Observatory PASCAL

Place Management, Social Capital and Learning Regions

PURE Regional Profile

MELBOURNE, AUSTRALIA

Appendix 1

Region:

Melbourne, Victoria, Australia

Principal PURE contact:

David Campbell

Title:

Executive Director

Institutional base with full postal mailing address:

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City of Melbourne, PO Box 1603,
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Name of main collaborating region:

Greater Melbourne Region

*Suggested members of your Regional Co-ordinating Group (RCG) (between 3 and 5 Persons):
Name, organisation and email:*

1. **Helen Hayes, University of Melbourne
   hhayes@unimelb.edu.au**

2. **Prof Colin Fudge, RMIT University**

3. **Prof Hans Swerrisen, LaTrobe University**

4. **To be added, Deakin University**

5. **To be added, Victorian Government**

6. **To be added, Monash University**

7. **To be added, Australian Catholic University**

Suggested Peer Reviewer from region:

David Campbell

'Identity' of Region (eg. governmental admin. region; special development zone; informal 'working reality' region, etc)

Capital city, and main administrative, industrial and commercial centre of Victoria. Strong industrial, cultural and sporting heritage with extensive university (8) system supporting R&D and innovation. Australia's 2nd largest city.

REGIONAL PORTRAIT
(Please list key issues of interest and relevance to PURE)

(i)   Approx. population and any key features: (e.g. new migrant numbers)

Approx. 3.6 million population with broad ethnic base and multicultural society (over 100 languages spoken) reflecting immigration waves since 19th century – Anglo-Celtic, European/Mediterranean, Chinese/Asian, Middle East/Africa. One of the world's most liveable cities.

(ii)   Other essential geographical features:

Predominantly urban environment around a large bay with natural features of beaches, forests and mountains within easy reach.

(iii)   Economy, industries and employment features:

Advanced economy – property and business services, manufacturing (food, metals, advanced materials), financial services, wholesale/retail, tourism, and educational services. Major logistics centre and Australia's largest port (~2M containers p.a.). New technology industries, e.g. biotechnology and nanotechnology.

KEY ISSUES AND CHALLENGES CONFRONTING THE REGION

(i)   Economic issues:

1. **Transition to advanced manufacturing and high technology, services and knowledge intensive industries.**
2. **Impact of emissions trading on established industries.**
3. **International competitiveness and productivity growth to support a prosperous, knowledgeable, and connected city.**
4. **Population growth and infrastructure; especially transport, energy and water.**
5. **Skills shortages in various professional and technical areas.**

Key websites for more information:

1. www.growingvictoria.vic.gov.au
2. www.futuremelbourne.com.au

(ii)   Social issues including health:

1. **Ageing population and provision of health and community services.**
2. **High quality education and training for lifelong learning including equity of access.**
3. **Building friendly, confident and safe communities including social inclusiveness.**
4. **Fairer society that reduces disadvantage and respects diversity, including homelessness and equity of access to skills and employment.**

Key websites for more information:

1. www.growingvictoria.vic.gov.au
2. www.futuremelbourne.com.au

(iii)   Environmental issues:

1. **Sustainability of natural and urban environments including smart buildings and urban design.**
2. **Adjustment to climate change and impacts, especially water resources and potential sea level changes.**
3. **Efficient use of natural resources for reduced carbon footprint, waste and water usage.**

Key websites for more information:

1. www.growingvictoria.vic.gov.au
2. www.futuremelbourne.com.au

(iv)   Cultural issues:

1. **Multicultural diversity and harnessing for economic and social development.**
2. **Strong cultural climate and calendar.**
3. **Development of a knowledgeable, creative and connected city to support economic, cultural and social development.**

Key websites for more information:

1. www.growingvictoria.vic.gov.au
2. www.futuremelbourne.com.au

(v)   Other issues or dimensions:
(e.g. political & administrative, civic and participation)

1. **Australian political system spread between federal, state and local government levels.**
2. **Strong state government approach to accountability and economic development.**
3. **Local government focus led by economic development from City of Melbourne and key municipalities.**
4. **Regional coordination across levels of government.**

Key websites for more information:
1.
2. *etc.*

UNIVERSITY AND OTHER HIGHER EDUCATION INSTITUTIONS (HEIs) PORTRAIT
(Please describe in a few words the HE system operating in the region, in terms of any important matters, the following):

(i) *Structure, legal and financial status of HE system*

HE system served by 8 Universities and range of Vocational Education and Training (VET) institutions. Universities are funded by mix of public (federal/state), private and international student sources; with collective revenues of ~A$4.0 billion and ~A$9.2 billion of non-current assets. Universities exist under state government statute, but operate within a national policy context. Recent federal review of the HE sector is likely to lead to major structural changes.

(ii) *Main priorities for the HEIs in the region*

Universities have a focus on teaching and research, plus extended engagement with industry, government and the community. Of the 8 in greater Melbourne, 2 are research intensive, 3 are well integrated with industry, 2 are regionally and rurally focused, and 1 is focused on social inclusion and equity. VET institutions are focused on education and training towards vocational outcomes. All HEI's have a strong focus on international students at the VET and/or undergraduate level.

University research and expertise base is extensive covering:

- **advanced materials and manufacturing**
- **ICT and related**
- **architecture and design**
- **fundamental sciences**
- **medical and health sciences**
- **biotechnology**
- **arts, humanities and social sciences**
- **economics, business, finance and management**
- **sustainability**

Culture of competition for resources which has restrained a truly collaborative culture. Variable levels of regional and community engagement across HEI's.

(iii) *Relevant recent changes and developments in policy and/or practice*

University models vary related to breadth, depth and scope of under- graduate training; and linkage with VET training, i.e. diversity in HE market. Increased dependence on private and international students to fund operations. Current federal reviews of HE and Innovation systems are likely to impact the sector in terms of funding, operational models, potential mergers, and greater focus on student demand drivers.

(iv) *Ways of organising and managing within the HEIs*

Universities compete for resources, but also form alliances for relevance; e.g. national Universities Australia, research intensive Group of Eight (national), Australian Technology Network (National). The 8 Melbourne based universities have partnered to support the Office of Knowledge Capital with the City of Melbourne and the Committee for Melbourne.

HEIs in REGION

1. **University of Melbourne**   **Parkville, regional Victoria**

2. **Monash University**   **Clayton, Caulfield, regional**

3. **RMIT University**   **Melbourne CBD, Bundoora**

4. **LaTrobe University**   **Bundoora, regional Victoria**

5. **Swinburne University of Technology**   **Hawthorn**

6. **Deakin University**   **Burwood, Geelong, Warnambool**

7. **Victoria University**   **Footscary, western suburbs**

8. **Australian Catholic University (national)**   **Fitzroy (plus Brisbane, Sydney, Canberra)**

PURE Regional Profile

MELBOURNE, AUSTRALIA

Appendix 2

Regional Aspirations and Agenda

1. *What aspects of regional development and the role of higher education in particular do you wish to engage with, focus on and improve, through your involvement in PURE?*

   (a) *From the point of view of the region and its priorities, objectives and ways of working?*

   Connectivity between HE sector and regional industries and communities to support economic and community development opportunities; especially in outer Melbourne and adjoining rural and regional areas geographically, across industry sectors including SME's, and in community engagement.

   (b) *From the point of view of the higher education institutions and their priorities, objectives and ways of working?*

   Improved understanding of the opportunities for regional engagement and models to facilitate, while being cognizant of the operating and financial issues for HEI's. Improved understanding of 'how to collaborate' – driven by recognition of the opportunities.

2. *In terms of the wider global, political, administrative, economic and environmental setting it was agreed at the PURE Glasgow working meeting (September 2008) that the following aspects (included in Briefing Paper No. 3) were of wide general significance for the PURE project as a whole:*

   (a) *What role are strong national and/or regional policies in favour of third mission playing to overcome barriers for PURE work in the regions?*

   Important if supported financially to enable re-deployment of resources. Note that current federal HE Review does not support separate 3rd stream funding.

   (b) *Will strong national and regional policies in favour of sustainable development have an impact on PURE activity on environmental issues?*

   Yes – provides framework and funding for focused initiatives. Sustainability seen as a major area of opportunity and expertise of the greater Melbourne university system.

   (c) *Will strong policies on implementing LLL at national and/or regional levels have an impact on PURE activities? (LLL = life long learning?)*

   Yes – integration between VET, undergraduate and postgraduate recognized as crucial to skilled workforce development. Community engagement aspects of LLL also need to be factored in beyond workforce issues.

(d) *Will strong national and/or regional innovation and research policies have as impact on PURE activities?*

Yes – current state and federal government innovation policy field is very active and supportive, especially of technology development and transfer. Skills development and knowledge transfer area remains the other major opportunity, especially to SME sector.

(e) *Will strong national and/or regional policy on administrative and governance issues have an impact on PURE activities?*

Yes – in terms of operation and accountability of the HE sector related to public investment. Current policy environment between federal (university) and state (VET) levels may result in some turbulence and uncertainty.

(f) *How is the third mission seen and developed, and how central is it to the future especially of non-elite universities?*

The need for engagement beyond teaching and research to industry, government and the community is recognized across all universities but through different perspectives and models, i.e. active vs passive and extent. Government recognition of the 3rd stream as a public good but not supported in separate funding.

(g) *Is the globalisation of the economy changing regions' ecological, social and cultural policies? If so, how will it impact on PURE activities in the region and the university?*

Yes – globalization impact understood in not only economic terms but also geo-political position, social inclusion (e.g. immigrants and refugees), climate change and resource use. Strong focus on sustainability at natural and build environment levels, in terms of resource use, and social and community aspects. Opportunity for the greater Melbourne region to leverage its expertise base and demonstrate leadership.

3. *At this stage, do you have a clear sense which subject(s) of special interest you would like to concentrate on in a PURE regions sub-group; for example – ecotourism, SME development, mega-events like the Olympics, cultural development and creative arts, etc?*

Requires coping with participants cognizant of state government policy, local government focus, and expectations of the participating universities.

We would be interested in the following sub-group specialism(s):
To be advised.

4. *Are there any other points that you wish to mention at this stage?*

No - further development in January 2009.