ASIA PACIFIC CITIES SUMMIT
& MAYORS' FORUM 2015
Brisbane July 2015

Conference Report
By
Max Hipkins, Mayor
City of Nedlands, Western Australia

ASIA PACIFIC CITIES SUMMIT
& MAYORS' FORUM 2015
Brisbane July 2015

Conference Report
By
Max Hipkins, Mayor
City of Nedlands, Western Australia

Introduction

The 2015 Asia Pacific Cities Summit and Mayors' Forum was held in Brisbane 5 – 8 July, 2015. Over 90 mayors assembled, the largest ever gathering in Australia from the Asia Pacific, stretching from Abu Dhabi in the Middle-East to Santiago in South America. Three Western Australian mayors attended – from Perth, Stirling and Nedlands

The main conference themes were Global Cities, Digital Cities, Future Cities and Cities for People. MicroSoft was the principal corporate partner and the Queensland Government the principal government partner. Other major partners were JP Morgan, Singtel/Optus, Bloomberg, Griffith University, Brookings, Global Cities Initiative and the Council of Mayors of South East Queensland. Sessions were sponsored and included corporate presenters. Knowledge exchange was facilitated through business networking events. All visiting mayors were offered one-on-one meetings with Brisbane City Councillors and major partners. The main thrust of the conference was business and economic development, through government, academic and private sector partnerships.

A day was allocated for mayors to workshop the conference themes and finalise an Accord, signed by all mayors present.

This report summarises presentations at the main sessions attended.

Keynote Presentations

6 July 2015 Global Cities

Lord Sebastian Coe, London, Chair 2012 Olympics Organising Committee

Sport is the greatest social worker. The Olympic Games transformed 500ac of derelict land and changed the lives of so many – including 200,000 contractors, 100,000 volunteers. 1.5 million extra people took up sport. The impact went well beyond the economic statistics; it was about how London saw itself. For the Games to prosper, they had to be strategically aligned with the city. A vision had to be created that multi-stakeholders could sustain; to inspire young people to do things they would never think of doing. What is going to be left behind? Prepare communities for the benefits. Aim to employ local people and bring communities together with a shared vision.

Global Cities Discussion

Why has JP Morgan-Chase and Brookings taken on the Global Cities Initiative (Attachment 2)? Not only to grow business but to grow regions; to learn how to deal with challenges. By 2020 70% of the world's population will live in cities. It is cities that drive economic activity. What can be changed in policy and practice to stimulate growth? Where can you intervene? The Asia-Pacific currently has 28% of the world's middle class; perhaps 60% by 2020. Traditionally growth relied on trade. What are the opportunities in the global market? Any city can be a global city. What has made Singapore so successful? The government has tried to provide a business-friendly environment, where trust is important so companies can plan long term. Also knowledge is important, with education to impart skills; also connectivity, with the city at the centre of trade routes; the government has also invested in infrastructure and liveability - - a safe, clean, green environment. What is a city good at? Brisbane is ambitious and doesn't want to be like Melbourne and Sydney. What is its place in the region? Tourism and education are south-east Queensland's biggest exports; bio-medical research is now being promoted.

Frank Gannon, Brisbane, CEO, Queensland Institute of Medical Research

The biggest change with the current generation is that people will chose where they want to live first, then where they want to work. Quality of life is important. Knowledge based cities are the future. Set a goal to be a great city. Comparison of Dublin and Brisbane – Dublin is an entry into Europe and the euro, English speaking, a high performing city with talented young people, and a high proportion of science graduates. The Science Foundation of Ireland was established in 2003. Brisbane has a legal system and culture shared with the UK and US, tends to use national not global comparisons, not a hub, needs an industrial development plan. It has the Queensland Institute of Medical research (QIMR) and the Clive Berghofer Institute with many new buildings to attract researchers.

Kizo Hisamoto, Japan, Mayor of Kobe

Kobe has a population of 1.54 million, sixth largest in japan. The Kobe Biomedical Innovation Cluster started in 1998, located on an artificial island in the bay (Attachment 3). A light rail connects the mainland with the island and Kobe Airport on a further island beyond. The Innovation Cluster now provides 7,000 jobs with 297 companies. It combines universities with government and business. It has many new buildings offering floor space to attract the private

sector. It is aiming to be Asia's No. 1 biomedical cluster. Kobe has invested in a super computer, which is used for nano- technology, astronomy, life sciences analysis, disaster prevention and global environment monitoring. Kobe has 24 universities and is a UNESCO City of Design.

Donald McNeill, Australia, University of Western Sydney

The campus of "micropolis", where liberal knowledge is balanced with institutional reason, and teaching with research. Relaxation spaces are important. Universities rely on tuition fees to pay for research. High land values result in the vertical CBD campus. NYC Roosevelt Island Campus designed from scratch to mesh city and university by Cornell University, following a competition. Big university brands are now global – UCLA has a shopfront in the basement of a Melbourne department store. Universities are assets for cities but campuses are calculated, not ad hoc. It is important to understand their real estate ambitions.

Sean Barr, USA, Vice President, Economic Development, San Diego

It is important to align government and universities with an innovation strategy. San Diego, with 3.2 million people in its greater metro area, used to have a naval defence economy. Post-coldwar prompted discussions about the future, particularly around the universities. Now 80 private research organisations are focused on the universities. The region has moved away from manufacturing to IT. An economic development Corporation identified the headwinds, particularly in relation to funding. Initially the city and county took a lead role; this has now been taken over by business in partnership with universities.

Patrick Mcveigh, NZ, General Manager, Auckland Tourism Events and Economic Development

Auckland set a goal to be the innovation hub for the Asia/pacific but achieved more publicity for its quality of life. There are five key success factors, with synergies between each: 1. Innovation based – must understand the economy, where there is 30% growth in services; 2 Trade is critical for growth – look globally to develop relationships; 3. Infrastructure investment – Auckland is now considered a city/region, with integrated transport and broadband, with leverage from the private sector; 4. Talent is the key – become a place where talent wants to live, attract international students, lure native talent to return; 5. Place matters – Auckland is a city where" thinking is as fresh as the air".

Maud Daudon, President, Seattle Metropolitan Chamber of Commerce

Seattle is an innovative place, with 40% of jobs related to trade. It is the fastest growing city in the US, with Amazon, Boeing and Google based there. There is a tradition of helping business grow, especially aerospace and IT. These days you need to work harder to maintain your position. They have looked at data in partnership with Brookings – looked at cities with similar characteristics; other port cities, moving forwards looking outwards. They don't want to leave people behind as they move forwards, so have adopted a triple bottom line approach. They have an inclusive decision-making process, which is a strength, but it has delayed decisions. It is a new way of decision-making. The narrative is important. The private sector initially took leadership, with a venture-fund focus. This has evolved into a tri-sector focus, no longer business focussed. There are now many non-profit organisations looking for alignment, looking to keep middle income jobs. There have been two successes – the Washington Aerospace Partnership, which integrates business, labour and government in the Boeing 777X program. This came about when there was a risk of losing jobs and tax benefits were looked at for the first time to retain industry. This

demonstrated a 3 to 1 return to State Government. The other success was the Global Innovation Exchange, which combines MicroSoft with academia and the cities of Seattle and Beijing, to expose students to IT development. There are two spare seats on the board for additional universities. There is also the Competitive Council, to create greater pathways and opportunities for small to medium enterprises. This takes a more systems and life-cycle view as a work-force development strategy. Experience has shown that if 25% of the population are first generation immigrants, they don't engage. It has been found that for each additional air route that serves the City of Seattle, there is a $75 million increase in the local economy.

7 July 2015 Digital Cities

Stefan Hajkowicz, Brisbane, Principal Scientist in Strategic Foresight, CSIRO

The world economy is being pulled into Australia's back yard. With exponential growth of computing power, things will work very differently in future eg. driverless cars by 2018 – the reason for adoption being safety. 40-50% of jobs will be replaced in a decade. What happens to people? They will shift into creative thinking and socialising. Human experience will become more important. People won't go into the office for necessity but for the human experience. There are challenges and opportunities in the mega-trends. Deeper, bolder innovations are needed to grow productivity. What is the next big step in productivity? Cities cover 25 of the world's surface but produce 80% of GDP. A people –centric approach is needed. See MicroSoft Singapore and MircoSoft CityNext.

SY Lau, China, Senior Executive Vice President, Tencent

The Chinese dream will primarily be an urban dream. Urbanisation brings hope. In China today there are four megacities: by 2025 there will be 22. The internet will drive the next phase of urbanisation – internet plus, which helps to locate and optimise resources eg. saves taxis driving around looking for fares, apps lower the idle rate. Tencent created Innovation Centres for digitalised city development, experiencing and experimenting; to unleash the latent power of digital natives and create entrepreneurship of all citizens. Public/private partnerships must be seamless.

Allen Lew, Singapore, CEO, SingTel-Optus

People are conservative and find it hard to imagine things. More than 100 cities globally are working on smart cities – how to achieve greater effectiveness and better connectivity while responding to the challenges of a greying world. Global trends in urbanisation are accelerating technology change. What are the big levers to create a significantly smart city? 1. Analytics - big data with real time analytics but there is a shortage of expertise. Learning institutions need to ramp up. 2. Beacons – be selective about what to implement; a comprehensive vision is needed. 3. Collaboration – a cohesive, common platform is required. A "Pulse of the City" app to report problems. Cities need a clear end goal.

Stephen Tait, Brisbane, CEO, Chamber of Commerce and Industry, QLD

Why do businesses fail? Often because they don't get the right information. Open data is for the benefit of all. Most is non-revenue generating but it is reasonable to charge costs. There is an International Standard for city services – public transport use, the no. of free school lunches

supplied, environmental indicators, etc. How to use technology to be resilient? How to remove the cost of technology so it is an enabler, not a block. Challenge technology companies to find solutions. MicroSoft is focusing on three things: make technology more personal/portable; reinvent productivity to get more out of devices; build intelligence into the cloud.

Krishna Prasad, India, Senior Director Asia Pacific, Bangalore, Cisco

The pace of change is disrupting. How can technology be leveraged to ease pressures? Cities have traditionally addressed problems in silos. Can cities be managed better? Affordable digital infrastructure has arrived. The cost of network bandwidth is dropping. Free WiFi is now common. Cities should use the same network infrastructure; integrate universities as enablers. There are opportunities for entrepreneurship. There are 4 billion sodium street lights in North America alone to be replaced in the next five years; sensors should be included in the changeover. Video cameras on light poles can monitor traffic. Waste bins and water use can also be monitored. Trends are emerging through use of the cloud. Adelaide – a sensor city, integrating parking and lighting. Barcelona – a digital city with open data. Digital cities are evolving.

Asaf Zamir, Israel, Deputy Mayor, Tel Aviv

Tel Aviv has a population of 400,000. Last year in Barcelona it was voted the smartest city in the world. People want to live in cities but want the advantages of the suburbs. Tel Aviv provides free WiFi all over the city. There are mobile free libraries and bike rentals. There is an app to say where there are free bikes. People can pay city bills through their phone; they are advised when streets will be closed. There is public voting on neighbourhood issues. There are rental electric cars to reduce traffic. The Mayor sponsors a Digital Travel Award competition that is aimed to encourage innovation in the digital travel space and to provide exposure for digital travel startups in the city. Startups and entrepreneurs were invited to submit their innovative apps or other platforms that will somehow make an effect on the travel industry. The winner of the award for 2015 was an app that allows users to order goods online and collect them at a preferred location.

7 July 2015 Cities for People

Caroline Stalker, Brisbane, Director Architectus

Most people live in tropical and sub-tropical cities, so that is where the emphasis needs to be in improving the quality of life. Water is a valuable resource and should be used sparingly. Use vegetation for cooling. Over-reliance on air-conditioning produces a high demand for energy. Intelligent design requires a relationship with landscaping. The Queensland Gallery of Modern Art is a good example of design with landscaping. The greater the density, the greater the green, expressed by Garden Oriented Design (GOD). Open up podiums to ventilation, light and greenery. Design streets and squares for greenery. Promote porous open ground planes and stepped garden terraces. Encourage sky gardens, either attached to residential dwellings or shared community spaces. Endorse porous green urban mesh in plan and section, connected to greenery on the ground. Singapore is the leader in green cities.

John Byrne, Brisbane, Principal Byrne Urban Design

What are appropriate strategies for inclusive cities? We are a social species; we need contact with other people, our tribe's history and origins and the natural environment. Jan Gehl's book "Cities

for People" provides many suggestions on how to create cities to encourage interaction. Car travel encourages isolation. Main streets have been relevant for thousands of years but we have drifted away by creating shopping malls. We can have malls with street facades. When you create new cities, how do you create history? Preservation of heritage is important. Brisbane's Power House a good example of reuse of heritage buildings. Recovery rates of sick people are much higher when they have a green outlook. It is important to retain the open ends of streets that provide a view of water, which has been lost in many cities. We need new ways of thinking, not new ways of design. We need to build better cities through brain-friendly design (Attachment 4).

Finn Jones, Gold Coast, Director, Place Design Group

With urbanisation, people have better food, greater access to education and health care. It is great for making connections but there is greater stress, memory suffers and there is 40% higher risk of mood disorders. Environmental psychology can measure spatial stress due to lack of personal space. Fundamental human needs – identity, freedom, participation, understanding, affection, creativity, subsistence, leisure. Cities – we shape them, they shape us. At present, cities have more to do with economics than humanity.

Cameron Perkins, Brisbane, Associate, Place Design Group

Utopia vs Dystopia. It is important to have good quality public spaces. How do we deal with people who are not part of the happy construct? We install barriers on benches to prevent the homeless lying down; we put in spikes to prevent people sitting on walls; we put in deterrents to dissuade skateboarders. How to be inclusive with public space? Do we have to buy a coffee to use public space? Why is public space sponsored? Governance is needed to let things happen. Restaurant Day – where you can sell self-prepared food to anyone if Council lets you. Skateboard Day – where a Brisbane street was taken over by skateboarders. No skateboarding, no loitering – this is what public space has become. Look at what people are doing in public spaces. People want to be part of our cities but they are regulated. Times Square (NY) is not a comfortable space because of regulations.

John O'Çallaghan, Sydney, Director, JOC Consulting

The future is now – robots are already serving customers in department stores. There will be a convergence of the digital and physical; everything inconvenient will change; chores will be done by machines. Knowledge is the key – if people don't know, they cannot act. What will make people motivated to get involved with the city? Tomorrow is applied, interactive, mobile. Smart cities will become the norm (Attachment 5)

8 July 2015 Future Cities

Capital City Lord Mayors' Discussion – most pressing problems

Brisbane: maintaining growth, growing the cake in the Asia Pacific Region, developing overseas connections, broadening the base of the economy with knowledge and creative industries – fresh food, etc. The city has advanced sustainability in place – carbon offsets, recycling, bushland purchases, and is aiming for 40% green cover.

Perth: biggest challenge is delivery of major projects (Elizabeth Quay, City Link) while maintaining business as usual; currently there is much disruption.

Melbourne: also managing major projects – redevelopment of Victoria Markets $240 million, Fisherman's Bend 750ha, underground city rail $10 billion. Other cities not seen as competition – develop networks not only sister cities but wherever you can work together eg. trade unions. What do they want from us? Respect the needs of target markets.

Canberra: has a special arrangement between City and State, where the Lord Mayor is also the Premier and can lead Australia with planning and tax reform.. The city has a 90% renewable energy target by 2020. It tenders for cheap power, likely to be won by a Victorian wind farm.

Auckland: biggest problem is housing; looking to achieve better collaboration with a housing accord, dealing with the homeless and emergency housing. Secondary focus is in public transport, perhaps road charging

Hobart/Tas: The ditch is a problem, it makes freight expensive. The Museum of Old and New Art (MONA) has been very successful. Links have been established with China and Chinese tourism is ahead of forecast. You have to find your niche and be known for something.

Adelaide: $5 billion has been invested by the State in the CBD, tourism is booming, biggest challenge is economic development. The city accepts its leadership role and encourages start-ups. There are opportunities to engage with Asia – wine, aquaculture, SMEs. Do we have enough hotel rooms and port infrastructure?

Summary: Adelaide sustainability through innovation; Auckland through mindset change; Melbourne through more trees, harvesting rainwater and retrofitting buildings; Perth through a more diverse economy eg. medical research and tourism; Tasmania is to achieve sustainability through more efficient governance (reduction of 29 Councils in the State); Canberra through leadership in regulation and tax reform; in Brisbane sustainability is about integration of planning.

Randi Zuckerberg, USA, CEO Zuckerberg Media (previously Facebook), San Francisco

Facebook is focussed on company culture; no matter how big it gets, it wants to feel like a startup; it promotes hack-a-thons, not related to day jobs, to encourage creativity and entrepreneurial spirit and demonstrate ideas can come from anywhere.

Global trends in digital and interactive marketing:

- Entrepreneur or employee? Lines becoming blurred. Facebook allows 20% of time on non-work ventures.
- Think like a media company – Red Bull gets more publicity from what it does than from paid commercials. What can you do to engage people rather than just issue a media release?
- Reinvent retail – charge according to how many Facebook friends you have eg. if you have 10,000 followers and you post a photo of your meal, there is no charge.
- Start early – introduce children to technology; teach coding in schools.
- Use virtual reality – show customers through 3D models of future buildings.
- Life logging – use fitness tracking, child tracking, dog tracking, etc. with GPS.
- Education and healthcare – telemedicine, ultrasounds can be done with iPhones
- Cramification – absorbed learning while jogging or doing other jobs
- Unplug to refresh – there is a need for rest (digital detox)

On the dynamic video screens, where the audience was bombarded by the cities represented at the forum, Nedlands featured prominently.