



Observatory PASCAL

Place Management, Social Capital and Learning Regions

PURE PASCAL Universities Regional Engagement Project (PURE)

MELBOURNE, AUSTRALIA

July 2009 to December 2010

1. July 2009

- Benchmarking data provided by almost all participating institutions, plus feedback from different levels on regional benchmarking; work beginning on presenting data in a spider diagram, so that we can see where particular institutions have something to offer. Opportunity to provide feedback to wider PURE network on the prototype of the regional benchmarking instrument, in conjunction with the planned dialogue with the OECD arising from the Vancouver conference.
- PURE steering group expanded slightly to include the University of Ballarat; ongoing discussions with CEOs of relevant TAFE Colleges to brief them into the project.
- Preparation for case studies which will illuminate current relationships and practices in relation to the cluster topics in which Melbourne is interested: regional innovation systems; 'green' jobs; and social inclusion and active citizenship. The case studies should also include exemplars of initiatives that will be of interest to other PURE regions;
- Confirmation with PURE Glasgow office in relation to role as sub-cluster leader in relation to 'regional innovation systems' cluster.
- Planning for role of PURE steering committee in supporting the implementation of the Melbourne participation in the OECD HEIs in their Regions project.

2. August 2009

- Confirm case studies: identify key stakeholders for interview and for focus groups; identify and obtain relevant documents (e.g. Terms of reference, reports); gather other relevant literature; note forthcoming activities in which action-researchers can participate; recruit project officers on casual basis; gain ethics approval; develop communications plan, both for case studies and for PURE more generally; commence data gathering.
- Deliver presentation to Knowledge Economy conference at University of Melbourne (Bruce Wilson).
- Liaise with PURE Glasgow office in relation to formation of clusters, and development of cluster leadership role.
- Facilitate liaison with OECD project.

3. September 2009 – November 2009

- Case study project officers commence from September 1 - develop case study methodology and gather data: ongoing contact with key stakeholders and collection of relevant documents; participate in relevant activities in case study sites; prepare draft reports.
- Implement communications plan, both for case studies and for PURE more generally.
- Presentation to UNISA Social Inclusion conference in Sydney (Bruce Wilson).
- (September) Prepare report for PURE Glasgow office on benchmarking instruments, both that used for HEIs and for regional authorities in benchmarking their perspectives on regional development.
- Planning for PURE workshop in early December.
- Conduct first online/telephone meeting of regional innovation systems cluster, develop cluster agenda and work program; participate in other relevant cluster activities as organised.
- Follow up as required on report on benchmarking instruments.
- Facilitate liaison with OECD project.
- Other discussions as initiated through PURE Steering Committee or PURE Glasgow office.



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4. December 2009

- Preparation of case study reports for presentation at PURE workshop; subsequently finalise drafts for distribution as determined by PURE Steering Committee, and report to OKC Steering Committee;
- Ongoing implementation of communications plan, both for case studies and for PURE more generally;
- Conduct PURE workshop/conference for comprehensive network of stakeholders, addressing issues such as HEIs and:
 - contribution to the economic development and innovation encompassing issues of environmental sustainability;
 - social and cultural development;
 - social inclusion and active citizenship.
- Continue coordination of regional innovation systems cluster, develop cluster agenda and work program; participate in other relevant cluster activities as organised.
- Engagement with visit of OECD review team, as required.
- Other discussions as initiated through PURE Steering Committee or PURE Glasgow office.

5. January 2010 – end of February 2010

- Preparation for the second peer consultative development group visit (target March 1-3).
- Compiling all good practices found in Melbourne in a kind of PURE-template.
- Preparing for the next iteration of the two benchmarking instruments, bearing in mind any developments following dialogue with OECD Centre for Entrepreneurship.
- Reviewing case study reports for implications to be considered further, perhaps greater dissemination or next phase of innovation.
- Continue coordination of regional innovation systems cluster, develop cluster agenda and work program; participate in other relevant cluster activities as organised.
- Other discussions as initiated through PURE Steering Committee or PURE Glasgow office.
- Potential contribution of Melbourne developments and perspectives into a proposed joint PASCAL – OECD meeting in Rome. [Fit with OKC ED participation in Thames Gateway peer consultative development group visit likely to be early February.]

6. March 2010 – April 2010

- Benchmarking, as refined.
- Second consultative development group visit March 1-3.
- Continue coordination of regional innovation systems cluster, develop cluster agenda and work program; participate in other relevant cluster activities as organised.
- Other discussions as initiated through PURE Steering Committee or PURE Glasgow office.
- PURE Regional Visit Report 2 concerning Melbourne: considerations on the project outcomes and meeting with the Regional Consultative Group.

7. May 2010 – June 2010

- PASCAL Jamtland International Conference with the PURE reports on the 15 regions and associated framework.
- Writing the overall report and measuring the progress made.
- Planning for consultation with and dissemination to local key stakeholders.
- Outline frameworks for the summary reports to be made available. Each participating region provides a summary that will be included in the final synthesis report by December 2010.



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8. From July 2010

- Meeting of all PURE-regions in Gabarone in conjunction with the PASCAL conference and end of cohort 1.
- Final Melbourne PURE-meeting (November – December 2010) with all those who were and are involved: universities, TAFE, policy makers, business organisations, professionals out of the social and cultural sector, cities, ports and communities.
- Conclusion: the overall PURE-project will by then have been developed and worked out in more than 15 regions worldwide.