

European Union – World Cities

City Pairing Results

Melbourne and Hamburg Collaboration

Presentation in Canberra by
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March 2018



Greater Melbourne introduction

MELBOURNE, VICTORIA, AUSTRALIA



City of Melbourne

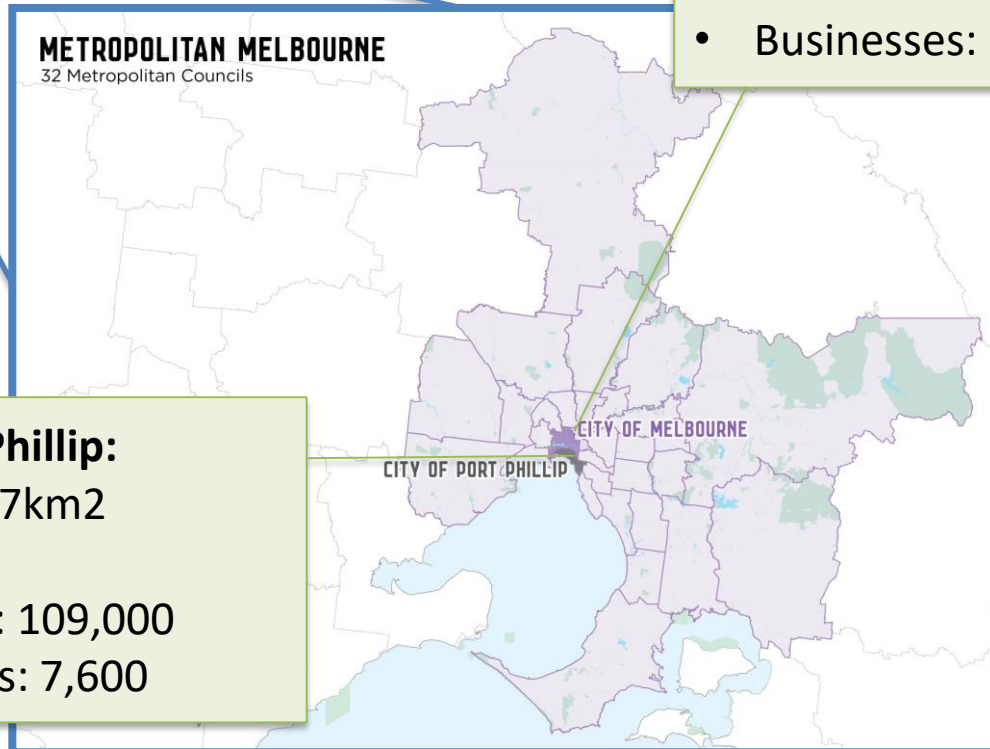
Area: 37km²

Population

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

METROPOLITAN MELBOURNE

32 Metropolitan Councils



City of Port Phillip:

Area: 20.7km²

Population

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



CITY OF MELBOURNE

Hamburg introduction

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



Melbourne – Hamburg Collaboration

Invaluable government – academic partnerships

Hamburg

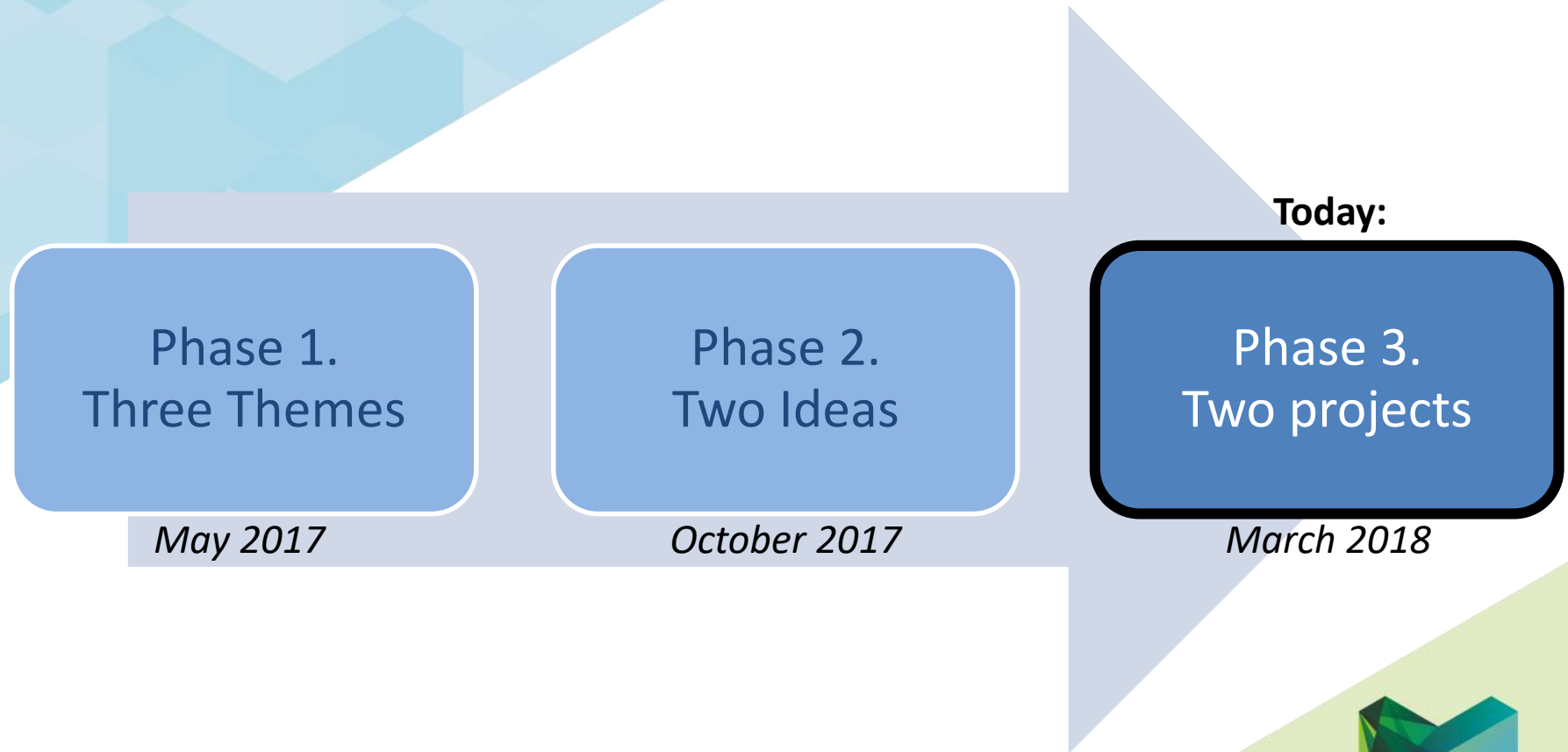
- City of Hamburg
- Senate Chancellery
- State Agency of Geoinformation and Surveying
- Spatial Competence Centre
- HafenCity University

Melbourne

- City of Melbourne
- City of Port Phillip
- RMIT
- University of Melbourne
- AURIN
- Resilient Melbourne

Melbourne – Hamburg Collaboration

Three phase prioritisation approach



Melbourne – Hamburg Collaboration

Phase 1: Agreed **three themes** for collaboration (May 2017)

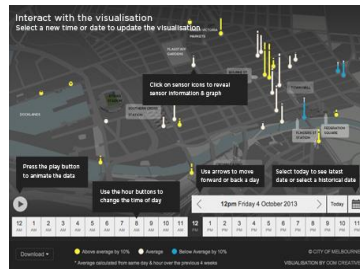
1. **Urban data platform** – sharing technology and data solutions
 2. **Smart city urban / living lab** – sharing urban test beds with cultural heritage as a component / driver for smart city service developments
 3. **Governance** - finding innovation solutions for smart urban planning
- Target outcomes 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

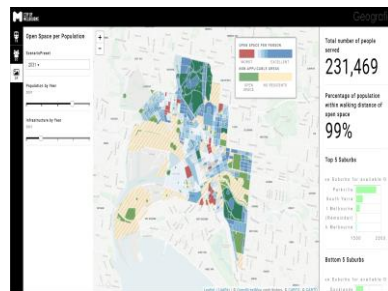
Melbourne



3D Development Activity (3D DAM)

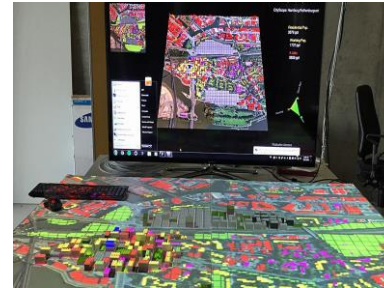


Pedestrian counting system



Land Use & Infrastructure Planning

+ Hamburg



CityScope 2.0/ DIPAS



Urban platform masterportal/ API



City Cockpit/ City Keys

2. Smart city urban / living lab

Melbourne



Queen Victoria Market Redevelopment



CityLab

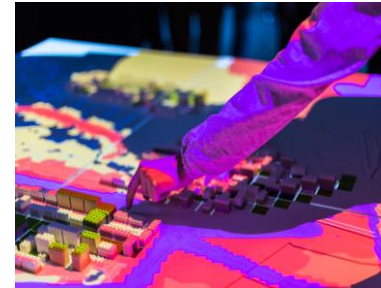


Melbourne Innovation Districts

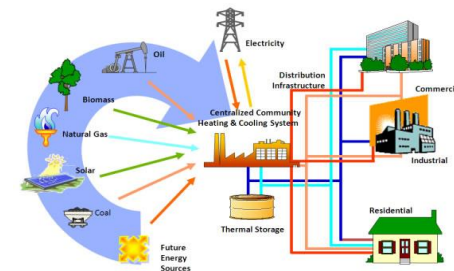
+ Hamburg



Smart Square



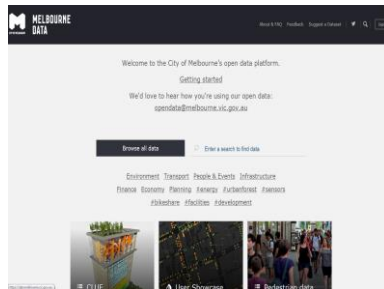
eCulture/ CityScienceLab of HCU



Smart City Lighthouse Projects

3. Governance

Melbourne



Open Data Platform

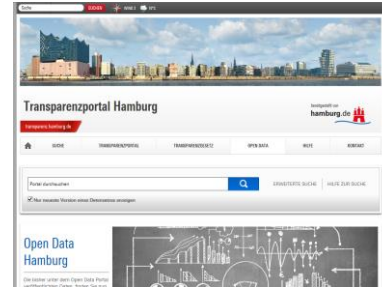


Census of Land Use & Employment



Smart Planning

+ Hamburg



Open Data



Organization of Digital Hamburg



Smart Square

Phase 2: Identify **two ideas** for potential collaboration (Oct 2017)

- Focus: overall principle of knowledge exchange and collaboration
 - Identified two potential collaboration projects that bring together data, digital tools and community engagement to solve city problems:
 1. **Community engagement via digital and data tools to co-design urban renewal areas:** consider trialling selected, relevant tools from Hamburg in Melbourne such as My SmartLife, City ScienceLab, Urban Labs, Citizen Cockpits, Smart Square to address community priorities and enhance citizen participation in city planning and development, e.g. For Melbourne Innovation Districts, Arden-Macaulay district
 2. **IOT solutions for sound and security management at major events:** consider trailing MONICA (Management of Networked IOT Wearables – existing EU project) at selected City of Melbourne events to address sound and security issues, e.g. New Years' Eve, Moomba
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Phase 3: Refine **two projects** for potential collaboration (March 2018)

Project 1. Manage City Disruption

Theme: Urban Data Platform

Opportunity

To use digital and data tools to better plan and manage road closures due to major city projects (e.g. Metro and apartment construction) and improve customer experience of the city

Key Issues

Major construction projects causing road closures
Impacts residents and visitors – pedestrians, cyclists, drivers
Causes congestion, inconvenience, noise and safety risk

Hamburg Expertise

iBake – traffic management & sequencing
IOT sensors
City Cockpits
Data governance & standards
Hamburg HafenCity University competences into practise

Melbourne Expertise

Open data platform
Resilient Melbourne
CityLab human centered design
University of Melbourne/ AURIN
World Council on City Data (Gold Status)

Target Outcomes

- Enhance community satisfaction
- Reduce road congestion
- Improve safety
- Enhance digital standards and tools – open, secure & interoperable

Phase 3: Refine two projects for potential collaboration (March 2018)

Project 2. Manage / Engage People at Events & Major Precincts *Theme: Living Lab*

Opportunity

To use digital and data tools to improve public event safety and customer experience

Key Issues

Growing audience numbers at public, city-run events
Increased security standards
Customer complaints, e.g. neighbours and noise

Hamburg Expertise

Running EU-project MONICA
Safety and security
Urban Laboratory
Data governance & standards
Citizens engagement
Tools and methods improvement

Melbourne Expertise

Social media listening
CityLab human centered design
Open innovation competitions
Melbourne Innovation Districts
Queen Victoria Market
Redevelopment

Target Outcomes

- Continue to grow audience numbers
- Improve safety for participants
- Strengthen public identification
- Reduce security costs
- Raised efficiency of public services

Next steps

1. Validate potential projects with relevant decision-makers at City of Hamburg and City of Melbourne
 2. Activation of funding sources
 - Own resources (MEL and HAM) – cash & in kind, subject to approval
 - European program Horizon 2020
 3. Scope and commence projects over 2018-19, including:
 - Short-term exchanges of operational staff (2 weeks vice verse) for
 - Urban Data Management, standards & governance
 - EU-Project MONICA participation
 - Site/disruption management
 - City planning urban 3D model
 - Remote membership of Project Control Groups or Steering Committees
 - Signature of a formal memorandum of understanding
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