

6.3 OBJECTIVES, STRATEGIES AND ACTIONS PRINCIPLE 3 - URBAN COMPETITIVE ECONOMY



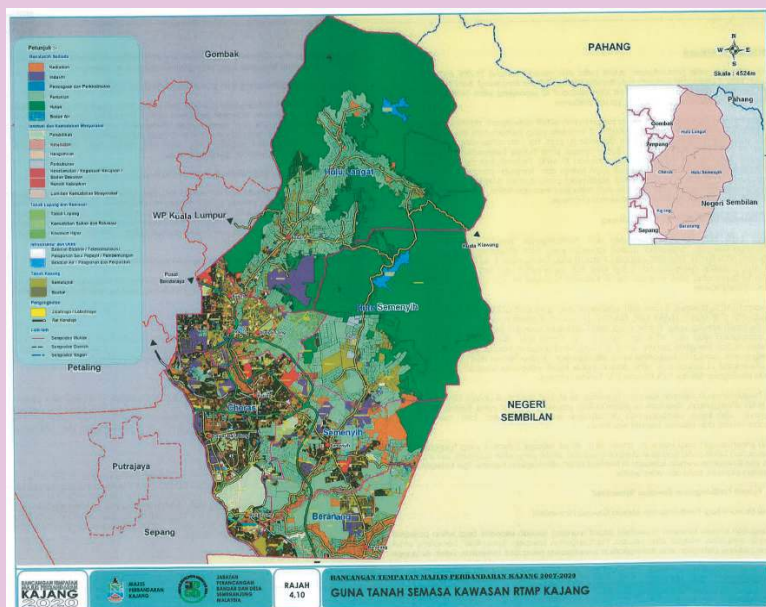
- OBJECTIVE 3.1** : Increase In Competitiveness And Upturn In Urban Economy
- STRATEGY 3.1.1** : Strengthen economic activities based on selected sectors in line with the city's growth directions
- ACTION 3.1.1.1** : **Identify areas or economic clusters for every city (detailing of NUP 2006)**

Justification: To ensure that urban centres offer the best potential to increase the nation's productivity, in which specialization (towards high scale production) and comprehensive support facilities (with various related activities) can be clustered within a specific area.

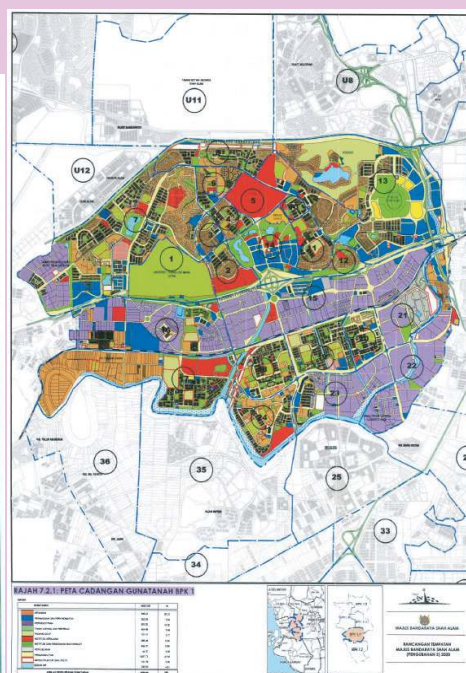
MONITORING AGENCY	: JPBD Negeri
IMPLEMENTING AGENCY	: Local Authorities
SUPPORTING AGENCY	: UPEN, UKAS, KPKT

Monitoring Indicator (at City Level)	Local authorities that have identified economic cluster areas or zones in the local plan	
Performance Measurement	>80% 50% - 80% <50%	Very Satisfactory Satisfactory Unsatisfactory
Application by Hierarchy of Centres	1 : Global City 4 : Main Centre	2 : Regional Centre 3 : State Capital
Implementation Time Frame	Short Term (Monitoring Period	: 2017 : 2018)

Illustration/ Best Practice/ Example



Source: RT Majlis Perbandaran Kajang, 2007-2020



Source: RT MB Shah Alam (Pengubah) 2020

OBJECTIVE 3.1 : Increase In Competitiveness And Upturn In Urban Economy

STRATEGY 3.1.1 : Strengthen economic activities based on selected sectors in line with the city's growth directions

ACTION 3.1.1.2 : **Formulate an Economic Cluster Master Plan for the city (detailing of NUP 2006)**

Justification: To ensure that economic growth is planned in strategic areas.

MONITORING AGENCY	:	JPBD SM
IMPLEMENTING AGENCY	:	Local Authorities
SUPPORTING AGENCY	:	UPEN, UKAS, KPKT, JPBD Negeri, MITI

Monitoring Indicator (at City Level)	Urban centres with an Economic Cluster Master Plan		
Performance Measurement	>80%	Very Satisfactory	
	50% - 80%	Satisfactory	
	<50%	Unsatisfactory	
Application by Hierarchy of Centres	1 : Global City 4 : Main Centre	2 : Regional Centre	3 : State Capital
Implementation Time Frame	Medium Term	: 2017 - 2020	
	(Monitoring Period	: 2021)	

Illustration/ Best Practice/ Example



Cap Square Master Plan, Kuala Lumpur

- OBJECTIVE 3.1** : Increase In Competitiveness And Upturn In Urban Economy
- STRATEGY 3.1.1** : Strengthen economic activities based on selected sectors in line with the city's growth directions
- ACTION 3.1.1.3** : **Provision of an integrated information and business centre to support the town's economic growth**

Justification: A central information and business centre is pertinent to facilitate investors in obtaining advice, information, facilities and relevant training. For example, training, business credit and networking, government assurance schemes, import/export services, business incubator, innovation, R&D, etc.

MONITORING AGENCY	:	MITI
IMPLEMENTING AGENCY	:	State Investment Agencies
SUPPORTING AGENCY	:	MIDA, UPEN
Monitoring Indicator (at City Level)	The city that has an information centre and integrated business services	
Performance Measurement	>80% 50% - 80% <50%	Very Satisfactory Satisfactory Unsatisfactory
Application by Hierarchy of Centres	1 : Global City 2 : Regional Centre 3 : State Capital	
Implementation Time Frame	Medium Term (Monitoring Period	: 2017 - 2020 : 2021)

Illustration/ Best Practice/ Example



Source: <http://www.matrade.gov/pengekspor-malaysia/perkhidmatan-untuk-pengekspor/informasi-perdagangan-a-pasaran/perpustakaan-perniagaan?lang=ms>

Source: <http://ilmu.matrade.gov.my/equip-matrade/custom/home.jsp>

- OBJECTIVE 3.1 : Increase In Competitiveness And Upturn In Urban Economy
- STRATEGY 3.1.2 : Strengthening digital applications towards smart cities
- ACTION 3.1.2.1 : Improving urban services through digital applications

Justification: To encourage local authorities to use digital applications in all their services. For example, e-summons, e-permits, e-taxes, e-fines, etc.

MONITORING AGENCY	:	KPKT
IMPLEMENTING AGENCY	:	Local Authorities
SUPPORTING AGENCY	:	MDEC, SKMM

Monitoring Indicator (at City Level)	Number of smart applications used by the local authority in providing services for the community		
Performance Measurement	>5	Very Satisfactory	
	3 - 5	Satisfactory	
	<3	Unsatisfactory	
Application by Hierarchy of Centres	1 : Global City 4 : Main Centre	2 : Regional Centre 5 : Local Centre	3 : State Capital
Implementation Time Frame	Medium Term (Monitoring Period	: 2017 - 2020 : 2021)	

Illustration/ Best Practice/ Example



Source: <http://www.mygovmobile.malaysia.gov.my/web/>



Source: <http://www.hasil.gov.my>

OBJECTIVE 3.1 : Increase In Competitiveness And Upturn In Urban Economy

STRATEGY 3.1.2 : Strengthening digital applications towards smart cities

ACTION 3.1.2.2 : **Encourage the use of digital applications through public announcements and hands-on training for the community (detailing of NUP 2006)**

Justification: The use of digital applications will improve the quality, efficiency and cost effectiveness in providing services.

MONITORING AGENCY	:	KPKT
IMPLEMENTING AGENCY	:	Local Authorities
SUPPORTING AGENCY	:	MDEC, SKMM

Monitoring Indicator (at City Level)	Number of public information applications on the use of digital technology for the community in every local authority		
Performance Measurement	>5	Very Satisfactory	
	3 - 5	Satisfactory	
	<3	Unsatisfactory	
Application by Hierarchy of Centres	1 : Global City 4 : Main Centre	2 : Regional Centre 5 : Local Centre	3 : State Capital
Implementation Time Frame	Medium Term	: 2017 - 2020 (Monitoring Period : 2021)	

Illustration/ Best Practice/ Example

The illustration shows a screenshot of the Melbourne Data website on the left, which features a grid of data categories including Greening Landmarks, Open data listing, User Showcase, Pedestrian data, Rooftop Project, Environment, Helping out, WQCD ISO7290, Parking, Billswhere Ever Road, Our thermal image, and Major developments. To the right are two project cards: 'Rooftop Project' with the text 'Opportunities to retrofit existing rooftops' and 'Environment' with the text 'Data relating to Melbourne's environment and parks'.

Source: <https://data.melbourne.vic.gov.au/>

- OBJECTIVE 3.2** : Increased Productivity Of Human Capital
- STRATEGY 3.2.1** : Encouraging talented and skilled people that will participate in high value economic activities
- ACTION 3.2.1.1** : **Undertaking promotions on upskill training and life-long learning as well as career path exhibitions through partnerships with local institutes of higher learning and the private sector (detailing of NUP 2006)**

Justification: To achieve and maintain the momentum of a high income nation, the nation’s economic activities has to shift towards high value products. This will require human capital with the talents and latest knowledge in all sectors.

- MONITORING AGENCY** : KSM
- IMPLEMENTING AGENCY** : Department of Labor
- SUPPORTING AGENCY** : UPEN, Chamber of Commerce, HRDF, TERAJU, MARA, SME Corp.

Monitoring Indicator (at City Level)	Number of programmes, exhibitions and workshops organized annually		
Performance Measurement	>2	Very Satisfactory	
	1 - 2	Satisfactory	
	None	Unsatisfactory	
Application by Hierarchy of Centres	1 : Global City 4 : Main Centre	2 : Regional Centre 5 : Local Centre	3 : State Capital
Implementation Time Frame	Medium Term	: 2017 - 2020 (Monitoring Period : 2021)	

Illustration/ Best Practice/ Example



Activities to promote upskilling and life-long learning as well as career path exhibitions need to be undertaken by involving local institutes of higher learning and the private sector

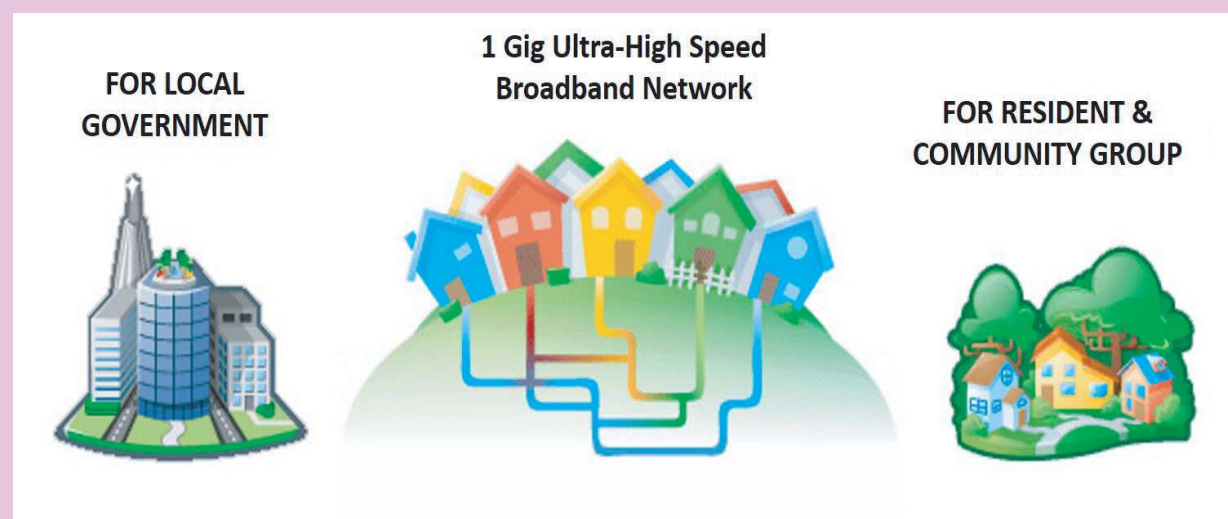
- OBJECTIVE 3.3** : Provision Of Efficient And Effective Communication Systems
- STRATEGY 3.3.1** : Upgrading of communication systems in all urban centres
- ACTION 3.3.1.1** : **Providing high speed broad band throughout urban centres at competitive rates (detailing of NUP 2006)**

Justification: Facilitating trade and commerce logistics towards more competitive urban growth through well planned, compact and well connected economic activities.

- MONITORING AGENCY** : KKMM
- IMPLEMENTING AGENCY** : Local Authorities, SKMM
- SUPPORTING AGENCY** : Communication Services Provider, MDEC

Monitoring Indicator (at City Level)	Average rate of internet and high speed broad band services		
Performance Measurement	>8.4 Mbps	Very Satisfactory	
	5.5 - 8.4 Mbps	Satisfactory	
	<5.5 Mbps	Unsatisfactory	
Application by Hierarchy of Centres	1 : Global City 4 : Main Centre	2 : Regional Centre 5 : Local Centre	3 : State Capital
Implementation Time Frame	Long Term	: 2017 - 2025	
	(Monitoring Period	: 2023)	

Illustration/ Best Practice/ Example



Source: <http://www.wittysparks.com/1-gig-ultra-high-speed-broadband-service-by-google/>

- OBJECTIVE 3.4** : Optimization The Use Of Endowment Lands, Malay Reserve Land And Indigenous Lands In City
- STRATEGY 3.4.1** : Updating information on wakaf lands, malay reserve land and customary lands in urban areas
- ACTION 3.4.1.1** : **Establish a database containing basic information on wakaf lands, malay reserve land and customary land in urban centres (detailing of NUP 2006)**

Justification: Facilitate the planning and development of endowment lands, Malay Reserve land and indigenous lands in urban areas.

MONITORING AGENCY	:	JPBD SM
IMPLEMENTING AGENCY	:	JPBD Negeri
SUPPORTING AGENCY	:	JAIN, UPEN, PTD, PTG

Monitoring Indicator (at City Level)	Urban centres with database on endowment lands, Malay Reserve land and indigenous lands		
Performance Measurement	>50%	Very Satisfactory	
	20% - 50%	Satisfactory	
	<20%	Unsatisfactory	
Application by Hierarchy of Centres	1 : Global City 4 : Main Centre	2 : Regional Centre 5 : Local Centre	3 : State Capital
Implementation Time Frame	Medium Term (Monitoring Period	: 2017 - 2020 : 2021)	

Illustration/ Best Practice/ Example

Tanah FELDA, FELCRA Johor rizab Melayu

» Kerajaan negeri warta kawasan, wujud inventori data: MB

Oleh S Anand Kumar dan Mohd Fahmi Mohd Yusof bhjb@bh.com.my

► Nusajaya

Semua tanah rancangan FELDA seluas 145,970 hektar dan FELCRA di seluruh Johor akan diwartakan sebagai rizab Melayu. Pada masa sama, kerajaan negeri juga akan mewujudkan inventori maklumat tanah rizab Melayu di negeri itu. Menteri Besar Johor, Datuk Seri Mohamed Khaled Nordin, berkata tindakan itu antara langkah proaktif kerajaan negeri dalam melindungi dan mempertahankan tanah rizab Melayu di negeri Johor. Katanya, Pejabat Tanah dan Galian (PTG) Johor akan menguatkuasakan arahan kepada semua pentadbir tanah supaya melaporkan maklumat tanah rizab Melayu kepada pejabat itu setiap enam bulan.

Daftar serentak

"Bagi memastikan tanah rizab Melayu yang diluluskan kurniaan, dipatuhinya pemilik untuk dijadikan rizab Melayu, kerajaan negeri mensyaratkan hak milik itu didaftarkan serentak dengan kawat pendafatar bagi menghalang sekiranya ada percubaan menjualnya kepada bukan Melayu," katanya.

Beliau mengumumkan langkah itu ketika menggalang perbincangan mesyuarat kedua (Bajet 2015) Persidangan Dewan Undangan Negeri (DUN) Johor Ke-13 di Kota Iskandar di sini, semalam.

Dalam pengulungannya, Mohamed Khaled turut memaklumkan, kerajaan negeri menerusi Unit Perancang Ekonomi Negeri Johor (UPEN) sedang dalam proses penyediaan Kajian Pelan Induk Koridor Pembangunan Selat Tebrau dan Selat Johor.

"Kajian ini amat penting dalam merancang, mengawal, memandu hala tuju dan pelaksanaan pembangunan hartanah di kawasan Selat Tebrau dan Selat Johor," katanya.

Dalam perkembangan berasingan, Mohamed Khaled mengumumkan penubuhan Koperasi Iskandar Malaysia sebagai pendekatan menangani kos sara hidup dan menyediakan peluang untuk rakyat terlibat dalam aktiviti ekonomi menerusi koperasi.

Beliau berkata, koperasi yang akan beroperasi mulai tahun depan itu akan terlibat dalam menyediakan 150 kedai

harga patut dalam tempoh tiga tahun di beberapa lokasi sekitar wilayah pembangunan ekonomi Iskandar Malaysia.

Katanya, Pihak Berkuasa Wilayah Pembangunan Iskandar (IRDA) juga sedang bekerjasama dengan Suruhanjaya Koperasi Malaysia bagi merancang, memudah cara dan mempromosi penubuhan koperasi itu.

"Kerajaan negeri juga bersejua mendayakan geran sepadan sehingga RM10 juta daripada Kumpulan Wang Projek Sosial IRDA bagi penubuhan koperasi ini.

"Koperasi itu juga akan terlibat dalam pembangunan rangkaian nilai untuk kedai harga patut itu, termasuk pergudangan, perjenamaan dan pemasaran, pengedaran, pembungkusan serta lain-lain program berkaitan," katanya.

Tanah simpanan Melayu bertambah 432,000 hektar

Johor mencatatkan pertambahan tanah simpanan Melayu seluas 432,000 hektar berbanding hanya 152,000 hektar pada tahun 1957, sekali gus membuktikan kepentingan masyarakat Melayu di negeri ini terbelah.

Menteri Besar, Datuk Seri Mohamed Khaled Nordin, berkata keluasan itu membabitkan 22.8 peratus daripada keluasan negeri ini dalam tempoh sehingga September lalu berbanding hanya enam hektar di Telok Jawa dan 5.6 hektar di Larkin, di sini untuk pembangunan Taman Perbadanan Islam, tahun depan.

"Kerajaan negeri menerusi Perbadanan Islam Johor juga sudah mengenalpasti kawasan seluas 78.4 hektar tanah di kawasan Perindustrian Larkin bagi membongkarnya diwartakan sebagai simpanan Melayu dan dijadikan kawasan penempatan Melayu. Katanya, anak syarikat kerajaan negeri, Johor Corporation Berhad (JCorp) akan mengambil alih tanah di Kem Tebrau seluas 152.8 hektar untuk dibangunkan dengan projek pembinaan rumah mampu milik khusus untuk golongan Bumiputera sekali gus mengatasi masalah ketertinggalan di kawasan berkenaan.

"Kedua-dua Taman Perbadanan Islam yang dijangka siap dalam tempoh 36 bulan itu akan diwartakan rizab Melayu bagi mengimbangi jurang pemilikan hartanah kaum Melayu di bandar raya ini," katanya.

FAKTA NOMBOR

145,970 hektar

luas tanah FELDA di Johor

Source: Berita Harian, 2014

Source: Berita Harian, 2014

- OBJECTIVE 3.4 : Optimization The Use Of Endowment Lands, Malay Reserve Land And Indigenous Lands In City
- STRATEGY 3.4.2 : Planning that can increase the value of endowment lands, Malay Reserve land and indigenous lands in the city
- ACTION 3.4.2.1 : **Preparation of an Integrated Strategic Development Plan that consists of:-**
 - a. The potential by types;
 - b. Restrictions on development;
 - c. Proposed development options;
 - d. Proposed management;
 - e. Proposed development finance; and
 - f. Other related matters (detailing of NUP 2006)

Justification: An integrated Strategic Development Plan will help in optimising the development of these lands and increase Bumiputera equity.

MONITORING AGENCY	: State Authorities
IMPLEMENTING AGENCY	: PTG, JPBD Negeri
SUPPORTING AGENCY	: JAIN, UPEN

Monitoring Indicator (at City Level)	Urban centres with an Integrated Strategic Development Plan for endowment lands, Malay Reserve land and indigenous lands		
Performance Measurement	>50%	Very Satisfactory	
	20% - 50%	Satisfactory	
	<20%	Unsatisfactory	
Application by Hierarchy of Centres	1 : Global City 4 : Main Centre	2 : Regional Centre 5 : Local Centre	3 : State Capital
Implementation Time Frame	Medium Term	: 2017 - 2020	(Monitoring Period : 2021)

Illustration/ Best Practice/ Example



Source: <http://www.bankislam.com.my/home/>

OBJECTIVE 3.5 : Integration Of Urban Villages In Development Planning

STRATEGY 3.5.1 : Update information on urban villages

ACTION 3.5.1.1 : **Establish a database that contains comprehensive information on villages in urban areas, such as size, population profile, land ownership, image, identity, culture and heritage (detailing of NUP 2006)**

Justification: To improve the quality of life and optimize economic opportunities of the residents in urban villages.

MONITORING AGENCY

: JPBD SM

IMPLEMENTING AGENCY

: JPBD Negeri

SUPPORTING AGENCY

: UPEN, PTD, Jabatan Warisan Negara

Monitoring Indicator (at City Level)	Urban centres with database on villages within their area		
Performance Measurement	>50%	Very Satisfactory	
	20% - 50%	Satisfactory	
	<20%	Unsatisfactory	
Application by Hierarchy of Centres	1 : Global City 4 : Main Centre	2 : Regional Centre 5 : Local Centre	3 : State Capital
Implementation Time Frame	Medium Term	: 2017 - 2020	
	(Monitoring Period	: 2021)	

Illustration/ Best Practice/ Example



Traditional Village of Lembah Keriang, Changlun, Kedah

- OBJECTIVE 3.5** : Integration Of Urban Villages In Development Planning
- STRATEGY 3.5.2** : Determine the growth directions of urban villages
- ACTION 3.5.2.1** : **Formulate an Integrated Strategic Development Plan that shall consists of:-**
 - a. **Analysis of development potential, conservation and preservation;**
 - b. **Upgrading and development proposals;**
 - c. **Proposed management;**
 - d. **Restrictions on development; and**
 - e. **Other matters**
(detailing of NUP 2006)

Justification: To provide opportunities for villages within an urban area to be redeveloped or preserved.

MONITORING AGENCY	:	JPBD SM
IMPLEMENTING AGENCY	:	JPBD Negeri
SUPPORTING AGENCY	:	NGO, Residents' Association, Jabatan Perpaduan Negara, PTD, UPEN

Monitoring Indicator (at City Level)	Urban centres with an Integrated Strategic Development Plan for their villages		
Performance Measurement	>50%	Very Satisfactory	
	20% - 50%	Satisfactory	
	<20%	Unsatisfactory	
Application by Hierarchy of Centres	1 : Global City 4 : Main Centre	2 : Regional Centre 5 : Local Centre	3 : State Capital
Implementation Time Frame	Medium Term	: 2017 - 2020	
	(Monitoring Period	: 2021)	

Illustration/ Best Practice/ Example



An example of a village within an urban area that is being preserved

- OBJECTIVE 3.6 : Optimization The Usage Of Brownfield Sites
- STRATEGY 3.6.1 : Update information on brownfield areas in the city
- ACTION 3.6.1.1 : **Establish a database containing information on brownfield sites in the city (detailing of NUP 2006)**

Justification: To facilitate the planning and development of brownfield in the urban area.

MONITORING AGENCY	: JPBD SM
IMPLEMENTING AGENCY	: JPBD Negeri
SUPPORTING AGENCY	: PTG, Local Authorities

Monitoring Indicator (at City Level)	Urban centres with database on brownfield sites within the city		
Performance Measurement	>50%	Very Satisfactory	
	20% - 50%	Satisfactory	
	<20%	Unsatisfactory	
Application by Hierarchy of Centres	1 : Global City 4 : Main Centre	2 : Regional Centre 5 : Local Centre	3 : State Capital
Implementation Time Frame	Medium Term (Monitoring Period	: 2017 - 2020 : 2021)	

Illustration/ Best Practice/ Example



Brownfield in Alor Setar