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

City of Port Phillip:
Area: 20.7km²
Population
• Residents: 109,000
• Businesses: 7,600

City of Melbourne
Area: 37km²
Population
• Residents: 148,000
• Daytime: 903,000
• Students: 227,000
• Businesses: 13,000
# City of Melbourne Introduction

## “World’s most liveable city”

2011 – 2017  
Economist Intelligence Unit

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residents</td>
<td>148,000</td>
</tr>
<tr>
<td>People living in the city</td>
<td>903,000</td>
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<tr>
<td>Average age</td>
<td>28 Years</td>
</tr>
<tr>
<td>Residents born outside Australia</td>
<td>56%</td>
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<tr>
<td>Students in the municipality</td>
<td>227,000</td>
</tr>
<tr>
<td>Jobs</td>
<td>455,000</td>
</tr>
<tr>
<td>International visitors</td>
<td>2.3 million Per annum</td>
</tr>
<tr>
<td>Café &amp; Restaurant Seats</td>
<td>192,000</td>
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</tbody>
</table>
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
Hamburg – do you know?

Hamburg – 7 districts (Local level)

7 Districts
- 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 Victorian 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