Creating a Culture of YES
The new place leaders
What is Placemaking?

The collaborative process of making places that benefit all people, every day.
What Makes a Great Place?

- Planning for people first
- Tapping into the community’s wisdom
- Having a co-design approach to development

Building local pride
What Makes a Great Place?

- Places to walk, wheel & sit
- Beauty attracts
- An intimate human scale

Physical Environment

Public realm as an anchor
What Makes a Great Place?

Unique day & night experiences

Small independent retail
What Makes a Great Place?

Moments of slowness, surprise & discovery

Weaving in local stories

Keep it fun & experiential

Day & night activity
What Makes a Great Place?

Softening and greening spaces

Reusing materials

Embedding sustainable practices
Governance

Fostering a culture that creates a great place
Place Governance, Management & Curation

The glue that binds people with place

Key to the small physical improvements that attract & inspire customers
Great places leaders inspire by:

Coaching, connecting & mentoring

Creating a culture of positive change & daily happiness

IT’S ALL ABOUT THE NEW STORY - A BETTER WAY

Encouraging & empowering & welcoming new ideas
We are all ‘place leaders’. Great place leaders:

- Put people and place first
- Say “YES” first then support and challenge ideas
- Collaborate and network
- Are flexible and curious
- Facilitate positive change
- Facilitate innovation
- Understand the sweet spot
- Understand commercial viability
- Have strong self awareness
Great place leaders:

- Have a love for learning
- Have a good sense of humour
- Connect head, heart, hand
- Are courageous and mindful at the same time
- Move swiftly into action
- Deliver while taking the group on the journey
Create a culture of “Yes”

- Build your allies
- Get buy-in
- Inspire and skill everyone as a placemaker
- Start small
- Have a go to person or team
- Cut red tape and slim down processes
- Celebrate
How Councils and Communities are returning to the Commons
Splash Adelaide

- Provides small grants to the local community for events to activate the city
- Runs for two defined seasons to maximise impact
- Local business owners curate activation ideas (e.g. cycling gear festival started by local bike store owner)
City of Moreland, Aligning Outcomes

- Progressive Council with a dedicated placemaking team
- A whole of government place based approach
- Moving from Objectives (what we will do) vs. outcomes (what has changed for the community)
- Created clear metrics to measure outcomes
Whitehorse City Council

• Improving processes for the Council and community
• Developed placemaking sheets for community
Whitehorse City Council

- Streamlined internal processes and procedural change recommendations
- Dedicated point of contact to guide community through process and departments

Placemaking Cheat Sheet

Step 1. Getting Started
- Take your idea and develop it into a project.
- Use our Project Plan – part A template to develop your idea.
- Start simple and focus on WHAT + WHY + WHERE = WH0
- Be experimental, find ideas. Write a vision or a short story, talk to lots of people, find inspiration and images to help develop and communicate your idea.

Step 2. Getting Others on Board
- Placemaking is best when there is a team of passionate people motivated. Many hands make light work.
- Encourage the team to have fun, share skills and learn from each other.
- Allow people to find their own place in the team. You will need the planners, leaders, doers, givers and supporters.
- Think about the skills and resources you need to make your idea happen.

Step 3. Making it Happen
- Talk to Council and figure out exactly what is owned to bring the project to life.
- Use our Project Plan – part B template to make the project happen.

Step 4. Promoting the Project
- Spread the word far and wide.
- Tell as many people interested in what you’re doing as possible.
- Take pictures of the end result and share them with the world.

10 Step Action Plan From Idea To Making It Happen

WHO - Community member + Council Point of Contact (POC) + Place Activation Champion (PAC)

1. Arts and Cultural Services - Festival Coordinator and/or Administration support.
2. Community member calls council to discuss making places more active and interesting.
3. Community member completes Project Plan:
   - A - From Idea to Action.
4. Community member makes contact with council and is directed to the community-led placemaking point of contact (POC).
5. Project Plan A is submitted to the POC.
6. POC reviews the ideas and matches it to the most relevant Place Activation Champion.
7. PAC makes contact with the community member for initial consultation and preliminary guidance.
8. Community member continues to develop the project following the step-by-step approach.
9. Community member completes Project Plan:
   - B - Making it happen.
10. PAC works with the community member to provide guidance primarily, navigating council processes and identifying ways council can help, including:
   1. Grants
   2. Insurance
   3. Risk Management
   4. Identify stakeholders
Nightingale Housing Model

- Nightingale Housing is leading a housing revolution in our cities by constructing multi-residential buildings that are financially, socially and environmentally sustainable.
Transition
Banyule
Building sustainable cities - and a sustainable future will need open dialogue among all branches of national, regional and local government. And it will need the engagement of all stakeholders - including the private sector and civil society, and especially the poor and marginalised. Ban Ki-moon
Thank You