

2018 BUSINESS MISSION TO CHINA

CITY OF MELBOURNE



Chat with us



CITY OF MELBOURNE

Image on cover:

Uppma Virdi (Chai Walli) at Hub Southern Cross.

Photo: City of Melbourne / That Startup Show

Photographer: Wren Steiner

melbourne.vic.gov.au/melbmission

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Acknowledgment of Traditional Owners

City of Melbourne respectfully acknowledges the Traditional Owners of the Land, the Kulin Nation, who have continuously lived on the land for tens of thousands of years, before the first permanent European settlement in 1835. For the Woiwurrung (Wurundjeri), Boonwurrung, Taungurong, Dja Dja Wurrung and the Wathaurung groups who form the Kulin Nation, Melbourne has always been an important meeting place for events of social, educational, sporting and cultural significance.

Today we are proud to say that Melbourne is a significant gathering place for all Aboriginal and Torres Strait Islander people.



MESSAGE FROM THE CITY OF MELBOURNE

City of Melbourne is proud to lead another business mission to China to strengthen our close commercial and cultural ties. Cities share many challenges and Melbourne is advancing global knowledge in urban design, health, life sciences and aviation.

City of Melbourne has a history of welcoming partnerships with China to create opportunities. In 1980 Melbourne was the first Australian city to establish a sister city relationship in China, opening up substantial trade, investment, civic and educational exchanges.

In 1998, the City of Melbourne established the Melbourne Office Tianjin, the first and only Australian capital city business representative office in China, to encourage two-way business connections and the sharing of knowledge.

The office has a sound understanding of both Australian and Chinese business environments and fosters high level connections with government and industry in Tianjin. In 2018 we will reinforce connections with other Chinese cities developing to meet the needs of a growing population.

Australia and China share an aspiration to build liveable and sustainable cities – cities for people. While rapid urbanisation continues to generate multi-billion dollar building programs, demand will increase for expertise in technology, transport, education and health. Melbourne is meeting this challenge with a thriving knowledge sector.

Our 2018 visit focuses on four sectors – sustainable urban development, technology innovation, health and general aviation. Melbourne is a global centre of excellence in these sectors with leading architects, planners and engineers advancing knowledge about the future of cities.

Ground-breaking research in life sciences and the bio-medical sector also positions Melbourne as an education hub. Our city is home to four leading cancer research and treatment centres, nine universities and supports a fertile climate for startups and accelerated innovation. High quality clinical trials, infectious diseases research and neurosciences expertise produce many local successes.

The City of Melbourne is proud to promote our strengths. Previous missions have succeeded because Melbourne's business capabilities closely align with China's national priorities. The 2018 mission will provide even greater opportunities to forge closer relationships between our nations.



MELBOURNE: TAKE A CLOSER LOOK

Melbourne is Australia's fastest growing and most dynamic business city.

The cultural, recreational and business capital of Victoria, Greater Melbourne has a population of 4.7 million, with a diverse, young and highly educated workforce. Greater Melbourne is made up of people from around 200 countries, speaking over 150 languages and dialects and practising 150 different faiths.

Focused around a vibrant central business district, Greater Melbourne extends more than 40km to the south, 20km to the north and west, and 30km to the east towards the Dandenong Ranges.



Australia's Population
24,210,000



Victoria's Population
6,180,000

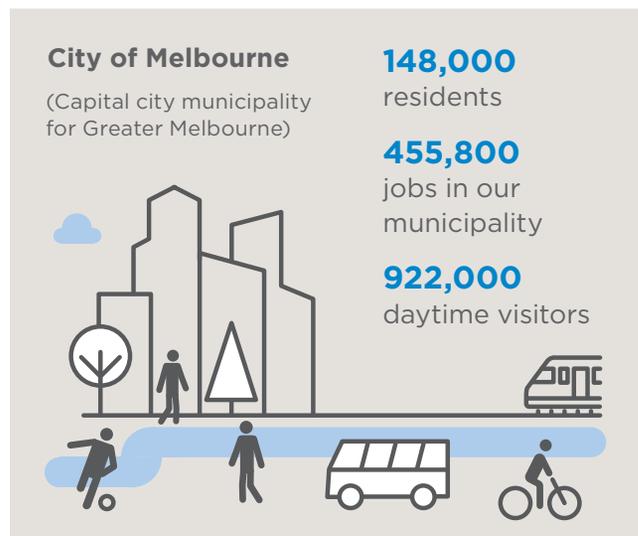


Greater Melbourne
Population
4,725,000

City of Melbourne is the municipal centre and capital city government of Melbourne.

Covering 37.7km², it includes 15 inner city suburbs, nine universities and over 25 technology, engineering and medical facilities. Melbourne's knowledge economy includes thriving sectors such as biotechnology, life sciences, higher education, medical and scientific research, information communications technology (ICT), financial services, and sustainable urban and industrial design.

Melbourne's time zone overlaps normal business hours in most Asia-Pacific nations and trading partners



A great place to live

Melbourne was ranked the World's Most Liveable City in 2017 for the seventh consecutive year by The Economist Intelligence Unit.

Renowned for its arts, culture, shopping, and high quality food and wine, Melbourne knows how to mix business with pleasure. Boasting 89,440 hectares of green open space and state-of-the-art sporting facilities, the city stages some of the world's top sporting events including the Australian Open Tennis Tournament, the Formula One Grand Prix and the Melbourne Cup.

Melbourne also has hundreds of playgrounds, pocket parks and sporting facilities that are available for families and visitors to enjoy.

A strong, high performing economy

Melbourne is a global centre of excellence for many growing and emerging industry sectors.

The city has key capabilities in biotechnology, life sciences, higher education, medical and scientific research, ICT, financial services, and sustainable urban and industrial design.

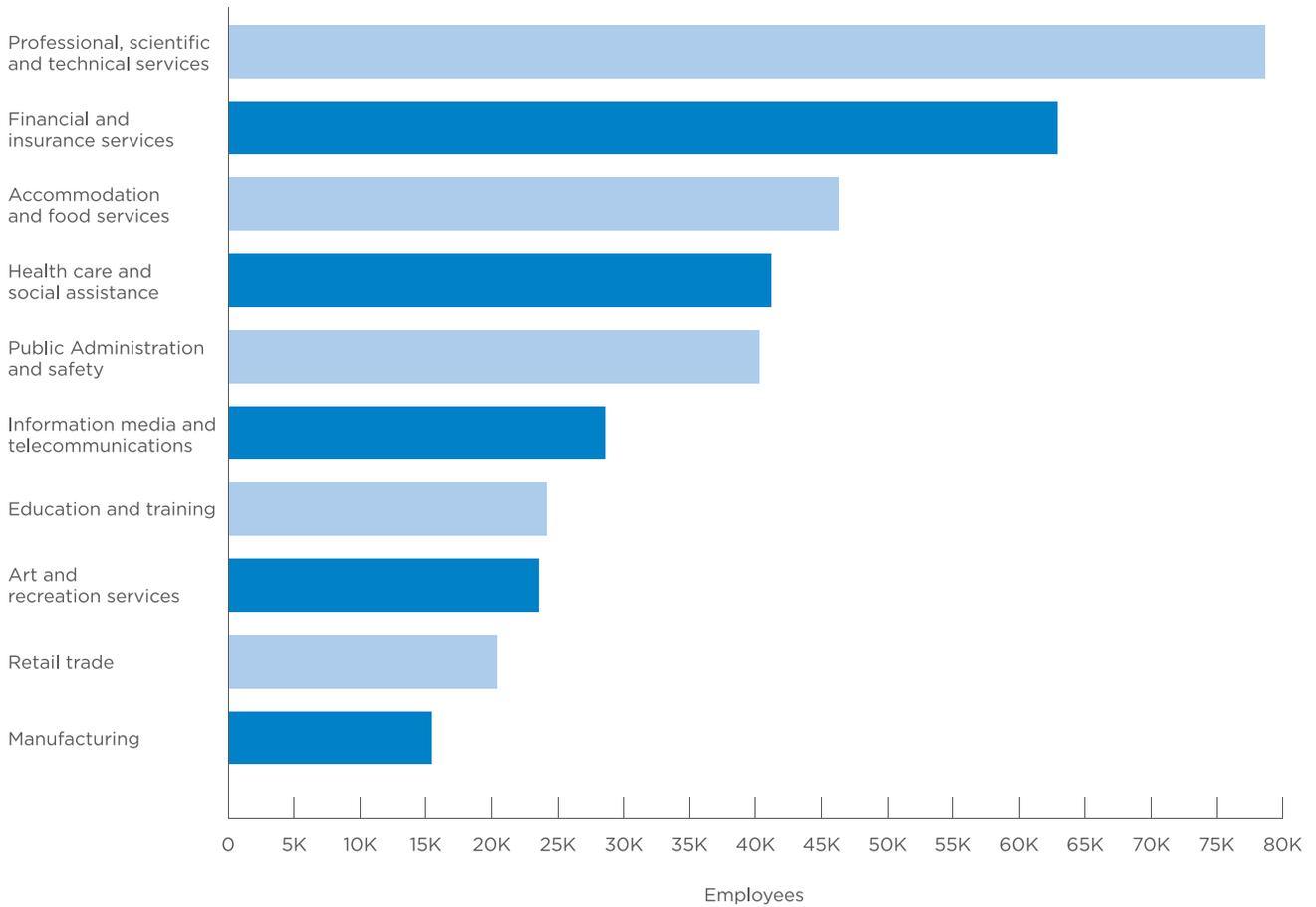
City of Melbourne makes a major contribution to the Victorian and Australian economies, accounting for 25 per cent of Victoria's Gross State Product and 6 per cent of Australia's Gross Domestic Product. In 2016 the Gross Local Product (GLP) of City of Melbourne's economy was \$92.12 billion.

Six of the top 10 and 33 of the top 100 Australian companies have their headquarters in Melbourne and the city has won numerous awards including:

- 2017 International City Leadership and Adoption Award in recognition of its smart city innovations, awarded by TM Forum
- 2017 Intelligent Community of the Year in recognition of the city's innovative technology, education, sustainability and community programs, awarded by the Intelligent Community Forum
- Most Admired Knowledge City Award at the Knowledge Cities World Summit in 2016.

Victoria has maintained a AAA credit rating for more than 12 years.

Industries within City of Melbourne's economy



A diverse, highly educated population

Melbourne's residential population has doubled over the last 12 years and is forecast to be Australia's largest city by 2030.

City of Melbourne has a highly diverse, educated population, with residents originating from more than 120 countries throughout the world. Melburnians are highly educated, with 40 per cent of all residents holding tertiary qualifications. There are around 16,600 businesses and 455,800 jobs located in the municipality.

Mandarin is the most common language spoken in Melbourne other than English.

There are more than 1,100 public and private education and training providers in Melbourne and Victoria, along with 10 universities that have expertise in biotechnology, medical research, advanced manufacturing, ICT, water management, environmental and energy technologies and food.

The University of Melbourne is the highest ranked university in Australia and the third highest in Asia-Pacific according to the 2015-16 Times Higher Education World University Rankings.

Melbourne's universities **teach around 300,000 students**, one third of whom are from international origins. This makes Melbourne renowned as a 'university city' and one of the most popular destinations for international students in the world.

People in the City of Melbourne



16,600
city businesses

148,000
residents

171,000
Greater Melbourne visitors



455,800
jobs in the municipality

120+
languages spoken by residents

80,000
students

106,000
international, interstate and regional visitors, per average day

39,800
overseas higher education students

33,000
visitors under 15 years old, per average day

Modern, reliable infrastructure

Melbourne has a fast, high capacity communications network and a safe and efficient road and public transport system. The city also benefits from a 24-hour international airport and Australia's largest container and general cargo port.



Melbourne Airport

- Served by 29 international and six domestic airlines
- Used by more than 35 million passengers in 2016-17
- Australia's leading air freight exporter



Port of Melbourne

- Located on the edge of Melbourne's CBD
- Australia's largest port, with a trade volume of \$102 billion
- Handles about 3,000 ships and 2.64 million containers each year
- Global port partnerships with Tianjin and Shanghai

Construction of Victoria's largest transport project, the \$11 billion **Metro Tunnel** project, is currently underway beneath central Melbourne.

City of Melbourne is working with the Victorian Government and other project partners to deliver a new dedicated pathway through the heart of the city to accommodate population growth and create space for more trains to run more often across Melbourne's rail network.

The project includes two nine-kilometre rail tunnels running underneath the city, with five new underground stations connected to the existing City Loop and other transport such as trams, buses, and cycling and pedestrian paths. It is due for completion in 2026.

A dynamic, supportive business environment

Melbourne provides a positive, highly supportive business environment for startups, small to medium enterprises and global organisations.

Six of Australia's top 10 companies are headquartered in Melbourne including BHP Billiton, Rio Tinto and Telstra. As Australia's funds management capital, Melbourne is home to two of Australia's biggest four commercial banks (NAB and ANZ) and a large number of investment and financial services firms.

Australia has total funds under management of \$2.4 trillion, with six of the nation's top 12 superannuation funds and 60 per cent of all fund assets managed out of Melbourne. The city is also home to Australia's sovereign wealth fund, the \$110 billion Future Fund.

Many top global companies also choose Melbourne as their Australian headquarters, including CITIC Resources, BUPA and ExxonMobil.

Melbourne is recognised internationally by the Global Innovation Index as having one of the best regulatory environments in the world and by the World Bank Doing Business Report for being one of the easiest places to set up and run a business.

The International Chamber House (ICH) in Melbourne's city centre is a business networking hub that encourages strong collaboration between government agencies, bilateral international chambers of commerce and business associations. The ICH, Victorian Government Business Offices and City of Melbourne facilitate trade and investment opportunities for Melbourne businesses with key international markets.

In addition, Australia's currency is fully internationalised and there are few restrictions on access to credit, loan facilities or capital flows.

City of Melbourne welcomed and facilitated the **Tewoo Group**, a Global Fortune 500 company from Tianjin China, to establish its Australian head office in Melbourne in late 2016.

In August 2017 we also facilitated the establishment of the **Jiangsu-Victoria Innovation and Research Centre**, which gives Melbourne startups the opportunity to test and accelerate their innovations as well as support to enter the China market.

A smart, forward thinking city

Melbourne is an outward looking city constantly seeking new ways to meet the changing needs of the community, the economy and the environment.

City of Melbourne works with businesses, students and residents to develop and test new ideas and technologies that have the potential to reshape everyday life for current and future generations.

Some of these initiatives include:

- **City Lab** – a human-centred design space to prototype and test new ideas and city services, particularly around climate change and the changing nature of work
- **IBM Smarter Cities Challenge** – Melbourne was one of only 16 cities worldwide invited to take part in the 2016 challenge. Our focus was on new and improved ways of responding to emergencies and long-term disruptive events
- **The open data platform** – a publicly accessible resource with around 100 unique data sets such as City of Melbourne's 24-hour pedestrian counting system which is used to help plan for population growth
- **Participate Melbourne** – City of Melbourne launched this online portal in 2013 for people to help inform the development of key strategies, programs and activities in the city.

City of Melbourne was the first local government in Australia to join **WeChat** in August 2017 to better inform Chinese business leaders about potential opportunities in Melbourne and share information about upcoming events and partnerships. It also provides useful information for international students and visitors before they travel to Melbourne.

With 889 million monthly users, WeChat provides Melbourne with a direct link to Chinese business and government decision makers. The city's WeChat channel is managed in partnership with its sister city business office, Melbourne Office Tianjin.



CITY OF MELBOURNE: WHAT WE OFFER

City of Melbourne plays an important role in building Melbourne's global competitiveness and providing opportunities for local and international businesses.

We encourage knowledge sharing and collaboration among business, universities, research institutes and government stakeholders. We also support strategic investment in new industry sectors, infrastructure and work to reduce regulatory barriers to growth and innovation.

As a leading capital city government, City of Melbourne has an integrated, whole-of-business approach that ensures we are well positioned to meet the opportunities of the global economy.

We do this by:

- Supporting businesses of all sizes from startups to large multinational companies
- Building close relationships with the Victorian and Australian governments to strengthen international business relationships and advocate for new opportunities for Melbourne
- Being an active supporter and participant of the sister city network and the Business Partner Cities Network across the Asia-Pacific region.

Image: Atlanta Daniel (Signal Ventures), Rohit Bhargava (Startup Playbook Podcast) at Southbank, Melbourne.
Photo: City of Melbourne / That Startup Show
Photographer: Wren Steiner

City of Melbourne provides:

- Business matching
- Market intelligence
- Direct links to government services
- Assistance with your visit program
- Introductions to Melbourne's business community

Melbourne Office Tianjin

City of Melbourne is the only Australian local government with an established business office in China. Based in Tianjin, Melbourne Office Tianjin is designed to facilitate trade, investment, civic and educational exchange between the two cities and the two countries.

Founded in 1998 and evolving from the sister city relationship between Tianjin and Melbourne, Melbourne Office Tianjin has a balanced understanding of both Chinese and Australian business environments as well as high level connections with both government and industry in Tianjin. The office delivers practical services, support and activities for companies looking to engage with China, including assistance with:

- Facilitating two-way trade and investment
- Maintaining government relations
- Assisting with inbound and outbound delegations
- Education and training cooperation
- Facilitating cultural and civic exchanges.

BUSINESS MISSION LEADERSHIP TEAM



Business Mission Leader

Councillor
Kevin Louey

Kevin has extensive experience across business, government and community sectors and spent seven years at the City of Melbourne as Chief of Staff to the former Lord Mayor John So, before joining as a Councillor in 2008.

Kevin is the Chair of the Prosperous City portfolio and the Deputy Chair of the Arts, Culture and Heritage portfolio. He is also the City of Melbourne's appointment to the following advisory committees: Enterprise Melbourne Pty Ltd and Business Partner Cities Network.

Kevin has been part of several City of Melbourne business missions, including visits to Osaka, Milan, Guangzhou, Tianjin, Beijing and Shanghai. In 2017, Kevin led City of Melbourne's first business mission to India. He has also represented the City of Melbourne at numerous Business Partner Cities Network roundtable meetings, the most recent being in 2017 meeting in Shanghai where the roundtable topic of discussion was trade facilitation in the Asia-Pacific region.

Having worked extensively in the China market, Kevin has a strong understanding of the cultural and business etiquette of operating successfully in China.



Councillor
Philip Le Liu

Philip Le Liu was elected as a Councillor in 2016 and chairs the International Engagement portfolio. As a local resident living and working within the heart of the CBD, Philip is driven to deliver results that the people of Melbourne expect from their Council.

An accomplished management consultant with over five years' experience at a top tier professional service firm, Philip uses his skills and expertise gained across various industries to help solve current and future issues. In addition, Philip has a deep knowledge of Asia, where he worked as a general manager for a non-profit youth organisation that promoted bilateral relations between Australia and China.

Philip's passion includes entrepreneurship, multiculturalism and international relations – especially in the area of international students, a group that he believes is an integral part of the Melbourne community.



Councillor
Susan Riley

Susan has extensive experience in local government having served three terms as Deputy Lord Mayor of Melbourne, including a term with former Lord Mayor John So. In 2001 Susan was the first female Deputy Lord Mayor of Melbourne, and was elected as a Councillor in 2017.

In 2015, Susan was recognised for her service to local government and received a Councillor Service Award through the Municipal Association of Victoria.

Susan is passionate about Melbourne and is a strong advocate for small business, women in business and community development. Susan is Portfolio Chair Small Business, Retail and Hospitality and Deputy Chair Prosperous City. These portfolios include key areas of startups and social investment.

In addition to experience in local government, Susan has enjoyed a distinguished career spanning more than 30 years in the publishing and media industry. She is a Director of a city-based publishing company, member of the Australian Intercultural Society Advisory Board, member of the RMIT University School of Fashion & Textiles Advisory Group, and a Director of Procurement Australia.



Chief Executive Officer
Ben Rimmer

Ben Rimmer is the CEO at the City of Melbourne. Ben was Associate Secretary in the Australian Government Department of Human Services in Canberra and also worked for the Department of the Prime Minister and Cabinet, the Victorian Department of Premier and Cabinet and was Project Leader in the Boston Consulting Group's London and Melbourne offices.

Ben has degrees in Arts and Law from the University of Melbourne and an MBA with distinction from the University of Oxford. In 2017, Ben was awarded a National Fellowship from the Institute of Public Administration Australia (IPAA). This honour was awarded in recognition of Ben's contribution to the public sector and is the highest accolade for IPAA members. He has previously been awarded Victorian Fellow (FIAA), Institute of Public Administration Australia - Victoria and in 2014 received the James Wolfensohn Public Services Scholarship to undertake executive education at Harvard University's John F Kennedy School of Government.

Ben is also Chair of the Australian Youth Orchestra Board and last year became an Advisory Board Member on the Melbourne Networked Society Institute (MNSI).



RENOWNED HEALTH AND LIFE SCIENCES INDUSTRIES

Melbourne is one of the leading health and life sciences centres in the world, with recognised medical research facilities, highly regarded public and private hospitals and key strengths in cancer treatment and research, stem cell research, clinical trials and medical devices.

Many Nobel Laureates in Physiology or Medicine have taught, studied or researched in Melbourne including Professor Elizabeth Blackburn, Professor Peter Doherty, Sir John Eccles, Sir Frank Macfarlane Burnet and Lord Howard Florey.

The city has been at the forefront of global health and medical breakthroughs for more than 50 years including:

- Portable ultrasound device, 2013
- First bionic eye, 2013
- Use of colony stimulating factors for cancer patients post chemotherapy, 1990
- First cochlear ear implant, 1978
- In-vitro fertilisation treatment, 1977

Melbourne's health and life sciences industry includes more than 950 organisations that employ around 36,000 people. The sector is worth \$22 billion and contributes \$15.5 billion to the local City of Melbourne economy.

Image: Andrew Yap (Medtasker) at Melbourne Health Accelerator, Royal Melbourne Hospital.
Photo: City of Melbourne / That Startup Show
Photographer: Wren Steiner

Global companies including GlaxoSmithKline, Catalent Pharma Solutions and Australia's own CSL have all recently expanded their Victorian facilities

Supported by 10 major biomedical research institutes and 10 major teaching hospitals, Melbourne's health and life sciences sector is home to highly skilled scientists, entrepreneurs, venture capitalists and a wide range of business support services. The city's research and tertiary education sector attracts the bulk of Australia's medical research funding totalling \$487 million per annum.

More than 40 per cent of Australian life science companies are based in Melbourne and many are partnering with multinational companies, such as Roche and Siemens Healthcare.

In 2016 Melbourne opened the new \$1 billion **Victorian Comprehensive Cancer Centre**, a state-of-the-art facility for cancer research, treatment, education and care that brings together world-recognised Peter MacCallum Cancer Centre, the University of Melbourne and other key partners. The centre is focusing on multi-disciplinary collaboration to translate key research findings into clinical practice.

Melbourne's key strengths

Melbourne is celebrated for its groundbreaking efforts in:

Stem cell research

Melbourne receives almost 60 per cent of Australia's research funding for regenerative medicine, with capabilities in stem cell trials and point-of-care diagnostics, and experience with the US Food and Drug Administration and European Medicines Agency. Top local companies include:

- **Mesoblast** – produces products for orthopaedic, cardiovascular and inflammatory diseases
- **PolyNovo Biomaterial** – recently developed a temporary lattice used prior to skin grafts
- **Cynata** – developing treatments for osteoarthritis, Crohn's disease and heart disease.

Melbourne is one of three global cities with two universities in the top 20 biomedical rankings

Cancer therapies

Melbourne is home to four leading cancer research and treatment centres, providing global research, treatment, education and patient care programs

- Peter MacCallum Cancer Centre
- Victorian Comprehensive Cancer Centre
- Olivia Newton-John Cancer Wellness & Research Centre
- Monash Partners Comprehensive Cancer Consortium.

Clinical trials

Melbourne has a well-deserved reputation for **efficient, high quality clinical trials**. The city is home to some of the world's best investigators, research infrastructure and a favourable regulatory pathway known as the Clinical Trial Notification Scheme. Companies undertaking clinical trials in Melbourne can apply to the Australian Government for a **45 per cent cash refund for eligible trials**. One of city's most impressive new companies is **Sienna Cancer Diagnostics** which produces inexpensive, high performing in-vitro diagnostic products for cancer patients.

Infectious diseases research

Melbourne is a global hub of immunology excellence, with around 4,700 researchers working in the public and private sector.

Recent local successes include the **Burnet Institute**, which has developed a finger prick test for quickly determining HIV related CD4+ T-cell levels and **GlaxoSmithKline**, which is working in partnership with Monash University and Belgian experts to test a new blow-fill-seal technology for manufacturing vaccines.

Neurosciences

Melbourne has extensive expertise in research and treatment of a wide range of neurological conditions, including being the only centre outside North America involved in the **Anti-Amyloid Treatment in Asymptomatic Alzheimer's study**, which is testing whether an anti-amyloid antibody can slow memory loss. Another Melbourne company, **SmartStent**, has developed a revolutionary stent-based electrode that can be implanted next to the brain to aid people with spinal cord injuries.

Aged care design

Melbourne provides world-class products, services and expertise to help countries around the world meet the challenges of an ageing population. The Australian aged care system is a **global benchmark for best practice**, thanks to strong government funding, robust accreditation and regulation, and a long history of cooperation between government, service providers and the community.

Medical devices

Victoria's medical devices sector, with around 1000 medtech companies, is backed by leading research institutes and strong government support. Local successes include **Dorsavi**, which recently developed a wearable sensor system for measuring movement, posture and muscle activity. Another innovative device is **Penthrox**, developed by Medical Developments International, a non-addictive emergency pain relief system. Equally impressive is a technology to monitor the immune responses of cancer patients, developed by **GMDx Co**, to help personalise treatment plans.

Leading medical research institutes in Melbourne include:

Walter and Eliza Hall Institute – Australia's oldest and premier medical research institute.

Murdoch Children's Research Institute – world's third-largest paediatric research institute.

Florey Institute of Neuroscience and Mental Health – world leading neuroscience institute.

Baker Heart and Diabetes Institute – internationally renowned research centre for diabetes and cardiovascular disease.

Bionics Institute – independent research institute focussed on neural prostheses.

Centre for Eye Research Australia – key research centre on eye diseases that cause vision loss.

St Vincent's Institute of Medical Research – research centre for common diseases with serious health impacts.

National Centre of Excellence in Youth Mental Health – world leading mental health research centre.

Biomedical Research Victoria – facilitates collaborations between Victoria's universities, research institutes, academics and hospitals.

The Peter Doherty Institute for Infection and Immunity – renowned infection diseases research and reference laboratory.

WHO Collaborating Centre for Reference and Research on Influenza – part of the World Health Organization's global surveillance and response system, that monitors changes in the influenza virus.



EXCITING STARTUP AND INNOVATION CULTURE

City of Melbourne has been helping innovators and entrepreneurs realise their dreams of starting, growing and going global for decades.

Startups are major contributors to job creation, investment and economic growth around the world and lie at the heart of Melbourne's \$59 billion knowledge sector.

The jobs created by startups are no ordinary jobs – instead they contribute to the ideas, skills and strengths that cities need to remain competitive as traditional jobs face disruption from automation and the changing nature of work.

Between 2004 and 2011 startups created more than 1.2 million new jobs in Australia, and contributed \$164 billion to the national economy

Helping startups reach their goals

To realise its vision of being the number one destination for startups to 'start, grow and go global' across Australia and Asia, City of Melbourne has launched its **Startup Action Plan 2017-21**.

This plan builds on council's existing services and commitments through 12 targeted actions that support startups through the five life stages of 'welcome, found, funding, growth and go global'. The 12 actions are covered under the following four themes:

- Sustainable growth: Services to help businesses attract talent, investment and customers
- Places for innovation: Open and accessible places for community innovation
- Inclusive and collaborative culture: Programs that support collaboration
- Adaptive governance: Access to key data, resources and business opportunities.

City of Melbourne has also partnered with local talk show That Startup Show to establish a new **Startup Photo Library** of stock images, videos, stories and data, which the city's entrepreneurial community can contribute to and access to showcase Melbourne's startup community.

Image: Georgia Beattie and Mei Chan (Startup Victoria) at Gravity Coworking Melbourne.

Photo: City of Melbourne / That Startup Show
Photographer: Wren Steiner

Melbourne's key strengths

Melbourne's startup community benefits from:

Co-working spaces, incubators and accelerator programs

City of Melbourne is the startup capital of Australia, with over 83 per cent of all businesses in the municipality being small businesses.

Facing many hurdles their first few years, startups often welcome the opportunity to be part of a co-working space where they can minimise initial rent and fitout costs and collaborate with other businesses in their field.

There are 33 co-working spaces and five incubators and accelerator programs located in City of Melbourne. Each offers flexible desk and office space for a range of entrepreneurs from not-for-profits, social entrepreneurs and technology freelancers to sustainability businesses and health and life sciences entrepreneurs.

Melbourne Health Accelerator program

The Melbourne Health Accelerator program, embedded at The Royal Melbourne Hospital, is Australia's first 'in-situ' hospital accelerator that gives innovative startups the opportunity to access world-class health providers while empowering clinicians and researchers to collaborate on potential advances in treatment and care.

The program is delivered in partnership with the Health Roundtable, a network of 160 Australian and New Zealand hospitals, which provides startups with a unique insight into the challenges of the healthcare sector as well as opportunities to have their innovations validated, tested and potentially accelerated across the sector.

Melbourne Innovation Districts

City of Melbourne has partnered with the University of Melbourne and RMIT University to create Melbourne Innovation Districts, a plan to drive investment in the knowledge economy by initially creating an 'urban innovation district' just north of Melbourne's central business district.

This area is already home to 21 per cent of Melbourne's knowledge sector jobs and features the central campuses of RMIT and the University of Melbourne. The aim is to attract more small businesses, startups and social enterprises to the area and provide more opportunities for Melbourne's knowledge workers, researchers and students.

Supporting innovative business to take the next step

Helping passionate businesses realise their dreams and reach new markets is the primary aim of City of Melbourne's small business grants program.

The program provides financial assistance to forward-thinking small businesses located or intending to locate in Melbourne, including startups and established businesses from any sector.

Since 1996 City of Melbourne has provided \$8 million worth of grants to over 360 businesses, many of whom have taken their ideas to the next level and achieved local and international success.

Melbourne Knowledge Week

First staged in 2010, Melbourne Knowledge Week is now a premier annual event that showcases innovative, knowledge-based projects undertaken by Melbourne organisations and businesses.

In 2017 Melbourne Knowledge Week presented 90 events over seven days, with input from 57 dedicated programming partners. Audiences of over 13,000 people explored the creativity and technology behind these extraordinary innovations. Taking place in May each year the event includes an exciting program of activities focussed on connecting people, place, research and technology to imagine the city of the future.

Jiangsu-Victoria Innovation and Research Centre

Jiangsu-Victoria Innovation and Research Centre in Melbourne offers local start-ups the opportunity to hone and accelerate their innovations with support to enter the Chinese market.

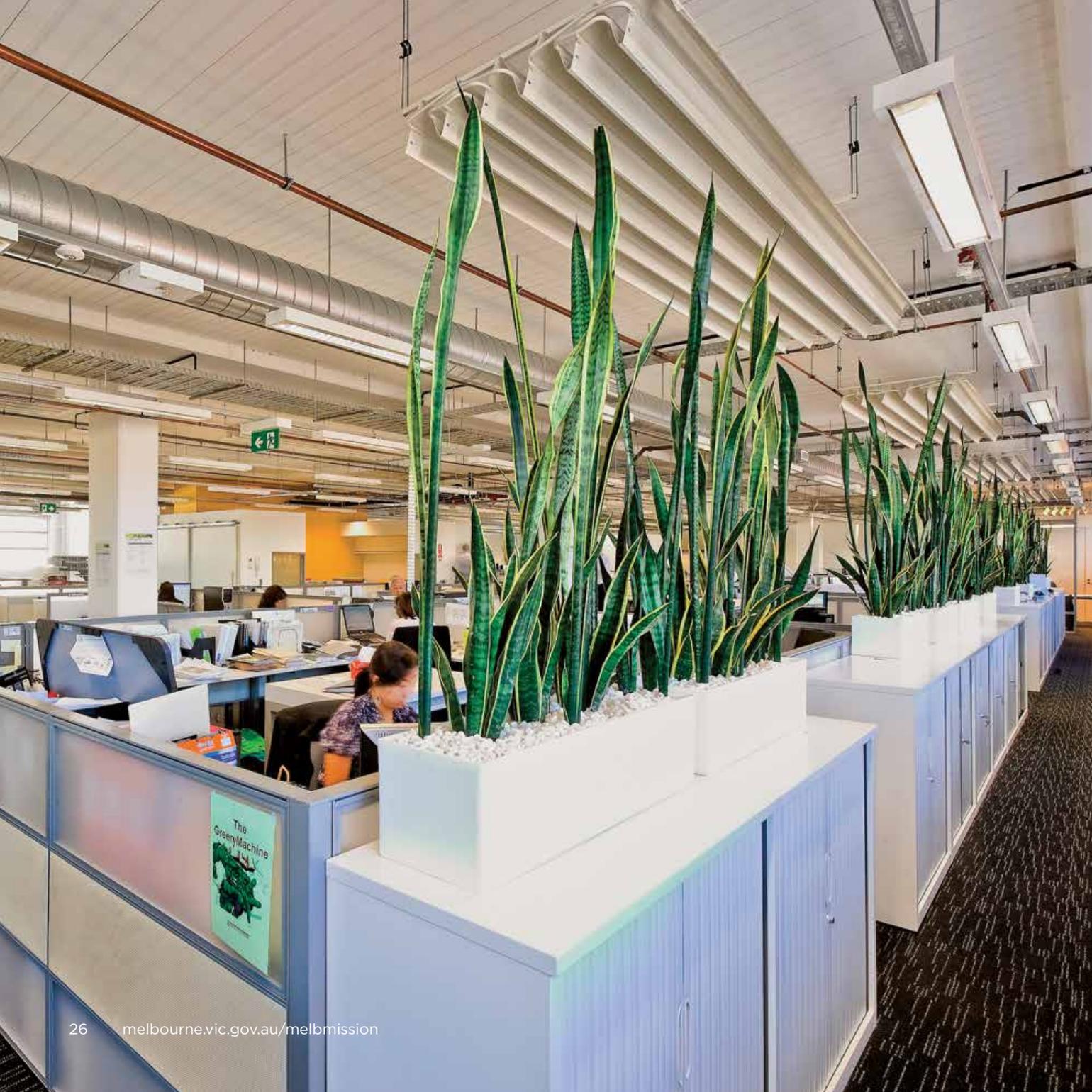
The centre is a collaboration between City of Melbourne, the Victorian Government, the Australia China Association of Scientists and Entrepreneurs (ACASE), RMIT University and the University of Melbourne. Suzhou High-Tech Venture Capital Group has provided significant funds to run the centre and support project development over the next three years.

The Centre will provide Melbourne startups with access to coaching, market information and entrepreneurial guidance, linking their ideas with universities, research institutes and the Chinese-based Suzhou accelerator space to expand their reach into Asia.

StartSpace at State Library Victoria

Thanks to a \$2 million donation from local philanthropist and businesswoman, Christine Christian, Melbourne's State Library has launched StartSpace, a dedicated area in the library for early-stage entrepreneurs and startup founders.

StartSpace has a two tiered approach to help startups at different stages, transform business ideas from concept to reality. The first space is free for anyone to use and provides users with resources, services, programs and mentors, while the second is a premium paid offer, with access to cutting edge technology, social space and member events. The StartSpace Network will provide dedicated co-working facilities with exceptional design standards and capacity for 1400 entrepreneurs.



LEADING SUSTAINABLE DEVELOPMENT PARTNER

As a creative, highly innovative city, Melbourne is continually growing and changing.

An important part of securing the city's future involves sustainable urban development, which involves the design of buildings, spaces and landscapes, and the establishment of frameworks and processes, to preserve Melbourne's liveability for future generations.

More than one million people will visit central Melbourne every day by 2022 and 1.4 million by 2036

Melbourne's architects, planners, engineers and landscape designers contribute to major projects locally and internationally. They help Melbourne and other cities plan for and manage the challenges and opportunities posed by housing density, safety, building and urban renewal. Many of these projects have been in major cities facing growing population and increasing economic activity.

Melbourne's key strengths

Melbourne is respected worldwide for its knowledge and leadership in:

Sustainable design and development

Melbourne has substantial intellectual property and vast knowledge in sustainable urban design, development and clean water management. City of Melbourne has led by example for well over a decade through green building projects such as **Council House 2** which opened in 2006 and was the first building in Australia to be awarded a six star Green Star rating.

Council has also been at the forefront of retrofitting existing commercial buildings through its **1200 Buildings Program**. As a result of this program of incentives and professional expertise, more than two thirds of city office buildings have been upgraded.

The 1200 Buildings Program received the inaugural C40 and Siemens City Climate Leadership Award in 2013

Another example of Melbourne's sustainable urban design credentials is the **Library at The Dock**, opened in 2014, which is Australia's most sustainable public building. Made from engineered timber and reclaimed hardwood, known as cross laminated timber, the structure is 30 per cent lighter than a traditional building of the same size in order to preserve the 75-year old wharf on which it stands. Cross laminated timber is also carbon neutral, requires less energy to heat and cool and generates zero waste.

Clean water management

Melbourne's history of water scarcity has driven world-leading capabilities in water treatment design and technology.

The city is preparing for the future by investing in a range of sustainable initiatives including water recycling and stormwater harvesting. Underground stormwater tanks have been installed in several locations to collect water and feed the trees, gardens and sports grounds for which Melbourne is famous for. They also serve to minimise flooding during heavy rainfall.

Water sensitive urban design guidelines help minimise the environmental impacts of rapid growth. Melbourne's best engineering minds skilfully manage the growing demand for water and the potential risk of polluted water bodies.

Renewable energy

A group of 14 top universities, cultural institutions, corporations and councils in Melbourne have joined forces to source energy from a new 80 megawatt wind farm near Ararat in regional Victoria.

Called the Melbourne Renewable Energy Project, the project will power the equivalent of 17,000 households for a year and abate around 96,000 tonnes of greenhouse gas emissions – similar to taking 22,000 cars off the road. The model can be replicated all over Australia and internationally.

Preserving and protecting a Melbourne icon

The Queen Victoria Market is one of Melbourne's oldest open air markets. Attracting more than 10 million visitors each year, the market offers a diverse range of fresh produce, specialty merchandise and hospitality.

To secure the future of this landmark, City of Melbourne have embarked on a \$250 million program of restoration and renewal, ensuring the market remains forever part of Melbourne.

The Queen Victoria Market Precinct Renewal program is committed to sustainability, focusing on achieving zero net emissions, zero waste, climate resilience and economic and social sustainability. The program has been awarded a 6 Star - Green Star Communities rating by the Green Building Council of Australia.

The renewal program will ensure better protection from the impacts of extreme weather so traders, visitors and the local community can enjoy an even better open-air market experience.

Traders will have more sustainable facilities, improving business operation and viability while reducing the market precinct's overall environmental footprint. Other initiatives include on-site organic waste recycling facility, solar power and stormwater harvesting.

A focus on climate resilience will see the current car park transformed into 1.5 hectares of new open space with trees and water sensitive urban design to cool the precinct and create a new space for all Melburnians to enjoy.

As the market celebrates 140 years, the renewal has a unique opportunity to lead change in the community and help the city tackle sustainability challenges.





GLOBAL AVIATION SUPPLIER

Within a few short years of the world's first motorised flight in 1903, Australia had enthusiastically embraced air travel due to its geographic size, vast interior and considerable distance from its trading partners.

Today the nation's aviation sector is internationally respected for civil aviation safety, security and environmental sustainability. It is also competitive and technically sophisticated, with growing trade relationships in Europe, the USA, India, China and south-east Asia.

Victoria has a proud history of excellence in the aerospace and aviation industries. Centred on Melbourne, these industries employ more than 22,000 people across 500 organisations. Many of these businesses are fully integrated into global supply chains, providing innovative and competitive solutions for the **world's leading aircraft manufacturers and commercial airlines**.

Melbourne's key strengths

Melbourne is well serviced by four major airports.

Melbourne Airport is Australia's second largest airport, with approximately 35 million passenger movements in 2016-17. Avalon, Essendon and Moorabbin airports play a key supporting role providing domestic travel, air freight, international corporate and general aviation services.

All airports have access to ample land, freight logistics as well as maintenance, repair and overhaul infrastructure.

Airport design and master planning

With its broad skill base, experienced suppliers and strong regulatory environment, Melbourne has much to offer China in airport design and construction.

One of the city's leading aviation and airport consultancies, **Airbiz Aviation Strategies**, provides expertise for major airport developments around the world. The company has completed projects in over 40 countries and earns more than half its income from international contracts.

Airbiz's expertise includes **strategic planning for airport master plans, feasibility studies and terminal and airfield simulations**. The company recently played a key role in the new \$3 billion Calgary International Airport in Canada and is currently working on terminal planning projects in Brussels and Botswana.

Innovative research and development in aircraft components

Melbourne is a hub for many leading research and development organisations that produce key technologies and components for aerospace, commercial and general aviation.

Australia's Commonwealth Scientific and Industrial Research Organisation (CSIRO), Deakin University, RMIT University and Swinburne University of Technology are currently working with precision engineering firms such as **Marand Precision and Furnace Engineering** on new technologies and processes for international aircraft companies such as Boeing and Airbus. Capabilities include innovative aircraft and component design, modelling, simulation, advanced materials and processes, advanced manufacturing, testing and certification.

Through organisations such as **Carbon Nexus** and the **Australian Future Fibre Research and Innovation Centre**, Melbourne is also at the centre of Victoria's low cost, high performance carbon fibre solutions for the aviation industry.

Air traffic management and safety

Melbourne is home to many local and international developers of air traffic management technology, air navigation aids, air traffic control tower systems, meteorological systems, and aviation communications and data systems.

The Australian Government organisation responsible for the safety of Australia's air transport system, **Airservices Australia** has one of its two air traffic services centres at Melbourne Airport.

Australia manages 11 per cent of the world's airspace and makes a vital contribution to international air safety

Thales Australia has its Air Traffic Research facility located in Melbourne while the **Centre for Advanced Studies in Air Traffic Management** is focused on developing the next generation air traffic management technologies for the world market.

Melbourne has much to offer China, particularly in airspace situation awareness procedures for high altitude commercial aviation and the rapidly emerging low altitude general aviation sector.

Aviation emergency search and rescue operations

In Australia, individual state governments are responsible for responding to emergencies within their jurisdictions including land and sea. Victoria's **Emergency Management Centre** is located in Melbourne, along with the majority of Victoria's police aviation search and rescue, aeromedical and aerial firefighting operations.

The Victorian Government subcontracts to a number of accredited Melbourne-based, not-for-profit and private organisations to supply specialised aircraft, professional and technical personnel, specialised training, and safe and responsive emergency response operations.

Microflight Helicopter Services, a private company operating from Melbourne's Moorabbin Airport, has a specialised fleet that can respond rapidly to fire events, both in and out of Victoria's designated fire season.

In addition to its firefighting activities, the company provides aerial surveillance and situation awareness services, fire attack supervision, aerial cranes, aerial drip-torch and incendiary dropping expertise for fuel reduction. It also operates Victoria's **Westpac Lifesaver Rescue Helicopters**.

Aerospace and aviation personnel training

Melbourne has longstanding expertise and internationally recognised standards for pilot training and in aerospace engineering, air traffic management, and aircraft maintenance repair and overhaul.

Victoria's geography and location is ideal for **pilot and air skills training**. With strong inward investment in the sector, **Moorabbin Airport** is one of the largest aviation education facilities in the world. More than 800 students are trained at the airport every year by 400 flight training instructors, with around 30 per cent of students from countries such as China, India, Singapore Sri Lanka and Malaysia.

Both **RMIT University** and **Swinburne University of Technology** offer undergraduate and post graduate training in aerospace and aviation disciplines. RMIT has extensive capability in composite aircraft structures research while Swinburne has leading capability in composite manufacturing, testing and repair, aircraft composite design, advanced materials manufacturing, and human factors and safety assessment. **Monash University** and training provider **LifeFlight** also offer recognised courses for emergency aeromedical health practitioners.

Training in airport infrastructure maintenance

Melbourne has a number of internationally accredited companies that specialise in training for maintenance, repair and overhaul of airport terminal infrastructure.

Two of these firms are **ACS Aviation Solutions** and **Aviation Australia**. ACS Aviation Solutions, uses ISO 9001 compliant quality management systems and is accredited by the International Air Transport Association (IATA) as a consulting, auditing and training organisation for the IATA Operational Safety Audit (IOSA) and the IATA Safety Audit for Ground Operations (ISAGO). Aviation Australia's Melbourne facility, located at Essendon Airport, delivers high quality aircraft engineering and cabin crew training.

Monash prints components for China's new jetliner

Monash University is using its leadership in 3D printing in metal to help China with its ambitious plans to manufacture advanced aircraft.

In early May 2017 China's new jetliner, the Comac C919, made its first flight. A few weeks later in Shanghai, Monash Professor Frieder Seible, in the presence of the Premier of Victoria, the Hon Daniel Andrews MP, and senior representatives from the Commercial Aircraft Corporation of China (COMAC) signed a memorandum of understanding (MOU) covering knowledge exchange and collaborative research in 3D printing technology, material analysis and treatment.

In 2015, Monash and its spin-off company Amaero Engineering demonstrated their mastery of metal printing when they presented the world's first printed jet engine at the Melbourne International Airshow.

Two years later they revealed a large door hinge printed for COMAC. The aluminium hinge weighs 11kg and is 40 by 80 by 39cm in size. It is the largest powder bed 3D printed metal aerospace component printed to date.

The terms of the MOU include post graduate training at Monash University for COMAC executives, the hosting of visiting scholars and direct international industry experience for Monash engineering students.

CONTACT DETAILS

For over 40 years, City of Melbourne has developed valued relationships with six sister cities around the world, especially with our sister city Tianjin as well as other important international alliances and cooperative agreements.

We use partnerships with Victorian and Australian governments, business organisations and international partners to advance our international business activities that increase exports and inwards investment in Melbourne's key industry sectors.

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Melbourne Office Tianjin

The Melbourne Office Tianjin works to facilitate business between the two cities, through its expertise and strong networks with government officials and senior business executives. The office provides a number of business services.

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