Working Better Together - The Town Team Approach

Dean Cracknell, CEO - Town Team Movement
“The imagination, the sweat, the enthusiasm, and the efforts of its people are the greatest resource that any place has.”
We are an ‘underarching’ non-profit company set up to support ‘town teams’
Trust in Government
Increases in 16 of 26 Countries
Percent trust in government, and change from 2017 to 2018

35% of Australians trust governments
3D Democracy

- Voting in elections (representative democracy)
- Thinking beyond yourself
- Taking responsibility and acting to improve your place (a ‘doing’ democracy)

‘The people’ have the ultimate power and responsibility
Problem # 1 - Silos

Silos mean we are service or expertise focussed. We need to be citizen and place-focussed
Governments and ‘the people’ are having an unsatisfying series of one-night stands. We need long-term relationships.
Problem # 3 – Waiting for Something ...

We generally wait for something to happen or someone else to do something
Problem # 4 – Lots of Talk, Not Much Action

‘The people’ are frustrated, disempowered and cynical. They want action, but also need to act!
‘The Name of the Game is Unity’

Town towns are catalysts for positive change
Just like a computer, places need both software and hardware to operate successfully.

**software**
The software of a place is less tangible: the people; activity; vibrancy; the ‘vibe’; the personality of the place; feelings; confidence and enthusiasm. The software is provided by local businesses, landowners, residents and visitors. Whilst critical, the software can’t always paper over major hardware faults or missing pieces.

**hardware**
The hardware of a place is the physical attributes. It is usually delivered by urban designers, landscape architects and engineers and includes roads, trees, footpaths, utilities, services etc. Whilst vital, the hardware can’t give a place soul, character or feeling.
Town Team Charter

The Vision:

Town teams are a model for empowering local communities and creating resilient, regenerative and successful places. They can provide vision, leadership and are catalysts for positive change in their local area.

Town Team Commitments:

1. Be non-political
2. Proactive and positive leaders
3. Work for the whole community, not one or two interests
4. Think holistically
5. Promote high-quality development
Positive and Proactive
You Get What You Plan For and Act On
Action-Focussed
Instill Pride in Local People
Momentum and Confidence
Key Concept #1 - Place Leadership

Leadership is defined as a willingness to take responsibility for creating a positive future for all.

Key Concept #2 - Active Citizenship

Taking responsibility and acting to improve your place
We have a responsibility to be stewards of this land/place for now and future generations.
Delivering the Future of Local Govt Declaration

It’s time to explore a new model of governance, one based on a re-energised civil society that draws on the strength and resourcefulness of people working together in diverse local and regional communities – a localist response.
Place Improvement Districts

1. Empower the Community to Act
   Town teams can help to improve and activate their place.

2. Strategic Place Investments
   Grow the local government's rates revenue base by investing in productive places to make them more successful (Increasing property prices and rates over time).

3. Spend Parking Revenue Locally
   Set up a 'Parking Benefit Area' where some or all revenue from parking fees is spent improving the place where it is raised.

4. Place Rate Levy
   An extraordinary could fund place improvements and help increase property values so that all Beneecomes's win.

6. Community Benefits Framework
   A clear vision and plan for a place, prepared in consultation with the community, could allow appropriate additional development to be approved in return for developers providing community benefits.

5. Make Policies Place-Focused
   Local government policies, such as cash-in-laws of car parking or Percents for Place, could help fund place improvements.

More Information
Please contact Town Team Movement for more information on any of these ideas.
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Join the Movement for Positive Change!

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