



19th International Cities, Town Centres & Communities Conference

Presenter Abstracts – Keynote Speakers

***Abstracts are in alphabetical order by presenter last name*

Michelle Abbey

General Manager Retail, Commercial Property Stockland Group

The Curated Retail Experience

It's no secret that retail has fundamentally shifted over the past few years. With the rise in online retailing and speed of delivery, we no longer need to go to shopping centres to buy things – we go there for choice.

But humans want to connect, to socialise, to experience new things. We're now seeing online retailers look for physical space as a way to connect with customers and curate experiences.

How do we make sure we're thinking about our town centres in different ways? How do we make sure these centres remain not only relevant, but exciting, inclusive and dynamic places that people visit to connect and belong? How do we use data and customer insights to create the best experiences for our community?

Bricks and mortar retail is not dead, it's just changing. The best town centres are still seeing increased footfall, productivity and customer satisfaction.

Michelle Abbey will talk about Stockland's approach to placemaking and the importance of curating targeted, locally relevant customer experiences to ensure retail town centres are customer-centric community hubs where locals feel like they belong – and that they remain relevant and exciting as the retail landscape continues to evolve.

Leslie Carter

Managing Director, MRCagney

Emerging Mobility Solutions for Cities and the Regions

MaaS (Mobility as a Service), DRT (Demand Responsive Transport), ride share/car share (the shared economy), first mile/last mile, micro-mobility, and even autonomous mobility are all new and/or emerging mobility products and services. What we are now witnessing is a moment in time when conventional travel modes, particularly bus and private vehicle, are being challenged. And, it is largely being driven (pun intended) by technology.

Innovations in areas such as electric vehicles, autonomous/driverless technology, smart phone/app technology and even smart payment solutions are allowing mobility solutions to develop in ways not thought possible even 10 years ago.

The perception that such things are only relevant to large metropolitan (city) areas, where roads are congested and population density allows for such solutions to be viable, is not correct. By aggregating local transport resources into a single, easily accessible application, that plans, books

and 'tickets' personalised end to end journeys we can revolutionise people's lives in regional centres also.

Whilst not every person may have access to their own private car, they should have access to their own personalised mobility solution. As mentioned above, we are at a moment in time where technology can deliver on this ideal.

At MRCagney, we are champions of this vision and are currently contributing to the Queensland government's (Department of Transport & Main Roads) initiative to explore MaaS, not only to SEQ but throughout the length and breadth of the state. This is a journey we must travel.

There are many worthy examples around the world that can inform and guide regional communities to expand their mobility options and deliver successful solutions that work for them. These will be reviewed during the presentation along with insights on what this could mean for regional Australia; people, places and choice.

Brian Haratsis

Executive Chairman, MacroPlan & Futurist

The Unequal Impacts of Technology: How the Digital Economy and Innovation is Impacting on the Liveability of our Cities and Towns

The growing IT revolution is also 'centralising'. Software developers, communication experts (5G), medicine & health, fintech, biotech, nanotech and health research is all located in big cities. There is growth in agriculture, tourism, defence and mining, space technology in regional areas but the job multipliers compound in the major cities. Defence (Adelaide, Newcastle, Brisbane, Townsville, Darwin), mining (Perth – Rio's control centre at Perth Airport), agriculture/clean energy (jobless improvements in productivity), Australian Space Agency (Canberra) and tourism (Airbnb, Hotels Combined, Qantas, Virgin Australia) are all located in cities. The job deepening and value chains are becoming more complex and require more specialisation, hence the trend to employment bigger in cities.

The future of cities rest with automated vehicles, drones, vertical take-off and landing craft and truck platooning. This will reinvent commuting, freight and logistics and last mile delivery – a brave new world.

Come on the journey with Brian Haratsis to unpack employment growth, diffusion of technology, innovation clusters, precincts and districts, online retailing, housing, and emerging business models to argue that smaller towns and cities have a future but require new strategies to be successful.

Ethan Kent
Co-Director, PlacemakingX. Senior Fellow, Project for Public Spaces, USA

From liveable to lovable: Building People Powered Places

Ethan will share the frontiers of placemaking from his extensive work on six continents leading the movement over more than 20 years.

Ethan has visited Australia at least once a year, to learn from and grow the regional placemaking movement, since first keynoting ICTC in 2007. He will share on how Australia has helped lead the global movement since, and ways it still needs to learn from other regions.

While Australia leads on livability for its capital cities, Ethan will talk about how communities of all sizes need to focus on lovability to achieve livability more affordably and inclusively. Pursuing place attachment, achieved through placemaking and place governance, can drive local investment, innovation, and entrepreneurship, that will further set communities apart in a future where place matter more than ever.

Ethan will discuss how regional and satellite cities are positioning to lead on placemaking by inviting existing and new residents to shape their places and economies in ways that large cities can not.

He will also share thoughts on place and placemaking are disrupting and reinventing more collaborative approaches to tourism, innovation districts, new mobility, governance, urban design, arts and culture, urban planning, economic development, and many other fields.

Lastly, Ethan will share how his brand new organization PlacemakingX, being launched in Australia at ICTC, is accelerating, amplifying, and advocating for placemaking as a means to systemically change how we shape our communities globally.

Natalie Malligan
Head of Uber Air, Uber Australia

Tomorrow's Cities: Liveability, Connectivity and Safety

Over the next 30 years the populations of cities like Melbourne and Sydney are set to reach levels similar to what New York or London manage now. If we're going to create smart, sustainable cities for the future, we need to start planning now.

Uber is looking beyond ridesharing to becoming a true transport platform. Uber's market leading technology has the potential to transform and complement existing public transport systems, through first and last mile connections or by supplementing services in areas with limited public transport.

We need to harness technology to encourage greater ridesharing, new modality options like JUMP, on demand public transport and new mass transport options like Uber Air to help both commuters and governments alike deal with urban sprawl of growing cities.

Uber wants everyone to have access to mobility and economic opportunity, even those that might struggle because of limitations outside of their control such as physical or cognitive disabilities, access to financial services, a neighborhood poorly served by transportation options, or limited digital connectivity.

We need to work collaboratively with government and industry leaders to transform how we move. Challenges can't be solved alone and require input from all sides.

Huang Ming

Chairman & Entrepreneur, Himin Solar and Himin Clean Energy Holdings, China

Blue Skies and White Clouds: Building the World's First Solar City

If Leonardo da Vinci, the Wright brothers, Edison, and Watts created one great era after another, would the heroes of today's society with great ambitions still go?

Thirty years ago, Huang Ming vowed to be future green world's Watt and Edison. Can he do it?

Although he has more than 500 patents over the past 30 years, and has created countless numbers of world number ones, Huang Ming believes that these are far from his dream 30 years ago, 'for the blue sky and white clouds of children, realise human green life'.

He has never understood as well as now that in order to create a new green world in today's society, the era of solitary heroes fighting alone is gone forever, and more crazy people like him are needed to create a new world in which human beings and nature really live in harmony.

This time, he doesn't want to fight alone. He wants to use the idea of open sharing, which is interesting and interactive on the Internet, to open up the era of China Green Universe with the world's capable people. During this period, it might be full of passionate collision with the future world, and even more arduous devotion, so he will invite the world's enthusiast to create a series of global miracles together!

Huang Ming's has created 20 global green models of 'Green Fantasy, Crazy Creation'

1. Solar Food Park Campaign
2. The Campaign to Build the First Valley of Global Ecological Humanities
3. The Campaign to Build the First Community of Global Ecological Humanities
4. The Campaign to Transform the Cooking of Famous Food in the World
5. The Campaign for Global Family Solar Kitchen Popularization
6. The Campaign to Save Village Women and Forests
7. The Campaign for Man-made Climate Solar Domes
8. The Campaign for Pure Green Villas
9. The Campaign for Pure Green Resorts
10. The Campaign for Pure Green Institutions
11. The Campaign for Holographic Ecological Future Villages
12. The Campaign for Super Pure Green Future Courtyards and Future Shed Villas
13. The Campaign for Super Pure Green Future Manors



14. The Campaign for O2O Platform with Pure Green Conscience
15. The Campaign for Super Pure Green Man-made Climate Holiday Islands
16. The Campaign for Super Pure Green Mountaineering Camp
17. The Campaign for Super Pure Green Self-driving Camp
18. The Campaign for Constant Temperature Solar Fishing Tents
19. The Campaign for Active and Passive Solar Heating Rooms
20. The Campaign for Super Pure Green Solar Heating of Warm Areas

Some of them are whimsical ideas, some of them already have the conditions for practice, some of them need to be improved, and some of them already have a strong technical foundation and have been put into action to build models, so he wants to find partners and users, and go on with these green model projects around the world.

Some ideas may not be enjoyed by our generation, some may take generations to realise, but these dreams can continue to be the first generation, the second generation, the third generation..... in the world home on which human beings depend.

At last, the dream will come true, so, from now on, let's build the platform for human being's green progress.

David Sim

Partner & Creative Director, Gehl Architects, Denmark

Soft City: Small, do-able Steps Towards Great, Urban Transformations

For the first time in the Southern Hemisphere David Sim presents his new book "Soft City". What makes Copenhagen wonderful? Building on the experience of Copenhagen, considered to be one of the most livable cities in the world, as well as stories from other places, David explains how some of the big challenges of the 21st century can be opportunities for improving the quality of everyday life. In a rapidly urbanizing world, what are the building blocks for living locally? How get about and get on in a congested and segregated world? How to live with the weather in a time of climate change? Many of the solutions presented are surprisingly simple and inexpensive, yet can have a huge impact on urban life.

Gehl are known throughout the world for their work making cities for people, improving public space and the conditions for walking and cycling, public transport. Gehl also make master-plans, urban and regional strategies as well researching and facilitating processes of urban change.

**Emma Thomas**

Partner, Infrastructure and Urban Renewal, PricewaterhouseCoopers

Love Where You Live: How Key City Elements Come Together to Create the Places that Help us Thrive

This year, PwC undertook citizen research across Australia to ask the question: “Do you love where you live?”. The results may not be surprising to some, but this presentation will explore how Australia’s cities fared and explore the key city characteristics that lead us to love our cities.

The results of this research seeks to understand the needs, aspirations and concerns of our people, now and into the future. Transport systems, accessible health and education, and leisure facilities are just some of the elements that contribute to the liveability of a city. This presentation will help you to understand the Australian context of these important systems and their impact on the way we all live, work and play.

In particular, transport will form part of a specific consideration to determine how it impacts other elements of our city life, and if liveability is linked to how easily we can move around and between our cities. This is a “hearts over minds” review of city life and the great human desire to thrive.



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Presenter Abstracts – Concurrent Sessions

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Stella Agagiotis

Coordinator Strategic Planning, Randwick City Council

Randwick City Night Time Economy Strategy: An Integrated Approach to Planning for Diverse and Dynamic Night Life

A thriving night time economy offers substantial socio-economic benefits, from boosting economic development, fostering community inclusion and resilience, to enhancing the place making potential of our cities. In recognition of these benefits, Randwick City Council has developed a holistic framework for cultivating and diversifying the City's night time economy, with a focus on attracting people of all ages and interests, supporting local businesses, and responding proactively to challenges and change.

The Randwick City Night Time Economy Strategy is a first for the Randwick City Local Government Area situated in the eastern suburbs of Metropolitan Sydney. It has been prepared to address present day challenges associated with a night time economy that is lacking in diversity and geographic spread, with little else to do after dark besides drinking and dining. The Strategy employs a multi-pronged approach, bringing together a strong research base, industry advice, results from extensive town centre audits of evening activity, as well as community ideas and experiences derived from a successful perception survey.

A critical aspect of Strategy development has been input from the Randwick Night Time Economy Advisory Committee, comprising industry leaders representing live music, performance, event management, temporary activations and public domain safety. The Committee has been instrumental in providing a cross-sector approach, allowing Council to further understand the opportunities, challenges and synergies between various elements that contribute to a thriving, sustainable and inclusive night time economy. This in turn has helped inform realistic and practical initiatives to support a broad range of night time offerings and activities that celebrate the unique identity of Randwick City and its diverse community.

Council best practice approach to planning for a balanced night time economy, with its strong emphasis on industry collaboration and community involvement, has resulted in strategies promoting the diversification of activities and experiences, safer accessible night friendly town centres, creative activation of underutilised spaces, and ongoing monitoring, promotion and evaluation. This Paper discusses Council's process for developing its Night Time Economy Strategy focusing on the:

- Effective long term planning required to promote diversification, inclusivity and participation
- Lessons learnt in communicating and consulting with the community and business stakeholders
- Important role of an industry partnership approach in fostering understanding and encouraging constructive input; and
- Practicalities and process of translating broad strategies into successful outcomes.

Georgia Allan

Housing Consultant, .id

Housing Affordability in Australia: Facts and Figures

Strong population growth and a shift to an urban, service-based economy are putting housing affordability front and centre of Australia's concerns. Successfully engaging in the new economy whilst addressing the basic human right to shelter requires Local Governments to respond with comprehensive housing policies, especially those focussing on affordable and social housing provision. There is significant demand across Australia, with approximately 12% of households with a mortgage in stress, and around 36% of renters in stress.

This presentation will review methods of calculating housing stress, a demand indicator of housing affordability, with a focus on the new income brackets, recently legislated in New South Wales and Victoria, and used elsewhere in Australia. The presentation will cover the definition of housing stress and provide an overview of housing stress across the capital cities and regional areas of Australia. An analysis of different tenure types and household types will also be undertaken.

This presentation will also discuss potential supply indicators for housing affordability, based on what is being provided in the private market. Data developed in conjunction with .id's market data provider, highlighting the number of sales and rental listings that would have been affordable to very low, low and moderate income households over the past year will also be showcased.

This work is designed to provide a practical resource for Local Governments, guiding them on using robust Census data to quantify who is in housing stress and where they live, and therefore what can be done to address it.

Peter Annand

Director/ Urban Designer Annand Associates Urban Design

Village Rebirth

In this paper, Peter will present case studies where density, seniors and affordable housing have been incorporated into greenfield / fringe situations but with density facilitated around small village activity centres..... as well as a concept for infill development in a hypothetical historic village.

In Bathurst, we are proposing a medium density village of some 100-150 small / medium density homes along with 75 traditional lots as an adjunct to the existing fringe village of Eglinton. The village centre will form the nucleus for shop-top residential, and for a range of small lot medium density typologies. This will include shop-top / mixed-use apartments, micro-lots (100-150m²), attached terraces and duplex's (180-225m²), and small dwellings and zero-lot dwellings on small lots (300-450m²).

In Meroo Village (near Nowra) a larger, fringe development (2,500 du's and Village Centre), similar typologies are being employed to provide density around amenity (riparian corridors) and accessibility (Village Centre).



In both of these projects the very flexible “Variable Block” concept has been applied to provide a diversity of building typologies to suit a wide range of demographics (particularly including seniors, start-ups and affordable housing).

Peter will also present an hypothetical on how infill development of density, seniors and affordable housing can be used to reactivate dormant traditional villages.

This case study demonstrates how infill development could:

- facilitate higher densities
- facilitate appropriate housing for the evolving demography (older, small and / or more affordable)
- provide adaptive re-use of heritage buildings
- provide improved placemaking and public domain
- provide a revitalisation / reactivation of the Village which can lead to improved population growth, resource efficiency and economic activity

The intent is to create memorable, enduring communities....the heritage of tomorrow....

Main Challenges:

- Penetrating a market based on large lot, 3 bedroom plus dwellings
- Finding local designers, developers and builders to deliver product
- Incorporating “reduced” standards

Opportunities:

- Making strategic change in small communities
- Creating more diverse and more affordable product
- Implementing “demonstration” projects

Outcomes:

- Have interest from Council (Bathurst) and landowner (Bomaderry)

Ian Atkinson

Director of the eResearch Centre, James Cook University

Transformative Cities: How Technology and People Can Change Our World Together for Better

Regional cities face many problems, varyingly economically stressed, facing climate change, floods, and high levels of unemployment relative to larger centres and cities. The adoption of technology represents a moment to change our thinking and our direction, as well as how we employ people and think about ourselves.

Through small actions and a bigger strategic vision in collaboration with trialling new approaches to engagement around technology and its good and bad implications in an attempt to find new pathways in regional cities and places. Technology is not an end point in Townsville and North Queensland, it is a learning journey.



In respect to partnership of local government, university, small business, startups and the community to create meaningful change and a sense of innovation around the purposeful use of technology to solve problems.

David Barnard

National Urban Design Principal, WestonWilliamson + Partners

Vision Revision

Having a clear, compelling, purposeful and specific Vision demands to be at the core of the delivery of a project, place or program.

A robust Vision supports efficient decision making, clarifying the project understanding, engaging with stakeholders, and reinforcing community participation and input.

However, very often, the Vision created is not specific, is 'motherhoody', unclear or completely absent!

This discussion and presentation will explore why it is so critical for the Vision to articulate the 'Why' of a project, place or program. When the 'Why' is understood, then we can dive into defining the 'What' and 'How' to round out the essence of the Vision.

And finally, we will round out how to implement the 'Vision'. Effective delivery of your projects, places and policies through the lens of a robust Vision will make the creative, design and project management process more transparent, purposeful and relevant.

Main Challenges:

- Tackling an issue, we all think is addressed, but is often not created to provide the greatest benefit to the project delivery, place authenticity, or policy understanding.

Opportunities:

- Interactive and engaging session which will require some audience participation.

Outcomes:

- Decision making clarity and a clear project/place/policy purpose.
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Kevin Bird

Head of Commercial, Smarter City Solutions

Virtual Permits and Integrated Parking: Using Data from Integrated Parking Solutions to Make Better Strategic Parking Decisions

The urban parking landscape is rapidly moving away from hardware driven street furniture to software based intelligent systems that offer greater flexibility to consumers at a fraction of the cost. Data generated by these intelligent parking solutions has benefits to all who are involved in parking by tailoring parking solutions according to requirements for the landscape, driven by real need not guesswork

Alix Bray

Coordinator Strategic Planning, City of Bayswater

Building Bayswater: Preliminary Community Engagement for the City's Local Planning Strategy

Between November 2017 and March 2018, the City of Bayswater, in partnership with consultants Shape Urban, carried out the Building Bayswater Project to involve the community in the development of the Local Planning Strategy (LPS).

The LPS sets out the long term planning direction for built form and density, commerce and employment centres, public open space, infrastructure services, community facilities, heritage, traffic and transport and management of the natural environment and other planning related matters. It will guide planning and development within the City for the next 10 years.

The City was looking for detailed information on a number of topics, including acceptable building heights, setbacks, streetscape interface, car parking requirements, and where people supported different types of development. The intention was to gather information from a broad cross-section of the community, including the silent majority.

Development is a highly emotive and contentious issue, with many people having preconceived ideas and strong opinions not necessarily based on facts. This presented the challenge of being able to effectively educate and communicate with people so they understood the need for development and the types of development - and gain their feedback based within these parameters.

The engagement was implemented within the framework of a specific remit - that population growth is inevitable. Therefore, the decision to be made was carefully articulated to ensure feedback would achieve State Planning requirements, while giving the community the power to identify how it could be achieved.

Using innovative techniques, multiple platforms and a commitment to community education and engagement, the City of Bayswater delivered a project that actively used the collective voice of the community and helped people shape the City in which they live, giving them the respect, power and influence they deserve.



Main Challenges:

- Getting feedback from the broad community, not just the vocal minority
- How to effectively communicate with people so they understood the need for development and the types of development
- How to educate the community so they understood building codes and terminology not widely known to lay-people
- Ensuring the community trusted the intention of the process.

Opportunities:

- Education and capacity building
- Building trust between the City and the community
- To develop a strategy that truly reflects community wishes
- Redefine the process for the creation of LPS and set a benchmark for other local government authorities to follow.

Outcomes:

- Deliberative Community Panel - never before used in Western Australia for the development of LPS
- The feedback collected was translated into useable actions the City has included in the built form component of the LPS
- Enhanced community satisfaction with, and acceptance of, the LPS.

Donna Davis

Councillor, City of Parramatta

City of Parramatta's Transformation

The City of Parramatta has undergone a complete transformation over the last few years. In 2017/18, Council's Land Use Planning team integrated the Local Environment Plans (LEP) from the five Councils that existed prior to 12 May 2016. That financial year, City of Parramatta managed more than \$5.5 billion worth of assets, and spent more than \$104 million on improving assets and infrastructure. Between 2016 and 2036, the population of the city is forecast to increase by 155,000. We have been home to the Darug peoples for more than 60,000 years, with more than 800 archaeological and heritage sites, and are proud conservators of our expansive native bushlands. City of Parramatta remains dedicated to its community, its environment and its heritage as it embraces a thriving urban future.

The City of Parramatta Council has been identified by the NSW Government and the Greater Sydney Commission as the emerging centre of Sydney -- 2.3 million people live within a 45-minute commute to the Parramatta CBD. The \$2.4 billion Parramatta Square, slated for completion in 2022, is set to become a landmark destination in the heart of this new centre. We've created 11,500 jobs in the last 5 years; we have zero vacancy in our A-grade commercial buildings. City of Parramatta is working to deliver State masterplans and grants, including the Stronger Communities Fund, the Precinct Support Scheme, and the Parramatta Road Urban Amenity Improvement Program among other State and Federal partnerships. The Westmead Innovation Precinct, the Museum of Applied Arts & Sciences and new cultural precinct, and the 'Civic Link,' which will create

a green, pedestrianized link from the river to the CBD, are just a few of our transformative projects over the next 20 years.

Council is working to ensure that this rapid growth is shared with the community, and is balanced by transparent and strategic planning. Council runs a 9,143-strong online community that gets community members involved in local issues regularly. Our community shaped the 6 goals that drive our development: to be a Fair, Accessible, Green, Welcoming, Thriving and Innovative city. Over the past few years we have developed 8 overarching strategies to meet those goals, which together address our city's economic, environmental, and social visions and the practical steps we can take to implement them.

While great development moves forward, we have maintained a satisfaction score of 68% (compared with the NSW average of 58%), and we've shifted the perception of Parramatta so that more people are seeing it as a destination of choice; it is a place where people want to live, study, work and play.

Main Challenges:

- 19% of households are 'low income' earning less than \$750 per week
- 13% of households are in housing stress
- 10% of residents do not speak English well or at all
- City experiences more than 16 days per year over 35°C

Opportunities:

- Parramatta is NSW Government and Greater Sydney Commission's new centre of focus
- 50% of residents were born overseas.
- More than 23,000 businesses call Parramatta home

Outcomes:

- Parramatta is poised to become the Greater Sydney Region's Fair, Accessible, Green, Welcoming, Thriving and Innovative Central City.
- Our operational and capital combined expenditure for 19/20 will be \$458,011,000.
- Our outcomes are defined by our community-informed strategies: Community Engagement Strategy, Culture and Our City: A Cultural Plan for Parramatta's CBD 2017-2022, Life-Changing for Some, Benefits Everyone: Disability Inclusion Action Plan 2017-2021, Economic Development Plan 2017-2021, A Great City Grows Better Everyday: Environmental Sustainability Strategy 2017, Stretch Reconciliation Action Plan 2017-2020, Sharing the Opportunities of Growth for All: Socially Sustainable Parramatta Framework, the Parramatta Bike Plan and Parramatta Ways: Implementing Sydney's Green Grid.

Toni Helleur

Crime Prevention Officer, Mangere Town Centre, New Zealand

David Fearon

Town Centre Mangere, Mangere Town Centre, New Zealand

Conventional Versus Holistic Approaches

Like most Town Centres, we have had the traditional and conventional safety features and processes in place such as security guards, cameras, alarms. However, despite these there was still high incidences of youth problems, begging and homelessness. The question was posed, what if we took a holistic and community minded approach to these problems. Would we have a different result?

This presentation is how that journey unfolded and the results to date.

Toni Helleur has been funded by the Local Board of Council as the new Crimes Prevention Officer. She was tasked to see what approached could be taken to reduce the problems that have been presented for years. With already holding a volunteer position within the community as the Neighbourhood Support Coordinator for Mangere and having a holistic background in natural health the decision for role and its direction was confirmed.

First thing we did was to gather a snap shot of the area, looked at the severity of needs for each group then created a more stream line strategic plan on how we felt could help find better solutions for the groups rather than to continuing the conventional and usual process of trespass notices or calling the police.

How we did this, was we personalised. This included putting names and full stories to each person of each group. This gave us crucial intel to work with, that has resulted in far better success rates than before. We were able to see gaps that gave us a direction to work along, which lead to collaborating and connecting more efficiently with NGO's. It also gave us an opportunity to source help and from the community, which in turn gave the community a sense of ownership of the Town Centre. We strengthened the relationship with the local Neighbourhood Policing Team and wider business area.

The results have been a dramatic improvement in youth behaviour, less begging and very few homeless.

Main Challenges:

- Finding organisations that was suitable to help
- Changing mindsets

Opportunities:

- To create a different environment for the groups
- To bring the community in more

Outcomes:

- Reduction in criminal behaviour of the centre
- Improve the safety and perception for our customers of the Town Centre
- Reduce the number of beggars and homeless

Michelle Feenan
Director, Engagement Plus

Small Giants: Small Communities Leading Transformational Change using Deliberative Panels

Penguin is a small community on the Central Coast of northern Tasmania. With the relocation of the Penguin Football and Cricket clubs to new purpose-built facilities, the remaining 2 hectares of land became an exciting space for transformation, not only physically but also spiritually for the small community of 4,000 people. Situated adjacent to the existing town centre of the idyllic sea shanty town, the recreation ground site presented an opportunity to create a live, work and play precinct for the region and visitors to the popular tourist area.

This case study highlights how the local government authority used deliberative panels and placemaking approaches to masterplan the sporting precinct and create a vibrant new future for the land. The engagement approaches included the establishment of a diverse group of community members, businesses, industry leaders and young people referred to as the Think Tank Team who met over successive sessions to develop the master plan for this project. The TTT were provided a comprehensive overview of social and infrastructure research as a foundation for thinking about the future needs and opportunities for the community. They then used the creative arts to begin early concepts on what could be achieved on the land.

Wider community involvement was achieved through community workshops, fun days in the park, site visits, and a self-guided walk referred to as the 'penguin walk' that took participants on a circular walk around the township picking up different vistas of the site and from the site so that ideas for its redevelopment could be imagined. Painted penguin feet on the footpaths were used to guide the way and became a talking point for months!

The local history group provide insightful stories about the land's first uses and transformation over the first 100 years. Industry leaders and businesses contributed vital market information to guide residential and commercial mixes for the plans for redevelopment. But the most striking influence was from previous civic leaders who lamented the loss of the town's previous town hall and movie theatre (demolished to make way for more housing) and so the drive to re-create a civic heart was an important feature of the planning.

The project also had to resolve traffic movement issues for locals and tourist's buses, planning issues relating to existing zoning, land tenure issues with the state government, maintaining the character of the nearby properties while meeting the needs for contemporary design, rethinking how community services could be reconfigured in the area and responding to the housing market needs for people needing to downsize from large rural blocks.

This case study will highlight the challenges and opportunities that featured in this 8-month master planning project and how perseverance and a trust in the communities' vision and passion helped break through the sticking points.

Main Challenges:

- Achieving high levels of participation when the community has been mistrustful of and distant from their local authority
- Getting locals to think beyond the immediate context – planning for future generations



- Managing the tensions between ideas for land use and existing limited road infrastructure
- Overcoming the tyrannies of bias and entrenched cultures of resistance to change.

Opportunities:

- Reinventing the civic heart of a small but passionate community
- Transforming land use to accommodate the needs for future generations
- Creating better road systems for the locals while also improving parking opportunities for the town centre
- Grassroots planning
- Use of creative tools to rethink the civic heart of the community

Outcomes:

- A master plan that presents back to the community a new civic heart
- Local ownership of a new and different future for the recreation ground
- An engaged community who now take more active involvement in civic engagement
- Different voices to balance those that have been dominant and stifling for too long

Final Master Plan - <C:\Users\MichelleFeenan\Dropbox\EP Penguin Recreation Ground\Final Plans - June 2017\Final Master Plan Penguin Rec Ground - Layout Plan - June 2017.pdf>

Ian Fitzgibbon

Group Leader Sustainable Places, Coffs Harbour City Council

Are We Ready for Automated Vehicles? Learnings from the Coffs Harbour Automated Vehicle Trial

Are we ready for Automated Vehicles? Too bad if you're not they are coming! Councils must prepare and plan for the e-vehicle and automated vehicle disruption.

Overview of the Coffs Harbour trial, Public Private Partnership working with Via, TfNSW, Busways, Easymile, Phase One Shared Path, Phase Two world first retirement village and on demand app, Phase Three On Road and again world first initiative.

- **Snap shot** –Transport trends, predictions of autonomous vehicle using peer reviewed journal and media articles, opportunities for Australian cities and towns, with a focus on Public Private Partnerships.
- **Outcome** – Update on each of the phases, will include survey results and data, potentially interactive videos from participants and info graphics.
- **Key challenges** – The Coffs 'journey' from concept to completion, barriers, risks, perceptions and acceptance from internal staff and community, approvals, vehicle capability, working with partners.
- **Key take away points** – When the opportunities arise, Councils should work in public private partnerships to facilitate trials of e vehicle and automated vehicles. This technology is coming, we may as well be part of the ride.

The presentation will include photographs/video of the vehicle, data/graphs info graphics and \ video links.

Facebook: www.facebook.com/BusBotAU

Twitter: <https://twitter.com/BusbotAU>

Instagram: <https://www.instagram.com/busbotau/>

Website: <https://www.busbot.com.au>

Duncan Gilchrist

Economic Development Manager, Inner West Council

Birds v. Bats: Developing and Sustaining a Night Time Economy

Developing and sustaining a Night Time Economy (NTE) is a daunting task, tantamount to setting up a dual economy. Unfortunately the NTE is currently a member of the “Flavour of the Month Club” along with creative industries and craft brewing, leading to the usual clamouring by populists for their economy to be recognised as the next Paris, London, San Francisco or closer to home, Melbourne. The recent Global Cities After Dark conference in Sydney drew on case studies throughout the world and provided quite clear evidence that NTEs are experiencing a phenomenal renaissance. Berlin alone has 2,700 music events per month held at over 500 venues. The tantalising figures emerging from other cities should be seen as a red flag not a giant “GO” button. Sound Diplomacy and Andreina Seijas presenting on “A Guide to Managing Your Night Time Economy”, provided those in attendance with a timely reality check.

This presentation uses the Newtown NTE Alliance as a case study to demonstrate how to tackle the task of developing and sustaining a NTE. The case study captures a great deal of the best practices enunciated by Sound Diplomacy et al.

The presented process starts with the identification of the ecosystem of stakeholders, moves through stakeholder analysis, identifies how to identify and enable engagement in each stakeholder group, demonstrates how to measure success and effective reporting and summarises the way forward. Insights from three surveys conducted with local businesses, visitors and residents will provide thought provoking questions for your own locality plus a little humour from some of the more candid responses.

Main Challenges:

- Really understanding your local stakeholders
- Empowering your advocates
- Finding resources and maintaining momentum
- Communication
- Workforce, transport & services

Opportunities:

- Broader spectrum of employment opportunities
- Profit
- A more inclusive community
- Safer community
- Growth of creative industries
- Showcasing local arts and culture



Outcomes:

- Additional and more flexible jobs
 - More inclusive community
 - Improved liveability
 - More diverse community
-

Simon Grant

Founder, Verb Syndicate

Street Museum - City Innovation Showcase Sessions

Street Museum is Australia's newest app based walking tour soon to be available via the App and Play Store delivering engaging and informative public art content, right to the hands of the user.

The self guided tour is driven by the user, as the app enables the opportunity to view artist info, find out more about the project and listen to insightful information directly from the artist about the artwork, their practice, techniques and much more.

This cutting edge technology, enables us to offer an experience like no other.

Using a combination of geolocale and beacon technology and mapping built directly into the app, the technology allows users to see where they are and where places of interest are located in relation to them. The user receives a 'ping' when within 20-30 metres of an art site which feeds automated messaging and content directly to the user's device. The user can then open the app and consume the content directly through their smartphone or device.

The flexibility of the app opens the opportunity for this to showcase public art collections from all around Australia when nearby in the vicinity. It also has the capability to house and deliver rich content to the user, such as audio, video, images and interactive technologies.

The benefit of the app to contain rich content when users are nearby can be scaled up to include other landmarks within a community and region. This could include and not limited to heritage buildings, sculptures and other iconic landmarks.

This allows for locals and visitors to the area to learn more about the region and have a richer experience.

The second phase of the app is scheduled to feature augmented reality capabilities where users can uncover a range of AR experiences.

Main Challenges:

- Staying on top of fast moving improvements and advances in the app/tech space.

Opportunities:

- Promoting Public art
- Educational aspect
- Sponsorship opportunities
- Business & partnership opportunities

Outcomes:

- Well received feedback from the app
- Advancement & development of app rich content
- Informative information delivered to users

Simon Grant

Founder, Verb Syndicate

Wonderwalls Festival

Established in Wollongong in 2012, Wonderwalls stands as Australia's largest and longest running street art festival. Wonderwalls has delivered in excess of 140 murals by more than 120 artists from around the world.

Wonderwalls has a proven ability to deliver a multi layered festival that creates tourism products, reinvigorates and fosters pride within a community & develops and enlivens a city, area or space.

The festival has helped to make significant improvements to the local government area through a number of means. One of the primary benefits is the increase in tourism. The large scale murals have become a 'Must See' focal point and attraction of the Illawarra region.

Visitors to the Illawarra have specially gone out of their way and made time to visit the mural sites as part of their stay. This drawcard attraction has additional benefits to local business and cafes with increased foot traffic and visitors. Mark Sleight, General Manager of Destination Wollongong has seen and heard this benefit first hand from the local community and in the local data collected. Mark will also be joining Simon as part of the event presentation.

The festival has also been used as a tool to enable placemaking in the community. Not only do the murals increase the safety of the area, but also boost the morale and mindset of the community. They have also proven to act as a deterrent to graffiti and antisocial behavior.

Wonderwalls has become an pivotal event that business owners and locals alike, have completely embraced the festival, the artists and tourists over the main weekend event and visitors since then.

Their pride in ownership of their community, appreciation for the artists and unique artworks is something you can hear in their voices and through the stories they share of the experience.

The 2019 Port Kembla event was made possible to be the biggest and most outstanding Wonderwalls event so far, by securing a grant contribution from the Port Kembla Community Infrastructure Fund - an initiative of the NSW State Government. Wonderwalls also coincided as the perfect synergy to the long term 'Port Kembla 2505, Revitalisation Plan' to see the unique community undergo a transformation and process of reinvention.

Main Challenges:

- Approval from owners of buildings

Opportunities:

- Increased tourism

- Creation of new iconic landmarks
- Revitalisation of the spaces
- Promotion of the local area through social media of participating artists

Outcomes:

- Successful revitalisation of the community
- Safer streets & surrounding areas
- Increased tourism for local businesses

Nikki Greenwood

Group Leader City Prosperity, Coffs Harbour City Council

‘Coffs Coast...Where Champions Play’

Intro line: How events and sports tourism drive the local economy.

Events enrich the lives of everyone who live on the Coffs Coast and also attract an increasing number of visitors.

Coffs Harbour City Council’s City Prosperity group has aligned economic development, tourism, events strategies with sport facilities planning to drive economic benefit and engage the entire community, winning the prestigious IFEA ‘World Event City’ award for five years in a row.

In recent years Council has hosted the World Rally Championship, the Tag World Cup and the Touch Football World Cup as well as numerous national and state sporting events.

But how do you activate a precinct that has 10,000 people on site one day, and 5 the next?

With significant funding from Council, federal and state governments, local business and sports, Council is creating a ‘Regional Sports Hub’.

The recently opened ‘Building an EPIC Stadium for the Future’ multi-million dollar upgrade of C.ex Coffs International Stadium was the first stage. The project outcomes were: Excellence. Place. Innovation. Connection. The project is already delivering exciting new opportunities for the broader community.

Connecting our sports, education and health campuses is the second stage now underway.

Hear about the journey Coffs is undertaking ... and the bumps along the way.

Main Challenges:

Funding!

The sport v arts debate

Major events v community use – finding the right balance

How to keep momentum ...

Opportunities:

Partnerships and stakeholder engagement

Using events to unite communities

Leanne Hartill

Manager Neighbourhood Development, City of Melville

Project Robin Hood – when the community decides how to spend public funds

Launched in 2013, Project Robin Hood is a program where the community develop and deliver projects that help build better places. It could be a growers market to sell or share produce from your garden, a pop-up crafters session in an old unused space, revitalising a sad corner of concrete somewhere and making it a pleasant place for people to sit and chat or creating habitat for some of our very important animal friends. Basically it's about making a place for all, no matter how big or how small.

What really makes Project Robin Hood unique is that the community decides. As part of the process, project ideas are pitched to the people who then vote on which ones should receive the funding. The aim is to hand the decision making over to the people with a focus on improving places within communities.

Project Robin Hood aims to empower the community to select priority projects for implementation in their neighbourhood; support the creativity of community owned project ideas and enhance relationships between the City of Melville and the community

With \$100,000 in the pot for distribution, Project Robin Hood is a way of building relationships by working together to create interesting, connected places in our streets, neighbourhoods and communities.

Main Challenges:

- Inside the organisation – removing bureaucracy
- Initially getting the community to believe that they could actually make the decisions about expenditure

Opportunities:

- Connecting community members, business and other stakeholders with each other
- Education of wider community about local government operations

Outcomes:

- Improvements in local areas initiated, developed and implemented by the community
- Community empowered, supported and encouraged to take ownership of their places and spaces

Opening up the budget process to direct involvement of the community is a guaranteed way of getting the community involved. It has been used to engage and empower the most disconnected members in a community. Being involved in the budget process builds peoples capacity and interest in being involved in other government and governance processes

The objectives for Project Robin Hood are to:

- Provide an opportunity to deepen citizenship and democracy
- Empower citizens to influence public decisions that directly affect their lives
- Enhance government responsiveness and accountability to citizens
- Enhance citizen understanding of public budgets and budget constraints, creating more realistic expectations
- Enhance citizen confidence in Council
- Promote greater democracy and equity in the allocation of public resources
- Encourage community cohesion and help build understanding, trust and consensus among citizens.
- Promote productive dialogue and constructive working relationships between City staff, Elected Members, citizens and communities.

Project Robin Hood presented an extraordinary challenge to the organisation, and a major shift in usual practice. Historically local government processes for budget expenditure are controlled by the organisation, thereby mitigating any risk.

Project Robin Hood turned this upside down with control being handed to the community to not only develop the projects, but also vote on the ones to be implemented.

A degree of uneasiness in the organisation is to be expected for this project which empowers the community in a decision making process. To mitigate this sense of uneasiness, training, workshop attendance, participation of organisational technical experts and criteria to support the decision-making has been incorporated into the project process.

Several Placemaking workshops were funded by the City with an invitation to both community and staff to attend. The purpose of these workshops was to get people to think creatively about possible projects to be funded through the project.

Branding the project under the Robin Hood theme gave an emphasis and focus to the project and provided an element of fun and a point of difference to the way we usually worked with the community.

Key personnel across the organisation were appointed as 'Ombeardsmen' – technical experts that could provide logistical advice and support to the community members in the development of their project proposals and then continue to work alongside these groups to cut any 'red tape that might impede the realisation of the project if successfully voted.

One of the greatest impacts is an acceptance by an increased number of City staff that the community has the skills and knowledge to achieve positive outcomes as defined by community members and that simple processes can still obtain beneficial community outcomes.

Andrew Hoyne
Principal, Hoyne

Place & Prosperity: Real World Success Stories

Placemaking accelerates economic development by creating centres of excellence, contributing to industry and innovation ecosystems, attracting talent and providing access and benefits to the broadest population possible.

Using three original case studies from Volume 2 of his book, *The Place Economy*, plus his own global industry knowledge and experience, Andrew Hoyne explains how diverse approaches can and are working, as evidenced by state government, local government and private enterprise, in Australia and the USA. The variety of case studies ensures maximum benefit and usable, relevant lessons for a wide-ranging audience.

All information and insights are based on real world examples of commercially and culturally effective placemaking which means attendees leave with usable ideas and examples to apply or investigate immediately. Full colour in-depth versions of the case studies will be distributed to audience members.

Case studies include South Australian Health & Medical Research Institute, the SA government's commitment to reinventing Adelaide through a AUS\$3 billion BioMed City. Designed by Woods Bagot this placemaking masterstroke has captured public imagination, garnered global talent and prestigious awards, and attracted new institutions and developers to the precinct.

Andrew will also introduce attendees to one of Australia's most innovative town councils, City of Yarra, which is preserving and growing its traditional role as a centre for the performing and visual arts. Using zoning to encourage live music venues and associated industries to remain, Yarra also targets creative businesses such as architectural firms and start-ups while striving to keep Melbourne's artists living and working in what is now one of Melbourne's most expensive residential locations.

Andrew will also share insights from his time spent at Industry City in New York where 15 blocks of run-down waterfront warehousing and manufacturing space has transformed into a 600,000-square-metre industrial park, on track to creating 20,000 local jobs in innovative creative businesses.

Main Challenges:

- How to accelerate economic development through placemaking.
- How to create centres of excellence that to contribute to industry and innovation ecosystems and attract talent.
- How to provide benefit through placemaking for the broadest population possible.

Opportunities:

- Developers and investors can earn greater profits while also contributing to better-performing economies and happier, healthier communities.
- Coming from a competitive commercial background, Andrew's approach is compelling because he presents the financial facts and arguments, based on real world examples, to prove his point.



Outcomes:

- This approach speeds up the understanding and acceptance of developers, meaning more people in more places can benefit from good placemaking more quickly.
- While also communicating the importance of legacy – socially and commercially – Andrew further strengthens his argument, once again speeding up the process.

Wayne Kimberley

Deputy Mayor (Planning Committee Chair), Cassowary Coast Regional Council

Isabella Newman

Planning Officer, Cassowary Coast Regional Council

Tropical Art Deco, Town Revitalisation and Regional Planning – Reinvigorating Innisfail and Tully

The Cassowary Coast Region's struggle to maintain a diverse and health economy at a time of increasing globalisation effects is not new or unique for a regional rural economy. Ways of transitioning from principally agricultural to more diverse service sector economies are being investigated in many rural communities. This presentation investigates the Cassowary Coast Regional Council's journey in using some of its past strengths and character to recreate a new tourist economy, centred on its Art Deco history and architecture in two of its main centres – Innisfail and Tully. The Council and community are using the region's 'Tropical Art Deco' as a basis for rediscovering some of its social narrative, a basis to showcase its rich Art Deco architecture and to use these features for a re-invigoration of its town centres to create regular events and new business opportunity to service visitors to the area.

A key part of the Council's strategy has been to use other best practice examples, notably in ensuring that the range of initiatives are developed and increasingly led by local businesses and community stakeholders. Apart from creating immediate focus onto the towns at a time when tourists are increasingly seeking unique and authentic experiences, the initiatives have already led to a revitalisation of building appearances, new business ventures and attractions. They have become an important and practical part of the Council's economic development and town planning arsenal in managing the region's opportunities for improved prosperity in a modern world context.

The presentation looks at the background to the region's Art Deco history, its comparison to other region's internationally – notably Napier in New Zealand, the strategy of focusing on events, tours and the like to maximise opportunity for businesses and promotion of its Art Deco features through modern social media platforms and the use of a self-guided App. Leveraging opportunities for businesses are explored as well as the role(s) that the Council is able to realistically play in managing the community's rediscovery of its Art Deco history and its re-incorporation as 'Tropical Art Deco' as an important part of its service economy future.

While the focus on Art Deco character has strong town planning relevance, the approach taken is unashamedly one that concentrates on stakeholder interaction and identifying social and economic benefits through activity in order to maximise relevance to the community and help expedite benefit realisation. Planning tools and controls are considered from a support perspective and not as a principal desired outcome.



The proposed presentation can be tailored to either an extended presentation (preferred) or a short (7 min) snapshot presentation.

Main Challenges:

- Seed funding to undertake catalyst events and prepare App and brochure – use of grant money
- Articulation and articulation of (global) economic principles and forces down to a rural regional level – making change relevant to ‘locals’
- Finding community/business ‘champions’ to create and maintain community ‘buy-in’; overcoming perceived apathy
- Access to information – historical records, anecdotes/stories and imagery (information is critical in humanising the issues and making the matter relevant to the community and visitors)
- Business risk in adapting existing (known) business practices/services to something that is ‘new’ and untried – especially at a time of considerable economic uncertainty
- Identifying ‘best practice’ – ensuring that ideas have structure, achievable outcomes and can progress to a sustainable position

Opportunities:

- Commonwealth and State grant funding opportunities for seed or full funding of catalyst projects/events to generate community/business interest – notably for marketing collateral, venue hire and some performers
- Elected councillor support – Napier fact-finding tour for staff and ‘champion councillors’
- Extensive array of Art Deco buildings – greatest density of Art Deco buildings in an Australian rural/regional town
- Rapidly growing domestic and international tourist entries through nearby Cairns – airport and seaport – providing growing tourist market
- Regional synergistic businesses that potentially complement tourism – e.g. tropical food (horticulture, seafood and value-add products such as chocolate), beverages (coffee, distilleries and breweries), natural attractions (Great Barrier Reef, World Heritage Area Wet Tropics Rainforests)
- Existing human collateral – existing business acumen, multi-culturalism and networks – providing broad scope for adaption, innovation and meeting changing and increasing international customer needs and expectations
- Alignment with State strategic focus on regional tourism and job creation

Outcomes:

- Revitalisation of building facades
- New business ventures – history tours, ‘high teas’
- Social events – Tropical Art Deco Soiree
- Vintage car show and rally
- ‘Cuzzy Bro’ relationship between Cassowary Coast Regional Council with Napier City Council New Zealand – sharing of experiences and mutual growth of Art Deco economy
- Improved branding and marketing of Cassowary Coast Regional as tourism destination

Nora Lamont

Councillor, Maroondah City Council, Australia

Greening the Greyfields - using smart tools to transform our neighbourhoods together

Population forecasts across the next 10 years indicate Maroondah will gain 500 new households annually. To ensure we can provide for this growth Maroondah City Council is developing innovative ways to protect our valued natural environment while enabling more intense urban development in an effective and sustainable way.

Most redevelopment of suburban residential lots involves landowners demolishing the house and subdividing their block. Much of the land becomes occupied by driveways; space for gardens is fragmented; and the pattern is repeated until a neighbourhood has no diversity in housing, excess driveway pavement, limited green space and reduced tree canopy. The area becomes crowded and unwelcoming.

Council is working with our community and Swinburne University to develop a world- first approach to significantly assist in resolving these issues.

The project consists of research and land analysis to determine locations where 'Greening the Greenfields' will provide development that has community benefit, incorporate better design principles, and minimise adhoc development.

Working together with local property owners, developers, and the community, Council is exploring possible areas for land amalgamation - where landowners can work with their neighbours to amalgamate individual lots into one larger parcel of land – known as a “precinct”.

This “precinct” approach improves benefits for landowners, while transforming our local neighbourhoods. It will enable diversity in housing types, provide more open space, and ensure best practice in environmental design. The whole community benefits with improved open spaces and canopy tree cover, better pedestrian connections as well as potential new open space and community infrastructure.

Main Challenges:

- **What is the problem?** Development is unplanned and unfocussed, with lot subdivision involving demolition of the existing house and subdivision into smaller lots. The area becomes crowded, unwelcoming, loses open space, increases hard surfaces and locks precious residential land into unsustainable uses.
- **What are Greyfields?** Residential areas where homes are aging, yet land values remain high. Greyfield site are often located in middle and outer suburban areas.

Opportunities:

- **What are the benefits?** The pilot project is exploring and identifying possible areas for land amalgamation that will improve development outcomes and provide real community benefit.
- **What is Greening the Greyfields?** A pilot project of Maroondah City Council with Swinburne University, the CRC for Low Carbon Living, and Frontier SI, in partnership with the Department of Environment, Land, Water and Planning.

Outcomes:

- Through careful design and planning, landowners can work together with their neighbours to amalgamate individual housing lots into one larger parcel of land. While this will provide financial benefits for the landowner, importantly it can provide greater density development that transforms our local neighbourhoods into vibrant, active, healthy places to live.

Dean Landy

Partner, ClarkeHopkinsClarke Architects

Creating Cities of Villages: A Return to People-Focused, Walkable Settlements

The future is here. Australia is being transformed by a growing population and the need for a new generation of compact town centres and ambitious new cities designed around people, not cars, for maximum connection, sustainability and liveability.

These paradigm-shifting places are affordable, walkable, energy efficient, technologically flexible and socially engaged. Distinctive local answers to the global challenges of climate change, population growth and social disconnection. We are seeing a fresh approach to people focussed urban design, which has been lost since the development of our pre-WW2 settlements.

ClarkeHopkinsClarke Architects is at the forefront of the new urbanism movement in Australia. In this presentation ClarkeHopkinsClarke Partner Dean Landy, the architect and urban designer leading the practice's urban design, mixed use and retail sectors, explores the challenges and lessons learned on high-impact projects including:

1. TriBeCa Village, Point Cook: a walkable mixed-use urban village combining medium-density housing, community facilities and retail with surrounding parks and wetlands.
2. Minta City: an innovative masterplanned community with a focus on creating 11,000 jobs.
3. CLARA: Australia's most ambitious new cities project, comprising eight compact smart cities across Victoria and NSW connected to Melbourne, Canberra and Sydney by high-speed rail. Self-sufficient in energy and water use. Australia's first cities designed around people, not private cars, in 100 years. The first city is proposed north of Shepparton and will be only a 30-minute commute to and from Melbourne. It links urban neighbourhoods via extensive gardens and waterways and will ultimately be home to 500,000 residents and employers, world-class healthcare, education and innovation, automated logistics, trackless trams, solar farms, urban forests and cultural, market and sporting precincts.

Main Challenges:

- Planning new cities in a way that has not been done in Australia yet, and in a climate of unprecedented growth.
- Working within a rigid and siloed planning scheme.
- Ensuring proposed future cities have embedded character and vibrancy.

Opportunities:

- Creating connected, sustainable and livable places.
- Shifting focus from cars to people.
- Incorporating cutting edge, smart technology into new places.

Outcomes:

- Understanding the importance of mixed use development.
- Density done well and the link to amenity.
- What makes a place liveable and why it's essential, not simply a 'nice to have'.

Liz Ledger

Chief Executive Officer, Town of Claremont

Andrew Smith

Director Infrastructure & Assets, Town of Claremont

When Public Transport Threatens to Divide a Town Centre

The Town of Claremont is recognised as a premier western suburb of metropolitan Perth, a place of great beauty, history and heritage, with a Town Centre and retail experience fitting for this type of location.

In recent years the development of hundreds of new high quality apartments, attraction of many new residents and major investments into the Claremont Town Centre and the showcase Claremont Quarter retail centre have reinforced Claremont as a premier destination and premium location for both residents and visitors.

During this same period, the State Government of Western Australia announced the development of the Forrestfield Airport Link, a transport link designed to connect the western rail line with the Perth airport, designating Claremont Train Station as suitable for the turn back point for this new rail system.

The Public Transport Authority, tasked with delivering this new rail system rapidly began to plan their new design solutions for the Claremont Station, cutting off 120 year pedestrian connections, disconnecting heritage bridges from the station platform and introducing DDA compliant designed overpasses suitable in a modern rail facility, but hardly suitable for a precinct described as 'fine and delicate' by the Office of the Government Architect.

This presentation will outline the challenges that the Town of Claremont faces to protect its identity, ensure that long standing 100 year old connections are not lost, that the hundreds of new residents attracted by the beauty of the area are not disconnected from their community, and that the State Government finally recognises that they are as responsible as any other developer in ensuring that they are required to add to rather than detract from the Town Centre.

Faced with a major State infrastructure project on its doorstep, Claremont must find the best way to negotiate through this challenge, recognising the State's responsibility to plan for the greater good, whilst also seeking to protect the integrity of its Town Centre and its identity.

Main Challenges:

- Trying to differentiate the Claremont Train Station (established, historical village) from the Greenfield station developments to the project owners – Metronet (State Government).
- Trying to work with a state level political environment, governed by a 4 year term (timing) and budget constraints

- Trying to ensure a long term problem is not created for the businesses, affecting the future activation of the Claremont Town Centre.

Opportunities:

- To learn how to create a new 'voice' to be heard when negotiations fail
- To learn how to advise and support the community to lead the debate
- To work with partners to ascertain important priorities beyond budget and timing

Outcomes:

- How to think differently when it comes to negotiating
- How to identify the only voice that will be listened to / heard, and how to engage with that voice
- How to develop a strategy that engages and activates your community / stakeholders

Cr Kevin Mack

Mayor Albury City Council

Two Cities One Community: An Innovation in Collaboration

Two Cities One Community is an innovative partnership between AlburyCity (NSW) and the City of Wodonga (Victoria) who have pledged a commitment to work together to realise a shared vision to plan, develop and grow the Albury Wodonga region.

Located on either side of the mighty Murray River, the two cities had a long history of competitiveness and poor collaboration. Through the leadership of the two Mayors, the cities have embarked on a mission to work together to achieve their goals now and into the future.

Through a combined focus on four key pillars - leadership, economy, environment and community, the cities plan to unleash their potential and drive innovation for the benefit of the region and the nation.

The presentation will include a history of the two cities, the regional offering, a snapshot of the local economy, and the challenges faced, opportunities identified and outcomes achieved to date.

Main Challenges:

- Cross border location
- Complex political environment
- Historic lack of collaboration and holistic strategic planning
- Lack of national/state policy framework to drive growth of regional cities to alleviate pressure on metropolitan cities
- Transport connectivity to Melbourne

Opportunities:

- Partnership approach – Albury Wodonga Stronger Together
- Government Advocacy program – Smart Cities Plan/City Deal
- Capitalise on critical mass – One of Australia's 20 largest cities
- Change market perceptions – brand establishment & campaign implementation
- Planning for growth – integrated strategic planning



Outcomes:

- Australian Government Regional Deal
- Investment in passenger rail infrastructure & services between Albury Wodonga and Melbourne
- Shared vision for development of Murray River Experience/Gateway Island
- Smart Community Framework
- InvestAlburyWodonga & visitalburywodonga
- Community support and ownership of partnership
- Four Year Action Plan implementation underway
- Sustainable economic growth

Frank Marra
CEO, LandCorp

East Village at Knutsford: supercharging sustainable residential development

Located in the port city of Fremantle, East Village at Knutsford is set to become Western Australia's most innovative new residential development – elevating energy efficiency and sustainability to levels that will set new industry benchmarks through cutting-edge measures including blockchain-ready homes, a micro-grid supply network for water and power and a shared on-site battery.

On this 1.5-hectare parcel of land, Western Australian Government land development agency LandCorp is delivering a new way of living for future generations.

A partnership between LandCorp, Power Ledger and Curtin University through the Australian Government's Smart Cities and Suburbs initiative will see a shared 670kWh battery reduce the development's energy consumption during the construction process, before playing a key role as an ongoing facility for households at East Village.

Residents will participate in trials of innovative energy-sharing technology and be able to sell their excess solar energy to the battery and purchase energy from the battery when required. For example when the sun isn't shining or when their energy needs exceed the capacity of their solar panels.

Town homes at East Village will be powered by 100 per cent renewable energy, using individual PV solar systems, a micro grid and stored surplus energy from the shared battery, with any additional energy requirements sourced from renewable suppliers.

The commitment to leading-edge sustainability continues with a waterwise approach to development, with initiatives including rainwater harvesting and non-potable water systems plumbed to hot water systems, toilets and washing machines, cutting the need to draw on mains water supply.

East Village also features a sustainable approach to transport, with the provision of an on-site electric vehicle share car funded by the Fremantle Smart Cities and Suburbs project, the inclusion of individual electric vehicle chargers in each home and a strata-owned fast-charge station for community and visitor use.

Importantly, the learning from this development – and others delivered by LandCorp – will be shared through a partnership with Curtin University, the Legacy Living Laboratory. This on-site facility will be the location of the national iHUB project, a network of national research collaboration for smarter urban planning, design and management.

The research conducted by LandCorp into precinct-scale sustainability initiatives will help to inform best practice design for future housing developments – unlocking a new way of living for Australians, and creating new opportunities for industry in the decades to come.

Main Challenges:

- To plan and deliver a quality infill development applying industry-leading sustainability initiatives
- To identify and secure the network of experts and partnerships needed to deliver the required outcomes

Opportunities:

- Demonstration of innovative new technologies to accelerate the adoption of new concepts in residential development
- Sharing research findings and results from technology trials, to better inform industry and community of associated benefits
- A roadmap for stakeholders to learn about initiatives, and how to better implement innovative design guidelines to enhance sustainable outcomes for future developments

Outcomes:

- Positive and powerful collaboration between consultants, contractors, universities, industry, and government
 - Strong contribution to driving national research for smarter urban planning and sustainability approaches
 - Australia's first shared solar and battery-storage microgrid in a residential development
-

Mark McClelland

Co-founder and Creative Director, Cultural Capital

Cultural Placemaking: Bringing Meaning to Place

Mark McClelland will present Australian and global perspectives on the practice and benefits of cultural placemaking. As both practitioner and theorist, Mark has developed a distinct personal philosophy which complements his case-based presentation on the functional and economic benefits of cultural placemaking.

As its starting point the presentation shows how terms like sense of place, genius loci, terroir and country express profound and enduring relationships between human cultures and the places that sustain them. Taking both an artistic and anthropological view of culture (big-C and little-c culture) Mark will speak to the significance of these symbiotic place/culture relationships in practical, creative and spiritual terms and how they have traditionally created meaning, identity and belonging.



Mark contends that, as a modern word, placemaking seeks to capture something of the time-honoured essence of these enduring human/place relationships while defining a contemporary method of (re)making the suburbs, towns and cities that will support human cultures into the future.

The presentation considers ways in which contemporary cultural placemaking, in an ever-evolving cultural context, contributes to sustainability, cultural integration, personal meaning and identity, social equity and economic development.

The content is illustrated with spectacular examples of Cultural Capital's own work as well as projects benchmarked as part of the firm's global research program. Examples will be drawn from Sydney, Naples, New York, Aarhus, Bilbao and Rotterdam, with additional visual references from Melbourne, Munich, Buenos Aires, Hobart and Los Angeles.

Using these examples and Marks's own experiences, the presentation will show how cultural placemaking requires a wholistic curatorial view; the ability to see beyond the data to find the stories the place itself wants to tell. And how skilful practitioners develop these place-based stories in ways that generate meaning for people; fostering conditions for local economy and contributing to the shared sense of cultural belonging our human spirits crave.

A similar presentation was delivered to a select audience at the Committee for Sydney's Planning Taskforce earlier this year and received outstanding feedback.

Main Challenges:

- Achieving buy-in for a collaborative vision for place
- Protecting budget and scope

Opportunities:

- Places that generate meaning and identity
- Places that provide a sense of belonging
- Economic development
- Equity

Outcomes:

- Places, towns and cities that express meaning
- Instilling identity in our built environments
- Development that fosters the sense of belonging our human spirits crave



Gary McCullough

Senior Project Leader – Canning City Centre, City of Canning

Canning City Centre, WA – Delivering urban renewal in an ever sprawling city

Urban sprawl increasingly eats into our coastal and bushland around Perth every year. Far from building the Australian dream of the future, we have created houses crammed together in soulless and remote suburbs, whilst our inner urban areas lack the required amenity and infrastructure to support high density living. Clearly, intervention is needed.

Canning City Centre has for years been identified as one of Perth’s key Strategic Metropolitan Centres. Despite this State policy, there is still no clear government mandate to drive the much needed city centric urban renewal of this inner urban Transit Oriented Development location.

This presentation focuses on the lessons learnt in developing a paradigm shift in the future context of an urban centre only 11kms from Perth City. It is within this context Canning is investing significant resources into leading planned change with a 10 year \$76 million Regeneration Program. A proactive and planning friendly approach to facilitating development has attracted private sector investment with a pipeline of future development to follow.

To capitalise on this incremental development activity, the City has shifted focus from being a passive player in the process to one of leadership. Establishing partnerships with major stakeholders; state agencies; and private sector developers, whilst seeking to manage future infrastructure demands and using our land and other assets to stimulate investment.

The City has become a leader in driving real SMART city initiatives focused on creating greater amenity for the community, exemplified by being awarded a federal grant of \$1M in 2018, only one of two LGAs in WA to gain funding. People are at the centre of our SMART strategy.

The presentation will address the various actions undertaken through the process, some outside the comfort zone of local authorities, which created both challenges and opportunities to ensure our vision becomes a reality.

Main Challenges:

- Achieving political buy-in at both State and Federal level
- Establishing relevance as a Strategic Metropolitan Centre in the Context of Perth
- Fractured land ownership

Opportunities:

- Industry working with a unified Council committed to the success and delivery
- Create partnerships and relationships to foster a change of mind sets
- Achieve innovation around TOD delivery

Outcomes:

- Transformational change in perceptions of public realm and environment
- Investment attraction of private capital

Bruce Mills

Group Manager - Place Services, City of Parramatta Council

Placemakers of the World, Unite! A Placemaking Paradigm for Liveable Cities & Neighbourhoods

Place-makers of the world, unite! You have nothing to lose but your anonymity!

Architects as a profession own the design of buildings, developers as a profession own the construction of those buildings, and Engineers as a profession own the technical design of the works in our public spaces. Place-makers, it's your time to step forward as a profession and confidently claim ownership of the design, function and curation of the spaces between those buildings.

This presentation puts forward the key elements for a new place-making paradigm for liveable cities and neighbourhoods. This new paradigm is anchored on the 'eye-level' lived experience as a potent blend of public-domain design, activation, lighting, safety, cleansing, retail and accessibility that powerfully determines how we perceive the success or failure of public spaces.

This fun and engaging presentation will use practical examples and case studies from a large NSW local government authority to illustrate the vital elements of a new place-making paradigm.

- How to deal with 'wicked problems' that don't have straightforward 'technical' solutions. Place-makers deal with urban planning, design, social planning, property economics and capital works. Tips for thriving in the discipline of the 'discipline agnostics'.
- Redefining the community perception of 'design' from 'announcements', to a co-operative discovery process which may lead to announcements. Its heart is the process that occurs between expressing an idea and writing the business case for that idea.
- How we're human-centric and playful, but also serious as we address congestion, sprawl, and adverse environmental impacts. Find take-aways for embracing rigour, metrics, and measurement as we tackle the challenges facing our cities while remembering that we're not scientists!
- How to act as a 'connector' between agencies, elected bodies, and business with storytelling informed by data and analysis. Place-makers as a profession will persuade based on what they know and what they can prove, not what they think or hope, or even worse, individual predilections.
- Adding value from 'concept to curation' and not privileging the 'new' over 're-engineering' or 'retrofitting'.

Finally, the presentation will share heard-earned learning on how the elements of this place-making paradigm need to be connected to the values of your team members.

Main Challenges:

- Place-makers must be involved with the process of design from inception to enable good place-based design to occur



Opportunities:

- Identifying a methodology for enabling the intended place making outcome

Outcomes:

- Establishing place-making as a profession with a clear field of play and span of influence: the space between the building in our cities and the connections within our neighbourhoods.
-

Ainsley Milton

Account Manager, Place Score, Australia

Sally Butler

Senior Social Planner - Future Cities, Townsville City Council

Townsville Liveability Study

Community engagement for planning is traditionally a time consuming and expensive process. Qualitative inputs are received from interested community members, these are then analysed and filtered by consultants to produce a report summarising the community's perspective. The information does not necessarily represent the whole of the community and can tend towards complaint rather than genuine engagement in solving an issue. Place Score turns the qualitative into quantitative data to direct investment in positive change and measure the benefits of that investment.

Townsville City Council has engaged Place Score to undertake a liveability study in the Townsville LGA. Whilst the project is not due for completion until June 2019 (delayed due to the February flooding), the data collected will identify what people care about and measure how key neighbourhoods are performing in terms of liveability.

Together, Council and Place Score are collecting two data distinct sets of data from the local community:

- A Neighbourhood Care Factor survey across the LGA that will provide clear direction regarding community values. It will provide Council with the Top 10 valued attributes for their community, as well as a full demographic breakdown that illustrates how different groups are aligned or conflicted.
1. Neighbourhood Place Experience (PX) Assessments in five key areas that will provide a baseline of community place experience, identifying what attributes are currently contributing positively, or negatively, to how liveable the neighbourhood is.

Together these two data sets will help Council identify what is important, how a neighbourhood is performing and what the focus of change should be.

Main Challenges:

- Engaging the community following the unprecedented monsoon in February 2019
- Encouraging men and people aged under 24 to undertake the survey



Opportunities:

- Engaging the community face-to-face at over 40 pop up stalls across the LGA
- The data collected for this liveability project can be used across Council for multiple projects, and locations, over the next 3-5 years.

Outcomes:

- Following data collection, Place Score will deliver Townsville City Council with a Community Insights Report that identifies priorities for investment for the LGA and five key neighbourhoods.

Tracy Mulholland

GM New Lynn Business Association and Chairperson (2016-2019) of the Whau Local Board, Auckland NZ

How to get buy in from an elected member for your project; An insiders story.

This presentation will relay the experience of an elected member (Chair of Whau Local Board, Auckland Council) and Manager of a BID, explaining what actually goes on behind the scenes in local government, working to improve town centres and community spaces. It is a real life wearing two hats (3 year) story of dealing with other elected representatives who have limited town centre and community engagement experience; guiding their decision making on local growth and regeneration projects.

How the author worked with Council staff in establishing elected member resolutions for buy-in of projects to achieve collective goals. Lessons learnt: identification of the need for locally elected members to be skilled when decision making. The author will share how and why an elected member will (or won't) buy-into a council officers project.

As a town centre manager, experienced in shopping centre redevelopment, developing BID's and 11 years as a council officer, the approach "if you can't beat em, join them" was adopted to establish a best practice approach to town centre regeneration and growth whilst supporting local BID's. The first time standing author, ran for the Whau Local Board, was elected and became Chairperson. The process of engagement for betterment in the community and board area started. At the time, there were some significant issues regarding the capacity of the local Board, how staff worked, and a gap between the two.

Some elected members were identified as needing to learn about urbanism, growth, future planning and to take a long-term approach to creating prosperity in our town centres and city. Alongside this, the staff needed to be trusted - questions posted by a skilled elected member to enable a process of a win-win philosophy to be implemented – the community would win so would elected members and council staff.

Endeavouring to move the Board's thinking to longer-term visioning, strategy, engaging and building relationships to secure regeneration and development that would create prosperity for many –the chair vigorously pursuing best practice and the community won!



Key Issues:

How to tackle the ignorance; Listening and working alongside council staff, the author posed specific questions to seek project progression. Working together, trust and foster relationships whilst working along unskilled local board members. How the author managed while wearing two hats; a now common practice.

Hear the Learning and take away– the experience of working alongside some inexperienced elected members. How ignorance can cause fear and stonewalling – how you deal with it and foster growth whilst enabling staff to pitch and action projects. How the Chair/board secured \$105 million on one project, \$25 million on a 'in-need' town centre regeneration, two first ever Peoples plans and more about the learnings. The learning from battle at the table between central versus local government.

How plans were progressed and the willingness to learn along the way, the obstacles and the wins to create prosperity in a fair and transparent way were many. Taking on the challenges in the local business community, engaging with people, guiding a collaborative approach to long-term thinking, sustainable employment and micro economic development outcomes.

Main Challenges:

- Local Government has given powers to Local Boards
- Big Party Politics controlling local decision making
- Letting the council staff have a voice, trust and relationship building; it works both ways
- Short term thinking versus long-term thinking
- How 3 of 7 skilled elected members get results
- Spending ratepayers money without focus area knowledge, how this affects council staff and what to do

Opportunities:

- A voice of reason – relationship building and evidencing a positive way forward
- The local development and business community have some restored faith
- Society is a broad church – bringing people with us
- If you are smart, you can generate millions of dollars in development funds
- Education and learning – guidance to achieve inclusion and prosperity in the town centre

Outcomes:

- The role of local business being acknowledged, learning about the benefits of localism in the business community
- Inclusion of the voice of people – A collective voice
- Multi-million dollar funding for development, staff getting buy-in
- Enabling staff through relationships versus fights
- Acquisition of a central town centre site that had laid vacant for 27 years and was detrimental to the town centre – A win for all; staff and their abilities to get buy-in

Jenny Pemberton-Webb

Place Manager, City of Greater Dandenong

Neglected Quarter to a Colourful Jewel: A Place Led Transformation

With community visioning at its heart this case study showcases an effective place making program that capitalises on repositioning an important cultural precinct in an area earmarked for redevelopment.

The City of Greater Dandenong in Victoria's south east took the initiative to establish a community led vision and harness state funding opportunities for cultural precincts and community infrastructure.

The resulting Precinct Framework is providing a plan for the immediate transformation of the precinct – its goal is to infuse it with the colour and vibrancy the community associates with their culture and sure up its future.

The 30 year old organically formed precinct is advantaged by its compactness, fine grain, location near the railway station, northern aspect, surrounding public realm and relevant demographic profile. However despite these features it has fell into neglect due to uncertainty associated with being in an area earmarked for redevelopment. This has seen a period of low investment over 10 years, a despondent trader culture, brand decline, changing footfall and low scoring place measures.

The presentation maps a community led vision process that resulted in a Precinct Framework, formation of a Precinct Taskforce and focused delivery on initiatives to bring back the colour and vibrancy that the place was missing.

A compelling series of images show lighter, quicker, cheaper approaches to transforming the precinct from a neglected quarter to a colourful jewel. Business façade improvements, combined with public / street art initiatives have reaffirmed the importance of the precinct within the activity centre despite its challenges. Key sites have been approached with artworks that visually reveal a layer of creativity and identity that build pride and place attachment.

Reinforcing design and architectural elements which underpin the precinct and dealing with maintenance and back of house treatments that frame the retail offer have been critical to its early success. Each intervention gives attention to understanding and observing what is seen and how this feels for customers, onlookers and visitors.

The results are quickly achieving large scale transformation that celebrates the visual language of the precinct and brings change to important sites. Adding layers of colour and applying the community's aspirations physically - is a hall mark of the project, which is being managed within realistic budget parameters. The project is delivering on a promise to stakeholders and restoring traders and community confidence for a sustained offer and future for the precinct. Discussions with the state development agency are heading in a positive direction towards guidelines and an assessment criteria that leverages the precincts unique identity and requires development propositions to respond to the special cultural character associated with the Precinct.

**Main Challenges:**

- Low investment / neglect and decline
- Place based measures reveal a poor score card
- Traders and tenant uncertainty
- Precinct decline due to pending development
- Impact of changes to footfall
- Competing state government agendas

Opportunities:

- Uniqueness
- Political networks - traders
- Community vision and buy in
- Consensus - clarity for what needs improving
- Slow development climate
- Branding potential
- Precinct strategy / government policy alignment

Outcomes:

- Precinct Framework
- Precinct Taskforce
- Physical transformation
- Trader participation ignited
- Social media dialogue shift
- Indian media interest
- EOI criteria - to direct development outcomes
- LQC

Take Away lessons:

- Importance of a community led vision
 - Voices other than traders - foodies / artists / business leaders / community
 - Action as proof of intent
 - Communication / transparency / accountable processes
 - Small investments on big improvements
-



Patricia Prociv
Councillor, City of Parramatta Council

Activating the City After Dark: Parramatta Lanes Festival

The City of Parramatta has been declared by the Greater Sydney Commission as 'Sydney's Central City'. Nestled on the banks of the Parramatta River, the City is undergoing a period of unprecedented change with more than \$2.4billion of inbound investment. The role of arts and culture and activation are critical elements to enhancing liveability for City of Parramatta residents, and delivering vibrancy for workers and visitors through this period of significant change. Within the City of Parramatta Council's annual events and festivals program, the annual Parramatta Lanes Festival (October) established in 2012, transforms the Parramatta CBD after dark; showcases the best of Parramatta, and greater Western Sydney's food, art and music; attracts tens of thousands of people to the City across the four nights of the festival; and support the growth, diversity and vibrancy of the City's night time economy

Main Challenges:

- Delivering an 'on the street' festival experience that is uniquely Parramatta in a crowded 'festival' calendar in Sydney.
- Engaging with local CBD business to participate in the festival and/or leverage the opportunity from increased visitation to the city, and drive growth in the nighttime economy for the city.
- Managing the risks associated with the delivery of a multi-site large-scale outdoor public festival across a number of precincts within the CBD.
- Commissioning and delivery of a bespoke, curated food and music experience, and a series of site-specific festival public art commissions.
- Increase the positive perceptions around 'safety after dark' in the Parramatta CBD.

Opportunities:

- Position Parramatta as a destination of choice for high quality, unique and authentic festival experiences.
- Showcase the local 'offer' and local 'talent' – food, music, art.
- Increase visitation and awareness of the award-winning work of local practicing artists through increased public access to the Parramatta Artists' Studios and the Studios' artist-in-residence program.
- Support the growth of the Parramatta CBD night time economy through driving visitation, increased spend, and reasons to stay longer and stay later.

Outcomes:

- 95,000 festival attendees over four nights.
- 6,000 attendances to the Parramatta Artists' Studios over four nights.
- Increased visitor spend at Parramatta CBD food and beverage establishments with an estimated economic benefit to the city of \$3.9million.
- Support and exposure for Western Sydney practicing artists through the commissioning of 6 festival specific public art commissions.
- Positively leveraged marketing spend to achieve extensive, high value media coverage across all media channels: \$50,000 Marketing spend; 4.306million (audience reach); and \$1.593million (Estimated Publicity Value).
- Strong and deep user engagement through social media: Facebook Reach 230,700,



Facebook followers 7,889; Instagram followers 3,279; Instagram festival page visits 10,929.

- Increased positive perceptions of Parramatta: 45% of attendees surveyed rated their Parramatta Lanes festival experience a 9 out of a possible 10.
- Parramatta Lanes Festival Awards:
 - 2013 Local Government NSW Awards - R H Dougherty Arts and Culture Award – Public Art and Place Making for Parramatta Lanes Festival 2012
 - 2015 Local Government NSW Awards - R H Dougherty Arts and Culture Award – Best Community Event for Parramatta Lanes Festival 2014
 - 2016 Australian Special Event Awards (National Award) – Best Community Event for Parramatta Lanes 2015 and Finalist Event Producer of the Year (3 finalists) – City of Parramatta Council Event Producer Parramatta Lanes Festival 2015.

Beck Roy

Transport Planner, MRCagney, Australia

If you make it hard to park, you'll ruin my business: Why do Traders Overestimate the Importance of Customer Car Parking?

Why are traders the most vocal opponents to proposed parking changes? Are their perceptions influenced by their own behaviour, including their mode of transport to work, and their place of residence?

The difference in trader's perceptions vs actual customer mode of transport has been studied in multiple cities all over the world. No matter the city, or the context, there is a clear pattern – traders consistently overestimate how many of their customers arrive by car; and underestimate the percentage who arrive by public transport and walking. Do traders not know how their customers arrive, or is that just one of the problems?

One key argument from traders is that introducing paid parking, removal of parking, or parking reduction/restriction will result in a loss in revenue. However, research has shown that people who drive spend more, but shop less frequently; while people who walk tend to live closer and visit multiple times a week.

Although there have been multiple surveys of mode perception vs actual mode (resulting in consistent themes), there has not been investigation into why traders think their customers drive. I will conduct a case study in Sydney Road, Brunswick, interviewing traders to try to uncover why they think so many of their customers drive.

There are several aspects covered to establish the background include:

- why cities want to change
- resistance from traders
- what influences the objections from traders?
- economic benefits of shoppers arriving by public transport, walking and cycling
- traders' perceptions vs reality
- factors that influence mode choice

Main Challenges:

- Sydney Road is a long 'high street' style shopping strip with a mix of businesses.
- Increasing gentrification

- Culturally and Linguistically Diverse Neighbourhood
- Arterial road with trams, painted cycling lane, and a train line running parallel

Opportunities:

- The results of the interviews with traders will give an insight into traders, and how to navigate this
- This information is beneficial transport planners, traffic engineers, local government, advocates

Tracy Shackleton

Town Centre Manager, Papakura Business Association, New Zealand

Paula Schultz

Chair, Papakura Business Association, New Zealand

Changing Perceptions

How does one take a town centre that is perceived as being unsafe, unattractive and dying, and transform it into a vibrant area that is inviting, has a sense of community, and attracts those who are seeking an area to congregate and enjoy whilst offering them a town centre with a soul that provides them with a real sense of community? Importantly, how does one go about effecting this change while being surrounded by urban sprawl, and large-scale developers desire to push for increased commercial development throughout these communities?

The answer; you do it slowly, you do it carefully, and you do it in a manner that is for the benefit of, and advances the wellbeing of, those who inhabit and utilise the area.

Beautification projects, subtle and not so subtle, promotion of local businesses that have an attachment locally and long term strategy for their business in that area, visible security features that reassure visitors of their safety, and activations like family friendly events and community projects targeted to entice the surrounding population out of their suburban hell.

Main Challenges:

- Negative perception
- General apathy
- Absentee landlords
- Neighbouring suburbs developing

Opportunities:

- Reasonable rent/land
- Proximate middle to high demographic
- People's desire for change
- To develop a unique niche market

Outcomes:

- Changing perception
 - Vacant stores filled
 - Apartment and commercial development
-

Isaac Smith

Mayor, Lismore City Council

Building the Narrative

Lismore is a major regional city, once the largest inland port in Australia. Rich in history of Agriculture and the Timber Industry it also has years of experience with natural disasters. In 2017 Lismore sat at the tail end of Cyclone Debbie. A devastating flood that decimated our city.

What then is the predominant narrative of Lismore?

Stories fill a basic need in all of us to understand our place in the world.

Stories are the ordering of events into patterns that give meaning.

Multiple stories from one location, event or series of events build a collective narrative.

Collective narrative has the power to change the way that people see the world.

When disaster happens individual stories create a collective narrative. They give us exposure to the acts of individual heroism and the acts of bravery. They contain descriptors of horror and of loss. Loss of life binding artefacts, loss of memories and sadly sometimes loss of life. What is it that resides after the collective narrative has parted?

How do we rebuild a new narrative? What is council's role in rebuilding the artefacts, reshaping how the future might look? And ultimately creating new stories that can bind people together.

Main Challenges:

- Sustaining a positive narrative in bleak times.
- When members of your community are hurting, when they are in shock and they are looking to community leaders for practical guidance – what do you do?
- In the case of the post Cyclone Debbie flood of 2017 I watched as people pulled together, as perfect strangers gathered to help each other move, shift, salvage and save. In that watching, I and my other councillors and community leaders started to tell our own stories, create our own narrative. This narrative was built on threads of awe, admiration and astonishment at the feats of the human spirit. We listened to community members troubles, connected them to assistance and celebrated each step that returned our community back to normal – whatever that was.
- As the floodwaters dissipated, the homes dried out, the businesses re – opened and the schools hummed with laughter again, we gathered with each other and embedded our own narrative. As the months went on, our awe was reflected back to us as contempt, admiration as disdain and astonishment as melancholy. Interventions applied from a spirit of generosity bounced back with bitterness. People needed to express what had happened to them to someone.
- Reducing the polarising narratives that corrode peoples interest in place

Opportunities:

- Developing and promoting a growth based, shared narrative with the community
- Storytelling and leadership

Outcomes:

- Community pride
- Helps newcomers understand the beliefs and meanings of Lismore
- Contribute to placebranding
- Develops a collective capacity to explore what our city can be

Nick Stawarz

Principal Specialist Place Management, City of Wanneroo

Debbie Terelinck

Director Community & Place, City of Wanneroo

Place Planning in Multicultural Communities

The suburbs of Girrawheen and Koondoola in the City of Wanneroo, Perth, Western Australia (“the City”) are characterised by a diverse multicultural community with unique needs. The City has taken a place-led approach to working with a range of cultural and community groups to respond to and address local priorities, and these initiatives have since become part of the City’s place management journey.

The journey began with the establishment of the Girrawheen Hub (“the Hub”) – a repurposed former scout hall which now functions as an administrative home for a range of multicultural groups including Organisation of African Communities (representing over 100 African nations), Karen Welfare Association and Filipino Australian Multicultural Association Inc. Subsidised use of the facility for multicultural groups is made possible through a partnership with State Government Office of Multicultural Interests. Additionally, various rooms in the Hub are leased to social support service providers and business start-ups to provide training and employment services to the local community.

The establishment of the Hub was a catalyst for the development of a precinct Place Activation Plan, for the Hub, adjacent Library and Senior Citizens Centre and immediate surrounds incorporating a local shopping centre, schools and commercial properties. Co-created by local community representatives and City staff, the plan is a vehicle ‘test-case’ for the City’s evolving approach to place activation. Early projects include pop up nature play spaces, an Outdoor Reading Room/Lounge for informal meetings, an outdoor table tennis for young people to use after school, Multicultural mural, and Community Garden

The City has also recently concluded community engagement for the development of a Girrawheen / Koondoola Local Area Plan, which aims to identify what makes this area special and unique, define a vision for its future, and clarify local service priorities to assist the City to better meet the specific needs of this area.

Together the Girrawheen Hub, Place Activation Plan and draft Local Area Plan comprise a significant proportion of the City’s recently adopted ‘Place Framework’ which seeks to embed a place-led approach to City planning and management. In addition to the challenges of developing and initiating a new way of working with the community and enhancing local place character, the City has acknowledged a range of both challenges and learnings in working with a diverse range of cultural groups in a historically low socio-economic area. The results have seen a positive change

and recognition that there are a number of positives to be taken when local communities are engaged and involved in planning for their community.

Main Challenges:

- Understanding and acknowledging the way different cultural groups operate and their unique challenges.
- Tailoring engagement activity to ensure opportunities are made available for a wide variety of cultural groups to get involved in planning for their local area.
- Challenging the negative perceptions and reputations of historically low socioeconomic areas.

Opportunities:

- Involving local people in planning and decision making for their local area.
- Harnessing and channelling the unique characteristics and input of a range of cultural groups.
- Challenging the negative perceptions and reputations of historically low socioeconomic areas.

Outcomes:

- Local community engagement and involvement in local planning and decision making.
- Local services targeting local needs.
- Historically negative community perceptions transformed into a positive future vision.

Matt Steine

Head of Digital City Strategy, Townsville City Council

Townsville's Smart Precinct: Not a New Idea, yet an Innovative Practice in Action

Matt is part of the team who are building Townsville's Smart Precinct NQ. This new project is more than just a co-working space, it provides a place for local businesses and industry to explore their problems and work with Townsville's greatest minds to solve them. Working towards the overall goal of economic and jobs growth in Townsville, Smart Precinct NQ will provide a base for both startups and existing businesses to grow, innovate and connect to present their challenges providing a platform for young entrepreneurs to find innovative solutions and create new businesses.

By supporting business and industry to innovate, the team hope that this initiative will support growth, while providing an opportunity for Townsville to retain local talent and encourage innovation. The project has been successful in securing funding and is moving forward towards launching later in 2019. This unique approach will be explored by Matt and Nicole in their presentation.

Main Challenges:

- High unemployment rate in the region
- Traditional local economic links to agriculture and manufacturing declining
- Decreasing population
- Increasing % of population at a socio-economic disadvantage

Opportunities:

- Boost the profile of Townsville as a premier location for innovation and technology within QLD

- Open up industry challenges/ opportunities for local entrepreneurs
- Connect stakeholders to assist in resource and skills sharing
- Establish events and programs to facilitate learning and collaboration
- Build innovation capacity within the region

Outcomes:

- Diversification of NQ's economy
- Attract and grow industry and employment outcomes
- Talent retention and attraction in the region

Munir Vahanvati

Unit Manager Urban Design, City Strategy & Design, Moreland City Council

Moving the Elephant: Strategies for Implementing Change and Innovation in Local Government

Local government is quite an important sector of our governance and touch the lives of everyone living in the area. Like any big organisation implementing change or innovative ideas are difficult in local government due to various reasons including the size of the organisation and the fact that they are accountable to the rate payers. Although, once they do change local governments can have a significant impact on the lives of its residents.

Moreland City Council is widely recognised as one of the more progressive Councils in Australia. Over the past 10 years Munir has lead and implemented a series of innovative and award-winning projects within Moreland that required out of the box thinking and creative approaches to instigate and implement projects. During this presentation Munir will highlight key strategies that can be used to instigate and implement innovative projects in a local government context. The presentation will use three diverse projects including the Moreland Apartment Design Code, Moreland Parklet Program and the Virtual Moreland Project and provide a background on how these projects came to life. It will include strategies that you can use to identify, instigate and support innovative ideas in your own organisations.

Main Challenges:

- Identifying the problem
- Getting internal and external stakeholder buying
- Sourcing funding for the projects

Opportunities:

- Create an innovative culture in the organisation
- Have a positive impact on the residents of the area
- Implement projects that have an positive impact

Outcomes:

- Engaged and inspired staff
- Innovative and supportive culture
- Enhanced reputation

Saskia Vromans

Place Manager Rhodes, City of Canada Bay



Joy Suliman

The Learning Space Coordinator, City of Canada Bay

The Connection: From Vacant Space to the Heart of our Place

In the NSW suburb of Rhodes, The Connection – an award winning community precinct is harnessing creative innovation to develop an active, connected, vibrant and celebrated place.

Rhodes is located within the City of Canada Bay on a 1km area squared peninsula, 16km west of the Sydney central business district. It is best described as a place transformed from heavy industrial use of the past to high density urban living, housing 11,906 residents today.

As part of the Rhodes development, The Connection was opened by Council to the community in 2017, providing a range of community facilities linked by open space, including The Digital Gallery, The Learning Space, Event Space and Meeting Spaces. The Connection is emerging as a pivotal place, providing a unique role in the development of a rapidly evolving and growing community if Rhodes.

In this case study learn how this community precinct is making a powerful impact, connecting people through creative technologies, collaborative programming and partnerships, Discover the transformation from a vacant space to the smart heart of the place.

Main Challenges:

- New development
- Population growth and density
- Community Engagement

Opportunities:

- Creative technologies
- Collaborative programming
- Community partnerships

Outcomes:

- Active, vibrant, connected and celebrated place
-

Shaelee Welchman

Coordinator Gold Coast CBD, City of Gold Coast

A CBD in a City of Villages

Cities play a vital role in driving the economic agenda of Australia as our national population increases. With the Gold Coast population set to almost double over the next twenty years to 928,000, what were once a string of seaside villages will continue to develop into lifestyle, commercial, retail and residential hubs. However, the importance of a central business district (CBD) for a City of nearly one million people cannot be underestimated. The Gold Coast is redefining what it is to be a CBD in the digital age as new ways of working, new types of jobs and technology, and environmental challenges define our future.

Whilst Southport has always been a traditional business district, to aid in its urban revitalisation it was declared a priority development area of Queensland under the Economic Development Act in 2013. To achieve the vision, the City and the business community are working in partnership to leverage opportunities and address challenges.

A dedicated CBD Office has been established by the City responsible for ensuring there is a solid foundation for growth including reducing barriers to business and development, planning for and providing social and community infrastructure, investment in digital infrastructure, high quality amenity and public realm, and activation.

The commitment from government and the leadership of the Committee for Southport has given confidence to property owners and businesses to invest in the refurbishment of existing office, co-working, new roof top bars and restaurants and retail. Gold Coast Chinatown has been an essential part of the revitalisation providing a unique destination on the light rail which has supported the growth of a new nighttime economy and a home away from home for the thousands of international students that study on the Gold Coast every year.

Find out more about Southport's urban revitalization journey and how the City and business leaders are working together to resolve the challenges and opportunities of the future.

Main Challenges:

- Feasibility of new commercial development
- Increase in land prices and speculation
- Government decision making
- Connecting the CBD to the Broadwater Parkland
- Social issues and safety

Opportunities:

- Health, Education and legal industries
- Link to Gold Coast Health and Knowledge Precinct
- Chinatown
- Vacant sites

Outcomes:

- Over 10,000 new jobs
- Reduced vacancy rates in Chinatown from 75% to 10%

- Commercial vacancy decrease from 22% to 13%
- Refurbishment of existing office buildings
- Co-working spaces and state government hot desk trial
- Night time economy - Since 2015 there has been an increase of 65% of businesses operating past 7pm

Amanda Wellgreen

Town Manager, Onehunga Business Association, New Zealand

Onehunga Bites: Delivering results when the forces of good are combined

Combine local businesses, an active youth community group and a council development agency with a local community festival and you get results.

The Onehunga Festival is a one-day event held annually for the local community. Situated in a local reserve, the event focuses on bringing free entertainment, activities and stalls together for a day to celebrate summer in Onehunga. It is led by the Onehunga Business Association (OBA) as a community initiative with the secondary target of getting more locals to come and support local businesses. The missing link in this equation is food & drink as the reserve is one kilometre from the town centre therefore there needs to be on-site facilities to ensure people stay at the event. In 2018, the organisers struggled to get appropriate food suppliers so in preparation for 2019 a new solution was needed.

In early 2017 Onehunga was selected by Auckland Council as one of the urban centres to be targeted for regeneration. Located on the edge of the Manukau Harbour, 10 kilometres to Auckland International Airport and 10 kilometres in the other direction to Auckland CBD, Onehunga is an in-demand, active community with a lot of potential. Panuku Development is Auckland Council's agency charged with radically improving the quality of living for residents. They regenerate communities to help meet Auckland's need of long-term growth and Onehunga has been selected as one of their priority areas for the next 10 years.

Regeneration takes time planning and delivering so while this is underway Panuku also lend support to events and activities in the community. This has been seen with their backing for the establishment of The 312 Hub, a community consulted and youth-driven community art gallery and creative studio, as well as sponsorship and support for events like the Onehunga Festival.

In one of the regular meetings between the OBA and Panuku the food & beverage issue was shared and Panuku proposed a creative solution to fix it incorporating some of the Onehunga food businesses and providing tamariki (youth) an opportunity to gain valuable work experience. And Onehunga Bites was born. The concept was that Panuku would purchase food from local Onehunga businesses at normal prices, it would then be repackaged and sold at Onehunga Bites in \$5 portions by youth from The 312 Hub.

Main Challenges:

- Health/food safety
- Short time frames
- Community's lack of experience
- No back-up alternatives



Opportunities:

- Provides Onehunga businesses with revenue
- Gives attendees an opportunity to taste Onehunga food with no preconceptions
- Youth employment
- Creativity

Outcomes:

- The 312 Hub delivered a fresh and welcoming food hub as well as a great experience
- Was very successful and sold out
- Many attendees identified Onehunga Bites as a highlight of the event
- The collaboration between the young people of 312 Hub and the local businesses has created a tangible connection and mutual respect between both parties where little existed previously.
- Provided youth transferable training and employment skills
- The young people felt proud of their achievement.
- Solved Onehunga Festival's food & beverage problem!

Brooke Williams

Principal, CoDesign Studio

Short-Term Action - Long-Term Change: Placemaking to Mitigate the Impacts of Construction and Boost the Local Economy

What people value about a place is universal regardless of location: social interaction and a welcoming environment over aesthetics and infrastructure. This has been proven, yet industry continue to rely on isolated capital works programs such as streetscape upgrades and new public spaces to revitalise our local centres. CoDesign's holistic human-centred approach aligns a proven placemaking program with traditional infrastructure delivery. This approach enables communities to maximise the benefits of new infrastructure whilst maintaining a positive conversation throughout the process. The result is a physically connected and socially empowered community who are invested in the continued success and growth of their local economy.

Featuring the multi-award winning case study 'Palmwoods Placemaking Program', this presentation demonstrates the power of placemaking to drive social and economic uplift. The changing identity of the Sunshine Coast hinterland towns from an agricultural focus to 'tree change' lifestyle locations, have been encapsulated in Palmwoods through a placemaking engagement process that put the community ownership in the centre of its planning, building and activation. This process engaged deeply with the community to understand their connection to the place and sought to unpack these elements so that they could be uncovered in the outcomes of a new town square.

Sunshine Coast Council (SCC) in collaboration with CoDesign Studio (CoDesign) developed a participatory program to reduce construction impacts, improve the local profile and inspire a sustainable community-led approach to placemaking and activation. In parallel to the design and build process, CoDesign undertook a community capacity building exercise, working with the community to identify opportunities to activate the future town square and build the community's networks for a sustainable legacy of community led activation in the square when it was opened.

The program achieved results beyond expectations, building on the town's regional profile, strengthening social capital and bolstering spirits during the challenging construction period. The new community networks, skills and resources that were discovered through the program will remain with the legacy of the Palmwoods new annual 'Village Harvest' Festival. Positive feedback from the business community has been received with reports of new visitation, reduced vacancies and new business partnerships in place. Spend data for the period of construction also showed no change in daily spend in the Palmwoods centre where typically there can be a 50% downturn. The holistic design and placemaking program has opened doors to many future opportunities for activation of the new town square, streets and public spaces of Palmwoods.

Main Challenges:

- Establishing a sustainable funding model.
- Establishing a sustainable governance model (avoiding burn out).
- Finding 'out-of-the-box' thinkers.
- Celebrate and reward wins (often Council's move on too quickly).

Opportunities:

- Provide positive narrative/good PR during construction period, that is typically dominated by negative project PR.
- Mitigate impacts of construction on retail main streets.
- Evidence based proof of investment in a placemaking approach.
- Capitalise on investment in infrastructure by maximising social and economic outcomes.

Outcomes:

Economic Outcomes:

- Zero down-time: Placemaking to mitigate impact of construction disruption - no need to shut down significant portions of the city.
- Enhance local ecosystem through the development of new networks.
- Support entrepreneurship through Lighter, Quicker Cheaper public realm activation grants & seed funding.
- A place that is attractive to business – decreased vacancy.

Social Outcomes:

- Accelerate community building & build social cohesion.
- Tap into a new cross section of community members (volunteers and do-ers), outside of the usual suspects/squeaky wheels.
- Set up great place management governance structure the right way from the outset.
- Win/win outcomes: Explore opportunities for collaboration and understand community aspirations for preferred public realm experience and design.
- Build a 'do it yourself' local culture: build capacity for locals to lead place management & activation on an ongoing basis.

Vanessa Williams

General Manager, Hamilton Central Business Association, New Zealand

CBD Activation: Bringing Vibrancy to Public Spaces Through Activation, Events and People

The aim of the activation project is to bring vibrancy to public spaces in the CBD through activation, events and people.

Hamilton's CBD is experiencing a resurgence with commercial activity, inner city living developments and increased tourism numbers. This is currently well supported by the thriving café and restaurant culture and less so by experience led activities.

Statistical analysis of Hamilton's CBD continues to show favourable results with central city spend steadily increasing over the past few years. Vacancy rates continue to be at their lowest since 2005 and the central city is considered the dominant commercial, civic and social centre for Hamilton and provides for the majority of the city's workforce.

There are some extremely positive visual aspects to the city with construction sites on key areas; redevelopment of earthquake prone older buildings and construction on new developments to fulfil the needs of the CBD both commercially and residentially.

With an approximate CBD workforce of 23,000 people and a city population of 160,000 and growing, Hamilton needs to provide a calendar of activities that supports the social needs of these people and those choosing to visit and stay in Hamilton.

Hamilton Central Business Association (HCBA) asked Hamilton City Council (HCC) for \$100,000 budget per annum for three years to develop and implement an activation plan starting in July 2018.

Main Challenges:

- It is perceived that experiences and events in the CBD are largely ad-hoc resulting in sporadic engagement from locals.
- Infrastructure criticisms around central city parking and resourcing.
- General apathy in the business community toward experiences and activities in the CBD.

Opportunities:

- Grow the number of people who experience the CBD outside of traditional business needs: residents, workers, students and visitors.
- Create more economic opportunities for businesses in the CBD.
- Four main public CBD spaces:
 - Civic Square – a traditional concrete space utilised for Civic events.
 - Garden Place – a large concrete/grass mixed space able to hold a maximum of 4,000 people.
 - Victoria on the River – a recently renovated large multi-tiered space with an outlook over the river that holds 500 people.
 - Embassy Park – a smaller space with a Rocky Horror vibe including a statue, a themed toilet and a tiered walkway down to the river for small events.

Outcomes:

- A cohesive programme of activity in the CBD increasing activation of the four key spaces, providing vibrancy, experiences, economic benefits and create a safer environment in the central city.
- A focused activation programme allowing for business to business networking opportunities, business collaboration initiatives and increased business engagement.
- Events held: Garden Place x 70, Victoria on the River x 26, Embassy Park x 9, Civic Square x 3

Marti Zucco

Alderman, City of Hobart

Jeff Briscoe

Alderman, City of Hobart

Connected Hobart: Towards Australia's Most Economically, Socially and Environmentally Connected Community

Hobart is at a significant tipping point in its history. Local government is increasingly being asked to consider both local and global change, responding to what's happening now and planning for what could be in the future. While a lot about innovation is exciting, the government also has an obligation to make decisions in the best interest of all its communities. Smart Cities is a structured approach to urban management that uses data to inform decision-making. Over the past several years it has rapidly gained in popularity across the world, with strategies and projects happening in cities from Singapore to Barcelona to Chicago. Well, this is our story. An Australian story about a journey towards becoming a smart city.

Main Challenges:

For all the great things about Hobart, there are challenges facing our city. Some of them have persisted over generations while others are just on the horizon. Others we don't even know about yet. Some are local impacts of global challenges and some are unique to us.

- How can we protect ourselves from natural disasters?
- How can we enhance our night-time economy?
- How can we provide affordable housing for all?
- How can we support equitable growth across all the city's retail and urban precincts?
- What will we do when the tourism boom ends?
- How will we respond if air travel and freight suddenly become prohibitively expensive?

Opportunities:

A Smart City is not a physical entity. You can't buy one. Nor is it about constructing a futuristic robotic metropolis. A Smart City is a very important, but conceptual, global framework. It can provide a city find solutions to our biggest challenges by first establishing, and then working within, a new strategic decision making framework.

That framework needs to include improvements to the way we operate as a council and how we partner and share resources and information with other city custodians.



Outcomes:

The Connected Hobart program is a way of understanding how we will adapt to change, embrace new opportunities and channel the city's evolution towards ever-more positive outcomes for our communities.
