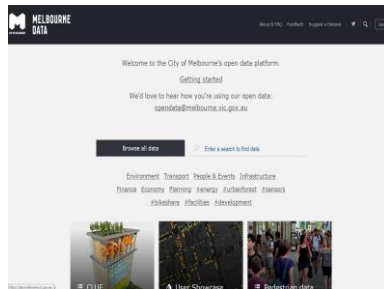


Smart City Lighthouse Projects

# 3. Governance (owner: universities and cities)

Melbourne

+ Hamburg



Open Data Platform



Census of Land Use & Employment



Smart Planning



Open Data



Organization of Digital Hamburg



Smart Square

# Next steps

- Focus: overall principle of knowledge exchange and collaboration
  - Two collaboration projects that bring together data, digital tools and community engagement to solve city problems:
    1. **MONICA/ My Smart Life** (Hamburg) for Melbourne Innovation Districts and events such as New Year's Eve (Melbourne) to address city mobility, energy efficiency, safety and security
    2. **City ScienceLab** (Hamburg) and City Data Centre (Melbourne) to enhance citizen participation in city planning and development
  - Via:
    - **Staff and academic exchanges** to provide in-person learnings and coaching support
    - **Knowledge sharing** via remote mechanisms, e.g. Skype for Business, document exchange, GitHub
  - Hamburg delegation to visit Melbourne in March 2018
  - Hamburg and Melbourne to identify funding sources for future collaboration projects
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