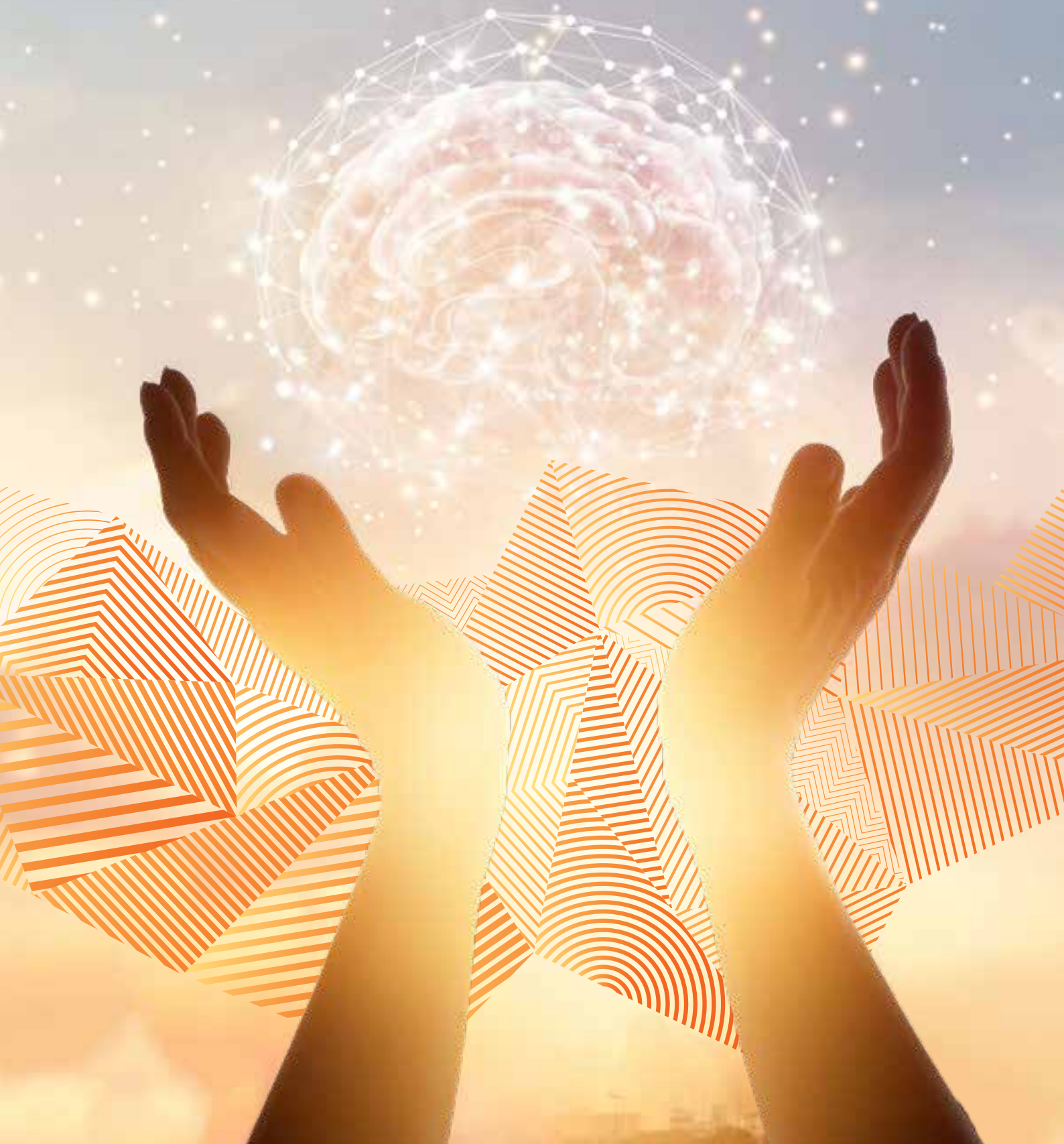


LAKE MACQUARIE CITY

LET'S IMAGINE



INNOVATORS SUPPORT ROADMAP



VISION

Lake Macquarie City and the Hunter Region will be renowned as a hotspot for innovation and in the top 10 liveable cities in Australia.

CHALLENGE

Australia is entering a period of significant change across national and global markets with uncertainty around maintaining competitiveness, while making sure we take advantage of opportunities in emerging industries. The CSIRO has identified innovation as one of the key drivers for future productivity growth. The challenge for Lake Macquarie City is to generate new economic activity through innovation that contributes positively to liveability.

Locally, our City faces constraints to nurture, attract and retain people with inventive, creative ideas and the skills and means to test, grow and deliver those ideas. This leaves us vulnerable to disruptions from global megatrends and disruption of historically strong local industry sectors. While our region does generate amazing innovators, the City can do more to support this activity and the growth of a resilient, diverse economy.

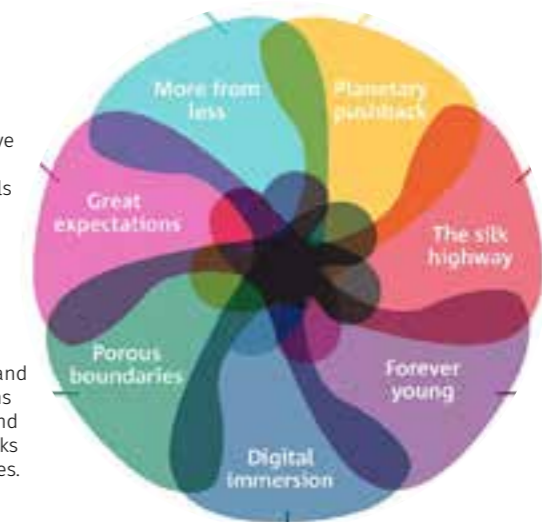
CSIRO MEGATRENDS

Innovation in meeting human needs by more efficient use of mineral, water, energy and food resources in light of escalating demand and constrained supply.

Changes in earth systems from global to microbial are creating challenges for humanity including climate change and antibiotic resistance.

The rise of the all-important experience factor as society and consumers have rising expectation for personalised and positive experiences involving social interaction, morals and ethics, and the physical world.

Changes in organisational models, governance systems and employer-employee relations in a more agile, networked and flexible economy, which breaks through traditional boundaries.



Rapid growth of emerging economies and the transition from industrialisation to technologically advanced service sectors.

The rise of the aging population, retirement savings gap, lifespans, healthcare expenditure, diet and lifestyle-related illness and mental health awareness.

The exponential growth in computing power, device connectivity, data volumes, internet users, artificial intelligence and technological capabilities.

PURPOSE

This Roadmap assists with the implementation of the Greater Newcastle Metropolitan Plan 2036 and the City's Economic Development Strategy. It focuses on the role that only Lake Macquarie City Council can play.

STRATEGY

The greatest opportunity for our region's future lies in our people: their ideas, skills, experience and enterprise to drive productivity growth. To secure talent, our region must offer what innovators seek. Therefore, we will look at what innovators and organisations need to succeed, what they look for in a place.

We will invest in nurturing, retaining and attracting innovators. These are the creators, disruptors, designers and makers, who live within and outside our City. We will make it easier for them to create new, highly scalable products, services and knowledge that have a large addressable market, which can be captured quickly, often with the use or aid of technology.

OPPORTUNITIES

Citywide long range wide area network (LoRaWAN)

LoRaWAN is now available in Lake Macquarie for long-range smart device communication. It's ideal for organisations and start-ups that use connected devices that need to "talk" to one another.

Charlestown Innovation Precinct (CHIP)

Charlestown is home to the DaSH co-working space, which is helping foster connections to accelerate innovation. Co-innovation opportunities include climate research, retail futures and urban mobility and many more.

An innovation community

The region is home to a highly active meet up scene of innovators from across all industry sectors. There are many opportunities to meet up with like-minded innovators and there are more plans to add to the DaSHworks locations across the City.

Smart lake and beaches

The lake and our coastline is one of the unique aspects of Lake Macquarie City. The City has pioneered lake innovation, including coastal ecology and monitoring, and collaborated with University of Technology on a Smart Beaches project, but there remains untapped innovation opportunities.



WHAT DOES IT TAKE TO GENERATE INNOVATION?

Our innovation framework illustrates the essential ingredients

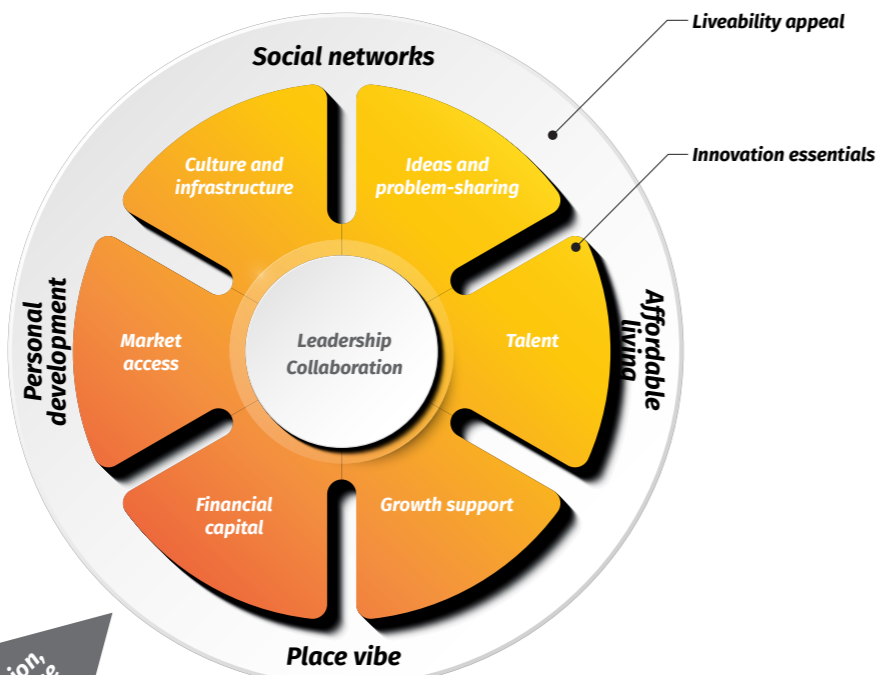
Liveability and innovation are strongly linked when creating an environment that encourages creatives, makers and inventors to express their ideas. It is this idea that the quality of life for consumers is the basis of a flourishing and functioning smart and innovative city.

The framework utilises the underlying elements of liveability and innovation to begin to highlight a range of projects that will provide a solid foundation for supporting local innovation.

The diagram on the right shows that leadership and collaboration drive innovation, which is about identifying the right leaders and ensuring that the system can provide that connection between innovators and leaders.

The innovation segment is about encouraging the right culture, which supports new ideas that can be funded through a range of development stages. It is thinking about where ideas come from, making sure, we have access to the right makers and identifying who are the people with the right skills.

The outer segment, liveability of a city, underpins the drivers for creating an innovative community. It explores the cost of living, availability of housing and access to transport. It also recognises the intangible elements of a city, including its culture or vibe, opportunities for growth, and support through strong social cohesion.



Learn more about our framework at lakemac.com.au/smart-city-smart-council



Areas of focus

The Roadmap lays the foundation for the development of a co-innovation program and a liveability program.

These programs are underpinned by a review of the regional innovation ecosystem to better understand how the City is performing - what we are doing well, what we are not doing well, and where there are emerging opportunities.

We'll focus on leadership and collaboration, culture and infrastructure, ideas and problem sharing and financial capital.

How we will monitor performance

We will use key indicators from the Australian Government's National Cities Performance Framework to monitor performance at the regional level.

For the Lake Macquarie local government area, we will monitor performance using the Regional Competitiveness Index, subject to future availability.

In the second year of this roadmap, we'll continue to review the innovation ecosystem to determine future areas of focus.

CO-INNOVATION PROGRAM

We will develop an agile 'co-innovation program' to capitalise on the region's innovation and liveability foundations to address pressing needs of innovators.

The program will be modelled on open innovation programs and living labs, which are places where designers, scientists, organisations and local people collaborate on ideas and solutions to community challenges.

We will connect with and leverage complementary regional initiatives and forge new partnerships.

A successful partnership project will result in the development, testing and/or commercialisation of a product, service or knowledge that is new to the region and improves liveability.

LIVEABILITY PROGRAM

Our city and region offers an incredible and affordable coast and urban lifestyle. To attract innovators we will provide more vibrant and desirable urban centres, greater transport choice and affordability.

To meet these outcomes, we will implement Council's Imagine LakeMac strategy, which is about creating a greater sense of wellbeing with places that allow people to explore, connect, play, innovate, contribute and thrive.

Foundational projects

Raise awareness of City innovation support offerings

Build a regional virtual and people network designed to connect innovators, problem-holders, helpers, innovation support assets and co-innovation sites.

Continue collaborations to build a regional shared Internet-of-Things device and data management platform

Continue investigations into a high speed broadband offering

Review Council policies to remove roadblocks to local innovation

Adopt a shared data policy and improve quality of data sharing

Establish a governance framework for handling major partnership projects

Partnership projects and supporting activities

Continue raising awareness of City innovation support offerings, including Dashworks opportunities

Share selected regional urban challenges and problems

Provide innovation grants to encourage creative projects and fund development opportunities

Network and pursue partnership opportunities

Undertake identified collaborative projects with innovators and creators

Liveability initiatives

Continue to advocate for access to affordable and diverse housing options and work with industry to help create local jobs.

Implement an Events Strategy to improve social and cultural activities to build strong connection in our community.

Make the most of natural and built assets to enhance recreational and community activities.

Work with our partners on planning initiatives that provide homes, creative places and work places close to centres and neighbourhood hubs.

Improve walking and cycling choices, and support better public transport options.

Implement the Night-time Economy Action Plan to offer our community more to do after dark in Lake Macquarie

Protect our City's vast natural playground and rich heritage and offer more opportunities for people to enjoy it.


Other initiatives identified through partnership projects

LET'S MAKE IT HAPPEN

With economic foundations in manufacturing, mining, health, defence, education and creative industries, a strong presence of leading research institutions, and an enviable lifestyle, the Hunter region is strongly placed to grow its innovation capabilities.

If you are an innovator, creator, entrepreneur, or have an idea or project you're working on then we'd love to hear about it.

Visit the websites below to register your interest in collaborating with Council under the Co-innovation Program.

 lakemac.com.au

 dantia.com.au



INNOVATION ROADMAP

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