

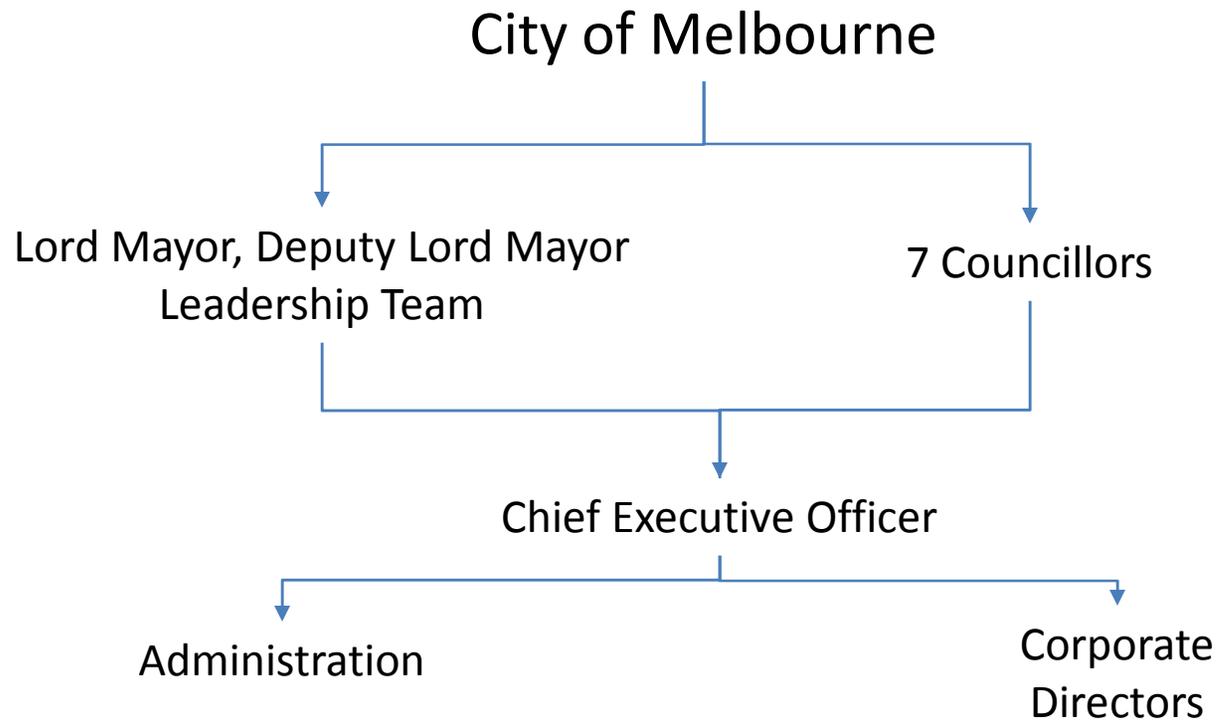
Effective Urban Management And Organization: The Melbourne Experience

Presented By:

Dr. John So, JP

20th Jan 2009

The Melbourne Model



Engagement and Partnership

- Stakeholders
 - Business and residents communities
- Local Government Relationship
 - Metropolitan Mayors' Forum
 - Council of Capital City Lord Mayors
- State Government Relationship
 - Capital City committee
- Federal Government Relationship
 - Major City Unit

Transformation

- A Great Place to Live
- A Strategic Approach to Industry Development
- A Mix of Community, Leisure and Commercial Experiences
- Major Events



Community and Leisure Experiences



Festivity



Five Principles for Livability and Sustainability

- Local Character
- Connectivity
- Density
- Mixed Use
- High Quality Public Realm

Local Character



Connectivity



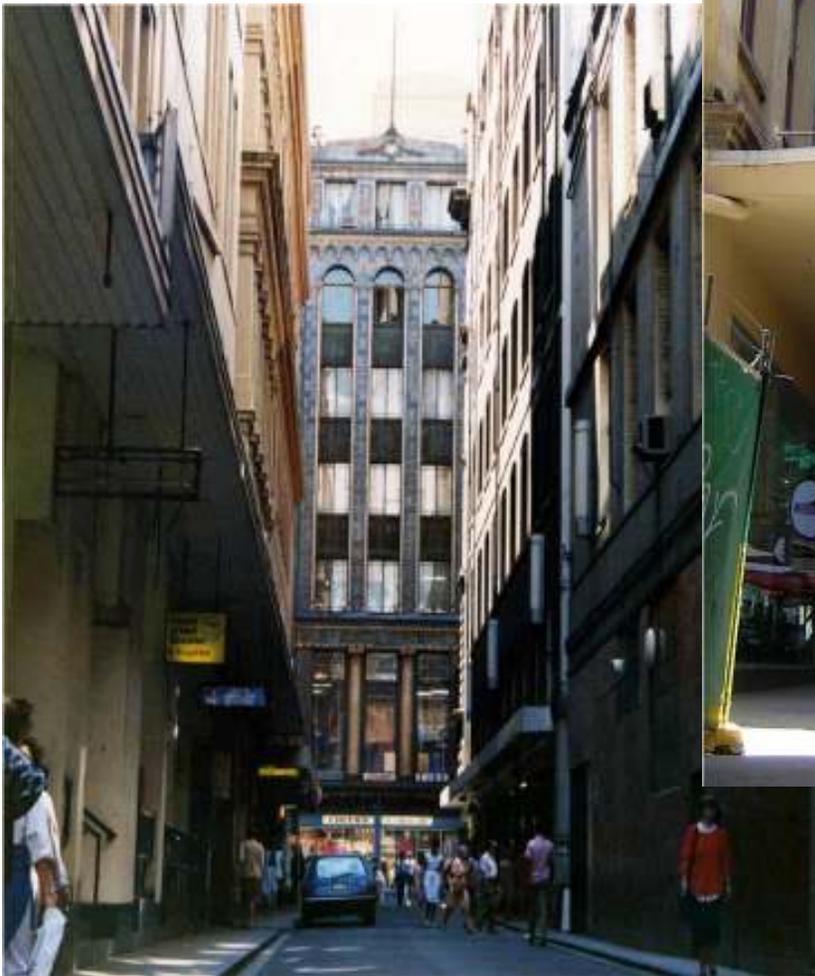
Density



Mixed Use



High Quality Public Realm



Melbourne Experience

- Through strong leadership of the council together with the professional skills of the administration team, the City of Melbourne has mastered successful partnerships with all stakeholders and directed the resources of all levels of government and the private sector towards its vision – A livable and sustainable city in the 21st century.