‘It’s Newcastle’s time’?

Tim Williams – CEO of The Committee for Sydney
Principal with Arup/Compass Board member
Cardiff City / Waratahs supporter
Advice from Orwell and Jacobs

• ‘Nothing ever stands still. We must add to our heritage or lose it. We must grow greater or grow less’
• ‘The greatest asset that a place has is something that is different from everywhere else’
• From me :Urban renewal is about people development as much as place
• City-collaboration is the new black
Collaborate to compete: the mantra for cities

- Cities enable mass collaboration
- But some cities do it better than others
- They will win the competition for places and people
- Sydney is challenged by division/fractures/geography
- Newcastle must show how it can be done
- Across sector/private public community/above party/university/tafe/schools/media/governments
Cities are the business…

- 80% of world in cities by 2030; true of Australia now and despite mining boom the cities’ financial and professional services sectors dwarf it re GDP
- Cities: 1 billion extra urban consumers by 2025
- Cities create most GDP and innovation
- Because of concentration and agglomeration: density creates knowledge transfers, spill overs and networks
- Density good: 30% more patents where job density doubles.
CITY acronym time

CITY

- Connectivity
- Innovation
- Talent
- Your distinctiveness
What I will be talking about?

• About how Newcastle measures up/should measure up to this grid

• Also new thinking about cities as incubators and platforms of innovation which blend the urban eco system and the enterprise: the next phase is back from exurban business parks and isolated campus to in-town innovation districts

• Another new key to understanding: in the knowledge economy era cities are moving back to talent fuelled production and innovation/much of it migrant and leadership is about creating the policies and environment which develops, attracts and retains talent
Any decision on lightrail/ rail should fit into this framework

• It is all about what kind of place you want this to be
• It is not about transport projects it should be part of a city building problem
• Where do you want to get to?
• Global examples are about city transformation not transport kit.
Barcelona Waterfront
Bilbao light rail
Rio – proposed water front redesign
Newcastle heavy rail
Newcastle station
Public housing Newcastle
My CV

- The Committee for Sydney, CEO
- Former UK advisor to cabinet ministers on cities and housing
- Advisor to Lend Lease on Olympic Village
- Established CREW in Wales
- Advisor to Feds on affordable housing
- Board member of Compass Housing
* 17th…….
From this:
Via this:
The Challenge of Convergence

The challenge of Convergence is to ensure that over 20 years the scale of disadvantage experienced by Host Borough residents is greatly reduced through:

• Higher educational attainment
• Achievement of greater skills qualifications
• Increases in the number of economically active adults
• Reduction in child poverty
• Increase in life expectancy
• Reduction in housing overcrowding
• Reduction in violent and gang crime
<table>
<thead>
<tr>
<th>RAG</th>
<th>Indicators</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green on track</td>
<td>• Pupil achievement at KS2</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>• Pupils achieving 5 GCSE’s</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 19 year olds achieving Level 3 threshold</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Employment rate – aged 16-64</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Proportion of economically active people aged 16+ who are unemployed</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(model based)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Life expectancy males</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Mortality rates from all circulatory diseases at ages under 75</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Pupils who participate in PE and School Sport</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• People involved in no sport or activity (active people survey indicator)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Recommended Adult Activity (3 times 30 mins per week)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Additional housing units</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Violent crime levels</td>
<td></td>
</tr>
<tr>
<td>Amber little movement</td>
<td>• Working age with no qualifications</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>• Median earnings</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Obesity levels in school children in year 6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Life expectancy females</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Children living in families on key benefits</td>
<td></td>
</tr>
<tr>
<td>Red position worsened</td>
<td>• Working age population qualified to at least Level 4</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>• Mortality rates from all cancers at ages under 75</td>
<td></td>
</tr>
<tr>
<td>Pink no new information</td>
<td>• Overall satisfaction with the local area (no new figures will be available</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>– Place Survey abandoned)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Perceptions of anti-social behaviour (as above – Place Survey abandoned)</td>
<td></td>
</tr>
</tbody>
</table>
Indicators

• About both Place and People
• Place emphasis only: jobs for incomers only/further marginalisation
• People emphasis only: they up-skill and leave failing places
• Indicators of poverty stay same
• Hiding churn
• Do both: see much about place in current strategy less about people
Canary Wharf 100/50
East Village may be London's newest neighbourhood, yet you'll think it had been here for years. Lush wetlands, fully grown trees and fabulous fauna and flora. Local independent shops, cafes and bars, and Westfield Stratford City, just a short stroll away. Outstanding free schooling for all ages at Chobham Academy, a community centre and an advanced health centre. Not forgetting the obvious - world class sporting facilities right on your doorstep.
So I went from all that to this:
Actually to this:

Wales 3m, UK 60m, USA 300m, Aus 23m ‘Big Australia; 35m ?
Densities.. But 80% and rising live in the coastal cities
By far the most rapid shift in the world’s economic center of gravity happened between 2000 and 2010.

Evolution of the earth's economic center of gravity\(^1\)
1 CE to 2025

\(^1\)Calculated by weighting national GDP by each nation’s geographic center of gravity; a line drawn from the center of the earth through the economic center of gravity locates it on the earth’s surface. For detailed analysis, see the appendix in the McKinsey Global Institute (MGI) report *Urban world: Cities and the rise of the consuming class.*

Source: MGI analysis using data from Angus Maddison, University of Groningen; MGI Cityscope v2.0
Real GDP Growth by Economic Grouping

Average Growth Rate %: 2006-11 and 2012F-2017F

<table>
<thead>
<tr>
<th>Region</th>
<th>2006 to 2011</th>
<th>2012F to 2017F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developing Asia</td>
<td>9.0</td>
<td>7.4</td>
</tr>
<tr>
<td>World</td>
<td>3.6</td>
<td>4.1</td>
</tr>
<tr>
<td>Australia</td>
<td>2.6</td>
<td>3.2</td>
</tr>
<tr>
<td>USA</td>
<td>0.9</td>
<td>2.9</td>
</tr>
<tr>
<td>UK</td>
<td>0.6</td>
<td>1.8</td>
</tr>
<tr>
<td>Japan</td>
<td>0.2</td>
<td>1.3</td>
</tr>
<tr>
<td>Euro Area</td>
<td>0.9</td>
<td>1.0</td>
</tr>
</tbody>
</table>

F = Forecast
1. Composed of 27 countries in Asia.
2. Composed of 17 countries in Europe.

Sources: International Monetary Fund, World Economic Outlook Database, October 2012; Austrade
World’s 20 Largest Economies – 2012
Percentage share of total world nominal GDP in US$

1. USA 22.0%
2. China 11.6%
3. Japan 8.4%
4. Germany 4.7%
5. France 3.6%
6. UK 3.4%
7. Brazil 3.4%
8. Italy 2.8%
9. Russia 2.7%
10. India 2.7%
11. Canada 2.5%
12. Australia 2.2%
13. Spain 1.9%
14. Mexico 1.6%
15. South Korea 1.6%
16. Indonesia 1.3%
17. Turkey 1.1%
18. Netherlands 1.1%
19. Saudi Arabia 0.9%
20. Switzerland 0.9%
Rest of World 19.7%

F = Forecast
GDP of the world’s 185 economies: US$71,277 billion
GDP of Asia-Pacific Economic Cooperation’s 21 member economies: US$41,085 billion (57.8% of world’s nominal GDP)
Sources: International Monetary Fund, World Economic Outlook Database, October 2012; Austrade
The United States Is a Low-Tax Country

Total General Government Receipts As a Share of GDP, 2009

<table>
<thead>
<tr>
<th>Country</th>
<th>Tax Receipts Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Norway</td>
<td>52.0%</td>
</tr>
<tr>
<td>Denmark</td>
<td>50.2%</td>
</tr>
<tr>
<td>Sweden</td>
<td>50.0%</td>
</tr>
<tr>
<td>Finland</td>
<td>49.6%</td>
</tr>
<tr>
<td>Austria</td>
<td>46.8%</td>
</tr>
<tr>
<td>France</td>
<td>46.6%</td>
</tr>
<tr>
<td>Belgium</td>
<td>45.1%</td>
</tr>
<tr>
<td>Italy</td>
<td>42.8%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>42.0%</td>
</tr>
<tr>
<td>Germany</td>
<td>41.4%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>40.7%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>39.6%</td>
</tr>
<tr>
<td>Portugal</td>
<td>36.8%</td>
</tr>
<tr>
<td>Canada</td>
<td>36.2%</td>
</tr>
<tr>
<td>Greece</td>
<td>33.9%</td>
</tr>
<tr>
<td>7 major OECD countries</td>
<td>32.1%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>30.2%</td>
</tr>
<tr>
<td>Spain</td>
<td>23.1%</td>
</tr>
<tr>
<td>Ireland</td>
<td>16.8%</td>
</tr>
<tr>
<td>Japan</td>
<td>15.7%</td>
</tr>
<tr>
<td>United States</td>
<td>15.2%</td>
</tr>
<tr>
<td>Australia</td>
<td>14.9%</td>
</tr>
</tbody>
</table>

Source: Organisation for Economic Co-operation and Development

Center on Budget and Policy Priorities | cbpp.org
Global Significance of Australia’s Investment Fund Assets Pool
Investment Fund Assets, US$, June Quarter 2012

Largest in Asia
Australia
$1.979bn
2015
Australia’s Projected Growth

$1.536bn
Current Value

3rd Largest in the World
Australia
$1.394bn

$1,029bn
$1,148bn
2005
2010
$1,456bn
$1,979bn
2015
Australia’s Projected Growth

$731bn
$858bn
$1,024bn
$1,137bn
$1,148bn
$2,344bn
1990
1995
2000
2010
2015
Australia

GLOBAL

$12,186bn
USA

Note: Circles are not to scale. Data between countries is not strictly comparable.
1. Refers to home domiciled funds, except Hong Kong and New Zealand, which include home and foreign-domiciled funds. Funds of funds are not included, except for France, Germany, Italy, and Luxembourg. In this statistical release 'investment fund' refers to a publicly offered, open-end fund investing in transferable securities and money market funds. It is equivalent to 'mutual fund' in the US and 'UCITS' (Undertakings for the Collective Investment of Transferable Securities) in the European Fund and Asset Management Association’s statistics on the European investment fund industry. Australia’s investment funds in the ICI survey only include consolidated assets of collective investment institutions.

2. Standard & Poor’s Investment Consulting have assumed: A$1 = US$0.80.

Sources: Investment Company Institute, Worldwide Mutual Fund Assets and Flows, June 2012 (released 4 October 2012); Hong Kong’s data (Non-REIT fund management business), sourced from Securities and Futures Commission, Fund Management Activities Survey 2011 (released July 2012); Singapore’s data sourced from Monetary Authority of Singapore, 2011 Singapore Asset Management Industry Survey; the projected figures of Australia’s investment fund assets were provided by Standard & Poor’s Investment Consulting; Austrade
## Economist Intelligence Unit’s Liveability Index Ranking – 2012

<table>
<thead>
<tr>
<th>Country</th>
<th>City</th>
<th>Rank</th>
<th>Overall Rating</th>
<th>Stability</th>
<th>Healthcare</th>
<th>Culture &amp; Environment</th>
<th>Education</th>
<th>Infrastructure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>Melbourne</td>
<td>1</td>
<td>97.5</td>
<td>95.0</td>
<td>100.0</td>
<td>95.1</td>
<td>100.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Austria</td>
<td>Vienna</td>
<td>2</td>
<td>97.4</td>
<td>95.0</td>
<td>100.0</td>
<td>94.4</td>
<td>100.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Canada</td>
<td>Vancouver</td>
<td>3</td>
<td>97.3</td>
<td>95.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>92.9</td>
</tr>
<tr>
<td>Canada</td>
<td>Toronto</td>
<td>4</td>
<td>97.2</td>
<td>100.0</td>
<td>100.0</td>
<td>97.2</td>
<td>100.0</td>
<td>89.3</td>
</tr>
<tr>
<td>Canada</td>
<td>Calgary</td>
<td>5</td>
<td>96.6</td>
<td>100.0</td>
<td>100.0</td>
<td>89.1</td>
<td>100.0</td>
<td>96.4</td>
</tr>
<tr>
<td>Australia</td>
<td>Adelaide</td>
<td>5</td>
<td>96.6</td>
<td>95.0</td>
<td>100.0</td>
<td>94.2</td>
<td>100.0</td>
<td>96.4</td>
</tr>
<tr>
<td>Australia</td>
<td>Sydney</td>
<td>7</td>
<td>96.1</td>
<td>90.0</td>
<td>100.0</td>
<td>94.4</td>
<td>100.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Finland</td>
<td>Helsinki</td>
<td>8</td>
<td>96.0</td>
<td>100.0</td>
<td>100.0</td>
<td>90.0</td>
<td>91.7</td>
<td>96.4</td>
</tr>
<tr>
<td>Australia</td>
<td>Perth</td>
<td>9</td>
<td>95.9</td>
<td>95.0</td>
<td>100.0</td>
<td>88.7</td>
<td>100.0</td>
<td>100.0</td>
</tr>
<tr>
<td>New Zealand</td>
<td>Auckland</td>
<td>10</td>
<td>95.7</td>
<td>95.0</td>
<td>95.8</td>
<td>97.0</td>
<td>100.0</td>
<td>92.9</td>
</tr>
</tbody>
</table>

The top ten cities (100 = ideal; 0 = intolerable)

Sources: The Economist Intelligence Unit’s Liveability Survey, A Summary of the Liveability Ranking and Overview, August 2012, Page 6; Austrade
General Government Net Debt\(^1\) – 2013
As a percentage of GDP

<table>
<thead>
<tr>
<th>Country</th>
<th>Debt as % of GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>144.7</td>
</tr>
<tr>
<td>Portugal</td>
<td>119.5</td>
</tr>
<tr>
<td>Italy</td>
<td>103.9</td>
</tr>
<tr>
<td>UK</td>
<td>88.2</td>
</tr>
<tr>
<td>USA</td>
<td>87.7</td>
</tr>
<tr>
<td>France</td>
<td>85.9</td>
</tr>
<tr>
<td>Spain</td>
<td>84.4</td>
</tr>
<tr>
<td>Germany</td>
<td>57.5</td>
</tr>
<tr>
<td>Netherlands</td>
<td>37.6</td>
</tr>
<tr>
<td>Canada</td>
<td>37.5</td>
</tr>
<tr>
<td>Brazil</td>
<td>32.0</td>
</tr>
<tr>
<td>South Korea</td>
<td>30.3</td>
</tr>
<tr>
<td>Switzerland</td>
<td>25.2</td>
</tr>
<tr>
<td>New Zealand</td>
<td>13.9</td>
</tr>
<tr>
<td>Australia</td>
<td>12.4</td>
</tr>
<tr>
<td>Denmark</td>
<td>6.0</td>
</tr>
</tbody>
</table>

Advanced Economies: 79.1
Euro Area          74.8
G7                 92.8
Emerging Economies: 22.9
Asia               59.7
Europe             30.2
Latin America      29.6

---

1. International Monetary Fund (IMF) staff estimates and projections. Projections are based on staff assessment of current policies.

Sources: International Monetary Fund (IMF) Fiscal Monitor, October 2012, Statistical Tables 4 and 8; Austrade
The punchline…

- Australia will surpass the wealth of the UK by 2030 on a population 40% of the UK’s
- That means each Australian will be 2.5 time richer than the average Brit…
But there are challenges …

- Mining boom benefits/distortions/cooling
- Long term decline manufacturing/Global shift to knowledge economy reshaping cities
- Lack of metro scale governance for many of our most important cities
- Some regional centres struggling /distance
- Affordability in booming centres/ageing
LEGEND
- Major city: over 1 million
- Large city: 500,000 - 1 million
- Medium city: 100,000 - 500,000
- Small city: 30,000 - 100,000

AUSTRALIA
- 21 million Australians
- 60% of the population live in major cities

GERMANY
- 82 million Germans
- 8% of the population live in major cities
82 million GERMANS
8% of the population live in major cities
Highly productive locations
But knowledge econ/manufacturing decline is restructuring Sydney
Low income households
And there has been no coordinated response to this because of Governance challenge e.g. Parramatta Road LGAs
Comparison

<table>
<thead>
<tr>
<th>City</th>
<th>LGAs</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sydney</td>
<td>38</td>
<td>4.5 Million</td>
</tr>
<tr>
<td>Brisbane</td>
<td>1</td>
<td>1 Million</td>
</tr>
<tr>
<td>SEQ Region</td>
<td>11</td>
<td>3.1 Million</td>
</tr>
<tr>
<td>Auckland</td>
<td>1</td>
<td>1.3 Million</td>
</tr>
<tr>
<td>London</td>
<td>1</td>
<td>8.2 Million</td>
</tr>
<tr>
<td>NY</td>
<td>5</td>
<td>8.3 Million</td>
</tr>
</tbody>
</table>
Newcastle can do better than this

- Do best in class collaboration
- Engage community in city-making
- Local Government reorganisation
- Explore city as platform for innovation in digital Government 2.0 era
the city is the platform, the network, the sensors, and the interface
the city becomes **the platform**

- Mobility Options
- Food & ATM Locations
- Traffic
- Data From Space
- Me & You
- City History
- Social Geotags
- City Mass Transit
- Air & Sea Transit
Newcastle has come a long way/Honeysuckle did well…

- ‘Renewal is a slow process’
- Public intervention required: going forward too
- Impact of $1.3 billion/ over 5000 jobs/ over 1000 city centre homes/ :audited (good practice):’
- Honeysuckle created a new market for inner city living’. ‘Renew Newcastle’ supported and excellent, influential initiative
The reviews

• Local property people say: Honesyuckle attracts young professionals: ’they also want workplaces to be close to funky watering holes’

• CBRE says businesses reckon they need ever better environments to attract today’s staff and add: ’there is a shortage of skilled labour in Newcastle and skilled labour will go to employers of choice and part of that is accommodation and environment ’

• Honesuckle DC report itself says :’Newcastle has come a long way: it is not great but it is so much better’.
• An informed outsider agrees: this is so much better than most post-industrial centres transforming since the low point for such cities in 70s and 80s

• Honeysuckle report adds: ‘failure to deal with the barrier created by the rail line has negatively impacted on development’
Current strategy

• Positions West end as the city’s future CBD
• Denser more compact urban form
• Residential in mixed use for east end
• No new areas should be released for urban development: very good
• Planning framework
• Place making framework
• Physical improvements to public domain
• Economic initiatives
• Promoting transport access and connectivity to and within the centre
Strategy

- Strategy: East end will be bolstered as a retail, entertainment, leisure and residential precinct based on a revitalised Hunter St Mall
- Civic will be strengthened as the city’s main civic, educational and cultural hub,
- West end will develop as the city’s emerging commercial hub…
- Plus Wickham interchange
- Tim Owen: it’s basically a place making and precinct plan
Initial response

- Coherent approach to different precincts
- Econ approach sensible: diversity/city as education hub/new retail/attract residents to city centre
- Reconnecting CBD to waterfront has international parallels
- Barcelona for one, famously ....
Reconnecting CBD to a harbour: Barcelona
A bridge plus undergrounded road…maybe a model?

- Once connected to such a major pedestrian axis, Port Vell was primed for success. A shopping mall, aquarium, IMAX theater, and series of outdoor public spaces were built on the pier. The public was given both easy access to Port Vell and a handful of good reasons to be there. Combine this with the novelty of its location on the water and you have an extremely popular addition to the city.
Warning to us all…

- Flyvbjerg says: projects which get supported are ‘those which best succeed in conjuring a fantasy world of underestimated costs, overestimated revenues, undervalued environmental impacts and overvalued regional development effects’.
Initial response…

- So greater clarity now on rail future and funding for light rail though I have less sense of the integrated public transport strategy of which this must be part
- Also the strategy lacks strategic transport project: your Channel Tunnel Rail Link or Crossrail: HST/link to Sydney: cut time to Sydney: raise GDP
- People development?
- Innovation/not much of an economic strategy yet
- Delivery vehicle? GPT/ UrbanGrowth
Must haves

- Integrated public transport strategy and campaign to promote greater modal shift
- Light Rail Now: and not an orphan but a system/streetcape/development at nodes/component of network and broader liveability attraction
- The university campus relocation to the centre
- Introducing students and university staff to live and work there in numbers
- Targeted economic and business development strategy: greater diversification of the economy
- Branding and marketing campaign:
- People development, attraction and retention campaign: People plus Places remember
Newcastle and talent: what kind of city?

- Cities with high proportion of educated workers attract more highly educated people
- Brain hubs: Sydney
- Brain drains: ?
- Cities in middle which could go either way; which is it for Newcastle?
- How can Newcastle best develop, retain and attract the talented people who make it thrive?
Attract young talent/keep them/new imperative

- Attract Young educated people :indicator of a city’s economic vitality
- 25-34 are the most entrepreneurial :Newcastle has 6% in this bracket and Sydney 8% :this demographic divide must and can be bridged.
- Women are key
- Place matters :young people are attracted to certain cities and choose vibrant close in neighbourhoods
- Snare them: they represent a tremendous economic asset
- Urban leaders need to emphasise talent and those aspects of cities that make them attractive to talented workers
- Locational decision of talented young women are increasingly influential to economic success in cities
- Growing demand for talent in our knowledge based economy and the distinctive locational preferences of young adults calls for a new approach to metro econ development ..focus must shift to the development, attraction and retention of talent
Educated cities with key demographic grow fastest

- The importance of education to economic success has increased dramatically in past two decades
- One of the strongest predictors of income growth in past decade is level of education
- Ten best educated cities grew over twice as fast
- Canary in mine: sustained out migration of young talented workers signals a problem
- A community which doesn’t attract, welcome or retain these desirable workers likely has problems with innovative entrepreneurs of any age
- Dream demographic for knowledge based company
- 25-34 most mobile and will determine which places grow; cities are in competition for them
- Places attractive to single well educated young women are likely to have an economic edge
- 25-34 most likely to live close in
Inner Newcastle as Innovation District?

- Innovation districts: combine physical realm: infrastructure, historic buildings, waterfront locations, urban design and architecture with the community environment (affordable housing, social activities, cultural institutions and events); linked to open innovation by companies and universities

- Provide physical and social platform for entrepreneurial activity: incubator space; social networking/mentoring: hubs of innovation

- Neither industrial districts nor science parks nor isolated university campuses
Innovation Districts: a new nexus between innovation and urbanism

- Innovation districts
- Place preferences of firms and people changing: the very link between economy shaping and place-making
- Innovation districts: cluster and connect leading edge anchor institutions and innovative firms with supporting and spin off companies, mixed use housing and 21st century amenities and transport
- Walkable urbanism/thick labour markets: dense mixed use neighbourhoods with cultural, recreational and retail amenities will attract highly educated, innovative, entrepreneurial individuals and benefit the neighbourhood’s existing residents: a new nexus between innovation and urbanism
Innovation Districts: new phase in economy and urban form

• Innovation without dynamic environment for the workforce will not be successful in attracting and retaining the workforce it needs to succeed... and it will not realise the efficiencies that can be gained from a concentration of firms, universities or anchor industries being near one another to exchange ideas or integrate production. Likewise successful urban development is dependent on sound economic base

• Phases
  • Industrial agglomeration
  • Exurban business parks and univs
  • In town mixed uses Innovation Districts
Demography driving change

- Demographics: innovation districts are product of changing family structure; delayed marriage and fewer kids: graduate women: two graduate households
- Quality of life is understood by young people without kids to mean proximity to restaurants, retail, cultural and educational institutions and other urban amenities
- ’they want a vibrant street life, historic neighbourhoods mixed with new stuff, and public transit
- Within 5ks of CBDs
- Drop in driving / can’t text/ facebook/ access internet/ work and drive
Changing worker/firm preferences

- We are witnessing a virtuous cycle of worker preference and firm demand: embracing citynerness: complexity; density; diversity; messy intersection of activities, the layering of the old and new, an integration rather than segregation of uses: profound shift.
- ‘The current generation of tech workers doesn’t want to toil in soulless Office Space complexes surrounded by moats of parking or in dispersed factories (if still around)‘.
- The trend as Business week says: ‘is to nurture living, breathing communities rather than sterile remote compounds or research silos.’
Business location and demographic preferences on move a la Newcastle strategy

- Economy shaping/place making :link
- With business and demographic preferences for home, office and facility location shifting, the physical form of cities will evolve:
  - innovation districts a far cry from the spatially isolated car dependent technology parks and university campuses
- Newcastle strategy is aimed to create/work with this new economy/place-making link
Human capital strategy

- Places which attract two graduate families
- Human capital is a key to city success
- Questions to consider: what is education level of my city
- Are we losing or gaining talented younger workers
- Do we have the kind of city which can attract and retain a mobile educated workforce
- Is there an understanding of demographics of my city and what they might mean for its future
People development/housing led renewal piece

- Means also a fair go for disadvantaged
- Real opportunity to tie city renewal with new opportunities for those in public and social housing very close to the new action
- But public housing needs revolution
- Become a poverty trap
- Estate renewal/mixed community pilot at Hamilton South plus social capital interventions: new stock; new life; new chances
- Housing led element to the renewal needs more energy and focus – and a vision for transformation of stock and community. Queensland is piloting a major public housing/mixed communities initiative at Logan: we need one here.
Key questions to ask

- Human capital is a key to city success
- Questions to consider: what is education level of my city
- Are you losing or gaining talented younger workers
- Do you have the kind of city which can attract and retain a mobile educated workforce
Actions

1. **Make people the focus of economic development**
   - Seek footloose workers not footloose firms
   - Places compete for people and businesses follow
   - Number one issue is becoming ’Can I hire talented people here?
     Needs pools of young talent

2. **Become a city where women and ethnically diverse young people can achieve their goals**

3. Investing in higher education is important but it won’t solve the problem without **investing in assets that attract and retain talented graduates** will simply see their investment leave town

4. **Vibrant urban neighbourhoods are an economic asset**: close in neighbourhoods, with higher density, mixed uses, walkable destinations, lively commercial districts and interesting streets can make a place more competitive for talented workers; those without will be disadvantaged

5. Economic importance of **being distinctive unique identity**: what do you offer that is different from others/decide what kind of place it/you want to be