

UNESCO Cities of Design *Subnetwork Meeting*

GEELONG, AUSTRALIA
MONDAY 27 – FRIDAY 31 MARCH 2023



Monday 27 March

7AM–8.15AM BREAKFAST: CAFÉ GO

8.45am Depart R Hotel for Werribee Open Plains Zoo

Tour: Werribee Open Plains Zoo

11am Depart Werribee Open Range Zoo for Geelong

11.45am Pivot City Innovation District, 33 Mackey Street, North Geelong

Tour: Pivot City Innovation District by Cameron Hamilton, Hamilton Group

100 years ago, the Federal Woolen Mills was a hub of industrial activity. Today the precinct is a go to location for innovation and creative activities.

12.15PM LUNCH: 1915 RESTAURANT

1.25pm Depart for R Hotel

1.30pm–2.20pm Opportunity to refresh at hotel

2.30PM MEETING WITH INDIGENOUS TRADITIONAL OWNERS

Johnstone Park, cnr Gheringhap and Malop Streets, Geelong

Discussion with Corrina Eccles, Wadawurrung Woman

3.30pm Walk to Wurriki Nyal, City of Greater Geelong Offices, for Day 1 sessions.

4PM–6.35PM CITIES OF DESIGN MEETING 1

FORMAL WELCOME

4pm Welcome to Country | *Wadawurrung Traditional Owners*

4.10pm Opening CEO City of Greater Geelong | *Kaarina Phyland*

4.15pm Formal Welcome by the Mayor, City of Greater Geelong | *Cr Trent Sullivan*

4.20pm Welcome by Coordinator & Deputy | *Stijn, Kortrijk & Cindy, Wuhan*

4.30pm Welcome UCCN Secretariat (virtual) | *Denise Bax*

4.40pm UNESCO Steering Group Meetings - update | *Stijn & Cindy*

4.50pm Update on Annual Conference 2023 (virtual) | *İlayda, Istanbul*

5pm City of Design Coordinator rotation | *Stijn, Cindy*

MEETING AGENDA

Network project updates

5.10pm Street Design Challenge (SDC) 2022 | *Wuhan, China*

5.15pm Update on Collective Database Project (virtual) | *Asahikawa, Japan*

City Project Updates

5.25pm Connecti City International Conf. May & Bandung Design Biennale Oct '23 | *Bandung, Indonesia*

5.30pm Design for Circular Cities | *Geelong, Australia*

5.35pm Shanghai International 100 Collection | *Shanghai, China*

5.40pm Mobility of the Future | *Saint-Etienne, France*

5.45pm Scotland UNESCO Tourism Trail sharing with Cebu | *Scotland UK & Cebu, Philippines*

5.50pm Wondering Stories | *Kortrijk, Belgium*

5.55pm Asahikawa Design Week | *Asahikawa, Japan*

Upcoming calls

6pm Detroit Month of Design (Sept 2023) | *Detroit, USA*

6.03pm Seventh Wuhan Design Biennale and Wuhan Design Day 2023 | *Wuhan, China*

6.06pm #WhoistheDesigner | *Montreal, Canada*

6.09pm Seoul Design Awards 2023 | *Seoul, Korea*

6.12pm European Capital of Culture Forum – Fluxus Festival | *Kaunas, Lithuania*

6.15pm Wonder Creativity Festival | *Kortrijk, Belgium*

6.18pm Cities of Design Working Groups Update by leaders | *Stijn*
Policy Group (Design City Action Plan) | *Annie*

Business Group | *Stijn*
Education Group | *Cindy*

Community Engagement (Fair Play Project) | *Chris*

6.30pm Subnetwork Meeting 2024 | *Stijn*

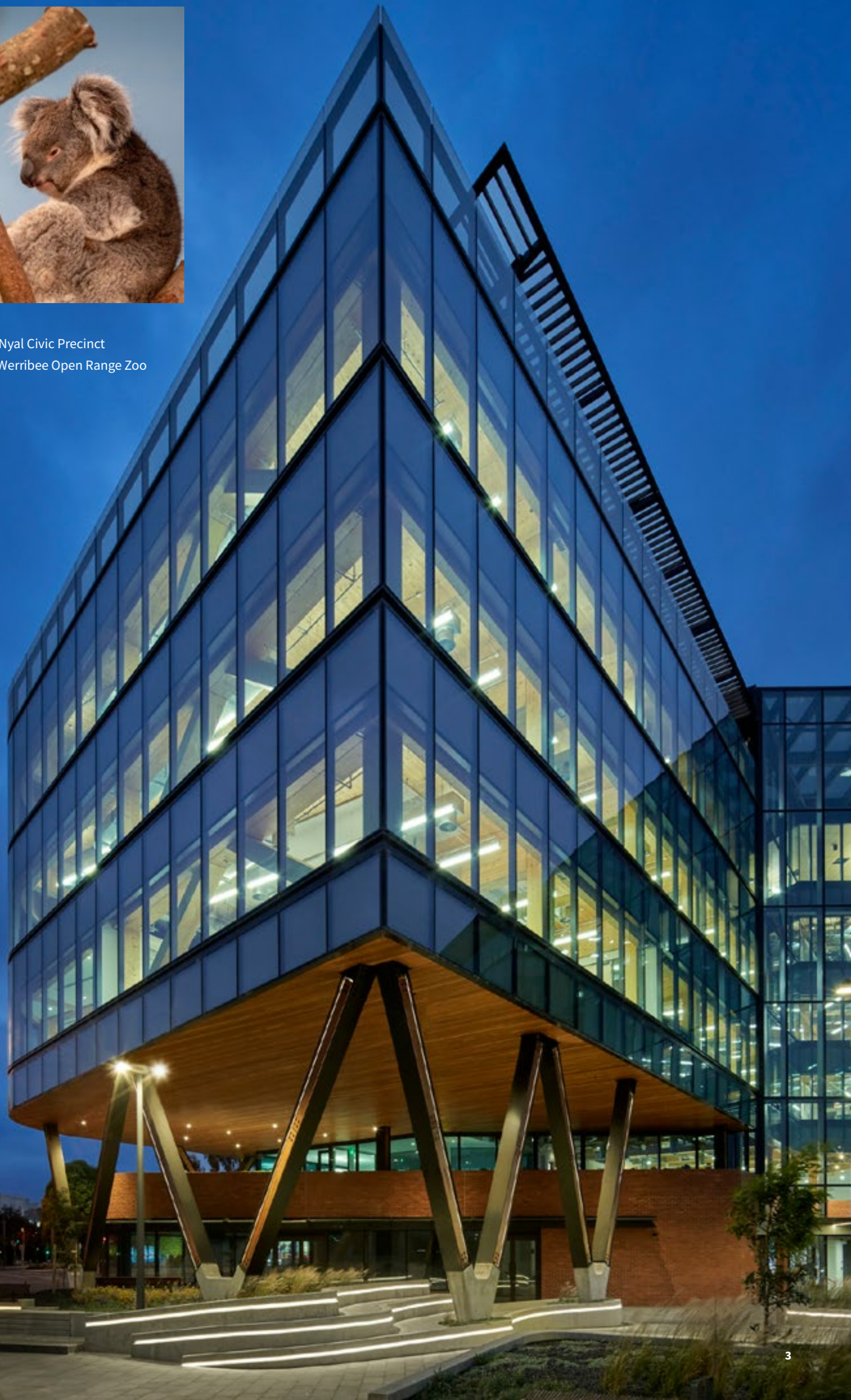
6.35pm Meeting Close. Depart for dinner (walk)

7PM DINNER: ALMA RESTAURANT

93-95 Ryrie Street, Geelong



Image: Wurriki Nyal Civic Precinct
Inset: Koala at Werribee Open Range Zoo



Tuesday 28 March

7AM–8.15AM BREAKFAST: CAFÉ GO

8:45am Depart R Hotel for walking tour

Walking Tour: Geelong Waterfront

From the late 1800s to 1980s Geelong Waterfront supported a thriving wool processing industry. 30 years ago, work began to transform Geelong's Waterfront into an iconic multipurpose visitor and events precinct.

Tour lead: Andrew Ross, Coordinator Place Management, City of Greater Geelong.

9.15AM NATIONAL WOOL MUSEUM

Welcome: Padriac Fisher, Director National Wool Museum

9.20am Overview of Geelong's future growth opportunities and challenges

Presentation: Tennille Bradley, Manager Economy, Place and Events, City of Greater Geelong

9.50am Tour: National Wool Museum

For the past 35 years, the museum has served as a dedicated facility showcasing Geelong's legacy in the wool industry. A new vision for the Museum has recently been developed to guide its next 30 years.

Tour leads: Martin Paten, Manager Arts and Culture, City of Greater Geelong and Padraic Fisher, Director National Wool Museum.

11.30am Walk to Wurriki Nyal

12PM–1PM LUNCH & LEARN SERIES 1

Future agents of change: designing creative industries and cultural organisations through youth participation

Panel lead: Jason Smith, Director Geelong Gallery.

Panel:

- **Penny Whitehead**, Deputy Director, Geelong Gallery - *Promoting future audiences & career pathways through youth digital engagement.*
- **Gediminas Banaitis-Skrandis**, Curator Kaunas 2022, Kaunas City of Design – *Landscape Design Festival MAGENTA*
- **Isabelle Verilhac**, Head of International Affairs and Innovation, Bureau of European Design Associations President, Saint-Etienne UNESCO City of Design Coordinator – *Cite du Design 2025 regeneration of a former arms factory into a creative district.*

1.15PM–3.30PM: WALKING TOUR, GEELONG CULTURAL PRECINCT

Visit Geelong Cultural Precinct - Geelong Library and Heritage Centre, Youth Platform Arts and Back to Back Theatre.

Tour Lead: Martin Paten, Manager Arts and Culture, City of Greater Geelong

3.45pm Arrive at Wurriki Nyal, Podium Level for Day 2 sessions.

4PM–6.35PM CITIES OF DESIGN MEETING 2

MEETING AGENDA

4pm Cities of Design Meeting – Working Groups

Introduction | *Stijn*

4.05pm Working Group Sessions

Policy | *Dundee/Saint Etienne*

Business | *Graz/Kortrijk*

Education | *Wuhan/Curitiba*

Community Engagement | *Geelong/Graz/Dundee*

6pm Cities reconvene

Summary from each working group

6.05pm Policy | *Dundee/Saint Etienne*

6.10pm Business | *Graz/Kortrijk*

6.15pm Education | *Curitiba/Wuhan*

6.20pm Community Engagement | *Geelong/Graz/Dundee*

6.25pm Wrap up from Coordinator

6.35pm Meeting Close. Depart for dinner (walk)

7PM–9.30PM DINNER: BLACK SHEEP CAFÉ

Ground level, 66 Moorabool Street, Geelong



Image: National Wool Museum
Inset: Waterfront Bollards

Wednesday 29 March

7AM–8.15AM BREAKFAST: CAFÉ GO

8.40am Depart R Hotel and walk to Wurriki Nyal

9AM–10AM PARALLEL SESSIONS – WURRIKI NYAL, PODIUM LEVEL

SESSION 1: KNOWLEDGE SHARING ON PUBLIC ART COMMISSIONS

Session Lead: Martin Paten, Manager Arts & Culture, City of Greater Geelong

OR

SESSION 2: WHAT DOES IT MEAN TO BE A TRULY SMART CITY

Session Lead: Adam Mowlam, Manager Smart Cities, City of Greater Geelong

10am Depart for Geelong Arts Centre, walk

10.15AM–11.30AM GEELONG ARTS CENTRE

Lead: Joel McGuinness, Director Geelong Arts Centre

- Discussion with Joel McGuinness, and Professor Tuba Kocaturk & Professor Stefan Greuter Deakin University on trans disciplinary project to develop a spatially intelligent facility.
- Discussion on specially commissioned artworks within the GAC building spaces, by four extraordinary First Nations artists, Tarryn Love and Kiri Tawhai

11.30am Depart for Wurriki Nyal (walk)

12PM–1PM LUNCH & LEARN SERIES 2

Urban Design initiatives across the UNESCO Creative Cities

Panel lead: Jonathan Daly, Manager Urban Design and Heritage, City of Greater Geelong

Panel:

- **Patrick Marmen**, Head Commission for Design, City of Montreal – *Design Montreal Quality Toolkit*.
- **Chen Guanyou (GY)** Deputy Director, Strategy, Governance and International Relations, Design Singapore Council – *Designing a dementia-friendly neighborhood*.

1.30PM–2.30PM WALKING TOUR, CENTRAL GEELONG

Tour Lead: Jonathan Daly, Manager Urban Design, City of Greater Geelong

2.30pm–3.30pm Delegate free time

4pm Arrive at Wurriki Nyal, Podium Level for Day 3 sessions.

4PM–5.45PM CITIES OF DESIGN MEETING 3

MEETING AGENDA

4pm Welcome from Coordinator | **Stijn**

4.05pm Update on Cities of Design Website | **Eberhard, Graz**

4.40pm Istanbul Annual Conference – Cities of Design Showcase | **Stijn**

Discussion of ideas for presentation in Istanbul

Overview of previous activities presented

5pm Member Monitoring Reports | **Stijn**

Cities with MMR reports due in 2023

5.05pm Update from Detroit – online meeting | **Bonnie, Detroit**

5.15pm Coordinator Rotation

Welcome the delegations from Kortrijk, Dundee and Wuhan

Thank you by Stijn Debaille, retiring Coordinator, Kortrijk Belgium (2020 – 2023)

Congratulations to Cindy Lee, new Coordinator, Wuhan, China

Appointment of new Deputy Coordinator, Annie Marrs, Dundee Scotland

Sharing the statement/conclusion on the 2023 Cities of Design Subnetwork

5.45pm Meeting close

5.45pm Depart Wurriki Nyal, walk to Geelong Waterfront

6pm Photo at *North* sculpture, Geelong Waterfront

6.50PM–7.45PM IMMERSIVE ARTS EXPERIENCE

“Bodies of Water” Meet at Eastern Beach, Circular Promenade

7.45PM DINNER: CALEDONIA SHORES

Pavilion, 95 Eastern Beach Road Geelong



Image: Public art in Ryrie Street, Geelong by artist Lucy Lucy
Inset: Geelong Arts Centre

Thursday 30 March

7AM–8.15AM BREAKFAST: CAFÉ GO

8.45AM–11.30AM PARALLEL SESSIONS

GROUP 1 DESIGN AND EDUCATION TOUR (DEPART R HOTEL WALKING)

Arrive Geelong Regional Library and Heritage Centre, 51 Little Malop Street, Geelong

Part A. Visit Geelong Library and Heritage Centre: Vanessa Schernickau – CEO; Tara Murphy – Children’s Youth Services Manager; Pam Newton – Director Community Experience.

Arrive Geelong Tech School Building K, Gordon via Little Malop Street.

Part B. Visit Geelong Tech School (Design thinking programs for secondary school students (12 -17 years): Leanne Collins, CEO.

OR

GROUP 2 - CLEAN TECHNOLOGIES TOUR (DEPART R HOTEL BY BUS)

The City of Greater Geelong has been leading clean technology innovation for over eight years and supports the uptake of clean technologies in local businesses through grants.

Lead: Tina Perfrement, Senior Industry Sector Lead Economic Development, City of Greater Geelong

11.30am Tours to arrive at Wurriki Nyal

1.30PM-4PM WURRIKI NYAL

1.30pm	Formulation of Design Goals and Evaluation Manual, Mikael Sorknæs, Kolding City of Design
2pm	PDR Research Project – Design City Action Plans Design Framework Parameters Prof Anna Whicher, Cardiff Metropolitan University
4pm	Kaarina Phyland - City of Greater Geelong, CEO visit
4.10pm	Formal closure of meeting
5pm	Optional discussion: Best Practice - Design Weeks – Little Malop Street.

6.30PM DINNER: WESTEND GEELONG

98 Little Malop Street, Geelong

12PM–1PM LUNCH & LEARN SERIES 3

Manufacturing for sustainable outcomes: enablers and mechanisms

Panel lead: Jennifer Conley, CEO, Geelong Manufacturing Council.

Panel:

- **Shaun Cummings** General Manager Infrastructure and Technology, Barwon Water - *The Regional Renewal Organics Network*.
- **Stijn Debaillie** Coordinator Design Regio Kortrijk – *Living Lab Circular Machine Building*.
- **Andy Shea** Managing Director Microfactories Australia – *Microfactories: How large projects can drive local sustainable outcomes through R&D and facilitated experimentation*.

Image: Malop Street, Central Geelong

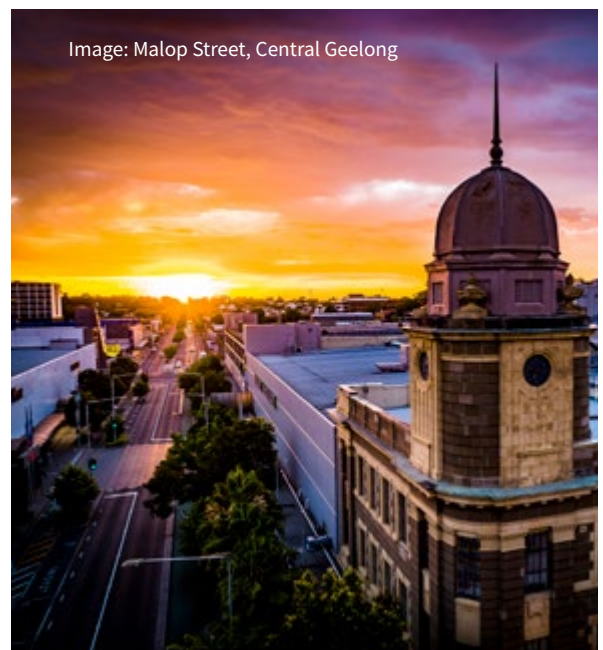




Image: Geelong Library and Heritage Centre

Friday 31 March

7AM–8.15AM BREAKFAST: CAFÉ GO

9am	Opportunity for one-on-one meetings or delegate free time
10am	Depart R Hotel for tour of Deakin University Campus, Waurin Ponds
10.20am	Arrive Deakin University
10.30am	Anglesea Room, Waurin Ponds Estate Refreshments on arrival
10.35am	Welcome, Dr David Halliwell, Pro Vice-Chancellor and Vice-President, Partnerships
10.40am	Dr Russell Kennedy: Deakin Virtual Production partnership overview
10.45am	Dr Russell Kennedy: Indigenous Design Charter overview
10:50am	Introduction, IFM Manager Strategic Research Services, Dr Emma Prime: Geelong Future Economy Precinct video
10.55am	Q&A – Dr Russell Kennedy, Dr Emma Prime
11.00am	Board bus for tour of Geelong Future Economy Precinct hosted by Dr David Halliwell
11.30am	Depart Deakin University for travel to Ocean Grove

12.10PM LUNCH: THE DUNES, OCEAN GROVE

1.10pm	Board the bus and travel to Barwon Heads
1.20pm	Arrive in Barwon Heads, for delegate free time
2.30pm	Depart Barwon Heads and return to R Hotel
3pm	Arrive R Hotel
4.45pm	Geelong Art Gallery Exhibition Launch. Geelong Art Gallery, 55 Little Malop St, Geelong Clarice Beckett exhibition 'Atmosphere' prior to the official launch. An exclusive in-focus, thematic survey of the work of Australian artist Clarice Beckett (1887–1935).
5.45pm	Frankie Wine Bar, 9-11 Malop St, Geelong

8PM DINNER: WAH WAH GEE

Cunningham Pier, Geelong Waterfront



Image: Barwon Heads
Inset: VR at Deakin University

Saturday 1 April

CITIES TRANSIT TO MELBOURNE INTERNATIONAL AIRPORT

Optional lunch at Little Creatures, South Geelong

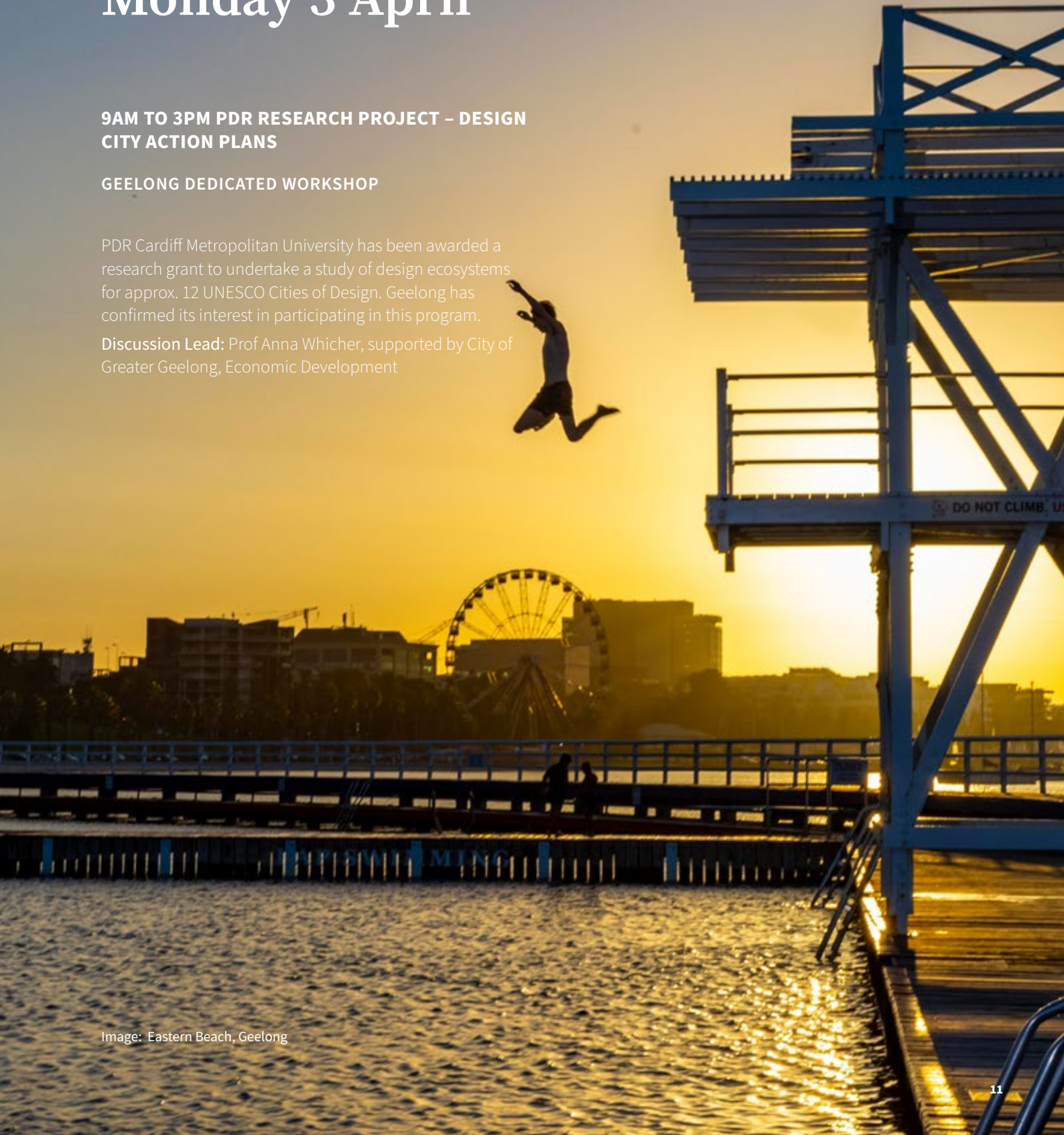
Monday 3 April

9AM TO 3PM PDR RESEARCH PROJECT – DESIGN CITY ACTION PLANS

GEELONG DEDICATED WORKSHOP

PDR Cardiff Metropolitan University has been awarded a research grant to undertake a study of design ecosystems for approx. 12 UNESCO Cities of Design. Geelong has confirmed its interest in participating in this program.

Discussion Lead: Prof Anna Whicher, supported by City of Greater Geelong, Economic Development





LIVESTREAM OPPORTUNITIES

CITIES OF DESIGN MEETINGS

Cities of Design meetings will take place at 4.00pm AEDT on Monday 27 March, Tuesday 28 March and Wednesday 29 March.

Sessions will be recorded.

LUNCH AND LEARN SERIES

The Lunch and Learn Series will take place between 12noon and 1pm AEDT on Tuesday 28 March, Wednesday 29 March and Thursday 30 March. Sessions will be recorded.

We Acknowledge the Wadawurrung People as the Traditional Owners of the Land, Waterways and Skies. We pay our respects to their Elders, past and present. We Acknowledge all Aboriginal and Torres Strait Islander people who are part of our Greater Geelong community today.

Artist: Ammie Howell Title: *On Country*

Cover image: Eastern Beach, Geelong



For further information on Geelong City of Design:

geelongcityofdesign.com.au

 @geelongdesigncity