

Placemaking and Place Measurement Workshop with Kylie Legge

Date: Thursday 2 May 2019

Time: 9.30am – 4.30pm

Location: MAV office - Level 11, 60 Collins Street, Melbourne (corner Exhibition Street)

Cost: \$250 inc GST (MAV members) and \$350 inc GST (non-members)

To register: for online registration go to www.mav.asn.au/events/upcoming-events and scroll down to '2 May'

Level: Beginner

Want to understand the basics of placemaking and place measurement? With government, the property sector and community aligned around their desire for better places, it is important to understand what a good place is, how we make it and how we measure what we set out to achieve.

Workshop Content

This full day interactive workshop will introduce the fundamentals of placemaking as the process of creating self-activating and successful places that are part of people's daily lives. The workshop also introduces the concept, tools and value of place measurement for evidence-based planning and return on investment.

Includes:

- introduction to placemaking
- Australian placemaking case studies
- introduction to place measurement
- Collins Street tour, PX Assessment and brainstorming session

Attendees will learn the theory and practice of placemaking and measurement, common terms and definitions. Best practice case studies will share processes and outcomes for the three main areas of placemaking: tactical urbanism, retail revitalisation and new residential projects. You will also learn about Place Score, a groundbreaking place experience (PX) diagnostic, engagement, benchmarking, tracking and marketing platform that identifies what your community cares about in its neighbourhoods and town centres and how they rate their current place experience in order to identify investment priorities and track return on investment.

About the Presenter

Kylie Legge is a leading voice in the evolving profession of placemaking. She is a founding Director of Place Partners, a multidisciplinary placemaking consultancy based in Sydney Australia as well as Place Score - the world's first place experience measurement tool.

Her interests lie in the relationship between people and their urban environments and how we can work better collaboratively to create the kinds of places people want to spend time in. Her commitment to understanding the trends and external factors influencing decision-making ensures that projects she works on are fit for the future.

Who Should Attend?

Councillors, Local Government Professionals (Community Development, Economic Development, Strategic Planning), Industry members, Architects, Town Planners and Business Consultants

Queries: Sogand Kamani Sogand@placepartners.com.au