

SHARING VICTORIA'S LIVEABILITY EXPERTISE WITH THE WORLD

A LIVEABILITY VICTORIA INTERNATIONAL PUBLICATION



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Printed by R.A. Printing Pty Ltd
ISBN 978-1-76077-858-3 (Print)
ISBN 978-1-76077-859-0 (pdf/online/MS word)

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01 FOREWORD

Victoria has some of the most liveable places on earth.



Photo: *The Hon. Lisa Neville MP
Minister for Water*

Melbourne, our state capital, attracts visitors and new residents from across the globe to experience its beautiful parks and gardens, clean air, open spaces, diverse communities and vibrant sporting and cultural activities.

Whether it's visiting street art and restaurants in Melbourne's central business district or sampling the produce and cultural events across our diverse regions and towns, Victoria remains a drawcard for interstate and international visitors.

Our state's record on liveability is no accident. Melbourne was not always such a vibrant and liveable city. The Yarra River was once polluted with effluent from factories running straight into the river, and the central business district shut up shop after work hours.

It has been a deliberate strategy by the Victorian Government, the City of Melbourne, local governments and multiple partner agencies to transform our cities and regional communities and improve our natural and built assets.

Liveability Victoria International (LVI) has been promoting Victoria's capabilities in helping create liveable cities since July 2016. A branch in the Department of Environment, Land, Water and Planning, it tells the story of what government, universities, business and communities have done to make our state the liveable place it is today.

LVI works with Global Victoria and the 22 Victorian Government Trade and Investment offices overseas to promote our capabilities in water management, cleantech, environmental services, planning and urban design.

Our expertise focuses on developing solutions that fit the differing cultural needs of people where they live and draws on expertise across disciplines.

We're also learning from great things happening in other cities across the world. International delegates come to Melbourne to learn about what we do but also to share their own approach to creating liveable cities for their communities.

This report shares the stories of what LVI has achieved over the last three years, including hosting 65 international delegations and delivering on LVI commitments in *Victoria's China Strategy* and *Victoria's India Strategy*, as well as *Victoria's Southeast Asia Trade and Investment Strategy* and *Victoria's Latin America Trade and Investment Strategy*, which both identify liveability as a growth sector for export development.

Research commissioned by LVI found Victoria currently represents 23.2% of Australia's overall output when it comes to the liveability sector, a sector that generates \$24.3 billion of output in Victoria. It's an important reminder of the value a liveability focus brings not just to our quality of life but to our prosperity overall.

A handwritten signature in blue ink, appearing to read 'Lisa Neville'.

THE HON. LISA NEVILLE MP
Minister for Water

02 INTRODUCTION

Since July 2016, Liveability Victoria International (LVI) in the Department of Environment, Land, Water and Planning (DELWP), has worked with Global Victoria to connect Victoria's thriving water, cleantech and urban design sector expertise with international opportunities.

Through business development, knowledge exchange, sharing sustainable development practices and promotion of Victoria's liveability brand, LVI creates opportunities for Victorian businesses to share their expertise and reach new markets at export.

As well as working globally, LVI and its partners are building stronger clusters of business, research and government communities across all three sectors in Victoria – and bringing best practice liveability ideas back to Victoria to enhance our own liveability.

India and China are priority markets for LVI and our activities are aligned with the Victorian Government's decade-long plans to strengthen Victoria's engagement in these countries, both identified as growth areas for export of Victorian liveability expertise.

Both countries offer incredible opportunities for Victorian businesses: China's Sponge Cities program aims to develop water sensitive urban design in cities; while India's 100 Smart Cities urban renewal and retrofitting program intends to make cities citizen-friendly and sustainable.

In four years, LVI has connected Victorian businesses with targeted overseas markets in China and India, as well as Vietnam and Singapore, working closely with Global Victoria and the Victorian Government's 22 overseas offices to deliver inbound delegations and international trade missions.

As a sponsor of industry conferences and major initiatives overseas, and a supporter of local business clusters at home, LVI leads a variety of activities, promoting Victorian businesses and expertise, while building connections and opportunities within the liveability sector.

We're proud to share these highlights and look forward to seeing the sector grow.





Photo: DELWP.

"It was wonderful to brainstorm with the Victorian water sector, compare different philosophies and hopefully offer some insights from the experience we gained in Israel. It is very clear that the water system in Victoria is in good hands." – [Oded Distel, Founder, Israel NewTech.](#)

THE RISE OF LIVEABLE CITIES AND PLACES IN CHINA



China's demand for liveability expertise is a huge opportunity for Victorian businesses and the state's export market.

Melbourne's reputation as one of the world's most liveable cities – number one for seven years in a row – is a powerful endorsement to countries like China, where there's a growing demand for services and products to improve water, air and soil quality.

With experience and expertise in building liveable cities and places, Victoria is well placed to meet this demand.

In China, LVI's activities support the Victorian Government's China Strategy – *Partnerships for Prosperity* – and deliver on the strategy's commitment to promote Victorian expertise in creating liveable cities in Sichuan and Jiangsu provinces.

Jiangsu Province has been Victoria's sister state in China for forty years. In 2016, the Andrews Government signed an additional sister state agreement, with Sichuan Province, one of China's fastest growing provinces.

Chengdu, the capital city of Sichuan Province is a significant commercial centre in China. It markets itself as a liveable city – prioritising green space and water sensitive urban design. For Victoria, there's real opportunity to share our liveability sector expertise here.

Jiangsu Province is similarly committed to achieving greater standards of liveability, particularly through China's Sponge Cities program, which aims to turn cities into sponges, soaking up stormwater, filtering pollutants and in some cases providing water for reuse.

Since 2016, LVI has worked with its partners to promote Victorian expertise around the liveability sector in China, investing in new business relationships and connections in Jiangsu and Sichuan Provinces.

"It's enormously helpful to have a government to government introduction in China, at any level... if LVI could take us into other provinces in China, that's certainly of interest to us." – **Jim Tanner, CEO, Envirostream Solutions.**



Photo: Ningbo, China.

Together, we have achieved:

- A Memorandum of Understanding with Jiangsu Province's Ministry of Housing and Urban Rural Development about collaboration on Sponge Cities and environmental issues.
- A partnership with Sichuan Province on liveability including a liveability forum in Chengdu in 2016, and a liveability program in Melbourne in 2017 for Sichuan government officials.
- A liveability trade mission to Jiangsu and Sichuan Provinces in 2018.

By investing in projects with liveability goals like improved water, air and soil quality, China has much to gain from Victorian leaders in the liveability sector – while offering massive opportunities, through the scale of its programs, for Victorian businesses in the export market.

Recent trade missions have proved very useful in establishing connections and relationships between Victorian liveability experts and the increasing number of Chinese companies keen to adopt new technology and solutions across their cities.

Since 2013, the Cooperative Research Centre for Water Sensitive Cities (CRCWSC), based at Monash University, has been working with the City of Kunshan in Jiangsu Province to guide its transformation into a water sensitive city.

As part of its transformation, Kunshan is developing a 10-ha innovation park, to demonstrate and commercialise leading water technology, with support from LVI and Global Victoria, as well as numerous Victorian liveability sector businesses.

More than \$240 million AUD in capital works have been directed towards improving the city's water quality, flood protection and liveability. The success of this led to the city embarking on an ambitious capital works program of \$1 billion AUD in public and private investments.

According to Professor Tony Wong, Chief Executive, CRCWSC, "the success of the partnership with the City of Kunshan provided the template and catalyst for expanding Victorian enterprise participation to transform more cities and towns in Jiangsu Province."



"In addition to our ongoing work in Kunshan, we now have the opportunity to immediately influence capital works investments in a further two cities to be nominated by Jiangsu Province," says Tony, "which will strengthen pathways to market for Victorian expertise."

Collaborations like those between LVI and CRCWSC bolster the opportunity for Victorian businesses to share their expertise in China, particularly through trade missions, to meet the growing demand for leadership in cleantech and urban design solutions.

Jim Tanner, CEO of Envirostream Solutions, has participated in several state and federal delegations to China and found that LVI and Global Victoria's 2018 mission to China offered a more targeted approach.

"One of the benefits I observed was that LVI understands where each business has come from – so they begin to understand your objectives very well, which makes for a targeted mission," says Jim. "The introductions you make as a result are right on the money."

"They're very good advisers and identify targets in the commercial space or with state players, so you get to position your brand with government, municipal and city officials," says Jim, who expects the outcomes of the China mission to be "significant."

"It's enormously helpful to have a government to government introduction in China, at any level," he says. "The big advantage of trade missions like this one is that the other party is already interested and welcoming and people know what you're offering."

"If LVI could take us into other provinces in China, that's certainly of interest to us."

Lingxue Kong, Professor (Research) at Deakin University's Institute for Frontier Materials (IFM) was a delegate on the 2018 liveability trade mission to China, having worked with LVI to share expertise around developing membranes to assist with water treatment and filtration.

"Our delegation consisted of industry leaders and researchers in water. We visited Kunshan, which is just 50 kilometres from Shanghai, in a region that is covered by an enormous amount of water and has issues with flooding and contamination," says Lingxue.

"As a research institute within a university, we were quite unique and the only group working on materials," he says. "The trip was fantastic. We met with some excellent companies, mostly from China and Australia."

"Because I'm from China and understand the culture, Australian companies approached me to see how they could access the Chinese market; Chinese companies wanted to know how we could help them with their research and innovations," says Lingxue.



Photo: Kunshan Forum.

WELCOMING INTERNATIONAL DELEGATES TO VICTORIA

One of the most effective ways to share Victoria's liveability expertise is by hosting delegates from other countries.

During the past three years, LVI has hosted 65 delegations from every continent (except Antarctica!) Hosting delegations is core business for LVI and the perfect opportunity to build international relationships, by sharing knowledge and expertise.

While hosting delegations is an excellent platform from which to share Victoria's liveability expertise, it also provides a window into other countries' experiences in developing more liveable cities and places.

Most delegations are made up of government representatives, businesses and industry leaders. They can be small and intimate groups, or as large as a classroom, with close to 30 delegates visiting Victoria at a time.

Working closely with Global Victoria, LVI helps to curate meaningful programs for each delegation, drawing on knowledge of liveability sector leaders in Victoria and matching Victorian businesses to the challenges currently facing delegates in their home countries.

While delegates are often in Victoria to see industry best practice in action, inbound missions are equally an opportunity for Victorian businesses to learn about new ideas being trialled or implemented overseas.

When Bineesha P, Executive Director, International Institute of Waste Management (IIWM) visited Victoria from India, she appreciated that LVI had planned a program of networking opportunities and plant visits to learn about the latest practices in waste management.

While in Melbourne, Bineesha P and her delegation met with Peter Wearne, the Melbourne Cricket Ground's General Manager of Facilities to discuss waste and wastewater management solutions in cricket stadiums; Bengaluru's M Chinnaswamy Stadium is India's first eco-stadium and a leader in wastewater management.

M Chinnaswamy stadium harvests rainwater to reuse within the premises, has a 400 KW solar rooftop plant that generates green energy – the first of its kind installation in the world – and has a 500-kg biogas plant.¹

Since this meeting, there's been a steady exchange of expertise, ideas and resources between the IIWM and MCG. "It's a connection that happened by chance," says Bineesha. "Made possible through the relationship we now have with Melbourne and Victoria."

Hosting 18 delegations on average each year, LVI has established positive and lasting relationships with governments, industry leaders, companies and universities around the world, in key overseas markets like India, China and Singapore.

"It's like you go over [to Victoria] with one idea, but if your eyes are open, you will see many new opportunities that can come about," says Bineesha.

Latin America is an emerging market for LVI activity. There is now greater connectivity between Victoria and South America, with direct flights between Santiago and Melbourne. With the launch of *Victoria's Latin America Trade and Investment Strategy* in 2018, LVI has worked with the VGTIO in Santiago to deliver programs for a delegation from Chile in urban design services with an interest in Melbourne's expertise in Place Making, as well as delegations from Argentina to share expertise in water management.

¹ <https://timesofindia.indiatimes.com/city/bengaluru/bengalurus-chinnaswamy-to-showcase-its-green-initiatives-to-other-stadiums/articleshow/64249484.cms>

LIVEABLE CITIES TRADE MISSION TO SINGAPORE

LVI and Global Victoria delegation of Victorian businesses attends world-leading events in Singapore, with a focus on liveable cities and water solutions.

As a city recognised for its liveability, Singapore offers rich opportunities for visiting trade missions, especially every second July when the Centre for Liveable Cities (CLC) and Urban Redevelopment Authority (URA) stage the biennial World Cities Summit (WCS).

The WCS is held in conjunction with Singapore International Water Week – a global platform for water industry leaders to share best practice, the latest technologies and co-create innovative solutions – and the CleanEnviro Summit Singapore (CESS).

Also a biennial event, the CESS is organised by Singapore's National Environment Agency for government and industry leaders to identify, develop and share practical, replicable and scalable solutions to address environmental challenges in wastewater in growing cities.

In 2018, LVI partnered with Global Victoria to send a delegation of Victorian businesses to Singapore, to raise awareness of Victoria's liveability expertise in the water, environmental and cleantech industries.

For Victorian water specialists, the mission provided an opportunity to attend major events under the LVI and Global Victoria banner, to connect with industry leaders from around the world and benefit from curated business matching opportunities organised by Global Victoria.



Photo: WIRSOL and Edify Energy..

During the mission, Liveability Victoria International hosted a well-attended event for the delegation with Department of Environment, Land, Water and Planning (DELWP) Secretary, John Bradley as keynote speaker.

The biennial World Cities Summit (WCS) is a platform for government leaders and industry experts to address liveability and sustainability challenges facing cities. Attendees come together to share integrated urban solutions and forge new partnerships.

As a juncture to attract world leaders in water, liveability and environmental solutions, Singapore's International Water Week offers a multi-pronged approach. For one week in July, it gathers the best minds and latest technology in one of the world's most liveable cities.

It's an excellent opportunity for promoting Victorian expertise and connecting Victorian businesses with leaders from across Southeast Asia and beyond.

03 BUILDING RELATIONSHIPS AND CONNECTIONS

PROMOTING VICTORIA'S LIVEABILITY EXPERTISE IN INDIA



The first LVI and Global Victoria trade delegation to India builds new relationships and commercial opportunities for Victorian businesses.

In May 2019, LVI and Global Victoria introduced a delegation of leading Victorian companies in the liveability sector to a range of business opportunities in India – through matched introductions and curated networking.

The Urban Development and Smart Cities Mission – LVI and Global Victoria's first to India – was designed to meet the increasing demand for international liveability expertise in India. With a rapidly changing environment, there's now greater ease around doing business in India.

In India, LVI's activities support the Victorian Government's India Strategy – a decade-long international strategy – and deliver on the strategy's commitment to promote Victoria as a valued knowledge and business partner to India.

The five delegates – leaders in architecture, water and environmental solutions and transport – began the mission in Bangalore, before separating into individually tailored business matched programs and reconvening in New Delhi to attend the India Smart Cities Expo.

Each stage of the trip provided an opportunity to learn about the local and international companies and technology currently in India, meet with businesses to discuss real-world projects, and explore possible market level and expansion models of business overseas.

The mission was a collaborative effort – supported by Ms Michelle Wade, Victoria's Commissioner to South Asia, and Austrade in New Delhi. The tailored business programs were developed with the Victorian Government's Trade and Investment Offices in Bangalore and Mumbai.

The recruitment process for missions of this kind is particularly important. Curating a successful mix of delegates involves finding Victorian companies of excellence interested in India and at the right stage in business to consider moving into export.

In 2019, to launch the mission and begin recruiting delegates, LVI delivered an India export panel and networking event in Melbourne – with a video link to Ms Wade in Bangalore and a panel discussion with three Victorian companies already working in India.

Mission delegate, Harvey Male, Principal Architect (Melbourne) with The Buchan Group was invited to sit on the export panel to share his perspective on working in India. He also joined the mission to India.



Photo: C&D waste mission level crossing removal project site visit.

"I've been on a few trade missions," says Harvey, "but this was definitely the best." For Harvey, being part of a smaller delegation, as the only architect or urban designer, meant that the mission became "concentrated and more relevant".

"We would never have, on our own, been able to get in front of 21 companies over five days," says Harvey. "It helps to get a foot in the door – especially because these are people we've got a relevant offering for."

"Being able to share the skills you have and the way we can work together, where your offer matches what the companies need, rather than trying to compete with locals, is critical when trying to build meaningful connections," he says.

Last year, Harvey and his team delivered a luxury residential project in Chennai. "If it was in Melbourne, it would be our best residential project but it just happens to be in Chennai. It's a luxury residential complex very much built around Melbourne's quality of life," says Harvey.

"We met with 21 companies and normally if you come away with one opportunity after a trip, that's great. To have two, three or four new connections come about from a five-day trade mission makes it a really useful visit," he explains.



"There's a lot of growth in India and huge opportunities for investment," says Harvey. "We've seen great changes there in the past 10 years, but it's still a difficult market. Like anywhere, it's all about relationships and connections, but even more so in India."

"Austrade hosted an event at the Australian embassy in New Delhi and we met a lot of people there," says Harvey. "It was very effective and showed how Victoria and Australia can really punch above its weight when it comes to leading on liveability."

By cultivating a liveability sector connection between Victoria and India, LVI is well placed to develop new relationships and pave the way for new commercial opportunities for leading Victorian businesses, sharing expertise and excellence already in demand across India.

"When you can be introduced or vouched for as a delegate on a trade mission, it resonates with people overseas because you're more recognised and valued as a company representing Victoria and what it offers, than if you turned up on your own."

– Harvey Male.



INDIA'S DEMAND FOR VICTORIAN CLEANTECH EXPERTISE

When LVI hosted a waste management delegation from India, it set the scene for some winning connections.

In December 2018, LVI hosted six delegates from India, in partnership with India's International Institute of Waste Management (IIWM). They were here to learn about Victoria's construction and demolition (C&D) waste management practices.

The IIWM chose delegates from the state government of Karnataka and Meghalaya, an environmental consultancy and a sand rock aggregate business. In three days, this delegation had prompted a raft of new opportunities.

Bineesha P, Executive Director, IIWM was already familiar with Victoria's waste management expertise having participated in inbound and outbound trade missions between India and Victoria since 2008.

"It was very encouraging to realise there was interest from Melbourne companies to collaborate with Indian companies," says Bineesha who approached LVI, Sustainability Victoria and India's trade commission to organise the 2018 delegation.

"At the time, India didn't have a construction and demolition waste recycling unit. We wanted to see Victorian plants and explore the possibility of joint ventures or technology transfers, even opportunities to help source technology and buy equipment," she says.

During the 2018 delegation, Bineesha toured five plants and met with industry partners for business-to-business discussions. She also met with RMIT to discuss a possible collaboration around establishing a MBA in Waste Management at India's top universities.

"Following this delegation, one of our representatives went ahead with setting up a plant in Bangalore and buying equipment he saw in Victoria," says Bineesha. "Another learned how to cut the costs around setting up a fully fledged building from their visit to Melbourne."

"It might sound very small but it makes a big difference," she explains. On the flip side, while in Melbourne, Bineesha realised waste management companies in Victoria were interested in India's capacity to recycle plastic.

"Following this delegation, one of our representatives went ahead with setting up a plant in Bangalore and buying equipment he saw in Victoria," **says Bineesha.** "Another learned how to cut the costs around setting up a fully fledged building from their visit to Melbourne."



COLLABORATION WITH CITY COUNCIL TARGETS GLOBAL STAGE



Photo: Courtesy of City of Melbourne.

City of Melbourne is an important partner for LVI when it comes to promoting Victoria's liveability expertise internationally.

As the world's most liveable city seven years in a row, the concept of liveability is almost synonymous with Melbourne and Victoria by default. As a brand, it's an enviable position to be in, but it requires a concerted effort to market the liveability sector beyond Australia.

City of Melbourne has a dedicated team working towards promoting Melbourne's liveability expertise overseas. Led by Frances Fu, the Capital City Global team helps Melbourne businesses develop their international standing across six sectors – one being liveability.

With an office in Tianjin, China, one of Melbourne's six sister cities, the Capital City Global team offers programs, missions, seminars and partnerships designed to promote City of Melbourne's interests central to Melbourne's economic development and trade.

This small but far-reaching team collaborates with partners like LVI to leverage brand recognition around Melbourne's 'most liveable city' accolades, promoting liveability expertise of businesses and local council too.

City of Melbourne is an expert in this area. "Our brand has huge recognition in the overseas market, particularly in India, China and Southeast Asia," says Frances. "We're keen to leverage that and promote our companies' interests to help them gain traction internationally."

"We felt from the very start that we needed to plug into the Victorian Government network to make this work," she says. When City of Melbourne organises a trade mission or inbound delegation, LVI and Global Victoria suggest the best placed delegates to engage with the opportunity.

"While we have companies we work with at City of Melbourne, when it comes to overseas opportunities we really want to promote these among Victorian businesses because the scale of opportunity is huge and should be communicated to all eligible players."

Working with LVI, Frances says it's now easier to determine who those players are. "In the past I would have had to go through different channels to reach professional services like intelligent transport or wastewater management," she says. "Now it's quite a good channel."

"I think the Government has done a very smart thing in trying to capture the essence of the best of the best, when it comes to liveability," says Frances. "It also makes Victoria's offering a lot more obvious."

She notes that export and trade have traditionally focused on tangible products, whereas liveability is very much led by professional services and expertise in creating meaningful solutions – though this can also include the use of products.

India and China are two of the most active markets for City of Melbourne, each offering different kinds of opportunities. Both countries though are committed to becoming more liveable, having invested in countrywide programs to help them achieve this.

China's Sponge Cities program aims to develop water sensitive urban design in cities, absorbing and reusing 70% of rainwater across 80% of urban areas by 2030; while India's 100 Smart Cities urban renewal and retrofitting program intends to make cities citizen-friendly and sustainable.

City of Melbourne has worked with LVI to design a number of inbound and outbound trade missions to share Victorian expertise tailored to both these initiatives. "Liveability is a recurrent theme," says Frances. "It's such a strong signal, we can't afford to ignore it."

Having established relationships with the best Victorian universities and businesses, LVI has been able to connect international organisations and businesses with relevant industry, educational and government expertise on a range of City of Melbourne missions.

As sector experts, LVI has delivered liveability-oriented programs to City of Melbourne delegates through the 2017 and 2019 City of Melbourne and RMIT Tianjin Government Leaders Program, and City of Melbourne's 2016 and 2018 inbound missions from India.

This can involve coordinating sessions on how government agencies and departments like DELWP, Environment Protection Authority (EPA) and Sustainability Victoria contribute to Melbourne's liveability, as well as providing business-matching content and sessions.

As partners, LVI and the City of Melbourne have invested in knowledge sharing across organisations – LVI hosted a City of Melbourne team member from the International and Civic Services team, strengthening mutual understanding around how best to develop the liveability sector.

"I think the Government has done a very smart thing in trying to capture the essence of the best of the best, when it comes to liveability," says Frances. "It also makes Victoria's offering a lot more obvious."



Photo: Ningbo, China.

"We wanted to get a really thorough understanding of how LVI operates and who their key stakeholders are," says Frances. "One of my team is focused on liveability and smart city feasibility so she stayed with LVI for a week. It's great to see how we can better collaborate."

As partners, City of Melbourne and LVI have delivered joint programs on water sensitive urban design and planning: City of Melbourne shared its expertise at LVI's Victoria - Sichuan Liveable Cities program in Melbourne, while LVI attended the City's 2017 mission to India.

"One of the common characteristics of working with India and China is that government plays a big role in business engagement," says Frances. "So for businesses to attach themselves to a Victorian Government or local government trade mission is a big deal."

"It tends to open up more doors for them, than if they were to go on their own," she says. Inbound missions are just as valuable. "We introduce private sector leaders with relevant capabilities to visiting government departments to help fulfil their ambitions in specific areas."

"Some people think economic development, trade and diplomacy only happens at a state and federal level, they underestimate the role that a city government can play in diplomacy and trade," she says. "We're small but that doesn't stop us being active and globally connected."

With a shared market focus on China and India, it's important that City of Melbourne and LVI work closely together, sharing networks of Victorian business contacts and boosting possible access to business development opportunities and commercial outcomes.

Together they strengthen Victoria's reputation and Melbourne's brand as leaders in liveability.

04 WORKING TOWARDS SUSTAINABILITY GOALS

A GLOBALLY FOCUSED CLEANTECH CLUSTER FOR VICTORIA

With the support of LVI, the Victorian Cleantech Cluster (VCC) intends to make Victoria a global centre of excellence for cleantech innovation.

On 27 June 2019, the VCC launched to an enthusiastic 150+ audience made up of representatives from universities, small and large businesses from across the cleantech and environment sectors and Victorian state and local government representatives.

Wurundjeri Elder, Aunty Georgina Nicholson opened the event with a Welcome to Country, reflecting on the history of her ancestors and recognising the need for more sustainable approaches to protecting the environment.

The Hon. Lily D'Ambrosio, Minister for Energy, Environment and Climate Change, and Minister for Solar Homes followed, praising the creation of a Victorian collaborative cleantech organisation in a new era in clean technology.

Deputy Lord Mayor of Melbourne, Arron Wood concluded the formalities by reflecting on his role in helping the City of Melbourne run on 100 per cent renewable energy, sharing his excitement for the VCC and the need for a more coordinated sector.

With over 20 founding members – and a pool of companies who have pledged to become foundation members – the VCC expects to have 50 members and rising.

LVI is a sponsor of the VCC and proud to see the sector united around a global focus.

The VCC was established around a vision that Victoria might one day be the southern hemisphere capital for innovation, uptake and commercialisation of clean technology.



Photo: Sal Ahmad.



Photo: Globally focussed Victorian cleantech cluster.

"The big challenges for government with the cleantech sector are also the big opportunities," says John Bradley, Secretary DELWP, citing the circular economy, emerging energy markets and avoiding \$5.4 billion in waste products discarded through production as key opportunities for the sector.

"Our role is to make sure the settings are right and then to assist – through things like the Victorian Cleantech Cluster – to bring parties together and put our best foot forward in international markets," says John.

According to Nigel Murphy, VCC founder, and Director and Principal Environmental Scientist, Earth Systems, the cluster came about through a

sincere collaboration between private sector and the Victorian Government.

"VCC grew out of a conversation around how to bring everyone together and strengthen cleantech initiatives in Victoria," says Nigel. "It was something that needed to be driven by the private sector, but supported by and aligned with government outcomes."

As a state association, Nigel believes this will give the sector a better opportunity to network and connect – than if the cluster had been a national one. "At a state level, people can meet one another and develop real networks to benefit organisations and people within them."



"What we needed was a not-for-profit, owned by the entities that make up the cleantech sector in Victoria," explains Nigel. "We're bringing together all the private companies, research organisations and government areas that could benefit from having a coordinated approach."

Having worked in the sector for 30 years, Nigel was perfectly positioned to lead the development of the VCC. "Over the years there have been various groups interested in bringing together a cleantech sector but really it's been LVI that has put the effort in to make this happen," he says.

"Liveability Victoria International has a different perspective," says Nigel.

"They see that it's hard to bring together all the different threads of a sector and they understand that great things are happening in the space but we haven't been able to communicate them because we haven't had a cleantech brand."

"A company may think they don't need anyone's help, but operating in isolation doesn't build the sector," explains Nigel. "We want to make sure the companies doing great things are able to expand and attract the investment they need, to be sustainable and commercial globally."

Nigel sees the VCC as helping to transform the way we think about everything we do. "Given the state of the environment, we need to make sure everything we do now has a sustainability angle. If we manage that, we'll create world class technology we can take to the world."

Victoria's cleantech sector already contributes \$7.7 billion per annum to the Victorian economy². As the VCC helps more businesses tap into the growing international demand for cleantech and services that improve water, air and soil quality, that's likely to rise

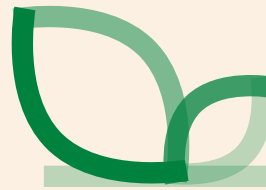
Lingxue Kong, Professor (Research) at Deakin University's Institute of Frontier Material (IFM) is a VCC founding member. As part of an educational institute, Lingxue looks forward to supporting more Victorian businesses through the new cluster.

"We want to provide strong technical and educational support," says Lingxue. "We already work closely with industry partners, but the Victorian Cleantech Cluster will provide a new platform for us, to work together with more companies."

"We're keen to work closely with more companies, because particularly in this space, developing new technologies is extremely important," he says. Of future trade missions and international business opportunities, the VCC intends to market the cleantech sector collectively, bringing together different skills and different businesses to solve new problems through a collaborative multi-disciplinary approach.



2 Alpha Beta Consulting, Liveability Sector economic potential, May 2019.



The end goal is to become a hub for Victorian cleantech businesses and help more companies move from ideation to commercialisation and commercial global success, while creating jobs and bringing in new economic growth to Victoria – sustainably, of course.

Stay tuned for the VCC event calendar with networking opportunities, a speaker series and member workshops focused on themes such as investment attraction, marketing your business, risk management, export readiness and international market entry.

<https://www.victoriancleantech.org.au/>

The Victorian Cleantech Sector encompasses the following sub-sectors:

- New Energy Generation, Storage and Infrastructure
- Air & Environment
- Recycling, Waste and Resource Recovery
- The Built Environment
- Water and Wastewater
- Agriculture and Land.

Supporting the Victorian Cleantech Cluster will contribute to strengthening each of these sectors, locally and internationally.



Photo: OzWater.

"A company may think they don't need anyone's help, but operating in isolation doesn't build the sector," **explains Nigel.** "We want to make sure companies doing great things are able to expand and attract the investment they need, to be sustainable and commercial globally."

EVENT SPONSORSHIP PROMOTES VICTORIAN BUSINESSES

As the biggest water conference in the Southern Hemisphere, OzWater is the perfect sponsorship platform for LVI to promote Victorian expertise.

OzWater is Australia's international water conference and trade exhibition, programmed and hosted by the Australian Water Association (AWA). As the largest water conference in the Southern Hemisphere, OzWater offers opportunities to network among peers.

In 2019, OzWater was held in Melbourne, attracting 1500 domestic and international delegates from over 35 countries. With speakers from all over the world, industry programs, workshops, panels and site visits, OzWater draws a diverse audience of water professionals.

A major drawcard to the event is the OzWater trade exhibition, which showcases the best the industry has to offer. Each year, thousands of trade visitors attend this free exhibition alongside paying delegates.

In 2019, LVI sponsored OzWater to demonstrate Victoria's water strengths and share the Victorian water story, showcasing the expertise of Victoria's small to medium sized businesses and water corporations with a wider audience.

As a state with progressive water policies – such as those around Aboriginal water, and pursuing gender equality in the water sector – the OzWater'19 conference was a chance to share Victorian knowledge with representatives of the worldwide water sector.

As sponsors, LVI hosted an official Victorian Government welcome reception for international delegates, with welcomes from DELWP Secretary, John Bradley and the Commissioner for Victoria to Southeast Asia, Brett Stevens; as well as displaying a Victorian stand in the trade exhibition.

Through the trade stand we shared the work of Victorian businesses and great Victorian initiatives like 'Intelligent Water Networks'. Businesses invited to appear on the stand were given an additional platform from which to make new business connections.

According to Paul Smith, International Manager, AWA: "LVI and the AWA have collaborated to connect a wide range of international water delegates with Victorian technology innovators and expertise working together to raise the profile and position Victorian companies with opportunities both domestically and across Asia."

In 2019, Formbird, one of the businesses featured on the Victorian Government trade stand, made 24 new connections.

Formbird's CEO Mark Hosking says, "being part of the DELWP stand at Ozwater '19 was an incredibly valuable opportunity for Formbird. As a small Victorian software company, it provided an opportunity and presence that we simply could neither afford nor project at this stage of our growth."

"As a direct result, we now have leads and opportunities...each were significantly and directly as a result of participating on the DELWP stand," he says. "As a flow-on effect we are also now working with Telstra and exploring a strategic relationship."

All of which goes to promoting more Victorian businesses to a greater network of people.



05 ACHIEVING COMMERCIAL OUTCOMES

VICTORIAN EXPERTISE TRANSFORMS VIETNAM'S WATER

Vietnam's economic growth has created an enormous opportunity for Victorian water companies, enabling Victoria's water experts to lead the way.

For the past four years, with support from LVI and Global Victoria, the Australian Water Association (AWA) has sent a trade delegation to VietWater, Vietnam's largest water conference and exhibition. Many Victorian companies now work in Vietnam, helping to transform the water industry.

This annual delegation provides Victorian businesses with exposure to the Vietnamese water market at a time where demand for technology and expertise in the water sector is growing.

In 2018, around 12 Victorian companies attended VietWater in Ho Chi Minh City and Victoria's Commissioner to Southeast Asia, Brett Stevens, spoke at the Women in Water Workshop on behalf of the Victorian Government.

The conference resulted in over AUD \$25 million worth of contracts for Victorian businesses. In 2019, nine Victorian companies attended.

Victorian water corporations, Coliban, Westernport and Wannon Water, have partnered with Vietnamese water utilities. Victorian companies are working with industry in Vietnam to produce treated water, and others still are involved in aid projects.

Victorian companies are currently providing small water treatment facilities for community projects to provide fresh drinking water to rural schools – a flow on effect of a commercially focused trade delegation that contributes to the UN Sustainable Development Goals.

Paul Smith, International Manager, AWA likens Vietnam today to where Victoria was 25 years ago, before the Victorian Government of the time invested in water reform, corporatisation and cost recovery of water pricing to become the efficient and effective sector it is today.

"Vietnam is facing very similar challenges," he says, "and the reforms they're trying to deliver are exactly the kinds of reforms that Victoria has done very well – in terms of security through diversity, drought resilience and managing liveability."

Photo: Vietwater





"One of the reasons Victorian companies have done so well here is due to the support they get from the Victorian Government in helping smaller enterprises and Victorian businesses move to export, which has raised the profile of additional Australian companies." – **Paul Smith.**

"But one of the reasons Victorian companies have done so well here is due to the support they get from the Victorian Government in helping smaller enterprises and Victorian businesses move to export, which has raised the profile of additional Australian companies."

Australian Laboratory Services is now working in Vietnam with AWA testing the treatment technology being installed in rural schools. "They're now opening an office and lab in Vietnam," says Paul.

"One of the keys to our success has been having people in the Victorian Government, at LVI and Global Victoria, who understand the sector, maintain relationships with Victorian businesses and come along on the journey. Working with LVI has been a really supportive partnership."

06 WHAT NEXT?



Photo: Michael Wilkins.

Research commissioned by Liveability Victoria International (LVI) and undertaken by AlphaBeta confirms that the liveability export market offers untapped growth for Victoria.³

Victoria currently represents 23.2% of Australia's overall output when it comes to the liveability sector. While the sector generates \$24.3 billion of output in Victoria (gross value added), this strong domestic performance isn't fully translating into export activity.

AlphaBeta found that accelerating exports could play a key role in accelerating growth in the liveability sector in Victoria – due to a large and growing export market opportunity in Southeast Asia, China, India and Latin America.

These findings estimate that liveability sector activity will be worth \$2.9 trillion in 2035 in these markets, the estimated value of working in 929 cities overseas. Of these cities, 44 offer high potential and 18 show strong near-term opportunity for Victoria.

Two priorities were identified to accelerate growth: focussing on 14 high-potential, tradeable liveable industry sub-segments in Victoria, with capabilities matching demand in target markets and priority cities, and supporting fast-growth small and medium Victorian firms to export.

What does this mean for Victoria's liveability sector?

There's an opportunity for Victorian businesses to extend their reach into export markets hungry for liveability expertise. With LVI's support, more of Victoria's water, cleantech and urban design sectors will be able to connect with these international markets and grow.

As a result, we hope to see improved public and environmental health across the region, a more diverse and resilient local economy, and greater international recognition of Victoria's liveability expertise and thriving environmental sectors.

Photo: DELWP.



"It's like you go over [to Victoria] with one idea, but if your eyes are open, you will see many new opportunities that can come about," [says Bineesha P.](#)



