MELBOURNE 2010
KNOWLEDGE CITIES WORLD SUMMIT

MELBOURNE CONVENTION CENTRE
16-19 NOVEMBER 2010
FROM THEORY TO PRACTICE

REGISTRATION
BROCHURE

REGISTER ONLINE AT
www.melbourneknowledgesummit.com

HOSTING PARTNERS

CITY OF MELBOURNE

OFFICE OF KNOWLEDGE CAPITAL

WORLD CAPITAL INSTITUTE

INVITATION
TO ATTEND

'Knowledge' is a resource, which relies on the past for a better future.

In the 21st century, more than ever before, cities around the world rely on the knowledge of their citizens, their institutions, their firms and enterprises. Knowledge assists in attracting investment, qualified labour, students and researchers. Knowledge also creates local life spaces and professional milieus, which offer quality of life to the citizens seeking to cope with the challenges of modern life in a competitive world.

Integrating knowledge-based development in urban strategies and policies, beyond the provision of schools and locations for higher education, has become a new ambitious arena of city politics.

Coming from theory to practice, and bringing together the knowledge stakeholders in a city and preparing joint visions for the knowledge city is a new challenge for city managers. It requires visionary power, creativity, holistic thinking, the willingness to cooperate with all groups of the local civil society, and the capability to moderate communication processes to overcome conflicts and to develop joint action for a sustainable future.

This timely summit makes an important reminder that knowledge is the key notion in 21st Century development. Considering this notion, the summit aims to shed light on the multi-faceted dimensions and various scales of operation of the 'knowledge city' and 'knowledge-based development' paradigms.

At this summit, the theoretical and practical maturing of knowledge-based development paradigms will be advanced through the interaction between leading academic's theories and the practical models and strategies of practitioners' and policy makers' drawn form around the world.

We cordially welcome you to Melbourne 2010 – The Third Knowledge City World Summit, which will provide an inspiring platform for intercultural learning and the exchange of ideas and experiences.

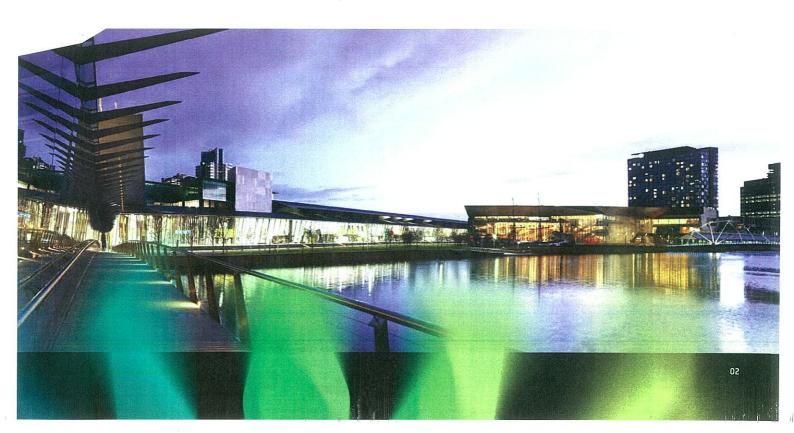**Tan Yigitcanlar**
Summit Co-chair
KCWS 2010

Peter Yates
Summit Co-chair
KCWS 2010

Klaus Kunzmann
Summit Co-chair
KCWS 2010

SPEAKERS

BJØRN ASHEIM
PROFESSOR
LUND UNIVERSITY, SWEDEN

Professor Bjørn Asheim is a major international figure in the area of Economic Geography. He holds the chair in economic geography at the Department of Social and Economic Geography at the University of Lund, having previously held the chair in human geography in the Department of Sociology and Human Geography at the University of Oslo. Professor Asheim is co-founder and deputy director of CIRCLE (Centre for Innovation, Research and Competence in the Learning Economy), a multidisciplinary Centre of Excellence in innovation research at Lund University. He is Visiting Professor at the Department of Geography at the National University of Ireland at Maynooth.

Asheim's research interests are in the areas of economic and industrial geography, and regional innovation research, where his specialisations include: regional clusters, regional innovation systems and learning regions; SMEs and innovation policy; globalisation, and the geography of the creative class. Asheim has served as an international expert for UNCTAD, OECD and EU. He coordinated the EU project on "SME Policy and the Regional Dimension of Innovation" and is currently coordinating the European Science Foundation project "Constructing Regional Advantage". In 2008-2010 Asheim will be one of the key experts in the OECD review of higher education in regional development.

RICHARD BARBROOK
ASSOCIATE PROFESSOR
UNIVERSITY OF WESTMINSTER, UNITED KINGDOM

In the early 1980s, Richard Barbrook was involved with pirate and community radio broadcasting. Helping to set up the multi-lingual Spectrum Radio station in London, he published extensively on radio issues during this period. Having worked on media regulation within the EU for some years much of his material was published in his 1995 book Media Freedom. In the same year, he became the coordinator of the Hypermedia Research Centre at Westminster's Media School and was the first course leader of its MA in Hypermedia Studies. In 2007, Richard moved to the Social Sciences School of the University of Westminster and published his study of the political and ideological role of the prophecies of artificial intelligence and the information society Imaginary Futures. Richard Barbrook is a founding member of Class Wargames and co-wrote the script to the group's film: Ilze Black (director), Class Wargames Presents Guy Debord's The Game of War.

CATHY GARNER
CHIEF EXECUTIVE OFFICER
MANCHESTER : KNOWLEDGE CAPITAL, UNITED KINGDOM

Cathy has a background in international knowledge transfer, extensive experience of urban dynamics and regeneration, education and knowledge-based business development. In 2008 Cathy was appointed by the Secretary of State for Innovation, University and Skills to serve on the Strategic Advisory Board for Intellectual Property policy and in 2009, co-opted to join a Cabinet Office Innovators' Council. Cathy established an international charity to address the health needs of the global poor; and established and ran the Research and Enterprise Office at the University of Glasgow in Scotland. She has acted as an advisor in Canada and Japan on intellectual property and knowledge exchange and has served as a non-executive director on numerous public and private sector Boards. She is a Fellow of the Royal Statistical Society.

SPEAKERS

JAMES BRADFIELD MOODY

EXECUTIVE DIRECTOR
CSIRO, AUSTRALIA

James Bradfield Moody is Executive Director, Development at the Commonwealth Scientific and Industrial Research Organisation (CSIRO), one of the world's largest and most diverse global research organizations. Moody is on the Advisory Council of the Australian Bureau of Statistics and a Board Member of the Brisbane Institute. He is an Australian National Commissioner for UNESCO, was previously co-chair of the UN Environment Programme Youth Advisory Council and Executive Secretary of the taskforce on Science and Technology for the UN Millennium Development Goals. He has been named Young Australian of the Year in Science and Technology and one of the Australian Financial Review's Young Executives of the Year. Moody received his PhD in Innovation Theory from the Australian National University, National Graduate School of Management and was Chief Systems Engineer for the Australian Satellite FedSat, the first Australian satellite to be launched in 30 years. He is the co-author of The Sixth Wave: how to succeed in a resource-limited world and is a regular panellist on the ABC TV television program The New Inventors.

JAMES POWELL

PROFESSOR AND DIRECTOR
SMART CITY FUTURES, UNITED KINGDOM

James is a Chartered European Engineer with specialisation in Design, Academic Enterprise, Human Communications and Team Building. His research areas include space and resource utilisation, design methods, the product introductory process, technology and knowledge transfer, multi-media for professional communications, partnering, cultural change, action learning, the information superhighway and simulation, including virtual reality. He was one time managing director of Britain's first commercial learning videodisc company and designer of the Menuhin Auditoria in Portsmouth. He was head of two very different university departments, architecture and manufacturing and engineering systems, a Deputy Dean of Technology and Dean of Postgraduate Studies before taking up the post as Director of Academic Enterprise responsible for Salford University's 'Reach Out' initiatives into industry, commerce, the service industry, the voluntary sector and society at large.   For the past 30 years James has been researching into all aspects of communication and the mid-career education of professionals especially those in the construction industry. He has designed, directed and produced a number of national/European award winning multi-media learning packages. He has also been responsible for developing effective professionals' learning strategy based upon a fourfold model of learning.

SPEAKERS

LUCY TURNBULL

BUSINESSWOMAN
TURNBULL & PARTNERS LTD, AUSTRALIA

Lucy Turnbull has worked for many years as a solicitor, principally in Turnbull and Partners Limited. Lucy chairs AXS listed WebCentral Group Limited and is director of Pengana Holdings Limited, a governor of the Woolcock Institute for Medical Research and a Director of the National Portrait Gallery. Lucy was Sydney's first female Lord Mayor (2003-4) and Deputy Lord Mayor (1999-2003), during which time she also chaired many council committees, including the Central Sydney Planning Committee, the Planning, Transport and Development Committee and the Finance and Audit Committees. She is currently Deputy Chair of the Committee for Sydney, a board member of the Redfern Waterloo Authority and an Administrator of Tweed Shire Council. In 1999, Lucy published Sydney – Biography of a City.

GLENN WIGHTWICK

CHIEF TECHNOLOGIST / DIRECTOR, AUSTRALIA DEVELOPMENT LABORATORY
IBM, AUSTRALIA

Glenn Wightwick is an IBM Distinguished Engineer, Director of the IBM Australia Development Laboratory and IBM Australia Chief Technologist. From 2001 to 2006 he undertook a number of assignments in Shanghai, Tucson and New York in areas ranging from large scale system design to managing a team defining the architecture of IBM's enterprise storage subsystems. Since joining IBM in 1987, he has worked on the application of large scale Unix systems to the solution of complex problems in domains including computational chemistry, seismic processing, weather forecasting, transaction processing and highly-available infrastructure. He spent seven months working on RS/6000 systems to support the XVIII Olympics Winter Games in Nagano, Japan during 1997 and 1998, and was involved in the design, implementation and operation of the RS/6000 infrastructure to support the Sydney 2000 Olympic Games. Glenn has led numerous systems and software development projects, published a number of papers in the areas of Numerical Weather Prediction, Medical Imaging and the Internet, and is the author of eight patents. Most recently he was appointed an Honorary Professorial Fellow at the University of Melbourne.

ROB ADAMS
PROFESSOR AND DIRECTOR OF DESIGN AND CULTURE, CITY OF MELBOURNE, AUSTRALIA

JAVIER CARRILLO
PROFESSOR AND PRESIDENT, WORLD CAPITAL INSTITUTE, MEXICO

WESA CHAU
YOUNG AUSTRALIAN OF THE YEAR 2010 - STATE FINALIST, AUSTRALIA

ANA MARÍA FERNÁNDEZ-MALDONADO
ASSOCIATE PROFESSOR, DELFT UNIVERSITY OF TECHNOLOGY, THE NETHERLANDS

MICHELLE GALLAHER
BIOMELBOURNE NETWORK, AUSTRALIA

ROY GREEN
PROFESSOR AND DEAN, UNIVERSITY OF TECHNOLOGY SYDNEY, AUSTRALIA

PATRICK GREENE
CHIEF EXECUTIVE OFFICER, MUSEUM VICTORIA, AUSTRALIA

KLAUS KUNZMANN
PROFESSOR, UNIVERSITY OF DORTMUND, GERMANY

TOM KVAN
DEAN, FACULTY OF ARCHITECTURE, UNIVERSITY OF MELBOURNE, AUSTRALIA

MARK LORENZEN
ASSOCIATE PROFESSOR, COPENHAGEN BUSINESS SCHOOL, DENMARK

BRENDAN McCLEMENTS
CHIEF EXECUTIVE OFFICER, VICTORIAN MAJOR EVENTS COMPANY, AUSTRALIA

GORAN ROOS
PROFESSOR AND FOUNDER, INTELLECTUAL CAPITAL SERVICES, AUSTRALIA

MARCUS SPILLER
DIRECTOR, SGS ECONOMICS & PLANNING PTY LTD, AUSTRALIA

JORIS VAN WEZEMAEL
PROFESSOR, UNIVERSITY OF FRIBOURG, SWITZERLAND

PETER WILLIAMS
CHIEF EXECUTIVE OFFICER, DELOITTE DIGITAL, AUSTRALIA

TAN YIGITCANLAR
SCHOOL OF URBAN DEVELOPMENT, QUEENSLAND UNIVERSITY OF TECHNOLOGY, AUSTRALIA

KNOWLEDGE CITIES WORLD SUMMIT — MELBOURNE 2010

'FROM THEORY TO PRACTICE'

THE SUMMIT PROGRAM WILL FOCUS ON PROVIDING ATTENDEES WITH A SUBSTANTIAL MIX OF
ACADEMIC AND PRACTITIONER PRESENTATIONS AND WORKSHOPS GIVING AN OVERVIEW
OF BOTH THE THEORY AND TANGIBLE EXAMPLES OF KNOWLEDGE CITIES AT WORK.

MELBOURNE 2010 — KNOWLEDGE CITIES WORLD SUMMIT
TUESDAY 16 — FRIDAY 19 NOVEMBER 2010
MELBOURNE CONVENTION & EXHIBITION CENTRE

Please note: this program is subject to change

TUESDAY 16 NOVEMBER

1300 – 1700	Knowledge precinct tours
1630 – 1830	Registration desk open
1800 - 1930	Summit welcome reception **Government House**

WEDNESDAY 17 NOVEMBER

0700 – 0830	Registration desk open
0830 –1000	**Summit opening session** Welcome to Country and indigenous performance Official summit opening by Governor David de Kretser and Lord Mayor Robert Doyle Summit introduction by summit co-chairs Tan Yigitcanlar, Peter Yates and Klaus Kunzmann Opening session panel: Prof Margaret Gardner; Prof James Powell; Prof Göran Roos; Dr Marcus Spiller
1000 – 1030	Morning tea
1030 – 1200	**Knowledge, Creative, Intelligent Cities, Regions and Societies** Keynote speakers **Prof Javier Carrillo**, President, World Capital Institute, Mexico **Dr Tan Yigitcanlar**, Queensland University of Technology, Australia Panel: **Dr Cathy Garner**, Manchester: Knowledge Capital, United Kingdom; **Dr Patrick Greene**, Museum Victoria, Australia; **Mr Brendan McClements**, Victorian Major Events Company, Australia
1200 – 1300	Lunch
1300 – 1430	**Knowledge Assets and Capital Systems** Keynote speakers **Prof Carol Lin**, National Cheng Chi University, Taiwan **Prof Joris Van Wezemael**, University of Fribourg, Germany Panel: **Mr Hugh Bradlow**, Telstra, Australia; **Mr Evan Thornley**, Better Place Australia, Australia; **Ms Lucy Turnbull**, Turnbull & Partners Ltd, Australia
1430	Delegates opportunity to move between sessions (15 mins)

Parallel sessions will showcase academic and professional presentations within the summit theme
From Theory to Practice

Interactive workshops
From Theory to Practice

1445 – 1600	Parallel session 1.1 **Knowledge cities, regions and societies**	Parallel session 1.2 **Knowledge cities, regions and societies**	Parallel session 1.3 **Asset and capital systems**	Parallel session 1.4 **Asset and capital systems**	Workshop 1: **Planning and management of knowledge cities, ICT infrastructure and city mapping**
1600 – 1630	Afternoon tea				
1630 – 1800	Parallel session 2.1 **Sustainable development, climate change and quality of life**	Parallel session 2.2 **Sustainable development, climate change and quality of life**	Parallel session 2.3 **Knowledge cities, regions and societies**	Parallel session 2.4 **Knowledge cities, regions and societies**	Workshop 2: **Knowledge institutions in regional innovation systems in city-regions**

PROVISIONAL
PROGRAM OVERVIEW

MELBOURNE 2010
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CITIES
WORLD
SUMMIT

THURSDAY 18 NOVEMBER

0700 – 0830	Registration desk open

0830 - 1000

Knowledge Workers and Creative Class
Keynote speaker
Prof Richard Barbrook, University of Westminster, United Kingdom
Dr James Bradfield Moody, CSIRO, Australia
Panel: **Ms Wesa Chau**, Young Australian of the Year finalist 2010; **Prof Roy Green**, University of Technology Sydney, Australia

1000 – 1030	Morning tea

1030 – 1115

THE GREAT BRAIN DEBATE
Baroness Susan Greenfield CBE vs **Mr Peter Williams**, Deloitte Digital, Australia

1115	Delegates opportunity to move between sessions

1130 – 1245

Parallel session 3.1	Parallel session 3.2	Parallel session 3.3	Parallel session 3.4	Parallel session 3.5	Workshop 3:
Knowledge cluster, enterprise and organisations	Knowledge cluster, enterprise and organisations	Knowledge economy, work and workers	Sustainable urban and transport development	Special session The New Club of Paris – Intellectual capital of cities and regions	Creating a social media initiative to enable knowledge cities development

1245 – 1330	Lunch

1330 – 1500

Knowledge-based Urban Development
Keynote speakers
Prof Klaus Kunzmann, University of Dortmund, Germany
Assoc. Prof Ana María Fernández-Maldonado, Delft University of Technology, The Netherlands
Panel: **Prof Rob Adams**, City of Melbourne, Australia; **Prof Tom Kvan**, University of Melbourne, Australia and more to be announced shortly

1500	Delegates opportunity to move between sessions

1515 – 1615

Parallel session 4.1	Parallel session 4.2	Parallel session 4.3	Parallel session 4.4	Workshop 4:
Knowledge based urban development	Knowledge based urban development	Globalisation, urban environment and processes and dynamics of cities	Special session Knowledge and communities 1	Knowledge partnerships for innovative urban development - Meet the Champions

1615 – 1645	Afternoon tea

1645 – 1815

Parallel session 5.1	Parallel session 5.2	Parallel session 5.3	Parallel session 5.4	Workshop 5:
Economy and value generation	Information and communication technologies and urban development	Arts and knowledge ecology	Special session Knowledge and communities 2	Collaborating with Generation Y to build better knowledge cities for future generations

1900 – 2300

Summit gala dinner
Melbourne Museum

PROVISIONAL
PROGRAM OVERVIEW

FRIDAY 19 NOVEMBER

0700 – 0830 Registration desk open

0830 – 1000 **Creativity, Innovation, Technology and Learning Communities**
Keynote speakers
Prof Bjorn Asheim, University of Lund, Sweden
Assoc. Prof Mark Lorenzen, Copenhagen Business School, Denmark
Panel: **Ms Michelle Gallaher**, BioMelbourne Network, Australia; **Mr Glenn Wightwick**, IBM Australia Development
Laboratory, Australia; **Mr Peter Williams**, Deloitte Digital, Australia

1000 – 1100 **MAKCi (Most Admired Knowledge Cities) award ceremony**

1100 – 1130 Morning tea

1200 – 1300	Parallel session 6.1 **Creativity, innovation and learning communities**	Parallel session 6.2 **Creativity, innovation and learning communities**	Parallel session 6.3 **Higher education and research institutions and development**	Parallel session 6.4 **Special session: Ubiquitous cities 1**	Parallel session 6.5 **Special session: Insight into Israel**	Workshop 6: **Postgraduate and early career researcher workshop**

1300 – 1400 Lunch

1400 – 1530	Parallel session 7.1 **Creativity, innovation and learning communities**	Parallel session 7.2 **Mixed themes**	Parallel session 7.3 **Mixed themes**	Parallel session 7.4 **Special session: Ubiquitous cities 2**	Workshop 7: **Inspiring the Knowledge-based community workshop**	Workshop 8: **Intelligent Transport Systems Vision 2010**

1530 – 1600 Afternoon tea

1600 – 1700 **Summit closing session**
Conference summary
Melbourne declaration
Knowledge Cities World Summit 2011 announcement

1700 – 1830 Summit farewell reception
Melbourne Convention and Exhibition Centre