

Report to the Future Melbourne (Knowledge City) Committee

Agenda item 6.6

Post travel report by Councillor Jackie Watts: Intelligent Community Forum Global Summit, London, June 2018

7 August 2018

Presenter: Michelle Fitzgerald, Chief Digital Officer and Manager Smart City Office

Purpose and background

1. To report to the Future Melbourne Committee on travel undertaken by Councillor Jackie Watts to London to participate in the Intelligent Community Forum (ICF) Global Summit from 4 to 6 June 2018.
2. The Council on 15 May 2018 approved participation by Councillor Watts in the ICF Global Summit to represent Melbourne, which had been named winner of the 2017 Intelligent Community of the Year award by ICF.

Key issues

3. Councillor Watts' travel to London included the following components:
 - 3.1. Representing Melbourne to ceremonially hand over the ICF award to the winning city for 2018.
 - 3.2. Representing Melbourne at a reception for the top seven finalist cities for 2018.
 - 3.3. Speaking at two sessions at the Global Summit.
 - 3.4. Participating in other sessions at the Global Summit.
 - 3.5. Meeting and exchanging insights and idea with other Knowledge related institutions in London that are relevant for Melbourne.
4. Included as Attachment 2 is an overview of the key insights and opportunities identified during the visit and provides the following:
 - 4.1. Key messages and implications that municipal governments should consider, based on content that was presented at the Global Summit.
 - 4.2. Insights from meetings with other key Knowledge stakeholders across London, including London City Hall, the Royal Institution and the Museum of London Docklands.

Recommendation

5. That the Future Melbourne Committee notes the report by Councillor Jackie Watts on travel undertaken in London to represent City of Melbourne at the ICF Global Summit.

Attachments:

1. Supporting Attachment (page 2 of 11)
2. Travel report - overview of key insights and opportunities (page 3 of 11)

Supporting Attachment

Finance

1. The cost associated with Councillor Watts' participation in the delegation was funded by the City of Melbourne. The cost to Council amounted to \$11,181.36 for airfares, accommodation, sustenance and other incidentals.

Conflict of interest

2. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a direct or indirect interest in relation to the matter of the report.

Relation to Council policy

3. The Manager Governance and Legal has confirmed that the travel costs accord with the requirements of the travel guidelines outlined in the Councillor Expenses and Resources Guidelines.
 - 3.1. The objectives associated with the travel undertaken primarily align with initiatives contained under Goal 5 – A knowledge City.

Environmental sustainability

4. The carbon emission resulting from air travel to attend the program will be offset with the purchase of credits.

Jackie Watts Report

Intelligent Community Forum (ICF) Global Summit '*Humanising Data*' 2-4 June 2018, London

Background:

The Intelligent Community Forum (ICF) is based in New York. It has global membership of 147 cities, which vie for recognition competing for an annual award. The City of Melbourne won the award on its first attempt in 2017. Many cities have applied on multiple occasions. Each city can only receive the ICF award once. Each year there are seven finalists chosen to share at the ICF their innovative programs and/or best practice around digital engagement and data management?

Jackie Watts, representing the City of Melbourne, was invited to London to participate in the 2018 ICF Global Summit to present the 2018 award and network amongst the range of organisations engaged with smart and/or intelligent cities and the digital economy.

In addition to city members of the ICF, some cities have chosen to become ICF Institutes, a network around the globe.

Engagement with ICF is understood as a means of:

- Tapping into best practice information.
- Enhancing reputation or 'brand' as Knowledge/Smart/Intelligent city.

Post Summit reflections

Data Policies or Management Systems

Premises:

- Data is a 'public asset'.
- Data ultimately 'owned' by citizens.
- Access to data should be 'open' in the broadest sense.
- Data should only be collected and used where there is potential community or stakeholder benefit.
- Data collection and dissemination is assessed against transparent Community Benefit (CB) criteria.
- Digital Equality should underpin all data collection and management and should consciously address 'exclusions' including wealth, education, access, age.
- There are three V's of the economy's digital evolution – VELOCITY, VARIETY VOLUME of data.

Implications and questions that municipal governments should consider:

- Having a specific data strategy available in the public realm setting out approaches to transparent collection, CB intent, protocols for collection, addressing bias, ownership, end use etc.
- Having a 'Citizens' Jury' discussion around data protocol matters.
- Having an Internet Safety Strategy protecting data against hacking or other contamination.
- Establishing protocols around data management that are made available for scrutiny in the public realm.
- Checking periodically for inadvertent algorithm distortion, prescriptive outcome bias (ie. does the local government have algorithm accountability/assessment protocols?)
- Ensuring that questions are not are not prescriptive or 'leading', and considering whether the public should be able to assess such questions in order to counter professional unconscious bias.
- Potentially appointing an Economic Development Officer to forge alignment between digital and conventional economic development.
- Including a statement attached to all motions that confirms that the matter complies with the municipality's data strategy.
- Creating a 'Geospatial Centre' (like London just has) See <https://www.computerweekly.com/news/252443090/Government-geospatial-commission-opens-up-OS-MasterMap-data>
- Calculating and communicating annually the return on investment (ROI) on Smart City or other digital investments.

Citizens and Data

Premise: Given that data is a 'public asset' and ultimately 'owned' by citizens, local governments have an obligation to inform the community of opportunities.

Implications and questions that municipal governments should consider:

- Having a data management approach that recognises and communicates ownership of data when it is collected or used.
- Any potential for community benefit when collecting data.
- Developing internal performance indicators around the community benefit element of data which is collected or datasets compiled in order to assess contribution to current and future community members.

- The value in collecting data (ie. regularly assessing the value of data sets that are collected, given that collection carries costs as well as value.
- Establishing Principles of Data include: people first and foremost, open, accountable to people, transparent procurement, real time local access, non-biased.
- Consulting city constituents or workers on data they create daily.

Participation / Engagement

Premise: Local Government activities should be as transparent and accessible as possible and model best practice in both ie. Digital Equality.

Implications and questions that municipal governments should consider:

- Live streaming of meetings
- Video access of meetings
- Tiered seating for the public
- Meetings scheduled in other public places (outside of Town Hall)
- Install Twitter feed screen in Town Hall foyer reporting events (eg. Refugee Week, Knowledge Sector Innovations, Awards, Lord Mayor's messages etc.)
- Creating a 'Civic Wall' Notice Board on a large city building at night.
- Using the local government website to provide a curated Apps directory listing Apps specific to Melbourne likely to of value to locals and tourists ie. Apps on Melbourne for segments of users eg. disability (MELBA), history, art, kids, old (residential accommodation), trees, homeless, sport, transport, etc. (See Smart World Connect www.smartworldconnect.com)

Residents and data

Premise: CoM data is not simply to serve the 'marketplace' but to inform and educate the community by promotion of the use of city data.

Implications and questions that municipal governments should consider:

- Promoting e access to, or use of, municipal data to individuals or residents including additional data, or links related to data, rates notices.
- Conducting skills workshops on uses of municipal in libraries to explain possible uses of the data to the wider community.
- Conduct skills workshops on uses of municipal data at schools within the municipality for secondary students.
- Sponsor a 'hackathon' for municipal or IMAP schools.
- Provide residents associations with precinct specific CLUE information and links to other relevant CoM data.
- Local government staff (eg. home carers, maternal and child health officers, meals on wheels etc) informing citizens of the relevant smart Apps.

Businesses and Data

Premise: Local governments referring to, and proactively encouraging, the use of municipal data by businesses/start-ups.

Implications and questions that municipal governments should consider:

- Proactively disseminate data to local business precincts and demonstrate how data can be used to drive prosperity in existing businesses.
- Providing specific CLUE data for each business precinct along with links to other relevant municipal data sets.
- Providing skills workshops for local business precincts to explain possible uses of data to improve their businesses (see Project Bridge – London).
- Providing names and addresses of business ratepayers (with permission) to each local business precinct to drive membership, encourage wider participation in the program and encourage data use.
- Create a Challenge competition amongst local business precincts around using municipal data for their precinct, ie. data leads to creativity/innovation – each participant would have a checklist – and get a score

Tapping into Community ‘Intelligence’

Premise: In the drive towards smart cities, technology and digitally savvy professionals tend to shape Town Hall approaches. Citizen ‘intelligence’ as a source tends to be undervalued or ignored in collecting municipal information. Smart cities become intelligent cities when citizen ‘intelligence’ is tapped and used in combination with professional digital expertise.

Implications and questions that municipal governments should consider:

- Does the local government agency adequately tap into, and acknowledge the value of, citizen ‘intelligence’ as a source of data?
- A Customer Service outward-facing system could routinely invite or facilitate citizens to provide ideas on solutions when citizens report a problem or complaint

Real time Data

Premise: In order to maximise community benefit, proactively promote the availability of real time data widely (and not only amongst the technically savvy citizens.)

Implications and questions that municipal governments should consider:

- Educating citizens about what real time data is available ie. how and where it can be accessed.
- Conducting skills workshops specifically on the use and access of real time data.
- Linking with local transport authorities (eg. Yarra Trams, V-Line) to broaden the access to real time travel information.
- Displaying accessible real time accident or incident 'hotspot' data.
- Running a public twitter feed board linked to real time information on accidents and transport issues outside or inside Town Hall.

Collaboration not competition

Premise: It is of mutual benefit, economic and societal, for intelligent cities around the globe to collaborate, rather than directly compete. Given that, as the capital city, the CoM absorbs workers and provides cultural services to nearby smaller cities, there is benefit considering the mutual benefit of such relationships.

Implications and questions that municipal governments should consider:

- Engaging more proactively around best practice use of data with Sister Cities or with cities with which a local government already has memoranda of understanding (MOUs).
- Working more closely and collaboratively with regional areas or surrounding cities eg. Hobson's Bay, Wyndham, Bendigo, Ballarat, eg. Smarter London Together Program – design data, planning issues, heritage, standards skills etc.
<https://www.london.gov.uk/what-we-do/business-and-economy/supporting-londons-sectors/smart-london/smarter-london-together>
- Consider a League of Cities – like in the UK or Finland – as a collaborative intercity network. (Modeling and sharing good practice and for mutual economic benefit eg Triangle of Prosperity)

Customer Service

Premise: This is the point where Town Hall intersects with citizens' intelligence and participation could be developed.

Implications and questions that municipal governments should consider:

- Customer Service system could routinely track and officially acknowledge instances where citizens assist with solutions.
- Create an App directory of value to locals and tourists by grouping relevant Apps into categories or segmenting likely users.

Knowledge City

Premises:

- Attracting talent is an integral element in sustaining Melbourne's global recognition as a knowledge/smart/intelligent city.
- Cities are a platform for innovations and solutions

Implications and questions that municipal governments should consider:

- Establishing a widely representative Smart/Intelligent City Board or Advisory Group.
- Developing an Innovation Strategy as well as a Startup Strategy
- Using creative technology to promote innovations eg Innovations Wall to project information on innovations, hackathon awards or startups in city buildings at night. (Plenty of short videos available).
- Implementing an ongoing Knowledge Sector Champions Program and track them around the world.
- Establishing a new Geospatial Centre – see London model <https://theodi.org/article/what-will-the-uks-geospatial-commission-look-like/>

- Joining the World Technopolis Association – see http://ga.wtanet.org/ds4_1.html
- Developing a performance indicator on 'talent density'. (See Finland: <https://www.helsinkibusinesshub.fi/global-iot-solution-provider-everynet-settles-in-the-helsinki-area/> <https://cities.infrastructure.gov.au/smart-cities-plan>)
- Actually marketing/selling itself globally as a Digital Hub (as do London, Eindhoven etc).
- Making more proactive 'use' of, engagement with or targeting the talent within various municipal diaspora populations ie to better exploit the municipality's genuine multiculturalism.

Planning and data

Premise: Local communities are adversely impacted by continuous disruption, eg. transport network construction and property development. It is perceived as uncoordinated, wasteful and ugly and the local governments can assist. (NB this relates to the CoM 2018-19 Annual Plan Initiative (API) on 'city disruption.')

Implications and questions that municipal governments should consider:

- Local government planning officers, if aware that a roadway or footpaths are to be excavated, devising a system which routinely alerts known utilities of this opportunity to use the excavation in order to minimise multiple disruptions.
- Request collaboration from utilities to alert local government so that repeat excavations are minimised.
- Initiate an automated Utilities Alert notification system.
eg <http://www.ctcnet.us/wp-content/uploads/2017/05/CTC-White-Paper-Dig-Once-20170414.pdf>
(Note: I could not find an Australian example – so CoM could be the first?)
<https://www.arup.com/publications/promotional-materials/section/masterplanningon>
(a Master Digital Plan for the city of Constitution Chile) took only 90 days.

Whilst attending the ICF Global Summit, Cr Watts met/had discussions with the following people:

- Ken Ryan, Victorian Agent General to the United Kingdom
- Warren Bartlett, Deputy Trade and Investment Commissioner, Queensland
- William Priest, CEO, Geospatial Commission, London
- Dr Thomas P Keenan, University of Calgary, Canada
- Dr Alexander Gelsin, Managing Partner, BEESMART City GMBH, Germany
- Roxana Christine Jensen, Senior Consultant, Ramboll, Denmark
- Mark Jenkinson, City Director, Siemens, Corporate Development Global Centre of Competence Cities, London
- Malcolm Harbour CBE, Director Digital Policy Alliance, London
- Rose Klukas, Economic Development, Campbell River, BC, Canada
- Gordon Kennedy, Strategic Advisor, Glasgow Chamber of Commerce, Scotland
- Leon van de Moosdijk, WIK ZIJN SOMERIN, Holland
- Tony Bicknell, CEO, Smart World Connect, London
- Suvi Lindon, NXTLVN, Holland
- Rohit Talwar, Fast Future, London
- Associate Professor Soren H Jenson, Copenhagen Business School, Denmark
- Jiunn-Ming Chiou , Deputy Secretary General, Taoyan City Government, Taiwan
- Huey-Por Chang, Deputy Mayor, Chiayi City, Taiwan
- Stevenson Huan and Vincent C Chen, Chunghwa Telecom, Data Communications Group, Taipei City, Taiwan
- Sue Wang, Director General, Yangha Municipal Centre, Tainan City, Taiwan
- Alex YH Huang, Deputy Director ,Taipei City Representative, London
- Andy Kuo, Vice President, FAREASTONE, Taipei, Taiwan
- Dr Jenny Chen, Director General, Department. of IT, Taoyuan City Government, Taiwan
- Jarmo Eskelinen, Chief Innovation and Technology Officer, ELUKKOE, Future Cities Catapult, London
- Frank AJL James, Professor of the History of Science, Royal Institution, London
- Roberto Gallardo, Assistant Director, Purdue Centre for Regional Development, Purdue University, USA
- Marianne Archibald, CEO, Whanganui Chamber of Commerce, New Zealand
- Mayor Andy Burnham, Greater Manchester
- Mayor Tim Bowles, West of England Combined Authority
- Mayor Peter Soulsby, City of Leicester
- Major Jukka Makela, Espoo, Finland
- Theo Blackwell, Chief Digital Officer, London
- Mayor Fred Eisenberger, City of Hamilton, Canada

Visit to London City Hall – 7 June 2018

Cr Watts observed plenary meeting of the London Assembly. The Assembly represents London boroughs and has the task of overseeing the work of the Lord Mayor. The directly elected Lord Mayor was not in attendance. The Assembly meetings are live webcast, open to public but at this meeting, there was no in-put to debate. London Assembly is very active on social media.

<https://twitter.com/londonassembly?lang=en>

A year ago the Lord Mayor established the London Nighttime Commission to help implement the [Mayor's Vision for London as a 24-Hour City](#). The task of the Commission being to design to manage, promote and conduct research into the nighttime economy (ie 6pm-6am) to address the strong bias in London towards daytime economic activities which ignored the economic importance of the nighttime economy (figures were provided). Commission members (27) were chosen from stakeholder groups.

London's Nighttime Economy is understood to include:

- Provision of information and marketing.
- Preserving residents' amenity – right to peace and safety.
- Support for nightclub and pub operators – safety and profit.
- Multi-faced cultural offering – entertainment included public lectures, galleries, music and theatre – across all ages.
- Events management – risk management.
- Provision of public transport – managing post event surges and safety.
- Support for night workers (eg. hospitality, events, cleaning) – transport safety and fair pay.
- Policing and security staff – training, liaison and safety.
- Sanitation and cleanliness – schedules.
- Tourists (domestic and international) – information, access and safety.

Issues and concerns raised included:

- Countering the public perception that the night economic activity involved sleaze, crime, danger, drunkenness and sex.
- Addressing growing alarm at loss of nighttime economy 'assets' (eg. pubs, live music venues, and nightclubs).
- Segmenting the stakeholder and user groups accurately to inform the Nighttime Economic Strategy.
- Ensuring community wide in-put into strategies.
- Responding to loss of community amenity which was seemingly ignored during the first year of the Commission.

Criticism of the first year of the Nighttime Economy Program was very sharp and included:

- Repeated references to residents' concerns being ignored.
- Repeated reference to sham community engagement and lack of transparency in all operations. Although Commission meetings were held in bars and other public venues (called Night Surgeries) there was no sense of genuine engagement.

See:

<https://www.london.gov.uk/what-we-do/arts-and-culture/arts-and-culture-publications/londons-first-ever-24-hour-vision>

<https://www.london.gov.uk/what-we-do/arts-and-culture/mayors-cultural-vision/london-night-time-commission>

<https://www.london.gov.uk/what-we-do/arts-and-culture/mayors-cultural-vision/london-night-time-commission/night-time-commission-consultation>

Visit to the Royal Institution– 7 June 2018

The objective of the Royal Institution, founded in 1799, aligns closely with the aspiration underpinning the Melbourne Knowledge Week agenda *'Know Next Now.'*

The mission of the Royal Institution is to introduce new technologies and teaching science to the general public as expressed in the motto *'opening minds to science.'*

Cr Watts met with Frank James, Professor of the History of Science, and learned that the Royal Institution:

- Has a staff of 50, 4,000 members – a mix of 'seekers' and 'connectors' and managed by a Board of Trustees ie. the wider public and science sector stakeholders. The Board consists of nine trustees nominated for their areas of expertise.
- Invested in a strong online presence (YouTube, podcasts).
- Conducts events such as public lectures, workshops and summer schools.
- Receives no government funding but operates successfully using a mix of philanthropic and business support (eg. L'Oréal kids' lab), membership fees, events and venue hire.
- Was originally both a lecture hall and a laboratory where the instruments/experiments were made on site and which now forms a free museum.

The Royal Institution has completed a serious strategic directions re-think and this will be sent to City of Melbourne in due course. Cr Watts discussed the Royal Institution's collaboration with City of Melbourne around Knowledge Week.

The Royal Institution in South Australia operates totally independently and was initially set up by the former Premier of South Australia Mike Rann with government funding, initially to stem the flight of smart young people from South Australia.

See <http://www.rigb.org>

Visit to the Museum of London Docklands, West India Wharf – 7 June 2018

The reclamation and re-imagining of London's extensive Docklands is impressive, specifically the way in which the 'commercial/trade' aspect of London's maritime heritage is recognised and promoted in the Docklands Museum. Trade between Australia and England featured in the exhibits.

The Docklands Museum clearly provides a very useful 'model' for Melbourne which has the opportunity to create a similar museum as a permanent 'activation' at Docklands to showcase Melbourne's rich and colourful commercial maritime heritage.

Melbourne remains the largest national port city in Australia and has historically been the base for specialised shipping of many types. A focus upon commercial/trade, specialised shipping heritage (oil and gas rigs, Antarctic, pilots, etc.) and the evolution of stevedoring, would serve to differentiate a Melbourne Docklands Museum from other maritime museums in Australia.

London's Docklands Museum is housed in a heritage warehouse. Exhibits included artefacts, audio visual presentations and other discovery/educative exhibits directed at different age groups.

Entry is free and the Museum's archival collection is support by corporate sponsorship by Sainsbury.

See <https://www.museumoflondon.org.uk/museum-london-docklands>