



MELBOURNE 2010  
**KNOWLEDGE  
CITIES  
WORLD  
SUMMIT**

MELBOURNE CONVENTION CENTRE  
**16-19 NOVEMBER 2010**

FROM THEORY TO PRACTICE

# REGISTRATION BROCHURE

REGISTER ONLINE AT  
[www.melbourneknowledgesummit.com](http://www.melbourneknowledgesummit.com)

HOSTING PARTNERS



# INVITATION TO ATTEND

WELCOME TO MELBOURNE 2010 – KNOWLEDGE CITIES WORLD SUMMIT,  
HOSTED BY THE CITY OF MELBOURNE AND THE WORLD CAPITAL INSTITUTE  
FROM 16-19 NOVEMBER AT THE MELBOURNE CONVENTION CENTRE.

'Knowledge' is a resource, which relies on the past for a better future.

In the 21st century, more than ever before, cities around the world rely on the knowledge of their citizens, their institutions, their firms and enterprises. Knowledge assists in attracting investment, qualified labour, students and researchers. Knowledge also creates local life spaces and professional milieus, which offer quality of life to the citizens seeking to cope with the challenges of modern life in a competitive world.

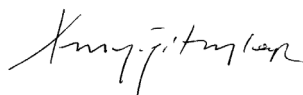
Integrating knowledge-based development in urban strategies and policies, beyond the provision of schools and locations for higher education, has become a new ambitious arena of city politics.

Coming from theory to practice, and bringing together the knowledge stakeholders in a city and preparing joint visions for the knowledge city is a new challenge for city managers. It requires visionary power, creativity, holistic thinking, the willingness to cooperate with all groups of the local civil society, and the capability to moderate communication processes to overcome conflicts and to develop joint action for a sustainable future.

This timely summit makes an important reminder that knowledge is the key notion in 21st Century development. Considering this notion, the summit aims to shed light on the multi-faceted dimensions and various scales of operation of the 'knowledge city' and 'knowledge-based development' paradigms.

At this summit, the theoretical and practical maturing of knowledge-based development paradigms will be advanced through the interaction between leading academic's theories and the practical models and strategies of practitioners' and policy makers' drawn from around the world.

We cordially welcome you to Melbourne 2010 – The Third Knowledge City World Summit, which will provide an inspiring platform for intercultural learning and the exchange of ideas and experiences.



**Tan Yigitcanlar**  
Summit Co-chair  
KCWS 2010



**Peter Yates**  
Summit Co-chair  
KCWS 2010



**Klaus Kunzmann**  
Summit Co-chair  
KCWS 2010



## SPEAKERS



### BJØRN ASHEIM

PROFESSOR  
 LUND UNIVERSITY, SWEDEN

Professor Bjørn Asheim is a major international figure in the area of Economic Geography. He holds the chair in economic geography at the Department of Social and Economic Geography at the University of Lund, having previously held the chair in human geography in the Department of Sociology and Human Geography at the University of Oslo. Professor Asheim is co-founder and deputy director of CIRCLE (Centre for Innovation, Research and Competence in the Learning Economy), a multidisciplinary Centre of Excellence in innovation research at Lund University. He is Visiting Professor at the Department of Geography at the National University of Ireland at Maynooth.

Asheim's research interests are in the areas of economic and industrial geography, and regional innovation research, where his specialisations include: regional clusters, regional innovation systems and learning regions; SMEs and innovation policy; globalisation, and the geography of the creative class. Asheim has served as an international expert for UNCTAD, OECD and EU. He coordinated the EU project on "SME Policy and the Regional Dimension of Innovation" and is currently coordinating the European Science Foundation project "Constructing Regional Advantage". In 2008-2010 Asheim will be one of the key experts in the OECD review of higher education in regional development.



### RICHARD BARBROOK

ASSOCIATE PROFESSOR  
 UNIVERSITY OF WESTMINSTER, UNITED KINGDOM

In the early 1980s, Richard Barbrook was involved with pirate and community radio broadcasting. Helping to set up the multi-lingual Spectrum Radio station in London, he published extensively on radio issues during this period. Having worked on media regulation within the EU for some years much of his material was published in his 1995 book Media Freedom. In the same year, he became the coordinator of the Hypermedia Research Centre at Westminster's Media School and was the first course leader of its MA in Hypermedia Studies. In 2007, Richard moved to the Social Sciences School of the University of Westminster and published his study of the political and ideological role of the prophecies of artificial intelligence and the information society Imaginary Futures. Richard Barbrook is a founding member of Class Wargames and co-wrote the script to the group's film: Ilze Black (director), Class Wargames Presents Guy Debord's The Game of War.



### CATHY GARNER

CHIEF EXECUTIVE OFFICER  
 MANCHESTER : KNOWLEDGE CAPITAL, UNITED KINGDOM

Cathy has a background in international knowledge transfer, extensive experience of urban dynamics and regeneration, education and knowledge-based business development. In 2008 Cathy was appointed by the Secretary of State for Innovation, University and Skills to serve on the Strategic Advisory Board for Intellectual Property policy and in 2009, co-opted to join a Cabinet Office Innovators' Council. Cathy established an international charity to address the health needs of the global poor; and established and ran the Research and Enterprise Office at the University of Glasgow in Scotland. She has acted as an advisor in Canada and Japan on intellectual property and knowledge exchange and has served as a non-executive director on numerous public and private sector Boards. She is a Fellow of the Royal Statistical Society.

## SPEAKERS

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### JAMES BRADFIELD MOODY

EXECUTIVE DIRECTOR  
 CSIRO, AUSTRALIA

James Bradfield Moody is Executive Director, Development at the Commonwealth Scientific and Industrial Research Organisation (CSIRO), one of the world's largest and most diverse global research organizations. Moody is on the Advisory Council of the Australian Bureau of Statistics and a Board Member of the Brisbane Institute. He is an Australian National Commissioner for UNESCO, was previously co-chair of the UN Environment Programme Youth Advisory Council and Executive Secretary of the taskforce on Science and Technology for the UN Millennium Development Goals. He has been named Young Australian of the Year in Science and Technology and one of the Australian Financial Review's Young Executives of the Year. Moody received his PhD in Innovation Theory from the Australian National University, National Graduate School of Management and was Chief Systems Engineer for the Australian Satellite FedSat, the first Australian satellite to be launched in 30 years. He is the co-author of *The Sixth Wave: how to succeed in a resource-limited world* and is a regular panellist on the ABC TV television program *The New Inventors*.



### JAMES POWELL

PROFESSOR AND DIRECTOR  
 SMART CITY FUTURES, UNITED KINGDOM

James is a Chartered European Engineer with specialisation in Design, Academic Enterprise, Human Communications and Team Building. His research areas include space and resource utilisation, design methods, the product introductory process, technology and knowledge transfer, multi-media for professional communications, partnering, cultural change, action learning, the information superhighway and simulation, including virtual reality. He was one time managing director of Britain's first commercial learning videodisc company and designer of the Menuhin Auditoria in Portsmouth. He was head of two very different university departments, architecture and manufacturing and engineering systems, a Deputy Dean of Technology and Dean of Postgraduate Studies before taking up the post as Director of Academic Enterprise responsible for Salford University's 'Reach Out' initiatives into industry, commerce, the service industry, the voluntary sector and society at large. For the past 30 years James has been researching into all aspects of communication and the mid-career education of professionals especially those in the construction industry. He has designed, directed and produced a number of national/European award winning multi-media learning packages. He has also been responsible for developing effective professionals' learning strategy based upon a fourfold model of learning.

## SPEAKERS



### LUCY TURNBULL

BUSINESSWOMAN  
 TURNBULL & PARTNERS LTD, AUSTRALIA

Lucy Turnbull has worked for many years as a solicitor, principally in Turnbull and Partners Limited. Lucy chairs AXS listed WebCentral Group Limited and is director of Pengana Holdings Limited, a governor of the Woolcock Institute for Medical Research and a Director of the National Portrait Gallery. Lucy was Sydney's first female Lord Mayor (2003-4) and Deputy Lord Mayor (1999-2003), during which time she also chaired many council committees, including the Central Sydney Planning Committee, the Planning, Transport and Development Committee and the Finance and Audit Committees. She is currently Deputy Chair of the Committee for Sydney, a board member of the Redfern Waterloo Authority and an Administrator of Tweed Shire Council. In 1999, Lucy published Sydney – Biography of a City.



### GLENN WIGHTWICK

CHIEF TECHNOLOGIST / DIRECTOR, AUSTRALIA DEVELOPMENT  
 LABORATORY  
 IBM, AUSTRALIA

Glenn Wightwick is an IBM Distinguished Engineer, Director of the IBM Australia Development Laboratory and IBM Australia Chief Technologist. From 2001 to 2006 he undertook a number of assignments in Shanghai, Tucson and New York in areas ranging from large scale system design to managing a team defining the architecture of IBM's enterprise storage subsystems. Since joining IBM in 1987, he has worked on the application of large scale Unix systems to the solution of complex problems in domains including computational chemistry, seismic processing, weather forecasting, transaction processing and highly-available infrastructure. He spent seven months working on RS/6000 systems to support the XVIII Olympics Winter Games in Nagano, Japan during 1997 and 1998, and was involved in the design, implementation and operation of the RS/6000 infrastructure to support the Sydney 2000 Olympic Games. Glenn has led numerous systems and software development projects, published a number of papers in the areas of Numerical Weather Prediction, Medical Imaging and the Internet, and is the author of eight patents. Most recently he was appointed an Honorary Professorial Fellow at the University of Melbourne.

## OTHER KEYNOTE/PANEL SPEAKERS INCLUDE:

**ROB ADAMS**  
 PROFESSOR AND DIRECTOR OF DESIGN AND  
 CULTURE, CITY OF MELBOURNE, AUSTRALIA

**JAVIER CARRILLO**  
 PROFESSOR AND PRESIDENT, WORLD  
 CAPITAL INSTITUTE, MEXICO

**WESA CHAU**  
 YOUNG AUSTRALIAN OF THE YEAR 2010 -  
 STATE FINALIST, AUSTRALIA

**ANA MARÍA FERNÁNDEZ-  
 MALDONADO**  
 ASSOCIATE PROFESSOR, DELFT UNIVERSITY  
 OF TECHNOLOGY, THE NETHERLANDS

**MICHELLE GALLAHER**  
 BIOMELBOURNE NETWORK, AUSTRALIA

**ROY GREEN**  
 PROFESSOR AND DEAN, UNIVERSITY OF  
 TECHNOLOGY SYDNEY, AUSTRALIA

**PATRICK GREENE**  
 CHIEF EXECUTIVE OFFICER, MUSEUM  
 VICTORIA, AUSTRALIA

**KLAUS KUNZMANN**  
 PROFESSOR, UNIVERSITY OF DORTMUND,  
 GERMANY

**TOM KVAN**  
 DEAN, FACULTY OF ARCHITECTURE,  
 UNIVERSITY OF MELBOURNE, AUSTRALIA

**MARK LORENZEN**  
 ASSOCIATE PROFESSOR, COPENHAGEN  
 BUSINESS SCHOOL, DENMARK

**BRENDAN McCLEMENTS**  
 CHIEF EXECUTIVE OFFICER, VICTORIAN  
 MAJOR EVENTS COMPANY, AUSTRALIA

**GORAN ROOS**  
 PROFESSOR AND FOUNDER, INTELLECTUAL  
 CAPITAL SERVICES, AUSTRALIA

**MARCUS SPILLER**  
 DIRECTOR, SGS ECONOMICS & PLANNING  
 PTY LTD, AUSTRALIA

**JORIS VAN WEZEMAE**  
 PROFESSOR, UNIVERSITY OF FRIBOURG,  
 SWITZERLAND

**PETER WILLIAMS**  
 CHIEF EXECUTIVE OFFICER, DELOITTE  
 DIGITAL, AUSTRALIA

**TAN YIGITCANLAR**  
 SCHOOL OF URBAN DEVELOPMENT,  
 QUEENSLAND UNIVERSITY OF TECHNOLOGY,  
 AUSTRALIA

# PROVISIONAL PROGRAM OVERVIEW

## 'FROM THEORY TO PRACTICE'

THE SUMMIT PROGRAM WILL FOCUS ON PROVIDING ATTENDEES WITH A SUBSTANTIAL MIX OF ACADEMIC AND PRACTITIONER PRESENTATIONS AND WORKSHOPS GIVING AN OVERVIEW OF BOTH THE THEORY AND TANGIBLE EXAMPLES OF KNOWLEDGE CITIES AT WORK.

## MELBOURNE 2010 – KNOWLEDGE CITIES WORLD SUMMIT TUESDAY 16 – FRIDAY 19 NOVEMBER 2010 MELBOURNE CONVENTION & EXHIBITION CENTRE

Please note: this program is subject to change

TUESDAY 16 NOVEMBER	
1300 – 1700	Knowledge precinct tours
1630 – 1830	Registration desk open
1800 - 1930	Summit welcome reception <b>Government House</b>

WEDNESDAY 17 NOVEMBER					
0700 – 0830	Registration desk open				
0830 – 1000	<b>Summit opening session</b> Welcome to Country and indigenous performance Official summit opening by Governor David de Kretser and Lord Mayor Robert Doyle Summit introduction by summit co-chairs Tan Yigitcanlar, Peter Yates and Klaus Kunzmann Opening session panel: Prof Margaret Gardner; Prof James Powell; Prof Göran Roos; Dr Marcus Spiller				
1000 – 1030	Morning tea				
1030 – 1200	<b>Knowledge, Creative, Intelligent Cities, Regions and Societies</b> Keynote speakers <b>Prof Javier Carrillo</b> , President, World Capital Institute, Mexico <b>Dr Tan Yigitcanlar</b> , Queensland University of Technology, Australia Panel: <b>Dr Cathy Garner</b> , Manchester: Knowledge Capital, United Kingdom; <b>Dr Patrick Greene</b> , Museum Victoria, Australia; <b>Mr Brendan McClements</b> , Victorian Major Events Company, Australia				
1200 – 1300	Lunch				
1300 – 1430	<b>Knowledge Assets and Capital Systems</b> Keynote speakers <b>Prof Carol Lin</b> , National Cheng Chi University, Taiwan <b>Prof Joris Van Wezemael</b> , University of Fribourg, Germany Panel: <b>Mr Hugh Bradlow</b> , Telstra, Australia; <b>Mr Evan Thornley</b> , Better Place Australia, Australia; <b>Ms Lucy Turnbull</b> , Turnbull & Partners Ltd, Australia				
1430	Delegates opportunity to move between sessions (15 mins)				
Parallel sessions will showcase academic and professional presentations within the summit theme <b>From Theory to Practice</b>					Interactive workshops <b>From Theory to Practice</b>
1445 – 1600	Parallel session 1.1 <b>Knowledge cities, regions and societies</b>	Parallel session 1.2 <b>Knowledge cities, regions and societies</b>	Parallel session 1.3 <b>Asset and capital systems</b>	Parallel session 1.4 <b>Asset and capital systems</b>	Workshop 1: <b>Planning and management of knowledge cities, ICT infrastructure and city mapping</b>
1600 – 1630	Afternoon tea				
1630 – 1800	Parallel session 2.1 <b>Sustainable development, climate change and quality of life</b>	Parallel session 2.2 <b>Sustainable development, climate change and quality of life</b>	Parallel session 2.3 <b>Knowledge cities, regions and societies</b>	Parallel session 2.4 <b>Knowledge cities, regions and societies</b>	Workshop 2: <b>Knowledge institutions in regional innovation systems in city-regions</b>

# PROVISIONAL PROGRAM OVERVIEW



THURSDAY 18 NOVEMBER						
0700 – 0830	Registration desk open					
0830 - 1000	<b>Knowledge Workers and Creative Class</b> Keynote speaker <b>Prof Richard Barbrook</b> , University of Westminster, United Kingdom <b>Dr James Bradfield Moody</b> , CSIRO, Australia Panel: <b>Ms Wesa Chau</b> , Young Australian of the Year finalist 2010; <b>Prof Roy Green</b> , University of Technology Sydney, Australia					
1000 – 1030	Morning tea					
1030 – 1115	<b>THE GREAT BRAIN DEBATE</b> <b>Baroness Susan Greenfield CBE vs Mr Peter Williams</b> , Deloitte Digital, Australia					
1115	Delegates opportunity to move between sessions					
1130 – 1245	Parallel session 3.1 <b>Knowledge cluster, enterprise and organisations</b>	Parallel session 3.2 <b>Knowledge cluster, enterprise and organisations</b>	Parallel session 3.3 <b>Knowledge economy, work and workers</b>	Parallel session 3.4 <b>Sustainable urban and transport development</b>	Parallel session 3.5 <b>Special session The New Club of Paris – Intellectual capital of cities and regions</b>	Workshop 3: <b>Creating a social media initiative to enable knowledge cities development</b>
1245 – 1330	Lunch					
1330 – 1500	<b>Knowledge-based Urban Development</b> Keynote speakers <b>Prof Klaus Kunzmann</b> , University of Dortmund, Germany <b>Assoc. Prof Ana María Fernández-Maldonado</b> , Delft University of Technology, The Netherlands Panel: <b>Prof Rob Adams</b> , City of Melbourne, Australia; <b>Prof Tom Kvan</b> , University of Melbourne, Australia and more to be announced shortly					
1500	Delegates opportunity to move between sessions					
1515 – 1615	Parallel session 4.1 <b>Knowledge based urban development</b>	Parallel session 4.2 <b>Knowledge based urban development</b>	Parallel session 4.3 <b>Globalisation, urban environment and processes and dynamics of cities</b>	Parallel session 4.4 <b>Special session Knowledge and communities 1</b>	Workshop 4: <b>Knowledge partnerships for innovative urban development - Meet the Champions</b>	
1615 – 1645	Afternoon tea					
1645 – 1815	Parallel session 5.1 <b>Economy and value generation</b>	Parallel session 5.2 <b>Information and communication technologies and urban development</b>	Parallel session 5.3 <b>Arts and knowledge ecology</b>	Parallel session 5.4 <b>Special session Knowledge and communities 2</b>	Workshop 5: <b>Collaborating with Generation Y to build better knowledge cities for future generations</b>	
1900 – 2300	Summit gala dinner <b>Melbourne Museum</b>					

# PROVISIONAL PROGRAM OVERVIEW



FRIDAY 19 NOVEMBER						
0700 – 0830	Registration desk open					
0830 – 1000	<b>Creativity, Innovation, Technology and Learning Communities</b> Keynote speakers <b>Prof Bjorn Asheim</b> , University of Lund, Sweden <b>Assoc. Prof Mark Lorenzen</b> , Copenhagen Business School, Denmark Panel: <b>Ms Michelle Gallaher</b> , BioMelbourne Network, Australia; <b>Mr Glenn Wightwick</b> , IBM Australia Development Laboratory, Australia; <b>Mr Peter Williams</b> , Deloitte Digital, Australia					
1000 – 1100	<b>MAKCi (Most Admired Knowledge Cities) award ceremony</b>					
1100 – 1130	Morning tea					
1200 – 1300	Parallel session 6.1 <b>Creativity, innovation and learning communities</b>	Parallel session 6.2 <b>Creativity, innovation and learning communities</b>	Parallel session 6.3 <b>Higher education and research institutions and development</b>	Parallel session 6.4 <b>Special session: Ubiquitous cities 1</b>	Parallel session 6.5 <b>Special session: Insight into Israel</b>	Workshop 6: <b>Postgraduate and early career researcher workshop</b>
1300 – 1400	Lunch					
1400 – 1530	Parallel session 7.1 <b>Creativity, innovation and learning communities</b>	Parallel session 7.2 <b>Mixed themes</b>	Parallel session 7.3 <b>Mixed themes</b>	Parallel session 7.4 <b>Special session: Ubiquitous cities 2</b>	Workshop 7: <b>Inspiring the Knowledge-based community workshop</b>	Workshop 8: <b>Intelligent Transport Systems Vision 2010</b>
1530 – 1600	Afternoon tea					
1600 – 1700	<b>Summit closing session</b> Conference summary Melbourne declaration Knowledge Cities World Summit 2011 announcement					
1700 – 1830	Summit farewell reception <b>Melbourne Convention and Exhibition Centre</b>					



# SOCIAL PROGRAM

TUESDAY 16 NOVEMBER 2010

## KNOWLEDGE TOURS

Tours depart from Melbourne Convention and Exhibition Centre Porte-cochere  
1300 – 1700 hours

MELBOURNE IS VERY MUCH A KNOWLEDGE CITY AT WORK. THE MELBOURNE 2010 – KNOWLEDGE CITIES WORLD SUMMIT ORGANISING COMMITTEE HAS CREATED A SERIES OF KNOWLEDGE TOURS TO PROVIDE DELEGATES WITH THE OPPORTUNITY TO VISIT SOME OF THE KNOWLEDGE HUBS OF MELBOURNE.

### ARTS AND CULTURAL PRECINCT

Melbourne is the artistic and cultural capital of Australia. Every day of every year is filled with arts festivals, gallery showings, live theatre seasons and musical extravaganzas. Whether it's a rock concert, an art exhibition, opera or a symphony performance you desire, you will find it in Melbourne.

During this walking tour of Melbourne, the heritage and architecture of Melbourne is everywhere you turn, revealing the city's colourful and diverse history through its buildings. Participants will visit the Melbourne Recital Hall which recently won the National Award for Public Buildings at the 2009 Council of Australia Rider Levett Bucknall Awards for Innovation and Excellence, the Australian Centre for Moving Image, a unique institution of Federation Square which celebrates, explores and promotes the cultural and creative richness of the moving image in all its forms – film, television and digital culture, and finally tour participants will be given the opportunity for an all encompassing tour of the iconic Arts Centre, the focal point of performing arts in Victoria.

### MONASH PRECINCT

Not only does this precinct house one of Australia's great international universities, Monash University, an energetic and dynamic university committed to quality education and research, the Monash precinct is also home to the Australian Synchrotron and Australia's first and only Melbourne Centre for Nanofabrication.

Join this tour to witness how the Australia Synchrotron highly intense light beam, ranging from infrared to hard x-rays, can be used to gain a better understanding of the molecular structure of materials and how the Melbourne Centre of Nanofabrication provides the means to produce complex micro and nano-science based demonstration devices and integrated systems in the environmental and medical sensors areas including microfluidics and basis micro electromechanical systems (MEMS) and the solar cell and energy areas.

### PARKVILLE PRECINCT

Melbourne city is a natural hub for university campuses. This tour will focus on The University of Melbourne and RMIT (Royal Melbourne Institute of Technology) campuses. RMIT has played a significant role as an innovative, global university of technology with an international reputation for excellence in work-relevant education and high quality research and engagement with the needs of industry and community. RMIT opens its doors for an inclusive tour of its Melbourne campus.

The University of Melbourne Parkville, once a quaint campus made up of gothic architecture and Victorian buildings, is leading the way in university development with new infrastructure being built yearly. The latest addition is the Bio21 Institute is a multidisciplinary research centre, specialising in medical, agricultural and environmental biotechnology. See where the latest innovation and research in biotechnology is happening which will lead to the improvements in health and environment worldwide.



# SOCIAL PROGRAM

## TUESDAY 16 NOVEMBER 2010

### KNOWLEDGE TOURS (CONTINUED)

#### SPORTS PRECINCT

Melbourne is well known internationally as the sporting capital of Australia and hosts six of the top ten major sporting events in Australia. Melbourne is the home of the Australian Open Grand Slam tournament (tennis), host of the Formula 1 Australian Grand Prix, the founding city of national game Australian Football League (AFL), and home to Australia's most prestigious horse racing event, the Melbourne Cup.

This strong sporting foundation requires a multitude of world class sporting arenas and stadiums to host the thousands of local and international visitors. Join this sporting precinct tour to gain an understanding of how Melbourne is leading the way in sporting infrastructure and landscapes.

This knowledge tour will wind up with a short tour of Melbourne's unique and growing Dockland precinct.

**Cost:** AUD70 per person

**Dress:** Smart casual

#### SUMMIT WELCOME RECEPTION

**Government House**  
1830 – 2030 hours

Begin the summit by joining fellow delegates and colleagues for an enjoyable evening of canapés and drinks in the splendour of Government House.

**Includes:** Drinks and canapés

**Cost:** Included for registered delegates

**Additional tickets:**

Not available – this event is for registered delegates and invited guests only

**Dress:** Business attire

## THURSDAY 18 NOVEMBER 2010

#### SUMMIT GALA DINNER

**Melbourne Museum**  
1930 – 2300 hours

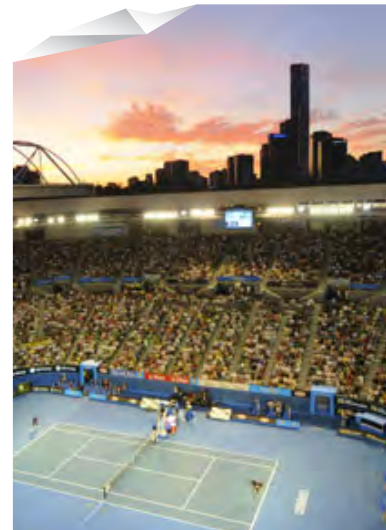
Celebrate with colleagues and friends at the Knowledge Cities World Summit gala dinner, at Melbourne Museum. Explore Victoria's natural environment, culture and history within the largest museum in the southern hemisphere; located opposite the World Heritage listed Royal Exhibition Building. Feast on a delicious three course dinner complemented with local wine.

**Includes:** Three course meal, beverages and entertainment

**Cost:** Included for registered delegates

**Additional tickets:** AUD185 per person for guests

**Dress:** Business attire



# SOCIAL PROGRAM

FRIDAY 19 NOVEMBER 2010

## SUMMIT FAREWELL RECEPTION

**Melbourne Convention and Exhibition Centre**  
1700 – 1800 hours

Why not enjoy the beautiful Yarra River view and relax with a glass of wine as you discuss the topics reviewed at the summit and farewell colleagues.

Includes: Beverages and light finger foods

Cost: Included for registered delegates

Additional tickets: AUD55 per person for guests

Dress: Casual

### CANCELLATION POLICY (SOCIAL EVENTS)

- > The summit organisers reserve the right to cancel or vary optional activities if minimum numbers are not reached.
- > Regrettably, optional social functions and additional ticket cancellations cannot be refunded if participation is cancelled less than 72 hours prior to the event.

### DISCLAIMER

KCWS 2010 and Event Planners Australia and their agents act only as organisers of these activities and do not accept responsibility for any act or omission on the part of the service providers. No liability is accepted for any inaccuracy, misdescription, delay, damage, death or personal injury.



# ORGANISING COMMITTEE

## SUMMIT PATRONS

**Professor David de Kretser AO**  
Governor of Victoria

**The Hon. Robert Doyle**  
Lord Mayor of Melbourne

## SUMMIT CO-CHAIRS

**Dr Tan Yigitcanlar**  
School of Urban Development,  
Queensland University of Technology

**Mr Peter Yates**  
Royal Institution Australia

**Professor Klaus Kunzmann**  
Professor Emeritus, School of Spatial Planning,  
Technical University Dortmund

## MELBOURNE ORGANISING COMMITTEE

Mr Peter Yates, Chair  
Dr Kathy Alexander  
The Hon. Richard Alston  
Sir Rod Eddington  
Prof Margaret Gardner AO  
Mr Leon Kempler OAM  
Prof Richard Larkins AO  
Mr Martyn Myer AO  
Mr George Pappas AM  
Mr Paul Ramadge  
Ms Carol Schwartz AM  
Ms Helen Steel

## MELBOURNE SECRETARIAT

Ms Helen Steel, Summit Director  
Ms Emma Stenhouse, Communications Advisor  
Ms Bree Hankinson, Project Support Officer

## SCIENTIFIC COMMITTEE

Dr Tan Yigitcanlar, Australia  
Prof Kevin O'Connor, Australia  
Prof Dean Forbes, Australia  
Prof David Charles, Australia  
Prof Martin Betts, Australia  
Prof Ashantha Goonetilleke, Australia  
Prof Arun Kumar, Australia  
Prof Rachel Parker, Australia  
Prof Hal Swerissen, Australia  
Prof Sue Kilpatrick, Australia  
Prof Bruce Wilson, Australia  
Prof Steve Garlick, Australia  
Prof Ken Friedman, Australia  
Dr Glen Searle, Australia  
Dr Robyn Keast, Australia  
Dr Karen Manley, Australia  
Dr Jung Hoon Han, Australia  
Prof Eric Tsui, China  
Prof Waltraut Ritter, China  
Dr Cristina Martinez-Fernandez, France  
Prof Klaus Kunzmann, Germany  
Prof Nicos Komninos, Greece  
Dr Kostas Metaxiotis, Greece  
Dr Kostas, Ergazakis, Greece  
Prof Zorica Nedovic-Budic, Ireland  
Prof Uri Marchaim, Israel  
Prof Giovanni Schiuma, Italy  
Prof Javier Carrillo, Mexico  
Prof Carol Lin, Taiwan  
Dr Azime Tezer, Turkey  
Dr Koray Velibeyoglu, Turkey  
Dr Edmund Zolnik, USA



## SUMMIT EXECUTIVE COMMITTEE

Dr Tan Yigitcanlar, Australia  
Prof Javier Carrillo, Mexico  
Prof Leif Edvinsson, Sweden  
Prof Giovanni Schiuma, Italy  
Prof Sang-Ho Lee, Korea  
Dr Blanca Garcia, Mexico  
Dr Ana Christina Fachinelli, Brazil  
Dr Hana Al-Nuaim, Saudi Arabia  
Dr Amro Taibah, Saudi Arabia

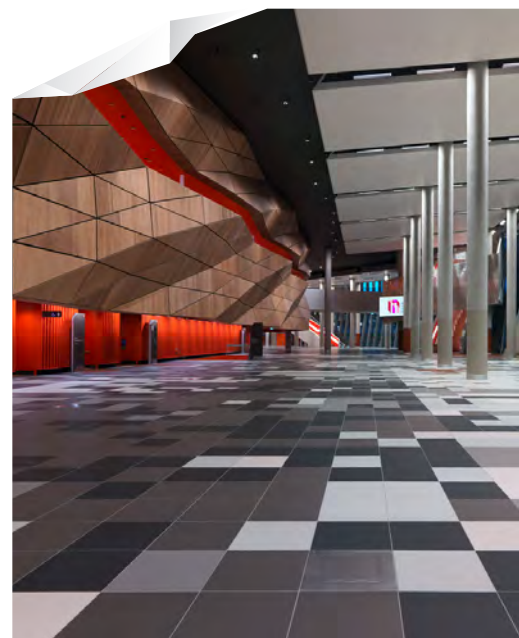
# GENERAL INFORMATION

## SUMMIT VENUE

### Melbourne Convention and Exhibition Centre (MCEC)

1 Convention Centre Place  
 South Wharf VIC 3006  
 TEL +61 3 9235 8000  
 www.mcec.com.au

The Melbourne Convention and Exhibition Centre (MCEC) is conveniently located on the banks of the Yarra River in the heart of the city. This brand new centre is fully integrated with the existing exhibition centre making the MCEC the largest combined exhibition and convention centre in Australia. The Melbourne Convention Centre has been awarded a 6-Star Green Star environmental rating by the Green Building Council of Australia, the first in the world for a convention centre. For more information on the MCEC complex visit [www.mcec.com.au](http://www.mcec.com.au)



## SUMMIT REGISTRATION DESK

Registration will be conducted at the registration desk, which is located on the second floor of the Convention Centre, opposite room 212. The registration desk will be open during the following times:

<b>Tuesday 16 November</b>	1630 to 1830 hours
<b>Wednesday 17 November</b>	0700 to 1730 hours
<b>Thursday 18 November</b>	0700 to 1800 hours
<b>Friday 19 November</b>	0700 to 1730 hours

## DRESS

Smart casual attire is appropriate for summit sessions, and business attire is required for the welcome reception and gala dinner. A jacket may be needed for air-conditioned session rooms and outside temperatures.

## CLIMATE

Melbourne is well known for its changeable weather patterns so please ensure you have a jacket for all conditions. In November the temperature ranges from 12-22 degrees celsius.

## MESSAGES

A message board will be located outside the registration desk. Please advise potential callers to contact the Melbourne Convention and Exhibition Centre on telephone +61 3 9320 8662 and ask for the Summit office. Messages will not be delivered personally.

## PERSONAL MAIL

The summit managers do not accept responsibility for personal mail. Please have mail sent to your accommodation address.

## CHILD CARE FACILITIES

Please note that no official arrangements have been made for childcare during the summit. Your chosen accommodation may be able to assist you with childcare services during your stay.

## SUMMIT MANAGERS

For further information, please contact the summit managers:

**Event Planners Australia**  
 113 Abbotsford Street  
 West Melbourne  
 VIC 3003 Australia

TEL +61 3 9320 8663  
 FAX +61 3 9320 8699  
 EMAIL [info@melbourneknowledgesummit.com](mailto:info@melbourneknowledgesummit.com)  
[www.melbourneknowledgesummit.com](http://www.melbourneknowledgesummit.com)

# DISCOVER MELBOURNE

THERE'S A LOT TO LOVE ABOUT MELBOURNE, INCLUDING A HUGE CHOICE OF RESTAURANTS AND CAFES, FUNKY LANEWAYS, FABULOUS SHOPPING AND DIVERSE INNER CITY PRECINCTS. HERE'S SOME INFORMATION TO HELP YOU MAKE THE MOST OF YOUR VISIT.

## DINING

City restaurants are known for delicious food at fair prices and local residents demand nothing less. Many Melbourne precincts are associated with food, from the Greek atmosphere of Lonsdale Street and the Italian character of Carlton's Lygon Street to the wide array of Chinese restaurants along Little Bourke Street in Chinatown.

Melbourne also offers exceptional fine dining, served with passion and panache at restaurants marrying modern Australian cuisine with European and Asian techniques. Take a stroll along the Yarra River to Southgate, or a quick tram ride to Docklands, where you can enjoy striking views of the city skyline and the waterfront while you dine.

## SHOPPING

While choice is a huge attraction, the joy of shopping in Melbourne is also about atmosphere. A web of broad boulevards, narrow streets, enticing laneways and gorgeous arcades make shopping in the city an absolute pleasure.

Leading international fashion labels can be found on tree-lined Collins Street, while nearby Little Collins Street has a great selection of cutting-edge designers. Funky streets and laneways are a haven for small boutiques specialising in Australian designers, jewellery and accessories.

Melbourne boasts flagship department stores Myer and David Jones, both in the Bourke Street Mall. For a wide range of designers and retailers under one roof, visit retail centres such as GPO Melbourne, Melbourne Central, Collinstwo3four, QV and Australia on Collins or DFO at South Wharf. Queen Victoria Market offers souvenirs, clothes, crafts and fresh foods.

## BARS AND NIGHTLIFE

Throughout Melbourne's boulevards and lanes you'll discover some fabulous little spots for getting together with colleagues and friends. Once-forgotten warehouses and laneways have emerged as funky new venues while the city pulses with cocktail lounges, vibrant pubs, underground dance dens and live music venues.

Recline on an old couch in a retro lounge bar or indulge in a pot of beer in a pub. And, of course the city is open all hours so Melbourne is the ultimate party town.

## ARTS AND CULTURE

Melbourne is home to world class arts and culture. The NGV International hosts an outstanding collection of international artwork, including major touring exhibitions, and The Ian Potter Centre: NGV Australia at Federation Square is the home of Indigenous and Australian art.

Nestled in the city's laneways are many commercial galleries, craft and design outlets. A variety of quirky public artworks add a sense of fun to the city's streets.



# DISCOVER MELBOURNE

## WATERFRONT

Melbourne's waterfront bustles day and night with people dining, strolling, exercising, shopping and boating. The city's focal point is the meandering Yarra River, lined with several fine dining and shopping precincts as well as world class sporting and arts venues, and stunning parks and gardens.

The city's newest living, working and visitor precinct is Melbourne Docklands, boasting a magnificent harbour, restaurants and bars and walking trails. Waterfront City has great shopping choices at Harbour Town and Costco.

## MORE INFORMATION ABOUT THE CITY

For more information about what the city has to offer:

- > visit [www.thatsmelbourne.com.au](http://www.thatsmelbourne.com.au)
- > head to the Melbourne Visitor Centre in Federation Square, located on the corner of Swanston and Flinders Streets
- > visit the Melbourne Visitor Booth in the Bourke Street Mall
- > call the City of Melbourne on +61 3 9658 9658



# TRAVEL INFORMATION

## AIR TRAVEL

Melbourne Airport is located just 22 kilometres from the CBD and is serviced by 25 international airlines, making it a very convenient city to fly directly to from most major international hubs. For further details, please visit [www.melbourneairport.com.au](http://www.melbourneairport.com.au)

## VISAS/ELECTRONIC TRAVEL AUTHORITY

All travellers to Australia, other than Australian and New Zealand citizens, must hold a valid visa or electronic travel authority (ETA). It is your responsibility to ensure documentation is correct and completed before you commence your journey. Delegates must register for the event before lodging their visa/ETA application. Following your registration, you will receive an acknowledgement letter. This is all you require from the event managers in order to make your visa/ETA application. We recommend you apply for your visa/ETA at least six weeks before you travel. For more information, contact your nearest Australian Embassy/Consulate or view the Australian Department of Immigration website [www.immi.gov.au/eta](http://www.immi.gov.au/eta)

## TRAVEL INSURANCE

We recommend that you purchase travel insurance including cover for non-refundable conference registration fees. Please be advised that insurance must be purchased in the country of residence.

## AIRPORT/CBD HOTEL TRANSFERS (APPROXIMATE TIME AND COSTS)

Melbourne Airport is approximately a 30 minute drive from the Melbourne Convention and Exhibition Centre – depending on traffic.

### GETTING THERE BY TAXI

Taxis are available from the ground floor level of Melbourne Airport outside both the International and Domestic terminals. Expect to pay around AUD55 to AUD60 for the 30 minute trip into the CBD.

### GETTING THERE BY BUS

SkyBus operates a world-class, express bus service between Melbourne Airport and the Melbourne city centre. SkyBus operates 24 hours a day 7 days a week with departures every 10 minutes during the day. Tickets are available from the information booth just outside the airport terminal or from the Skybus website [www.skybus.com.au](http://www.skybus.com.au) Expect to pay AUD16 one way or AUD26 return.

## ACCOMMODATION BOOKING INFORMATION

MELBOURNE HAS A VAST RANGE OF ACCOMMODATION OPTIONS TO SUIT ALL BUDGETS.

Best of Victoria\* is an accommodation, travel booking and retail service operating out of the Melbourne Visitor Centre at Federation Square.

Visit [www.bestof.com.au/vic/](http://www.bestof.com.au/vic/) for bookings and more information or phone 1300 780 045 (toll free within Australia) or +61 3 9928 0000 (from outside of Australia).

\*City of Melbourne takes no responsibility or liability for the information provided by, or bookings made by Best of Victoria. Best of Victoria is a separate entity from the City of Melbourne.

Tourism Victoria also provides an online accommodation listing [www.visitvictoria.com](http://www.visitvictoria.com)

## ACCOMMODATION VENUES

ALL ACCOMMODATION VENUE RATES ARE INCLUSIVE OF AUSTRALIAN GST

Special accommodation room rates have been negotiated for the event and, subject to availability, may apply to extended stays. To take advantage of these savings, please read the following information carefully and complete the accommodation booking section on the registration form at the end of this brochure.

Event Planners Australia is unable to accept new bookings or changes to existing room bookings after the following release date: 1600 hours, Australian Eastern Standard Time (AEST), Friday 8 October 2010

From 1600 hours, Friday 8 October 2010 onwards, bookings should be made directly with the hotel or via an accommodation reservation website.

- > Rates are per room per night, in Australian dollars, and includes Australian GST
- > Room numbers are limited so please ensure you book well before the release date
- > Accommodation cannot be booked unless credit card details are received with your registration form. This information will be passed on to the hotel to secure your booking. The hotel may process the debit immediately or wait until check-out
- > If charges are to be the responsibility of a third party, e.g. the guest's company, please provide the organisers with a letter from the third party stating what charges are to be covered, e.g. accommodation only, meals, mini bar, phone, fax, internet, laundry, all charges, etc
- > A tax invoice/receipt will be issued by the hotel on check-out
- > Cancellations and alterations up to 1600 hours 8 October 2010, are made by Event Planners and will incur a booking change fee of up to AUD33
- > Guests wishing to cancel or alter bookings after 1600 hours (AEST) on 8 October 2010 should contact the hotel directly. These, and "no-shows", may incur penalties at the hotel's discretion, possibly up to 100% of the accommodation stay
- > Cancellation policies for individual hotels are available on the event website and will be included in your confirmation letter. Please ensure you are familiar with your chosen hotel's cancellation policy
- > Check in prior to 1400 hours is not guaranteed and is at the hotel's discretion, should you wish to guarantee early check you must book and pay for the previous night
- > Hotels will require an imprint of your credit card at check-in for any incidentals
- > If you wish to check-in after 1700 hours you must indicate your arrival time on the form to avoid a "no-show" room release penalty.



# ACCOMMODATION VENUES

ALL ACCOMMODATION VENUE RATES ARE INCLUSIVE OF AUSTRALIAN GST

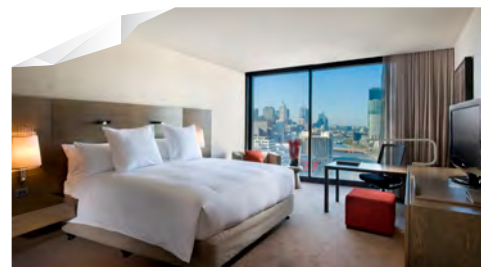
## HILTON SOUTH WHARF ★★★★★

Directly adjacent to the Melbourne Convention Centre

**2 Convention Centre Place  
 South Wharf Victoria 3002**

[www.newmelbourne.com.au](http://www.newmelbourne.com.au)

Hilton Guest Room King or Twin	AUD255 per night
Hilton City View Room King	AUD300 per night



## OAKS ON MARKET (APARTMENT STYLE ACCOMMODATION) ★★★★★

10 minutes easy walk to the Melbourne Convention and Exhibition Centre

**60 Market Street  
 Melbourne Victoria 3000**

[www.theoaksgroup.com.au/oaks-on-market/](http://www.theoaksgroup.com.au/oaks-on-market/)

Studio Queen or Twin	AUD179 per night
One bedroom apartment	AUD223 per night



## ALTO ON BOURKE ★★★★★

Located in the heart of Melbourne's central business district, a 15 mins walk to the Melbourne Convention and Exhibition Centre, or a 5 minute tram ride.

**636 Bourke St  
 Melbourne Victoria 3000**

[www.altohotel.com.au](http://www.altohotel.com.au)

The first Melbourne CBD Hotel to receive the coveted EarthCheck Silver Certification, the Alto has also been awarded several sustainability awards. The Alto is also the first city hotel in Australia to offset all calculated carbon output and therefore be carbon neutral.

### BOOKING OPTIONS FOR ALTO ON BOURKE

Please quote 'Knowledge Cities World Summit' when making bookings to receive the below rate. Bookings can be made direct with Alto Hotel on Bourke by any of the following methods:

TEL +61 3 8608 5500  
 TOLL FREE 1800 135 123 (within Australia only)  
 FAX +61 3 9606 0766  
 EMAIL [stay@altohotel.com.au](mailto:stay@altohotel.com.au)

### RATES – INCLUDING WIFI INTERNET

Hotel Queen size bed	AUD154 per night
Studio Queen or Twin	AUD164 per night
One bedroom apartment	AUD184 per night
One bedroom spa apartment	AUD194 per night
Two bedroom apartment	AUD264 per night
Two bedroom loft apartment	AUD294 per night



# REGISTRATION INFORMATION

PLEASE READ THE FOLLOWING INFORMATION CAREFULLY.

All fees are quoted in Australian dollars (AUD) and include Australian GST.

REGISTRATION FEES	EARLY BIRD (ON OR BEFORE 30 AUGUST 2010)	STANDARD (FROM 31 AUGUST TO 16 OCTOBER 2010)	LATE/ONSITE (AFTER 16 OCTOBER 2010)
Full time summit registration	AUD900	AUD1000	AUD1100
Full time student*	AUD400	AUD400	AUD400

\* Students will be asked to show their full time student ID cards upon registration at the venue.

## GROUP DISCOUNT

Organisations sending more than 10 delegates are eligible for a group discount as follows:  
Register 10 delegates and the 11th delegate can register for free.

In order to receive this discount, all delegates must be registered in one transaction, by posting/faxing in registration forms together with one form of payment. Registrations received by individual delegates outside of this transaction will not be eligible for the discount.

## REGISTRATION ENTITLEMENTS ARE AS FOLLOWS:

### FULL TIME REGISTRATION INCLUDES:

- > Attendance at all summit sessions
- > Daily morning and afternoon teas, lunches
- > Entry to the knowledge café daily
- > Summit welcome reception
- > Summit gala dinner
- > Summit farewell reception
- > Satchel containing the summit program book and other summit material

*Late/Onsite registration refers to delegates who register on or after 16 October 2010 or those who register upon arrival at the summit. summit satchel, summit program book and other summit material cannot be guaranteed for late/onsite registrants.*

## REGISTRATION CANCELLATION POLICY

- > All cancellations must be notified in writing to Event Planners Australia
- > Cancellations received on or before 10 August 2010 will be refunded in full, less 25% of the fee to cover administration costs; no registration refunds will be made after this date
- > As an alternative to cancellation your registration may be transferred to another member of your organisation, subject to a AUD33 processing fee.

# REGISTRATION INFORMATION

## PAYMENT

- > All registration prices are in Australian dollars and include Australian GST.
- > Payment must accompany your registration form.
- > Your registration cannot be confirmed until payment is received.
- > Payment must be received by the due date to receive the discount, otherwise the next level of payment will be charged.
- > Cheques or drafts must be in Australian currency, drawn on an Australian bank and free of all charges.
- > Cheques should be made payable to Event Planners Australia Pty Ltd.
- > Payment by credit card is accepted. Please note that debits to your credit card will appear as Event Planners Australia on your statement.
- > Faxed registration forms are acceptable only if payment is by credit card.

Payment may also be made by electronic funds transfers. Please ensure the amount transferred is equal to the total due INCLUDING any bank charges. To assist in the allocation of your payment, please fax transfer advice to +61 7 3858 5499 immediately after payment to ensure prompt allocation of your payment. Please ensure that your name and invoice number are included on the transfer notice.

Bank: **National Australia Bank**  
Account name: **Event Planners Australia Pty Ltd**  
BSB number: **084-255**  
Account number: **59 650 0566**

## EMAIL COMMUNICATION

By providing your email address and facsimile number on the accompanying form you consent to be contacted by these methods in relation to this event and future events of this type.

## PRIVACY STATEMENT

Your name and contact information, including electronic address, may be used by parties directly related to the event such as the organisers and approved stakeholders, for relevant purposes such as promotion, networking, and administration of this, and future events of this type. If you do not consent, please contact [info@melbourneknowledgesummit.com](mailto:info@melbourneknowledgesummit.com)

In addition, your name, organisation and country/state of origin may be published on the delegate list which is provided to delegates, exhibitors and sponsors at the event. If you do not wish your details to be included in this list, please contact [info@melbourneknowledgesummit.com](mailto:info@melbourneknowledgesummit.com)

## INTENTION TO PHOTOGRAPH

Delegates and others are advised that photographs may be taken during the summit and reproduced for promotional purposes.

# REGISTRATION FORM

## KCWS 2010 Summit Managers

Event Planners Australia  
 113 Abbotsford Street  
 West Melbourne Victoria 3003 Australia

TEL +61 3 9320 8663

FAX +61 7 3858 5499

EMAIL register@melbourneknowledgesummit.com

www.melbourneknowledgesummit.com

To ensure your choice of accommodation, your booking must be received by 8 October 2010.

## PERSONAL DETAILS

Title (e.g. Prof/Dr/Mr/Mrs/Miss/Ms)

Surname

Given name

Organisation

Position

Postal address

Suburb/town

State

Country

Code

Telephone (work)

Fax

Telephone (mobile)

Email

## SPECIAL REQUIREMENTS

Please note any specific dietary, wheelchair access or other requirements.

Vegetarian  Vegan  Gluten Free  Lactose Free  Pork Free  All other allergies

\*Please contact the summit managers to discuss other dietary requirements and specifics of allergies.

Wheelchair access  other requirement \_\_\_\_\_

## REGISTRATION FEES

REGISTRATION FEES	EARLY BIRD (ON OR BEFORE 30 AUGUST 2010)	STANDARD (FROM 31 AUGUST TO 16 OCTOBER 2010)	LATE/ONSITE (AFTER 16 OCTOBER 2010)
Full time summit registration	<input type="checkbox"/> AUD900	<input type="checkbox"/> AUD1000	<input type="checkbox"/> AUD1100
Full time student*	<input type="checkbox"/> AUD400	<input type="checkbox"/> AUD400	<input type="checkbox"/> AUD400

\* Students will be asked to show their full time student ID cards upon registration at the venue.

A tax invoice will be forwarded to all Australian delegates on receipt of a completed registration form.

ABN 76 108 781 988.

**PLEASE COMPLETE ALL PAGES OF THIS FORM TO ENSURE YOU ARE CORRECTLY REGISTERED.**

# REGISTRATION FORM



## SUMMIT ACTIVITIES

Costs are included in the registration fee unless otherwise indicated below. However, for catering purposes it is essential you mark every box. Refer to summit website for details of your entitlements.

Tick (✓) either yes or no to indicate if you are planning to attend.

	FULL TIME DELEGATE	PLEASE ✓ ONE	GUEST TICKET	PLEASE ✓ ONE	TOTAL NO OF TICKETS	SUB TOTAL (AUD INC GST)
<b>TUESDAY 16 NOVEMBER 2010</b>						
Arts and cultural precinct knowledge tour	AUD70	<input type="checkbox"/> yes <input type="checkbox"/> no	AUD70	<input type="checkbox"/> yes <input type="checkbox"/> no		
Monash precinct knowledge tour	AUD70	<input type="checkbox"/> yes <input type="checkbox"/> no	AUD70	<input type="checkbox"/> yes <input type="checkbox"/> no		
Parkville precinct knowledge tour	AUD70	<input type="checkbox"/> yes <input type="checkbox"/> no	AUD70	<input type="checkbox"/> yes <input type="checkbox"/> no		
Sports precinct knowledge tour	AUD70	<input type="checkbox"/> yes <input type="checkbox"/> no	AUD70	<input type="checkbox"/> yes <input type="checkbox"/> no		
Summit welcome	Included	<input type="checkbox"/> yes <input type="checkbox"/> no	n/a	n/a		
<b>WEDNESDAY 17 NOVEMBER 2010</b>						
Lunch	Included	<input type="checkbox"/> yes <input type="checkbox"/> no	n/a	n/a		
<b>THURSDAY 18 NOVEMBER 2010</b>						
Lunch	Included	<input type="checkbox"/> yes <input type="checkbox"/> no	n/a	n/a		
Summit gala dinner	Included	<input type="checkbox"/> yes <input type="checkbox"/> no	AUD185	<input type="checkbox"/> yes <input type="checkbox"/> no		
<b>FRIDAY 19 NOVEMBER 2010</b>						
Lunch	Included	<input type="checkbox"/> yes <input type="checkbox"/> no	n/a	n/a		
Farewell drinks	Included	<input type="checkbox"/> yes <input type="checkbox"/> no	AUD55	<input type="checkbox"/> yes <input type="checkbox"/> no		

## ACCOMMODATION (SEE PAGES 14-15 FOR DETAILS)

- > If you choose to stay at the Alto on Bourke, please book directly with the hotel via Phone: +61 3 8608 5500, Toll free: 1800 135 123 (within Australia only) or email: stay@althotel.com.au quoting 'Knowledge Cities World Summit'
- > Accommodation at the Hilton South Wharf and Oaks on Market cannot be booked unless credit card details are received with the registration form.
- > Your credit card details will be passed on to the hotel to secure your booking. The hotel may immediately deduct payment from your credit card although full payment is usually reserved for check-out.
- > If charges are the responsibility of a third party, please provide a letter from the third party stating what charges are to be covered, e.g. accommodation only, mini bar, all charges, etc.
- > Hotels may levy a surcharge on credit card payments.
- > A tax invoice for accommodation will be issued by the hotel on check-out.
- > **New accommodation bookings will not be accepted by Event Planners after 1600 hours on 8 October 2010.** From this time, bookings should be made directly with the hotel or via an accommodation reservation website.

**PLEASE COMPLETE ALL PAGES OF THIS FORM TO ENSURE YOU ARE CORRECTLY REGISTERED.**

# REGISTRATION FORM

## ACCOMMODATION (SEE PAGES 14-15 FOR DETAILS)

Please book the following accommodation:

Check-in \_\_\_/\_\_\_/2010 ETA \_\_\_\_\_ Check-out \_\_\_/\_\_\_/2010 ETD \_\_\_\_\_

PLEASE SELECT	VENUE	ROOM TYPE	OCCUPANCY	PER ROOM PER NIGHT (AUD INC GST)
<input type="checkbox"/>	<b>Hilton South Wharf</b> ★★★★★	Hilton Guest Room	<input type="checkbox"/> King <input type="checkbox"/> Twin	AUD255
		Hilton City View Room	<input type="checkbox"/> King	AUD300
<input type="checkbox"/>	<b>Oaks on Market</b> ★★★★	Studio	<input type="checkbox"/> Queen <input type="checkbox"/> Twin	AUD179
		One bedroom apartment		AUD223

I will be accompanied by/have arranged to share with \_\_\_\_\_

I would prefer a non-smoking room  yes  no

## CONDITIONS OF REGISTRATION

By registering for the Melbourne 2010 – Knowledge Cities World Summit delegates agree to abide by the conditions set out in this brochure.

## PAYMENT METHOD

- > Payment must accompany your registration form.
- > Conference registration can not be confirmed until payment is received.
- > Credit card details are required to secure accommodation. If you are only providing credit card details for accommodation and will be paying your registration fees by another option, please indicate below.
- > All prices are quoted in Australian dollars and include Australian GST.

**Cheque/international bank draft** – payable to Event Planners Australia.  
Payment must be made in Australian dollars payable on an Australian bank and free of all charges.

**Electronic funds transfer (EFT)** into the following bank account:

Bank: **National Australia Bank**  
Account name: **Event Planners Australia Pty Ltd**  
BSB number: **084-255** Account number: **59 650 0566**

**Credit card** – all charges as per this form are to be debited to:  **Credit card** – accommodation only  
 Mastercard  Visa  American Express  Diners Club

Name on card \_\_\_\_\_

Credit card number \_\_\_\_\_

Expiry date \_\_\_\_\_

Card holder's signature \_\_\_\_\_

Please note that debits to your credit card, excluding accommodation, will appear as Event Planners Australia on your statement.

**PLEASE COMPLETE ALL PAGES OF THIS FORM TO ENSURE YOU ARE CORRECTLY REGISTERED.**

## SPONSORS

### HOSTING PARTNERS



### STATE GOVERNMENT



### MEDIA PARTNER



### GOLD SPONSORS



### SILVER SPONSOR



### BRONZE SPONSORS



### ASSOCIATE PARTNERS





KCWS 2010  
SUMMIT MANAGERS

TEL +61 3 9320 8663

FAX +61 3 9320 8699

[info@melbourneknowledgesummit.com](mailto:info@melbourneknowledgesummit.com)

[www.melbourneknowledgesummit.com](http://www.melbourneknowledgesummit.com)

HOSTING PARTNERS



CITY OF  
MELBOURNE



OFFICE OF  
KNOWLEDGE  
CAPITAL



WORLD CAPITAL  
INSTITUTE