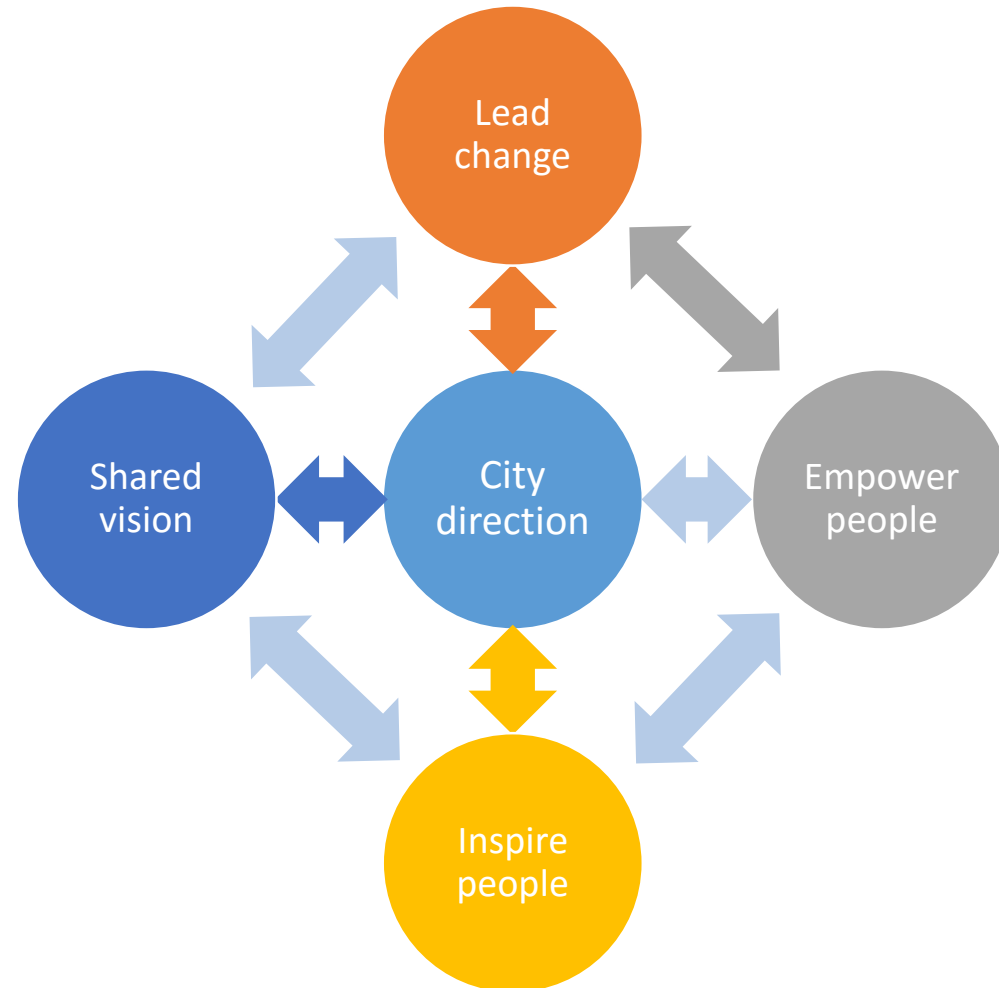


What is a Smart City ?

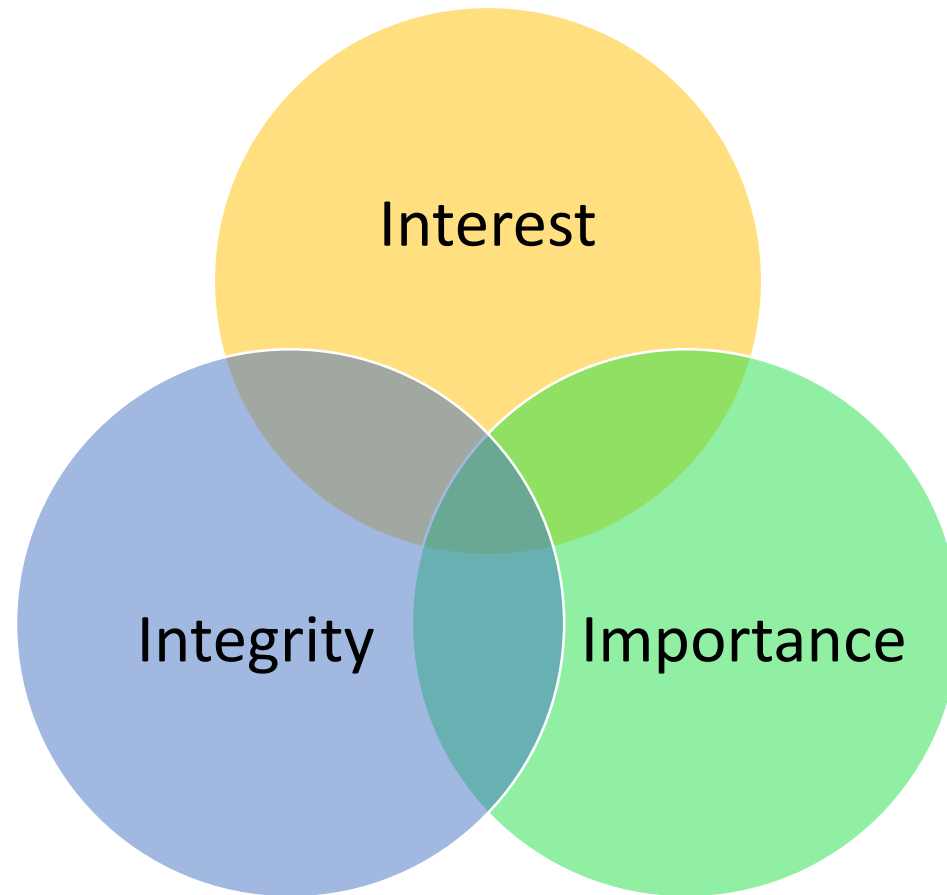
David Crofts, Strategy Hunter consultants



City leadership



Focus on people



Interest- colour, life, movement



Importance

- Work places
- Homes
- Places to play
- Special retail
- Places with memories



Integrity

- The organic city
- Historical references
- Community life
- Spontaneous
- Not tinsel town
- Strategy
- Good governance



Scale

- Design for people
- Importance of the street
- Detail
- Fine grain
- Comfortable spaces



Infrastructure

- High tech, high touch
- High speed broadband and wifi
- Family infrastructure
- Variety of public spaces
- Transport supportive



Economic trajectory

- Existing strengths
- Emerging industries
- Private sector/Government/University/TAFE links
- Support for start ups and entrepreneurs
- Inner city and suburban “village” power houses
- Clear stable development guidelines
- Efficient approval systems



Integrated transport

- User focussed
- Seamless experience
- All for all modes
- Deemphasise motor vehicles
- Walking and cycling



Unique qualities

- What makes your city different
- Carve out a niche
- Build on the unique positive attributes
- Adapt don't transplant



University and TAFE

- Critical economic and social drivers
- Skills
- Activity
- Future thinking
- Innovation
- Globally connected



Emerging economy

- Advanced technology- engineering and health
- Renewables/Decarbonisation
- Service sector
- High tech, high touch
- Support creativity
- Entrepreneurship
- Institutional and regulatory support



Conclusion



A Smart City is bigger than the sum of the parts

- People + Places = Cities
- Ideas + sharing = Innovation
- Innovation + investment = Prosperity

Thank you !



Strategy Hunter

www.strategyhunter.com.au

solutions@strategyhunter.com.au

David Crofts

Strategy Hunter Consultants

solutions @strategyhunter.com.au

Ph: 0413 052 137