

PRESENTATIO

Transforming North East Melbourne in preparation for 21st Century challenges:

LaTrobe Uni harnessing global employment and innovation clusters

TEMC 2019

La Trobe University as a catalyst for Transformation

REINVIGORATED PRECINCT, A CATALYST FOR URBAN REGENERATION

TEMC 2019



STRUCTURE/CONTENT

- 4th Industrial Revolution: moving beyond research
- Employment & Innovation Clusters (EIC): why now, why LaTrobe?
- Making innovation tangible: "don't tell me show me"
- Who can we learn from?: component parts of the LaTrobe EIC
- Building the Investment Logic: setting targets, measuring success
- LaTrobe in the 2020's: critical sub-regional innovator/ developer

"Australia, often listed as one of the leaders in innovation... has steadily decreased [its growth in commercialisation performance] for a number of years at a rate of 0.2 percent a year. [Despite being] highly positioned in innovation indices... in reality [Australia] lags behind on commercialisation and innovation."

(Source: Brookings Institution, January 2018)





Embracing the 4th Industrial Revolution

- In a period of **rapid technological disruption**, we must capitalise on the opportunities presented by the 4th Industrial Revolution
- Population growth means that we need to rethink how our cities are developed
- We must establish a vision for a successful, growing economy founded on innovation
- Employment and Innovation Clusters will drive the next wave of jobs for Melburnians, enabling us to compete with the world's global powerhouses

LaTrobe's Regional Advantage Bloomberg 2018 Innovation Index

Singapore, ranked 3rd

- Top 5 for: Tertiary efficiency and Manufactur'ing Value Add
- Top 10 for: Researcher concentration

Australia, ranked 18th

- 3rd over all for; Researcher concentration
- Outside top 20 for; Manufacturing Value Add and Patent Activity

(Source: Bloomberg 2018 Innovation Index, January 2018)

LaTrobe's Regional Advantage (concentration, focus) Key differences in Australian Innovation Ecosystem

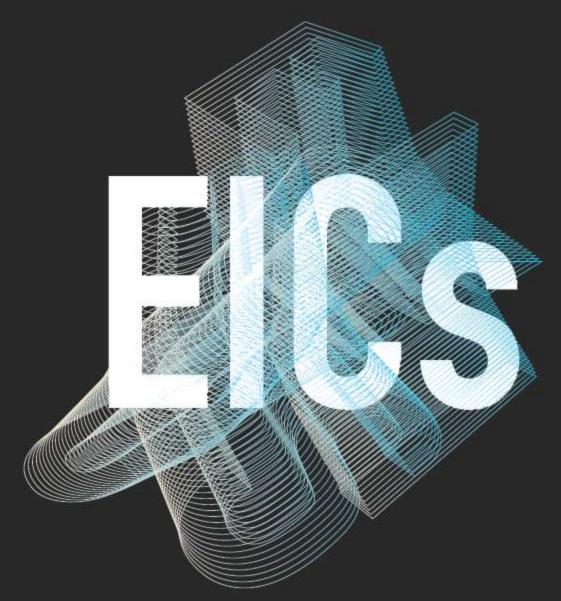
Advantages

- Clear governance models an advantage in Australia
- Regional Coordination greater opportunity in Australia
- Focus on quality not quantity our competitive advantage

Disadvantages

- Philanthropic investment our system does not include this aspect
- Risk adverse entrepreneurship a cultural trait
- Public Vs Private and the lack of trust co-financing difficult

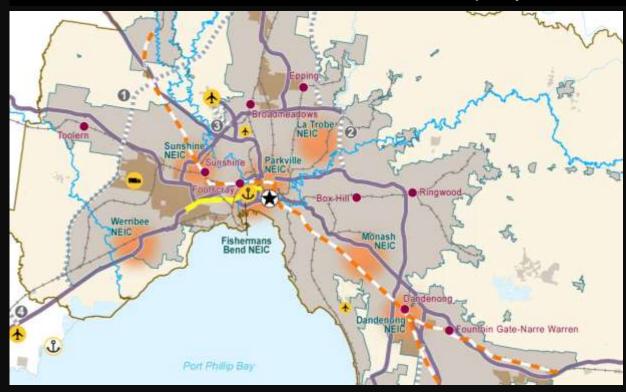




AN AECOM BRILLIANT CITIES REPORT

TRANSFORMING
MELBOURNE AND VICTORIA
WITH EMPLOYMENT AND
INNOVATION CLUSTERS (EICs)

I PLAN MELBOURNE: National Employment & Innovation Cluster





Plan Melbourne Map 3: Jobs and Investment

Plan Melbourne Map 9: La Trobe National Employment and Innovation Cluster

- / The LaTrobe University Campus is one of five major Employment and Innovation Clusters located outside of the CBD
- / The primary role of an EIC is to provide a focus for high value employment, public and private investment in property, transit and social infrastructure

LaTrobe University EIC: a catalyst for north-eastern Melbourne

Fulfil the bi-partisan aspiration of a National Employment and Innovation Cluster

Develop a viable scheme for 120,000 jobs

Provide a globally significant/ commercially viable Innovation Precinct

Identify the 'program' for a two decade long development project

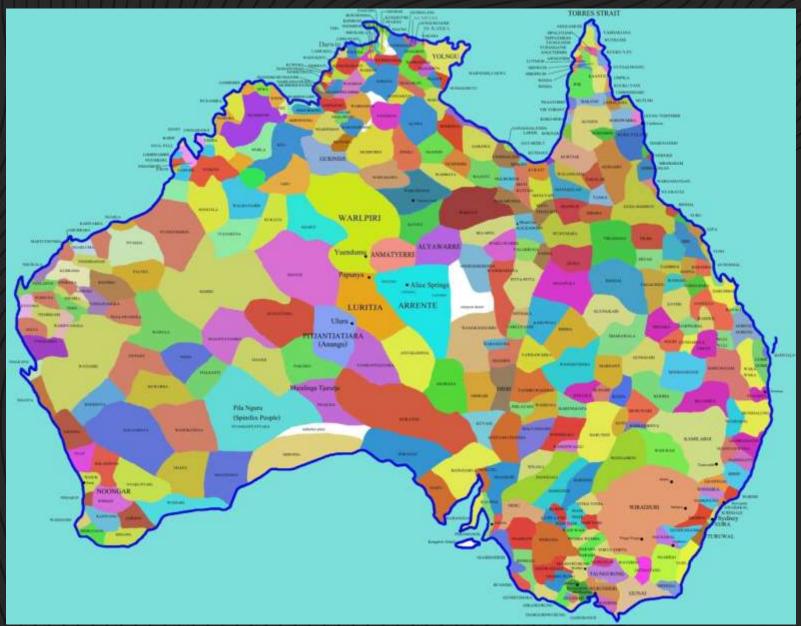
Set a tangible framework for significant property uplift attracting private investment

Coordinate infrastructure investment in synch with expected demand



Making innovation tangible: "don't tell me show me"

Australian Indigenous Language Groups



Note to self: 50words.online

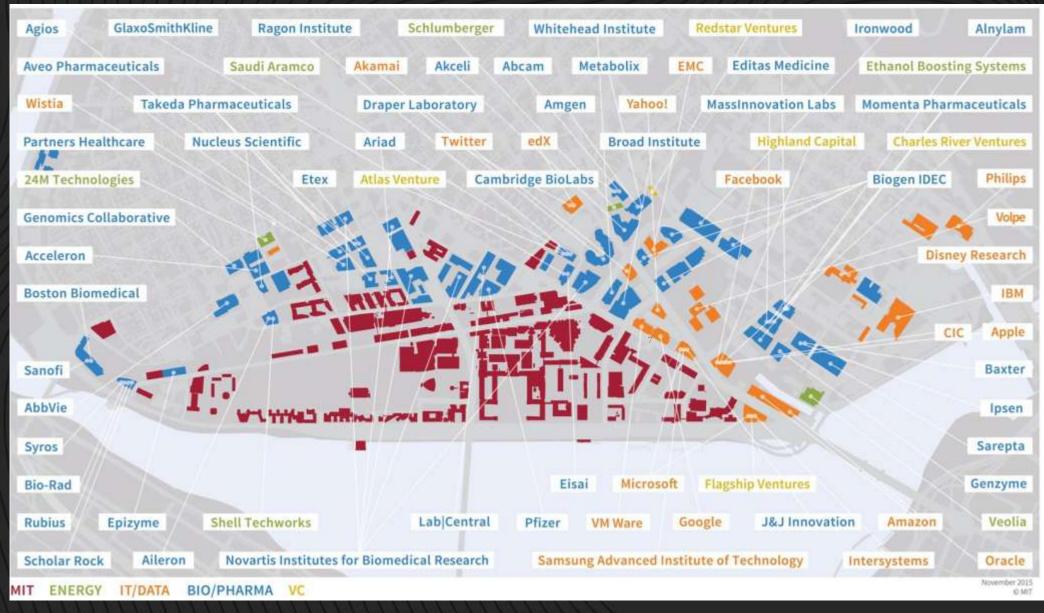
ABC On-Line digital resource/ maps Indigenous Language Groups (AIATSIS)

LONDON Social & Functional Analysis



London Social & Functional Analysis map from County of London Plan 1943 by Abercrombie and Forshaw

KENDAL SQ/ MIT Innovation District





Who can we learn from: the critical parts of a LaTrobe EIC



KENDALL SQUARE MASSACHUSETTS

A 4HA award-winning, master-planned development of office and lab space, apartments restaurants, and retail shopping linked together by 2.5 acres of open space.

GOVERNMENT MAKES THE FIRST MOVE (91)



 MIT has a strong relationship with the local government and surrounding innovation industries and continues to contribute significantly in the growth of the precinct

STRATEGIC ANCHOR TENANTS ARE FOSTERED (02)

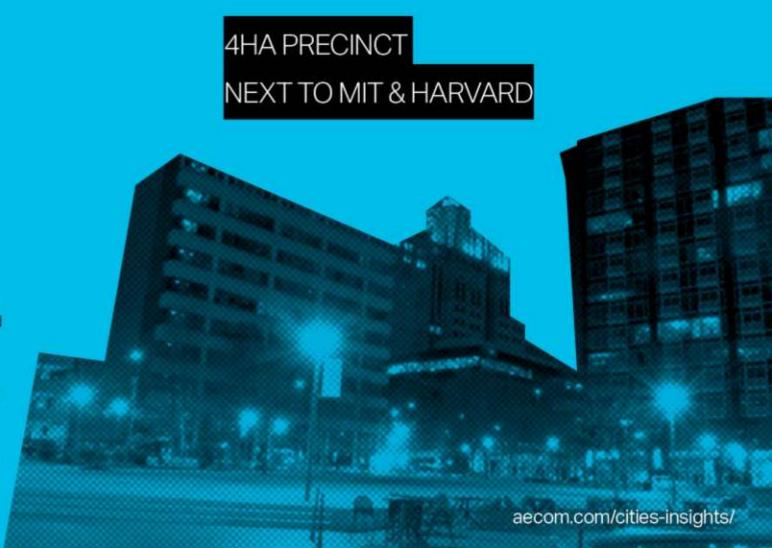


. The precinct contains a dynamic range of uses including housing, research, retail, innovation, open space and cultural spaces. MIT plans to convert five of its parking lots into mixed use clusters of activity

LOCAL COMMUNITY IS NURTURED (04)



· Precinct planning relied on collaborating closely with MIT, the community and other stakeholders. The precinct integrates strong public realm elements including an ice skating rink. plazas and use of the waterfront location.



"INNOVATION IS A COLLISION SPORT."

DIRECTOR, CITIES AT AECOM AUSTRALIA AND NEW ZEALAND

THE UNIVERSITY OF SHEFFIELD

ADVANCED MANUFACTURING RESEARCH CENTRE

TIMELINE

2001 Founded as a collaboration between the University of Sheffield and Boeing

2010 McLaren Automotive opening to create more than 200 jobs

2013 () Intake of first students

2019 Partnership with RMIT to exchange expertise across advanced manufacturing and engineering (reciprocal visits by academics to commence in 2019)

EXISTING TRANSPORT CONNECTIONS

- . Motorway: just off J33 and M1
- Taxi: 15mins from Sheffield or Rotherham Railway Station
- Bus: TM Travel, route A1 between Sheffield and Rotherham
- Cycle: Bike & Go from University of Sheffield



500 EMPLOYEES

PLAN TO CREATE 1,800 JOBS

40 HA OF LAND





TRANSIT

Through Precinct

- △ Bicycle path along main street (Brunel Way)
- △ Footpaths throughout precinct

To and Between EIC's

- Motorways provide the most direct transport routes
- Multiple transfers required via public transport, two bus routes serve the AMRC
- Cycle to the AMRC from Sheffield University and Meadowhall



MACQUARIE PARK INNOVATION DISTRICT

SYDNEY

TIMELINE

3 railway stations: Macquarie Park, Macquarie University, and North Ryde

2016 Macquarie Park transformed into an innovation district as part of a multi milliondollar redevelopment plan to attract more start-ups and entrepreneurs



TRANSIT

Through Precinct

∇ Footpath and off-road shared paths to cycle through precinct

To and Between EIC's

- △ Off-road shared paths connect to Shrimptons Creek Cycleway, Trafalgar Link, Waterloo, Culloden & Talavera Roads, & Lower North Shore Cycleway
- △ Rideshare companies and incentives
- △ On-demand public transport to surrounding suburbs
- △ Two Metro stations to connect to CBD. and Rouse Hill

Connected to the M2 toll road



TARGETS

- . Growth target to become the 4th largest business district in Australia
- 2007 Workers Growth Forecast

2004	2014	2024	2034
40,000	47,500	55,000	62,500

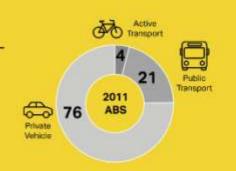
Current Job Target

2016	2036 Baseline	2036 Higher
Estimate	Targets	Targets
58.500	73.000	79.000

TRANSIT MODES

- Keoride: On-Demand Public Transport
- · Higher Frequency Metro Bus services, and future light rail corridor
- · CoHop: Rideshare
- · Bus Priority Infrastructure Program
- Sydney Metro Northwest
- · Lime: Electric Scooters

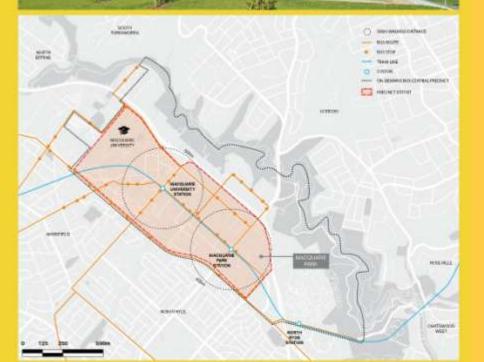
GoGet: Car Share





Journey To Work Modal Share

(City of Ryde Integrated Transport Strategy 2016-2031)





Building the investment logic: setting targets, measuring success



The EIC Index GOVERNANCE + COLLABORATION

Attracting investment and commercialisation

Clear delivery models (across three tiers of government)

Research, networking and collaboration

Global relevance and connectivity

Presence of anchor institution or tenant

High-profile champion

THE PHYSICAL CLUSTER

Digital connectivity

Mass-transit connection

internal transit system (active and passive)

Built form promoting activation of the public realm

Demonstrations of design innovation

Affordability and variety of commercial and residential property options

RESILIENT SYSTEMS

Investment balance and commercialisation

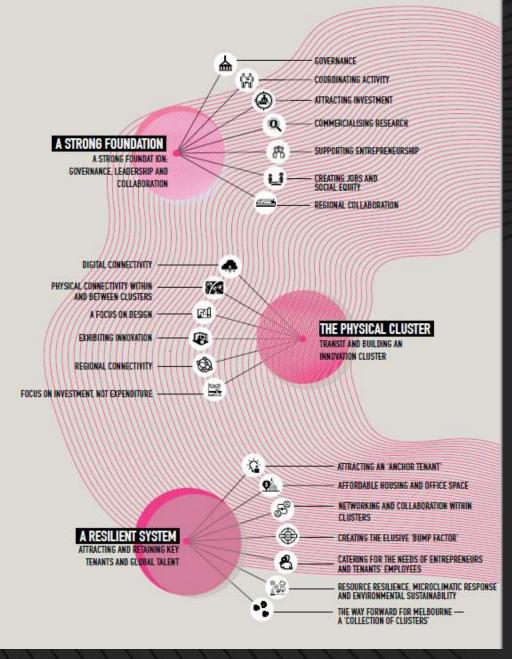
Clear delivery models (across three tiers of government)

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The LaTrobe University Employment & Innovation Cluster

The cluster includes a number of significant employment activities (such as La Trobe University and its industrial surrounds, the Northland Shopping Centre and the Austin Biomedical Alliance Precinct) as well as a concentration of other health, research, commercial and retail activities in and around the Heidelberg Major Activity Centre.

A STRONG FOUNDATION: GOVERNANCE, LEADERSHIP AND COLLABORATION

Strong leadership from the University, Council and local business

Emerging collaboration need with Suburban Rail Loop and other infrastructure invetments

THE PHYSICAL CLUSTER:

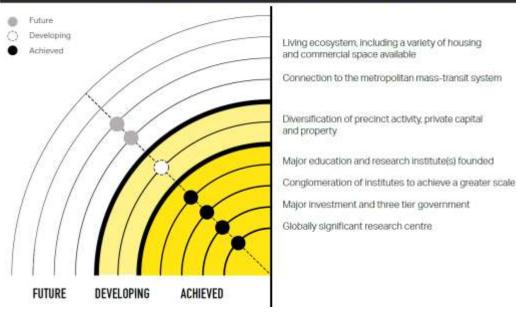
TRANSIT AND BUILDING AN INNOVATION CLUSTER

Land rich,

Lack of internal and external connectivity, isolated from other Clusters

AARNET (strong digital connectivity) connectivity

EVOLUTION TIMELINE How the cluster has matured and an indication of its next critical steps



A RESILIENT SYSTEM:

ATTRACTING AND RETAINING KEY TENANTS AND GLOBAL TALENT

Strong presence of key research groups on site

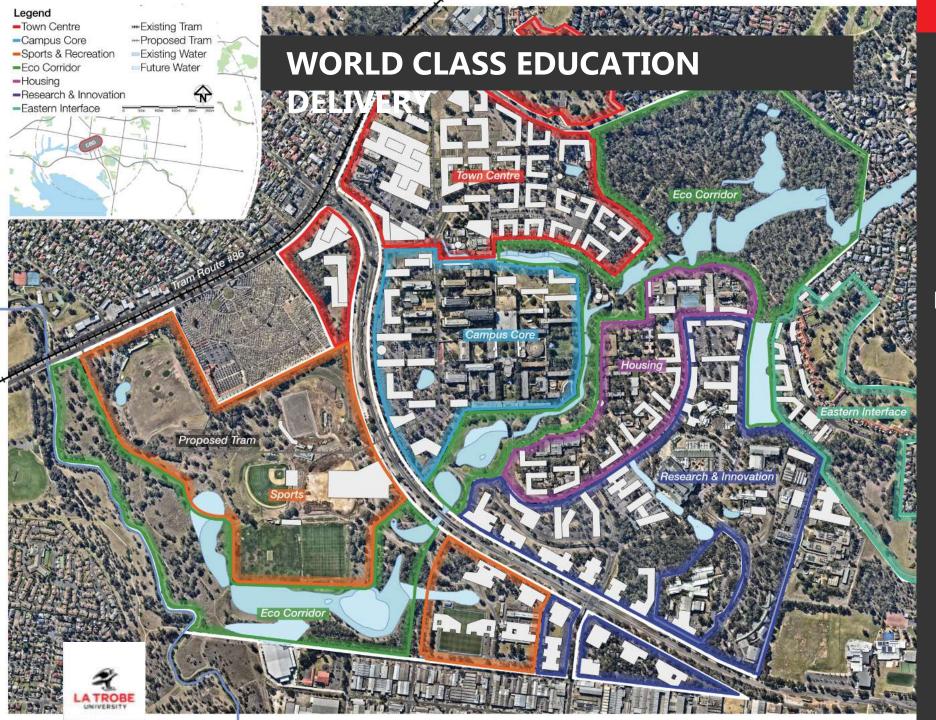
Strong interest by industry for colocation with university researchers

University focus on attracting investment with State Government



LaTrobe University in 2020: critical sub-regional innovator/ developer





EDUCATION FACILITIES for 40,000+ students

SPORTS PARK

HEALTH AND WELLBEING HUE

STUDENT AND PRIVATE ACCOMMODATION

RESEARCH AND INNOVATION PRECINCT

COMMERCIAL & CULTURAL TOWN CENTRE

ECO-CORRIDOR





20 000+ NEW JOBS

+12 000 new residents, +15 000 students & +10 000 visitors to La Trobe Sports Park every week

3 000+ JOBS per annum from CONSTRUCTION alone

\$3.5 BILLION+ GRP for northern suburbs over 10 years



\$5 BILLION

INVESTMENT OVER 10 YEARS

Private Sector



\$3 billion

La Trobe



\$1.4 Billion + 3-400M land value for >120 ha land

Government



\$300 million for community infrastructure including transport



HEALTH AND WELLBEING



STAGE ONE: Partnership with HEALTHSCOPE

- **EXPANDED PRIVATE HOSPITAL** with a focus on mental health and sub-acute services (which could see a doubling of the existing in-patient bed capacity within the next 2 years)
- A **NEW STRATEGIC PARTNERSHIP WITH HEALTHSCOPE** offering opportunities for clinical placements, research and training

STAGE TWO:

 AGED CARE FACILITY, additional CHILD CARE, PRIMARY HEALTH CARE CLINIC

IMPACT

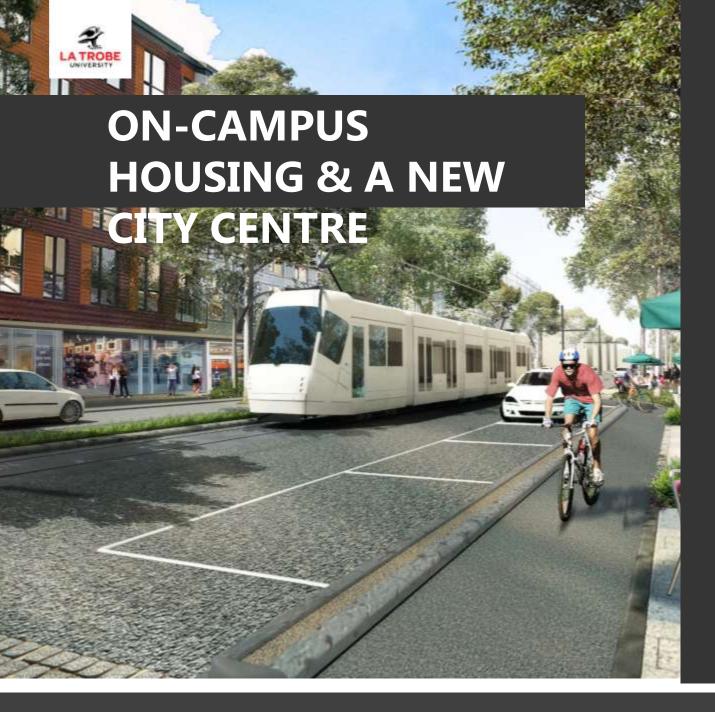
- IMPROVED HEALTH SERVICES for staff, students and the growing population in Melbourne's north
- Well over 500 ONGOING JOBS for medical





- Focus on LTU's world-class expertise in
 - Agri-science & Food
 - Health & wellness
 - Enabling digital technology
- Strong partnership with Government and
 Industry to attract key partners and businesses

IMPACT: Economic and jobs growth; Innovation, student employability; new courses and education; increase research capability and reach



- HOUSING options for a community of at least 12,000 residents:
 - 4,500 students & staff
 - 8,000+ private residents
- Initial La Trobe investment of \$100 million for 600 additional student beds on campus
- CREATING A NEW CITY CENTRE FOR MELBOURNE'S NORTH connected by better high frequency transport links
- **PRIVATE INVESTMENT** for 120 000m² of new retail, entertainment, office, health and research space



WORLD-CLASS SPORTS PARK



- \$70m invested by La Trobe and \$5m from Banyule City Council for Stages 1 and 2 of \$150m project
- State-of-the-art facilities attracting
 10 000 COMMUNITY MEMBERS EVERY
 WEEK
- WORLD-CLASS COMPLEX combining sector leading research and teaching with community and elite participation
- Host to NATIONAL, STATE AND LOCAL SPORTS BODIES
- Providing some of the best facilities to PROMOTE WOMEN'S SPORTS in Victoria



NANGAK TAMBOREE



- PROVIDING AN ECO CORRIDOR for the whole community by increasing access to our native parklands and waterways
- Supporting a stunning WILDLIFE SANCTUARY
- CREATING A 2KM ENVIRONMENTAL CONNECTION AND TRAIL through our campus
- Boosting biodiversity and ecology networks
- Improving local and regional stormwater quality and management





Thank you