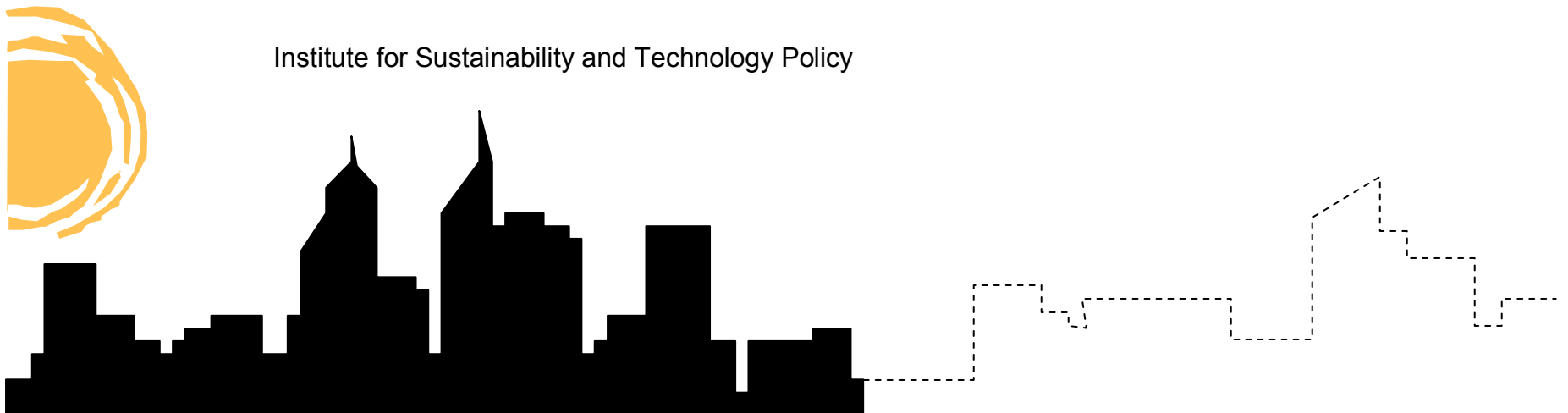


# Innovation to Dullsville:

Responding to comments of over regulation, conservatism and brain drain in our city

**Grant Alderson**

Institute for Sustainability and Technology Policy

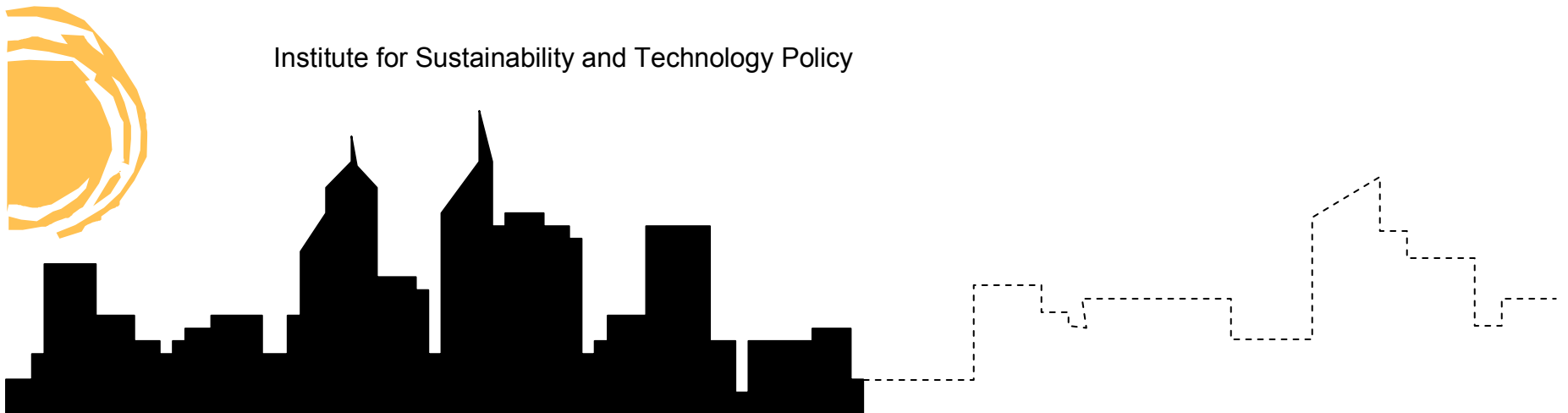


# Innovation to Dullsville:

Responding to comments of over regulation, conservatism and brain drain in our city

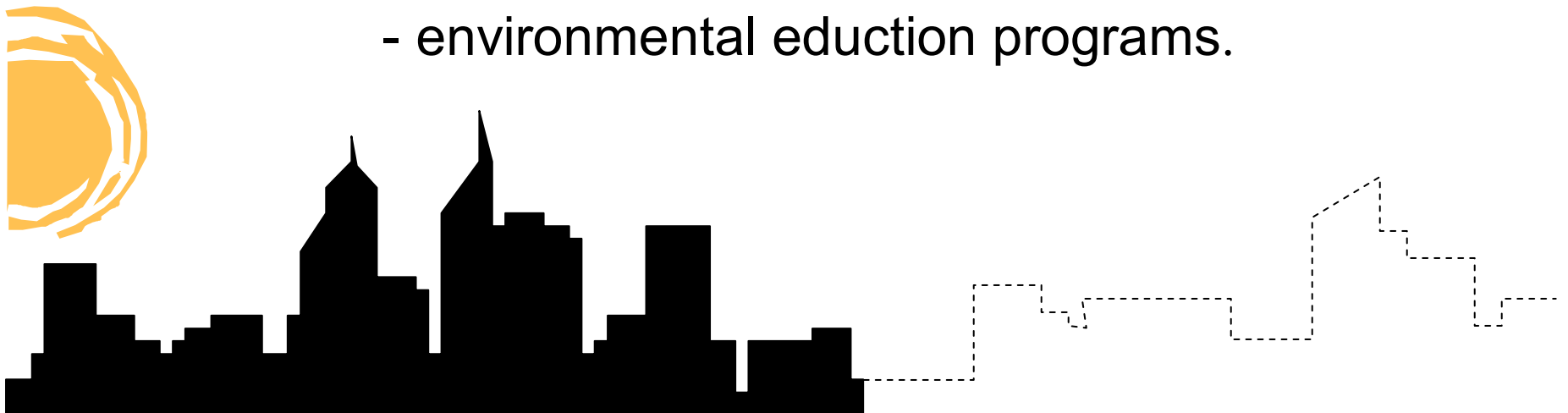
**Grant Alderson**

Institute for Sustainability and Technology Policy



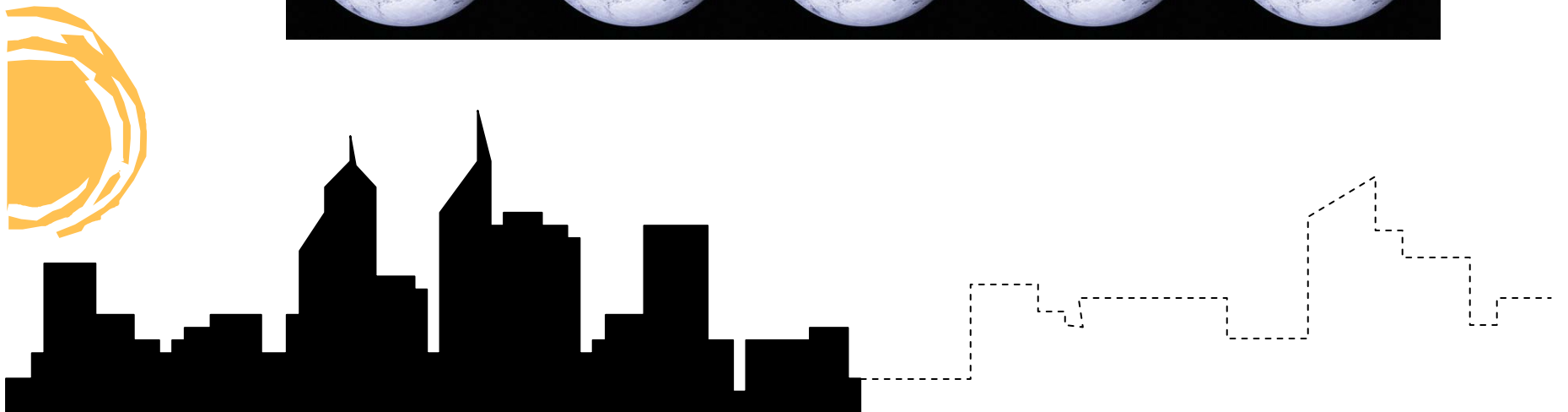
## Innovation in Sustainability

- 2007 UDIA Awards for Excellence
  - biodiversity and water quality protection,
  - innovative water supply,
  - transit villages,
  - green housing,
  - environmental education programs.



## Innovations of the future...

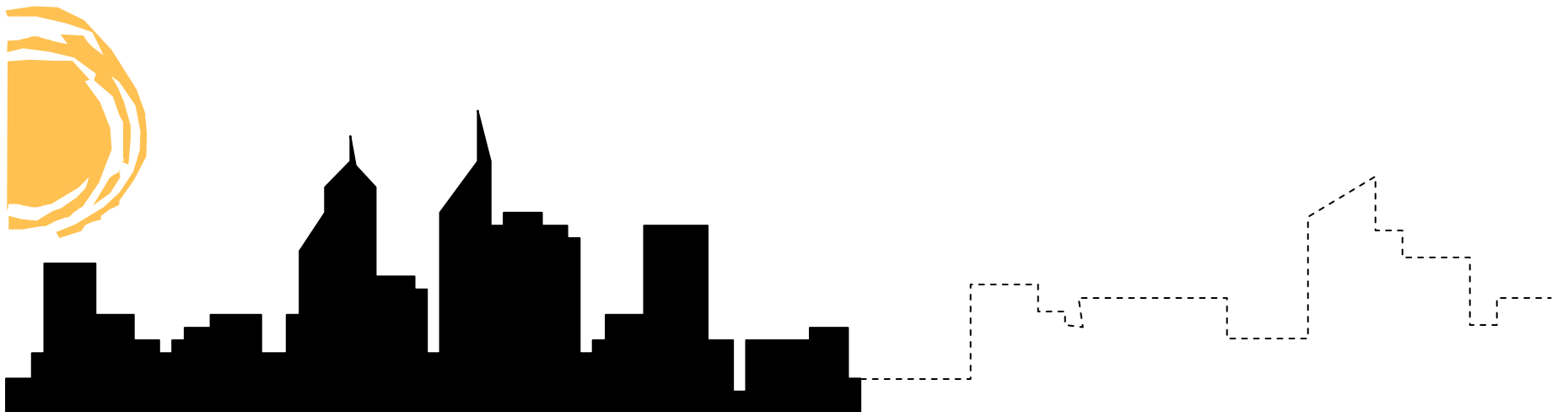
- To address the challenges of sustainability we will need to continue to innovative



## Innovations of the future...

Beyond the innovations of today & towards:

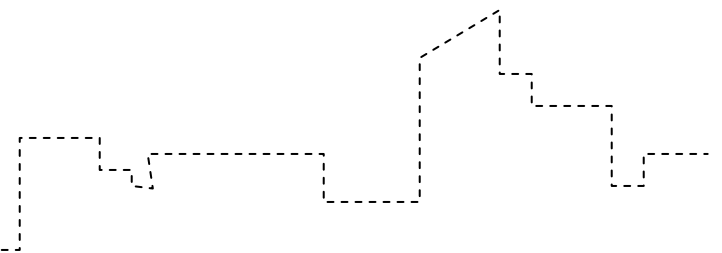
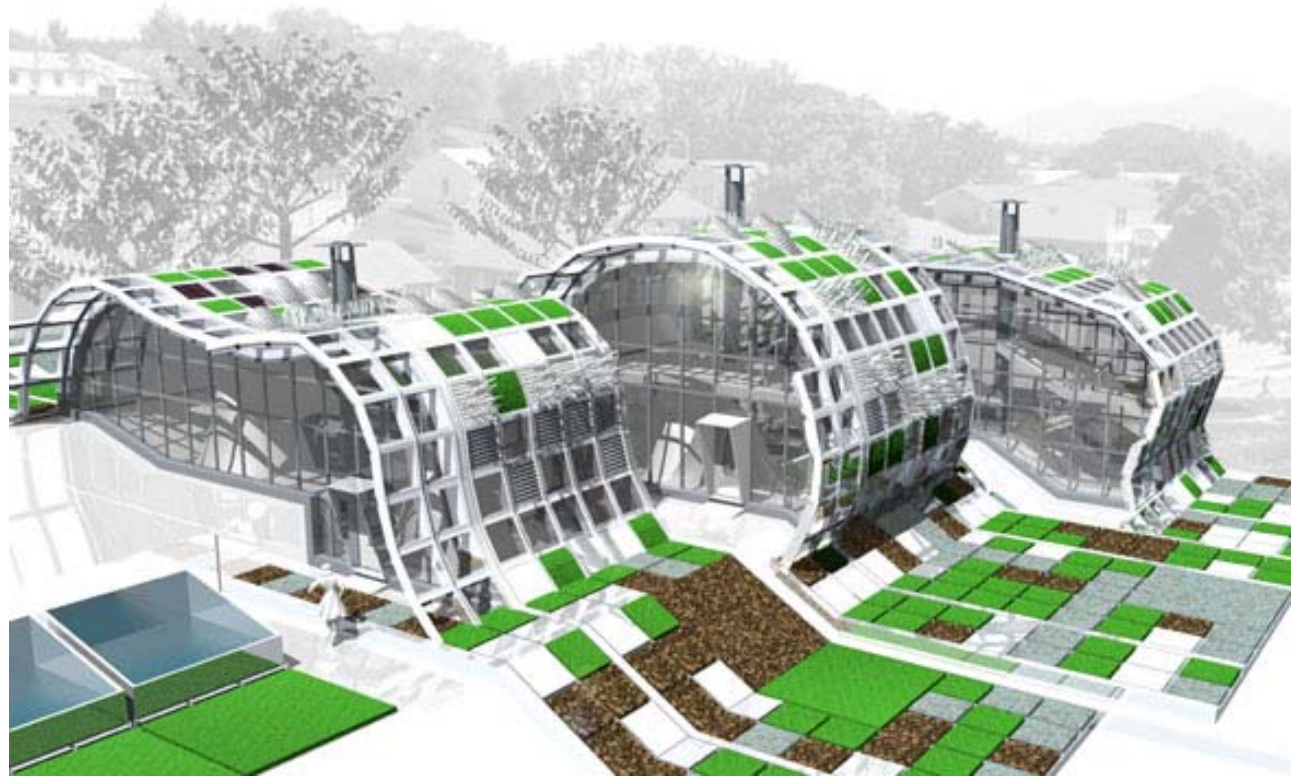
- Post-carbon cities
- Climate adaptive cities
- Ecologically productive cities



# Introduction



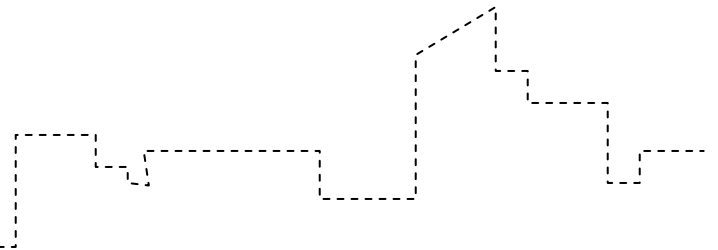
50% living...



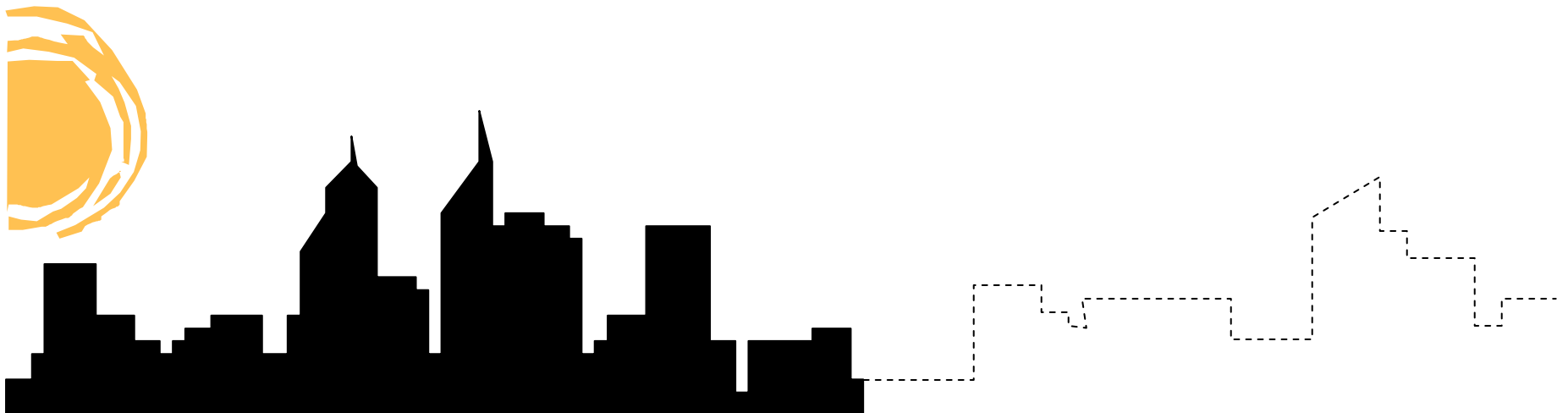
# Introduction



100% living...

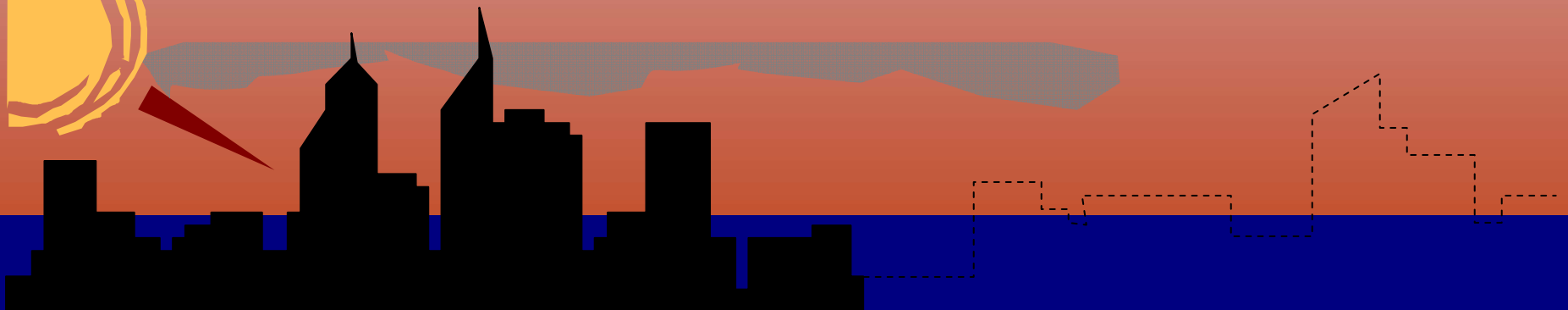


# Dullsville



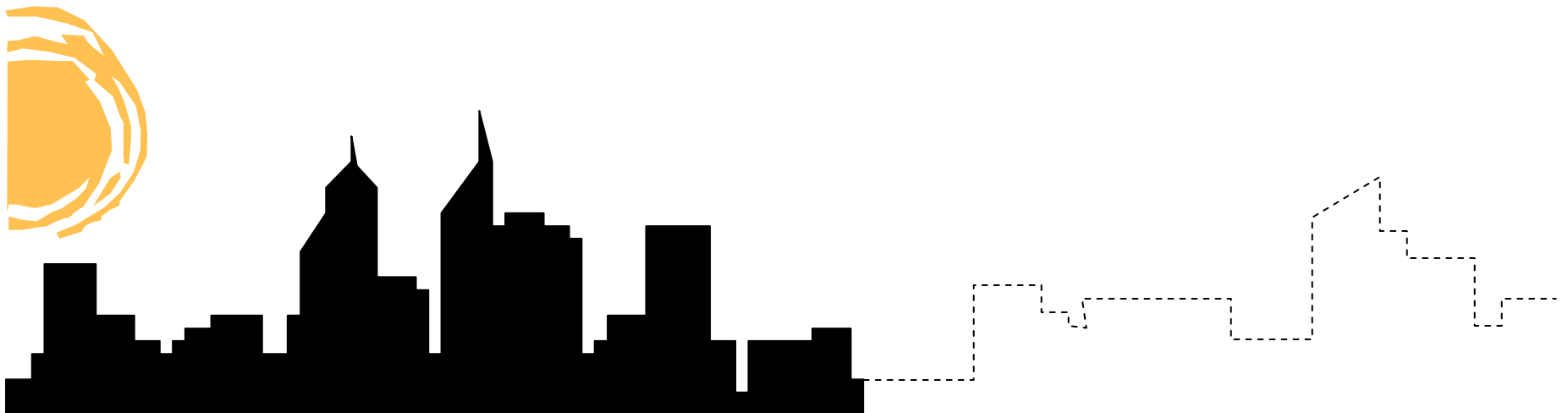
## Dullsville

*Will we be creative enough to address the challenges of the future and continue to be a prosperous city with a great quality of life founded on a healthy environment?*



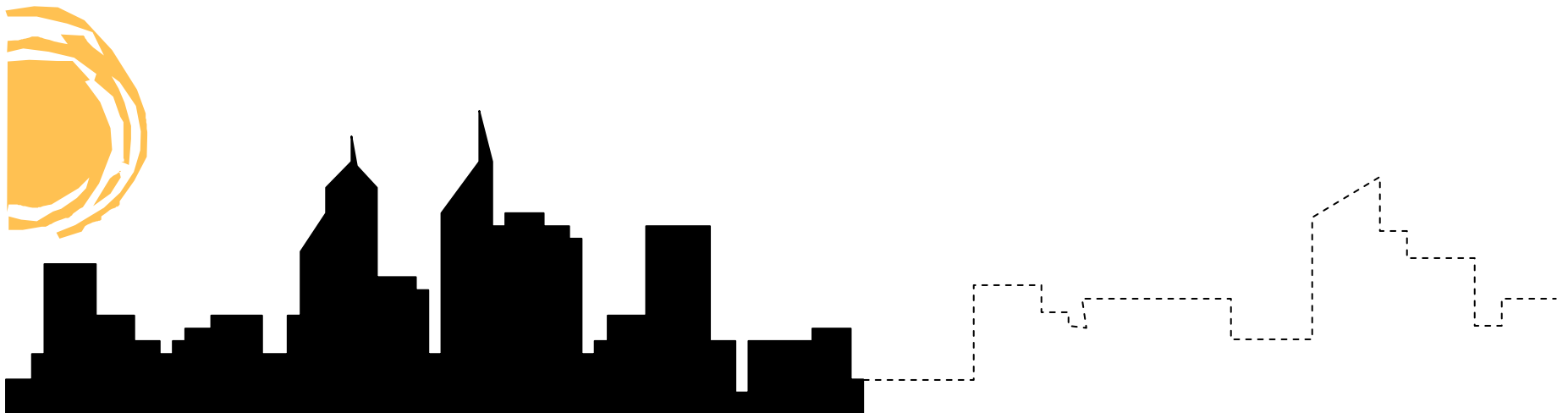
# The Creative Capital Series

## by FORM



## Innovation in Dullsville

- Are we over regulated?
- Do we have a culture of conservatism?
- Do we suffer from brain drain?

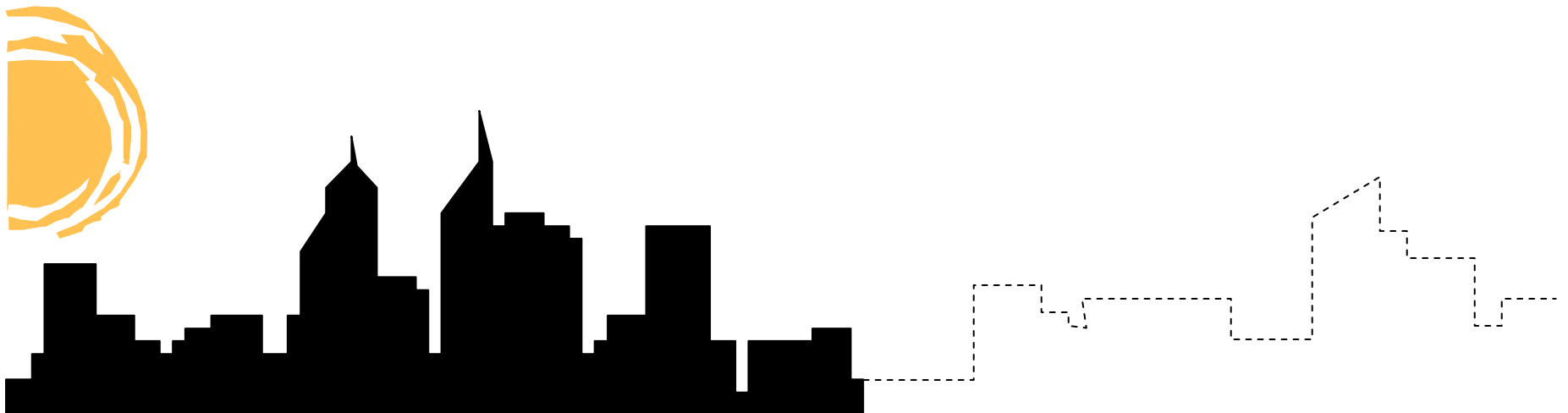


# Are we over regulated?



*Metro Perth seems to be the place where  
‘everything is forbidden unless it is allowed’  
rather than ‘everything is allowed unless it  
is forbidden’*

*Perth: Town or City? Landry, C., 2007 p. 28*

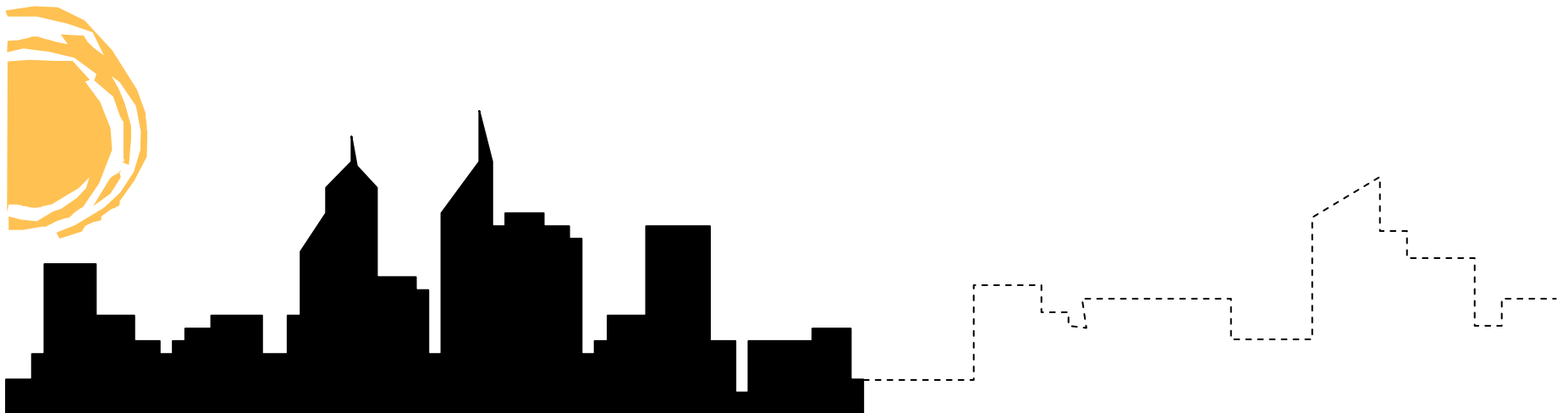


# Are we conservative?

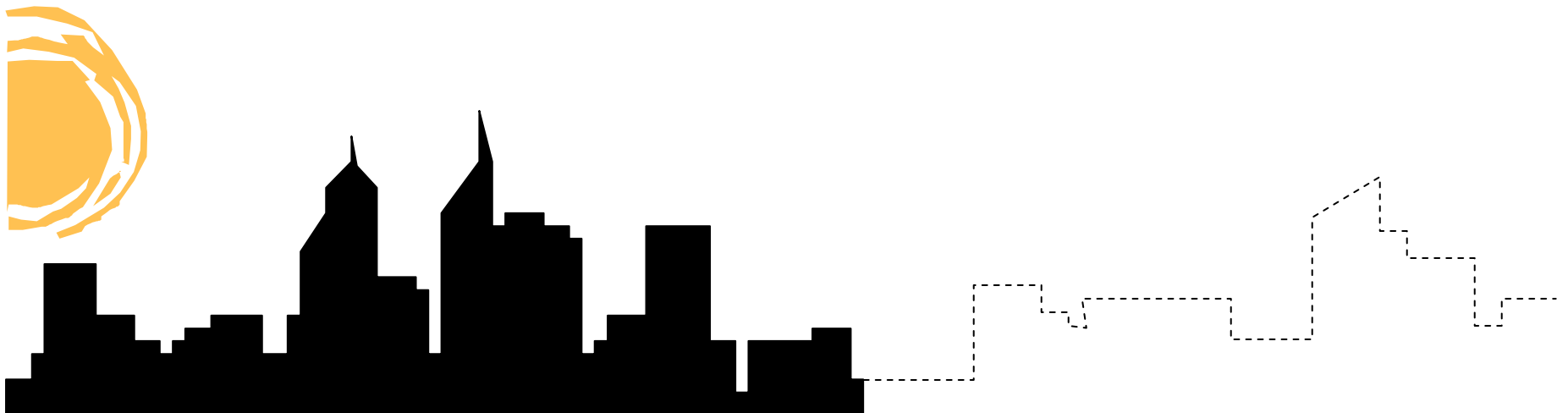


*Why must Perth always say 'No'? ... Does it originate from our convict and prison warden history or the hierarchical Brits?*

*Perth: Town or City? Landry, C., 2007 p. 28*

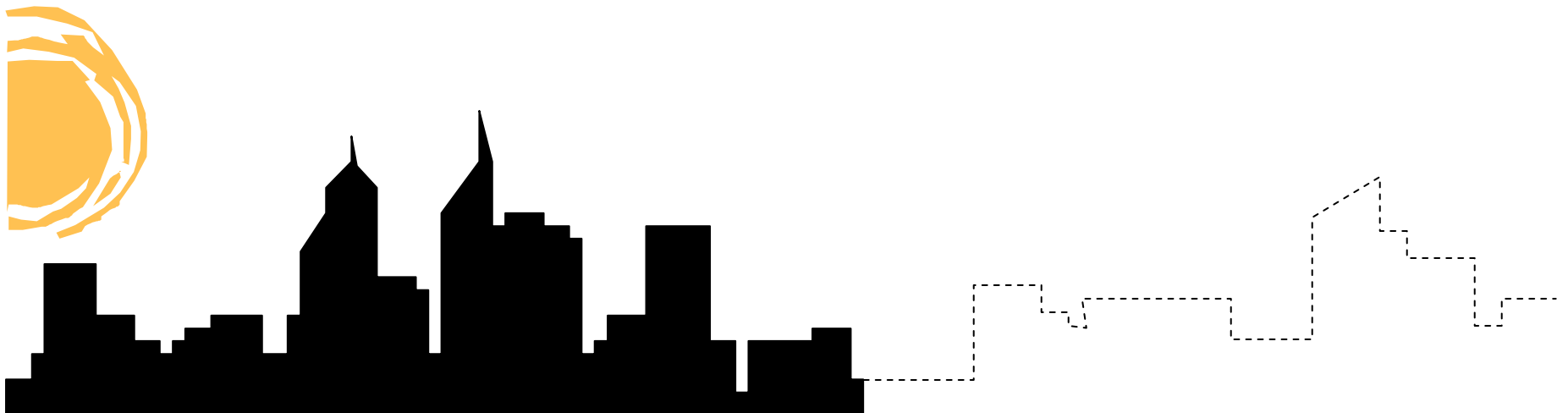


*Is Perth a city with a buzz able to retain its talented workforce and also attract new talent for our booming economy to drive innovation and creativity?*



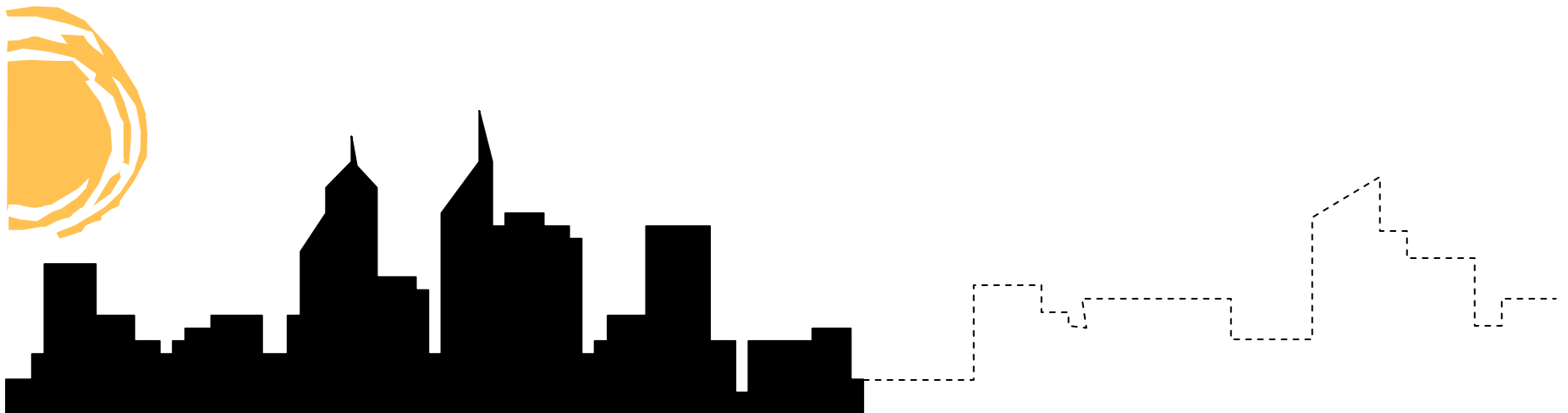
## Innovation and urban development

- Are we over regulated?
- Do we have a culture of conservatism?
- Do we suffer from brain drain?



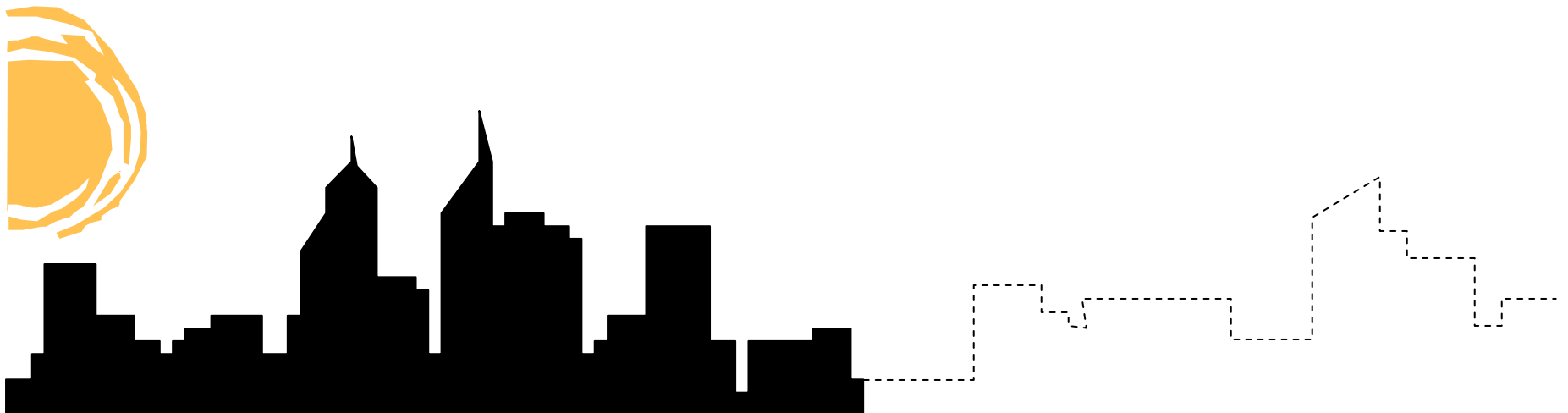
## ***“Stuff you!”***

- Reject the criticism altogether and enjoy a glass of chardonnay whilst watching the price of your house go through the roof.



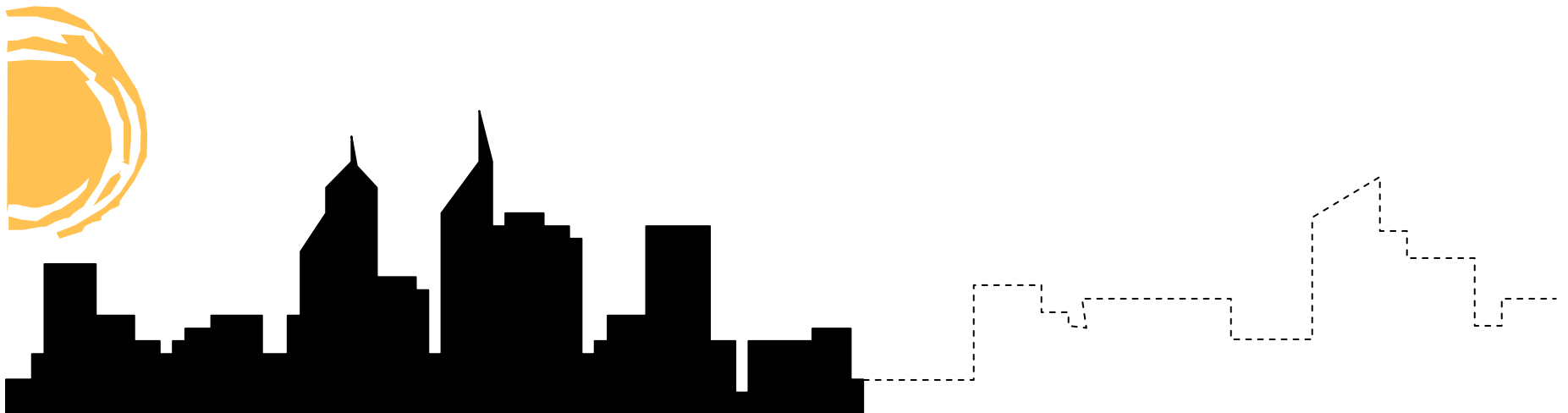
## ***“Boo Hoo!”***

- Sob at how over regulated and conservative Perth is over a glass of chardonnay whilst watching the price of your house go through the roof.



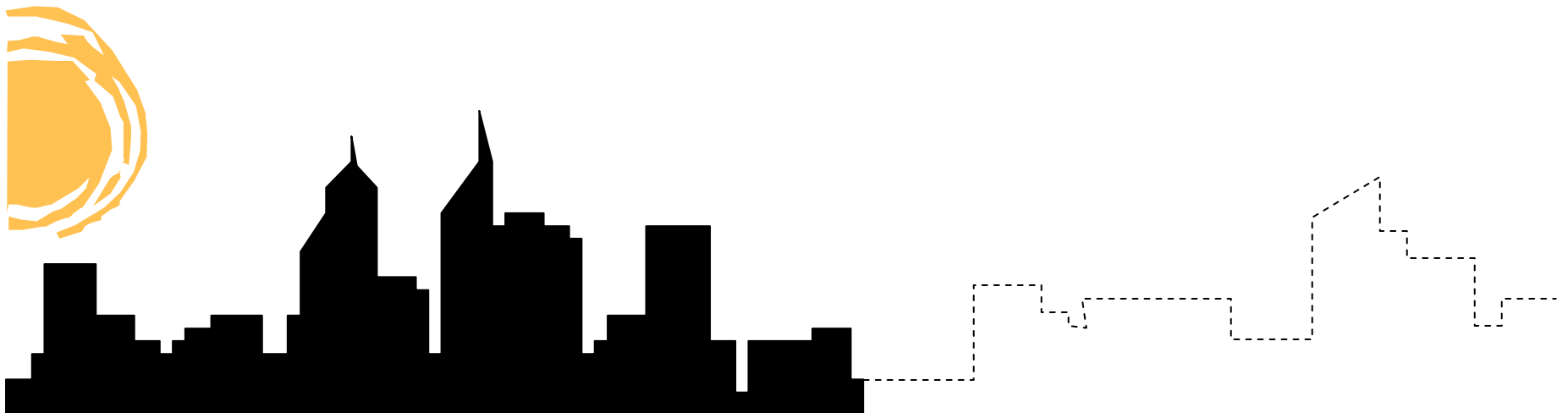
## ***“Proactive”***

- Acknowledge that innovation will always challenge even the best regulations, traditions and current knowledge about how we build our cities.



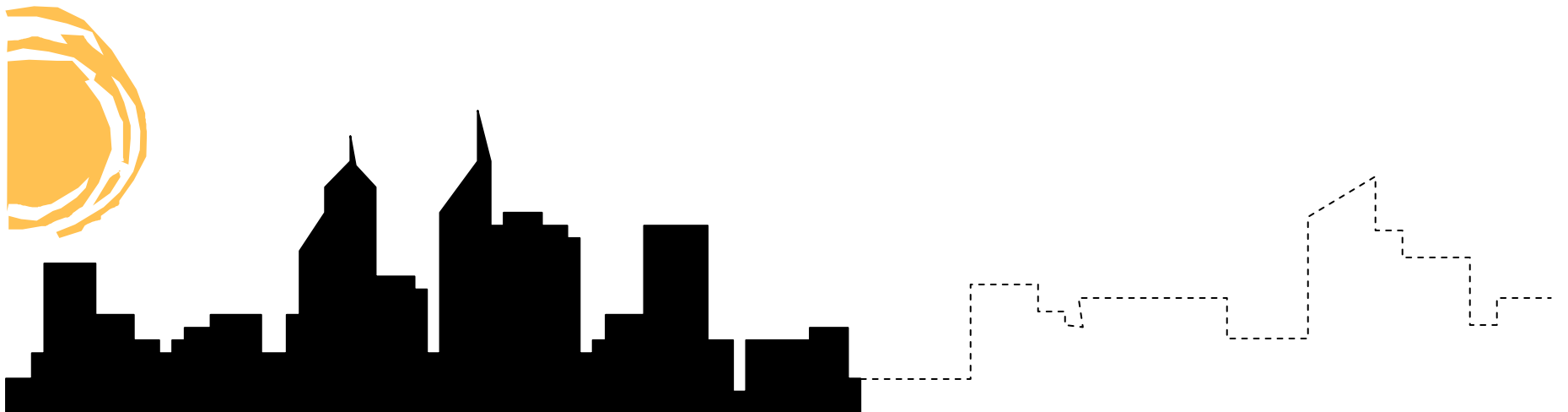
## ***“Proactive”***

- What we can do is develop approaches for facilitating innovation within our existing regulations, traditions and knowledge of city building.



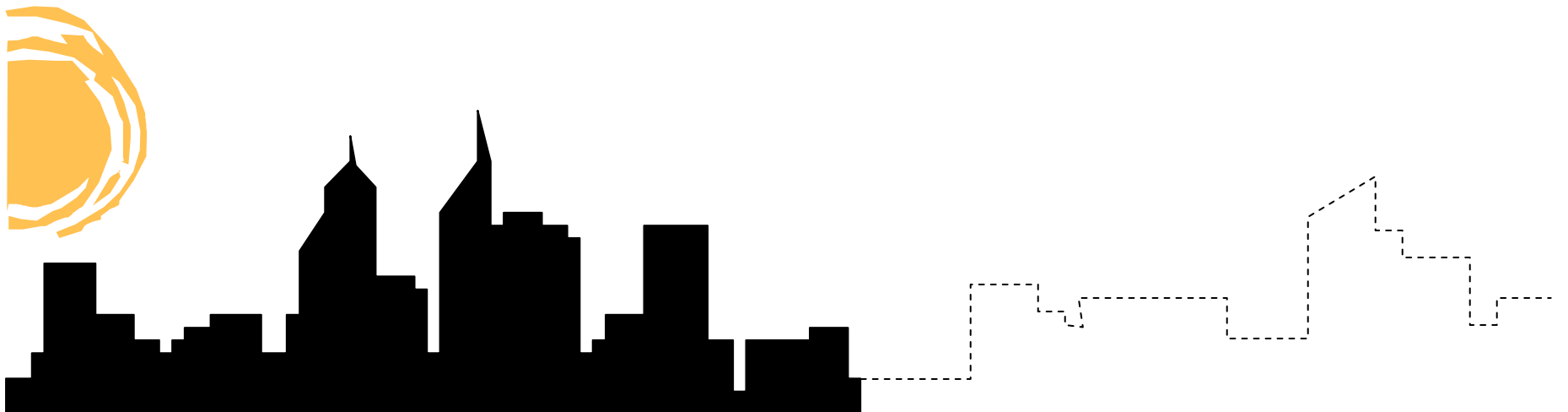
## **Note:**

- The ‘proactive’ approach I am describing represents a contemporary perspective on promoting innovation that draws on ‘systems of innovation’ theory



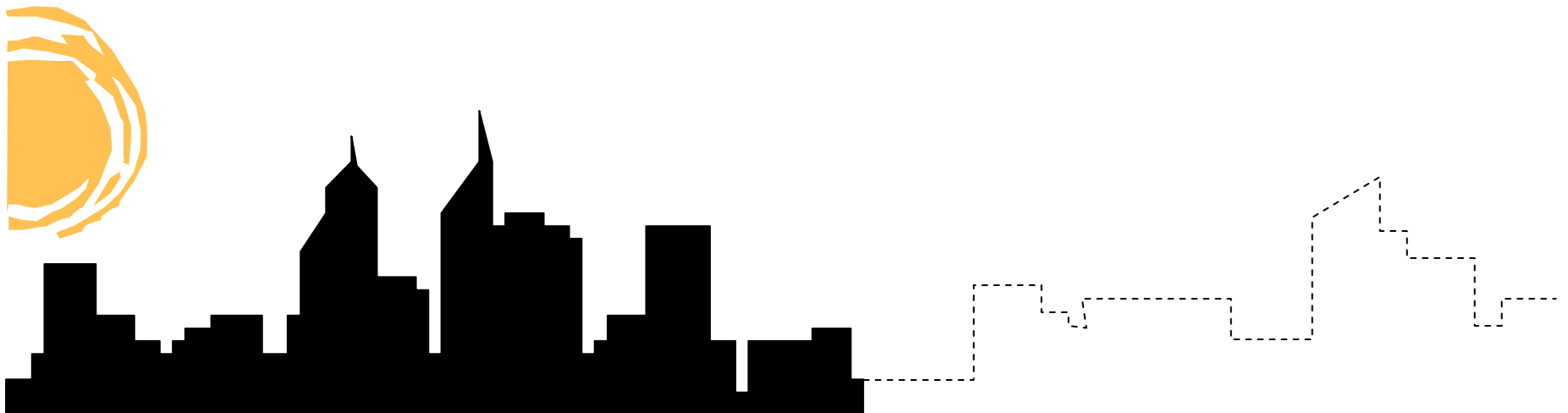
## Note:

- Systems of innovation theory was originally developed to help understand how to restructure manufacturing economies to make them more innovative and competitive



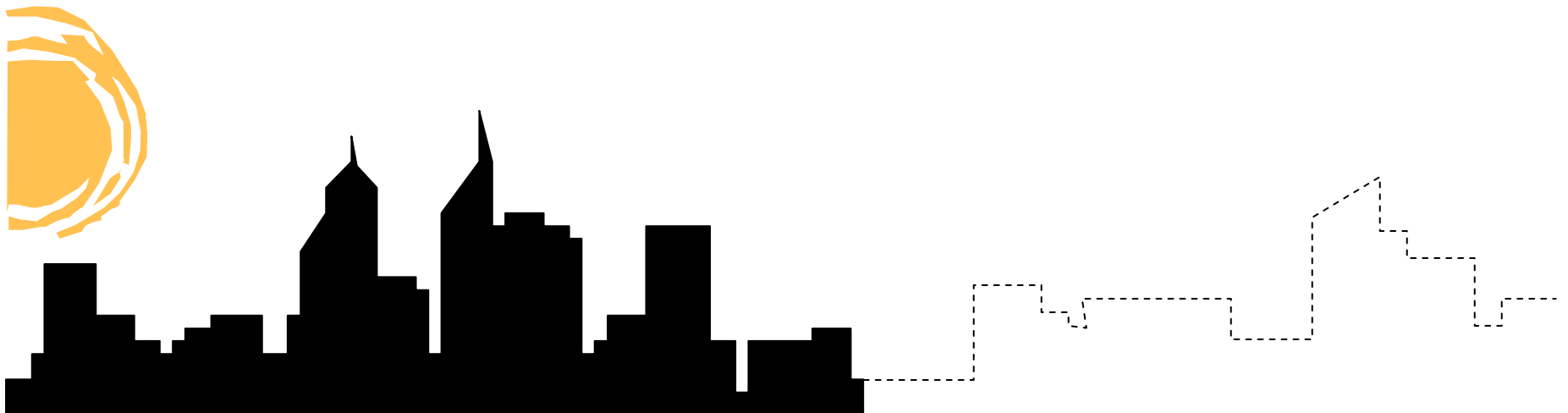
## **Note:**

- Systems of innovation theory is now being applied to sustainability issues e.g. how to make transitions in our economy from fossil-fuels to renewable energy



## **Note:**

- Central to the approach is a focus on the collective actions of government and industry to create and foster the conditions that will enable innovation to succeed



## **Regulation**

Enabling innovation not by removing regulations all together but by providing spaces and incentives for innovation

## **Tradition**

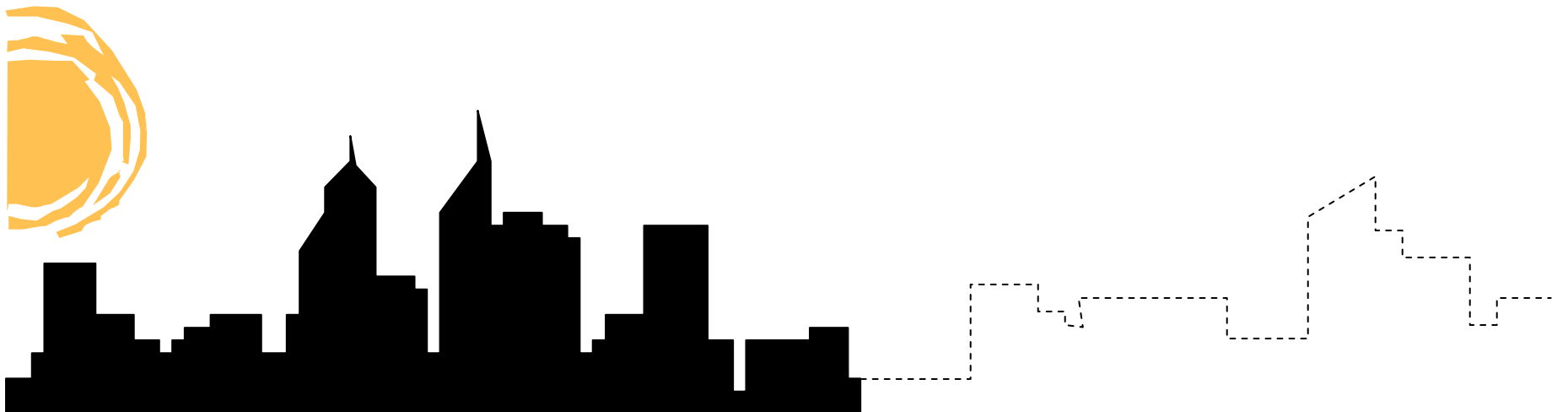
Creating a culture of innovation by working beyond traditional boundaries through collaboration

## **Knowledge**

Strengthening innovation know-how through greater connection with global knowledge networks

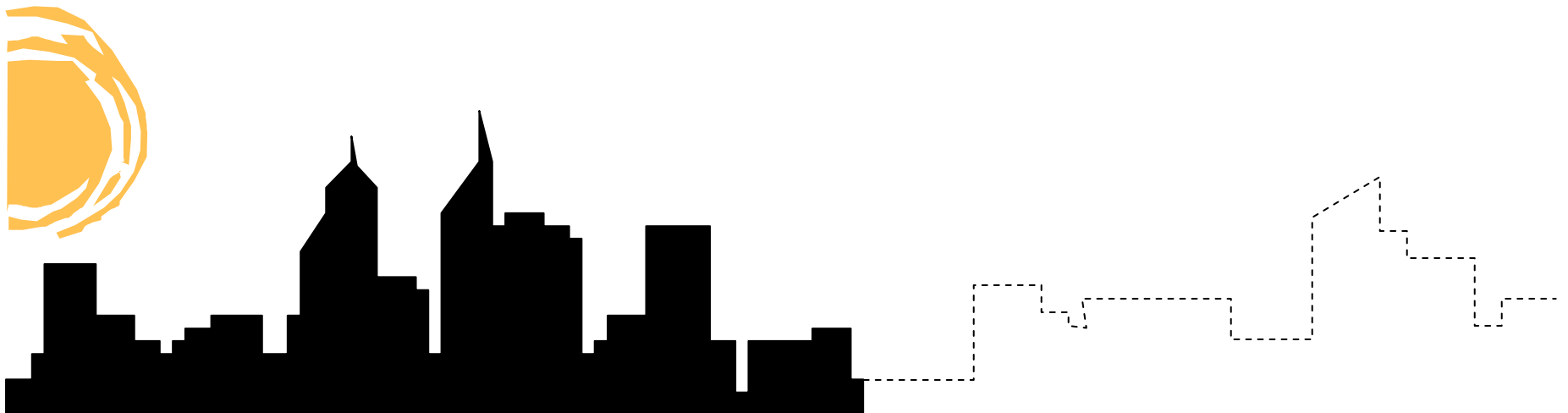
## Green building incentives in the US

- The counties of Seattle (Washington) and Arlington (Virginia) have green building incentive programs that offer height and density bonuses for LEED accredited green buildings



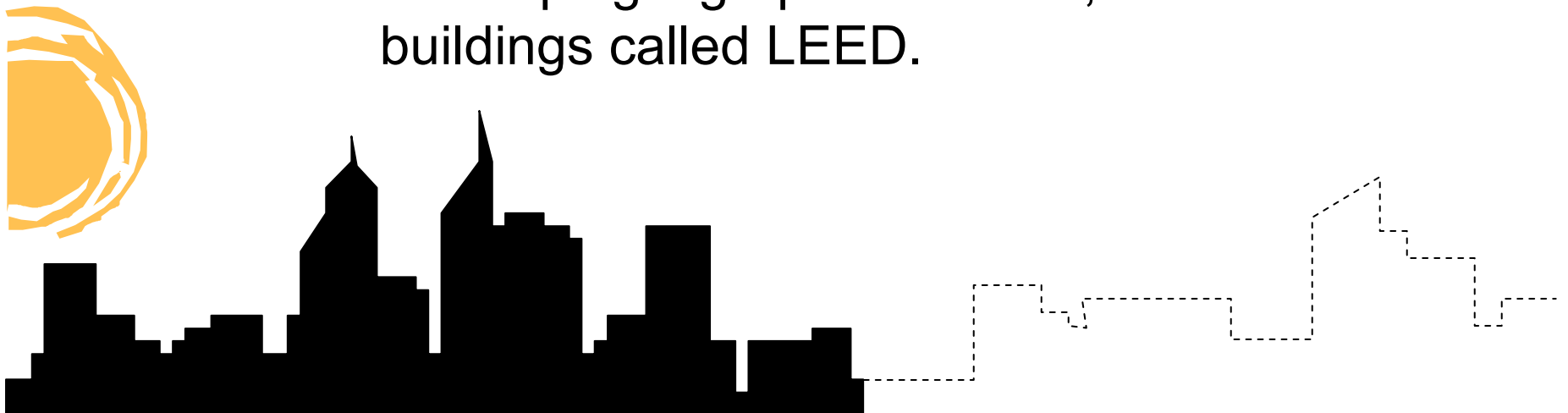
## Green building incentives in the US

- San Diego and Santa Barbara (California) and Scottsdale (Arizona) have green development incentive programs that offer to expedite planning applications for green developments.



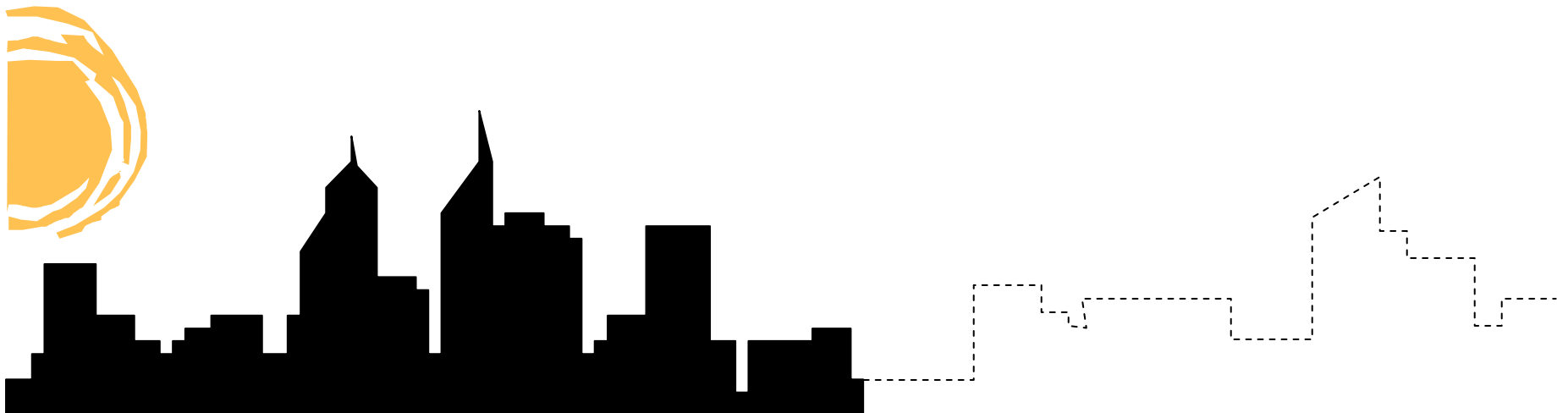
## Industry collaboration

- US Green Building Council is a non-profit organisation composed of leaders from every sector of the building industry. Through collaboration they created the voluntary, consensus-based national rating system for developing high-performance, sustainable buildings called LEED.



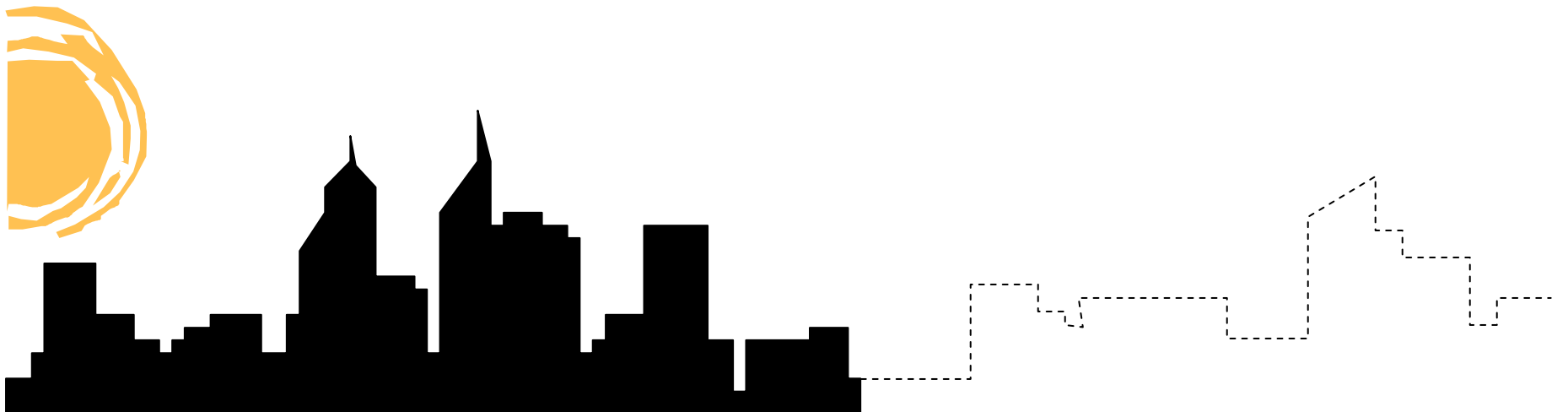
## Industry/government collaboration

- UDIA (Qld) and EPA collaborated to explore how to promote more ecologically sustainable urban development. An outcomes was the creation of leading practice guidelines for more sustainable urban development called *EnviroDevelopment*.



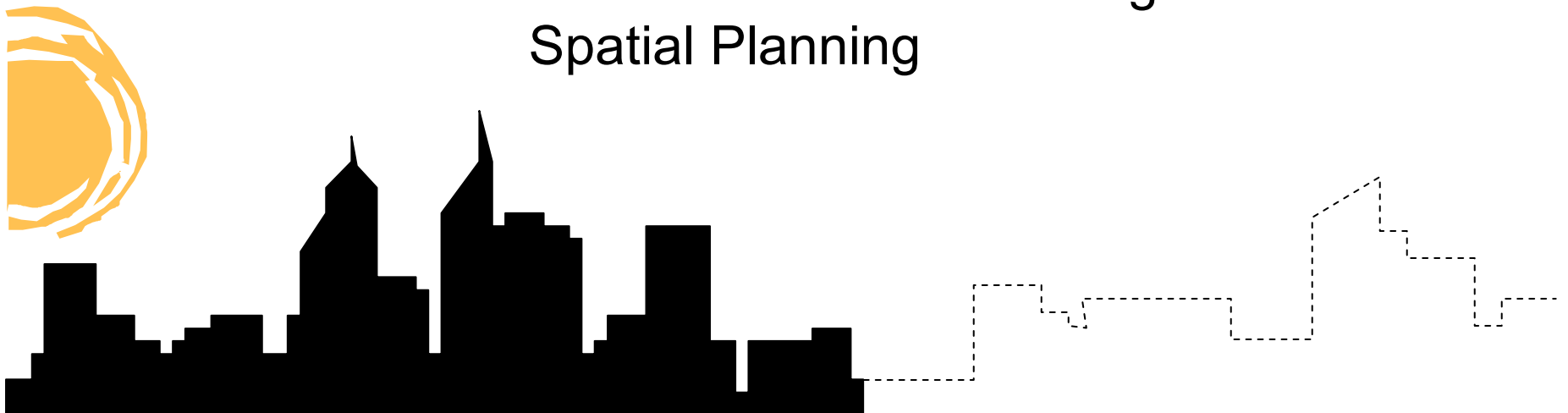
## European knowledge networks

- The European Urban Knowledge Network (EUKN) links to 20,000 urban professionals across the EU allowing them to share knowledge and experience in relation to enhancing the liveability and viability of towns and cities.

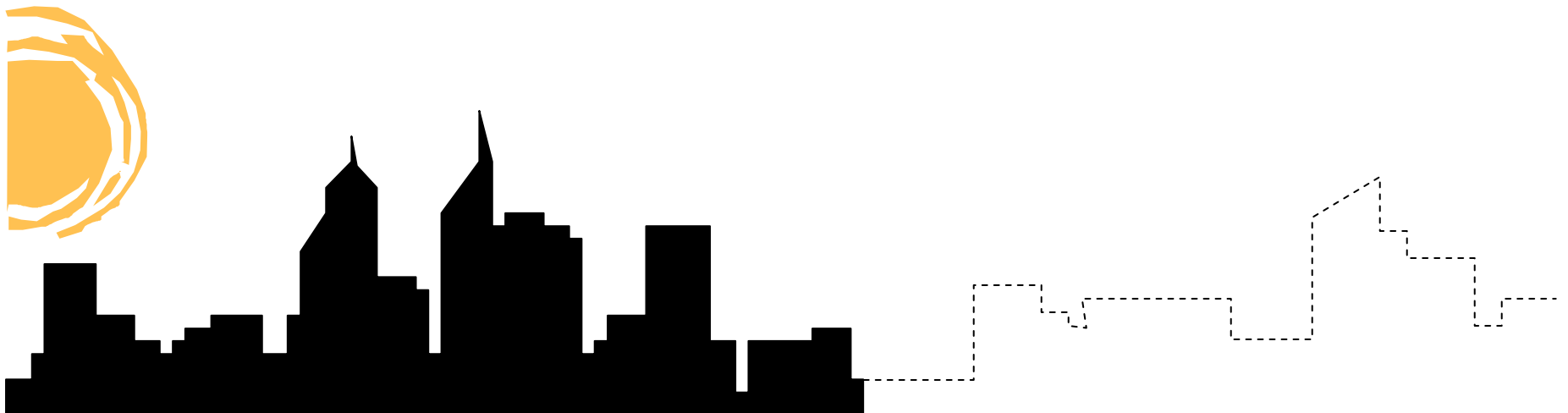


## Dutch knowledge networks

- The Netherlands has a range of centres that seek to promote leading practices in urban development, these include:
  - Knowledge Centre for Town Development
  - Information and Knowledge Centre for Spatial Planning



## *How can we enhance innovation for sustainability in WA's urban development sector?*



# Summary



**End**

