

**YOUR**  
Melbourne

**BMW**  
**GROUP**

**RMIT**  
UNIVERSITY



**YOUR CITY. YOUR VISION.**



**YOURMELBOURNE CASE COMPETITION**  
**BRIEFING DOCUMENT**

## **Background**

Once declared as the world's most liveable city for seven straight years, the city of Melbourne was crowned as the third most liveable city in the world in 2023 thanks to our excellent healthcare, education, and infrastructure.

However, issues such as global warming, a growing population and the need for mobility amid Melbourne's expanding population and sprawling urban landscape present us with a challenge to think of innovative and sustainable ways to grow our metropolis.

## **Brief**

You are a city planner and your responsibility is to develop and present a holistic concept of Melbourne in the year 2040 that looks to improve the city in the following five key areas: public mobility, private mobility, urban planning, connectivity and sustainability. These improvements should be justified using the 17 United Nation's Sustainable Development Goals.

## **Deliverables**

The presented concept should have a creative flair and can showcase existing/researched technologies or innovative designs created by you. The concept should also consider feasibility of technology by the year 2040, but there is no need to include a finance breakdown or implementation timeline.

Your concept can be presented in any form, but we highly recommend considering the engagement of your audience when deciding the presentation medium. Strong visual presentations or ones with a different element i.e. a model or video, tend to be more engaging.

Things to consider:

- Is there an underlying theme that ties all your ideas together?
- How will you make your presentation stand out? What is your USP (unique selling point)?
- Have you referenced all your research?

Below is a list of challenges and issues for you to think from. Not all have to be addressed, but they are suggestions for you to think about when developing your concept:

- Climate change – heatwaves, floods
- Heat island effect
- Urban sprawl
- Exponential population growth
- Increasing homelessness and poverty rates
- Carbon emissions - to achieve net zero by 2040
- Waste management
- Health and wellbeing of residents
- Biodiversity threats

## **Judging Process**

The competition officially opens on the XX of August and closes on the XX of September 2024.

All submissions will undergo a screening process where the top six submissions from each category will be selected to go into the shortlisting session.

From the shortlisting session, the top three from each category will be invited to an in-person finalist round at the BMW Group Australia head office.

Finalists will have up to 10 minutes to present their submission to the judging panel. Judges will then have 5 minutes to ask any questions related to the submission.

Finalists will be asked to arrive at BMW Group Australia 10 minutes before their allotted time. Group submissions may nominate one person to present on behalf of the group. If students are unavailable for an in-person presentation, we will invite them on Microsoft Teams.

## Judging Criteria

### PART A – OVERALL PRESENTATION

Judging criteria	Excellent (5 points)	Good (3 points)	Poor (1 point)
<b>How does the project reflect achievement of the UN Sustainable Development Goals (SDGs)?</b>	Project addresses the achievement of the SDGs through an integrated, comprehensive and critically engaged approach	Project addresses the SDGs by referring to the achievement of specific goals	Project does not clearly address the achievement of the SDGs
<b>Creativity and originality of concept.</b>	Highly creative and original ideas presented in the project as a sustainable mobilities agenda for Melbourne 2030.	Ideas presented in the project build on existing concepts to develop an alternative mobilities agenda for Melbourne 2030.	Ideas presented in project do not extend the mobilities agenda for Melbourne past the current status quo
<b>Feasibility and justification of concepts.</b>	Project proposes and justifies interdisciplinary solutions for a sustainable mobilities agenda for Melbourne 2030	Project proposes solutions for a future mobilities agenda in Melbourne 2030	Project proposes few solutions for improving mobility in Melbourne 2030
<b>Artistic merit of presentation.</b>	Top quality model/video/written paper/presentation depicting chosen concept of project.	Fair quality model/video/written paper/presentation depicting chosen concept of project.	Poor quality model/video/written paper/presentation depicting chosen concept of project.
<b>Subtotal Part A</b>	<b>/20</b>		

## PART B – PROJECT PILLARS

<b>Judging criteria</b>	<b>Excellent (5 points)</b>	<b>Good (3 points)</b>	<b>Poor (1 point)</b>
<b>Public mobility concepts and application to urban sustainability</b>	The project demonstrates a strong understanding of public mobility concepts and their application to urban sustainability	The project demonstrates a moderate understanding of public mobility concepts and their application to urban sustainability	The project demonstrates a poor understanding of public mobility concepts and their application to urban sustainability
<b>Personal mobility concepts and application to urban sustainability</b>	The project demonstrates a strong understanding of personal mobility concepts and their application to urban sustainability	The project demonstrates a moderate understanding of personal mobility concepts and their application to urban sustainability	The project demonstrates a poor understanding of personal mobility concepts and their application to urban sustainability
<b>Urban Planning policy concepts and application to sustainability mobility futures</b>	Project demonstrates a strong awareness of urban planning and policy concepts and application to sustainable mobility futures	Project demonstrates a moderate awareness of urban planning and policy concepts and application to sustainable mobility futures	Project demonstrates poor awareness of urban planning and policy concepts and application to sustainable mobility futures
<b>Connectivity concepts and application to sustainable mobility futures</b>	Project demonstrates a strong awareness of connectivity concepts and application to sustainable mobility futures	Project demonstrates a moderate awareness of connectivity concepts and application to sustainable mobility futures	Project demonstrates poor awareness of connectivity concepts and application to sustainable mobility futures
<b>Subtotal Part B</b>	<b>/20</b>		

<b>Bonus points</b>	<b>Excellent (5 points)</b>	<b>Good (3 points)</b>	<b>Poor (1 point)</b>
<b>Interrelationship of all themes</b>	Project demonstrates a strong awareness of interrelationship between concepts	Project demonstrates a moderate awareness of interrelationship between concepts	Project demonstrates poor awareness of interrelationship between concepts
<b>Delivery of presentation</b>	<p>Presenter(s) spoke in a clear voice and showed enthusiasm throughout their presentation.</p> <p>Presenter(s) maintained eye contact and made good use of their visual aids.</p>	<p>Presenter(s) spoke well and maintained moderate confidence throughout their presentation.</p> <p>Presenter(s) sometimes utilised their visual aids and sometimes made eye contact.</p>	<p>Presenter(s) did not speak with confidence.</p> <p>Presenter(s) did not make use of their visual aids and did not make eye contact.</p>
<b>Questions</b>	<p>Presenter(s) fully demonstrated their understanding of the question in their answers.</p> <p>Presenter(s) created feeling of complete confidence in their response to the questions.</p>	<p>Presenter(s) demonstrated their understanding of the questions sometimes.</p> <p>Presenter(s) somewhat instilled confidence in their response to the questions.</p>	<p>Presenter(s) did not understand the questions.</p> <p>Presenter(s) did not instil confidence in their response.</p>
<b>Subtotal Bonus Points</b>	<b>/15</b>		

<b>Subtotal Part A</b>	
<b>Subtotal Part B</b>	
<b>Bonus Points</b>	
<b>Grand Total</b>	<b>/55</b>