

MEDIA RELEASE

For immediate release

Committee for Melbourne launches MELBOURNE 4.0

The Committee for Melbourne has launched an ambitious new taskforce, MELBOURNE 4.0.

Melbourne may have been voted 'world's most liveable city' six times in a row, but what will the world look like in 2030?

MELBOURNE 4.0 will engage Committee for Melbourne members in a series of workshops and interviews to help establish the most likely future scenarios for our city.

"The world is in a state of accelerating change," said Martine Letts, Committee for Melbourne CEO.

"We are at the beginning of the 'Fourth Industrial Revolution' which will profoundly affect the way we work, live and do business."

"MELBOURNE 4.0 will help us prepare for the forces of innovation and digital disruption that will shape our future."

Keynote speaker Assistant Minister for Cities and Digital Transformation Angus Taylor congratulated the Committee for Melbourne on the taskforce, encouraging participants to take a technology-first approach to city development.

"The Australian Government is now examining the extent to which new technologies can be used to improve the efficiency, sustainability and services of infrastructure networks. There's a growing realisation that technology can provide unique and creative solutions to our everyday challenges."

Committee for Melbourne CEO, Martine Letts reflected that there are global megatrends that are outside of our control that will fundamentally impact our future.

"By exploring these external trends, we can identify the most plausible range of futures for Melbourne's economy."

"These scenarios help us generate tangible policy initiatives to pursue that will help Melbourne thrive well into the future."

This model was used by the Amsterdam Economic Board in 2011 to predict a range of scenarios within the European context, including an increasingly fragmented European Union.

The Committee for Melbourne is urging all members to get involved in MELBOURNE 4.0 through the workshops, interviews and online over the next six months.

For more information about MELBOURNE 4.0 please visit <http://melbourne.org.au/policy-advocacy/melbourne-4-0>

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About Committee for Melbourne

Strategic leadership think tank, the Committee for Melbourne is an apolitical, not-for-profit, member-based organisation that brings together over 120 organisations from Greater Melbourne's business, academic and community sectors, which share a common vision to make Melbourne a better place to live, work and do business.

As an independent organisation we represent no single interest group or political position, but seek to challenge conventional thinking and to develop innovative ideas to continue to enhance our position as an economically prosperous and highly liveable global city.

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