

# MELBOURNE 4.0 BRIEFING

“We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten. Don’t let yourself be lulled into inaction.” — **Bill Gates, 1996**

**Geopolitical shifts | technological developments | climate change | demographic transformations**

These are just some of the megatrends that are outside our control, but will fundamentally determine the operating environment that our cities and organisations will have to compete in.

**The Melbourne 4.0 briefing is an interactive presentation and dialogue where you and your staff will vote with your feet.**

- + Why the Melbourne 4.0 Taskforce?
- + How did it get to the insights?
- + What does it mean for...
  - + our city?
  - + your organisation?
  - + your clients?
  - + your (future) competitors?
  - + your industry?

**This one-hour briefing shares and promotes your Committee for Melbourne membership with your staff, and gets your organisation involved in shaping a better future for our city.**

**LEARN.  
VOTE.  
DISCUSS.  
INSIGHT.**

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**Book your Melbourne 4.0 briefing now:**

**03 9650 8800**

**cfm@melbourne.org.au**

“As well as the Melbourne 4.0 briefing providing a real and thought-provoking insight into the various potential futures for our city, the session was a great way for us to engage our people in a structured and strategic dialogue about the future operating environment for our organisation.”

— **Tony Macvean | Managing Partner | Hall & Wilcox**