



TOWN TEAM
MOVEMENT

THE WICKEPIN COMMUNITY BUILDING PROJECT

PREPARED FOR



COVER IMAGE:
Subiaco Street Party, 2018



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<https://www.townteams.com.au/>

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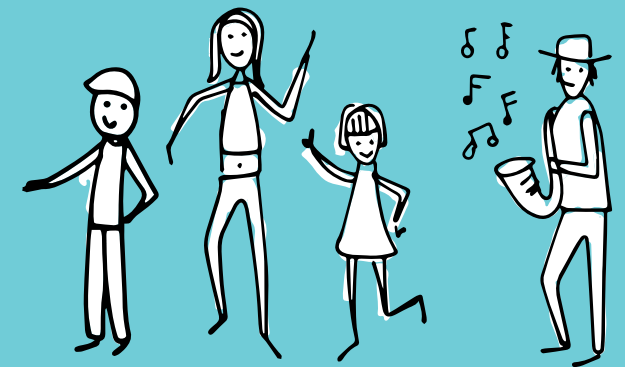
Our Team

Project Examples

*Imagine a city filled with
opportunities of play and
excitement;*

*You are overcome with feelings of
freedom, chaos, creativity and trust.*

*People are engaged and the
attitude is positive!*





Driving Positive Engagement: A Multi-Disciplinary Approach

The role of public engagement in facilitating community-led aspirations requires a multi-disciplinary approach with a critical emphasis on building a strong community process, ensuring local support and on-going maintenance of the project values.

An open-minded approach to placemaking and design is more sensitive to the wider influences of the urban environment, including the 'feeling' of a place. Our approach is therefore expanded and actually treated as a mongrel discipline, which draws content from other legitimizing theories with diverse and intellectual roots: sociology, anthropology, psychology, economics, ecology, the arts, etc.

Our list of skills includes:

- Public Engagement
- Urban Design
- Placemaking
- Activation
- Community Building
- Business Support
- Place Governance
- Co-Design + Experiential Learning
- Documentation

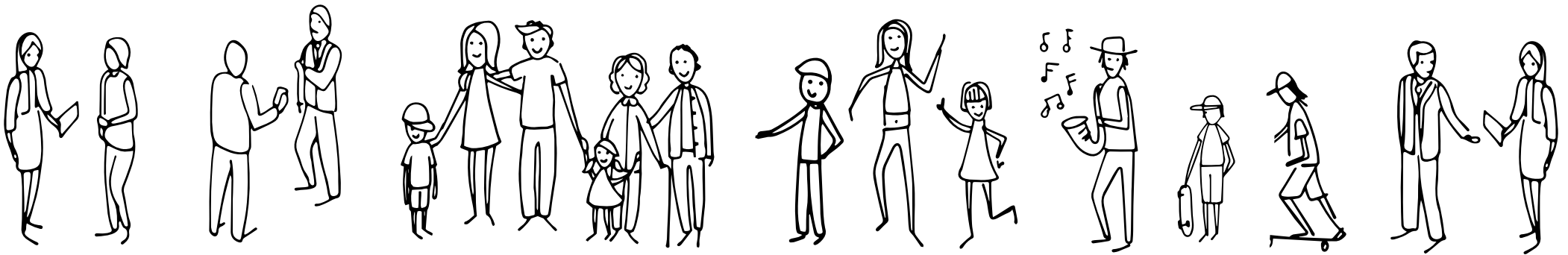
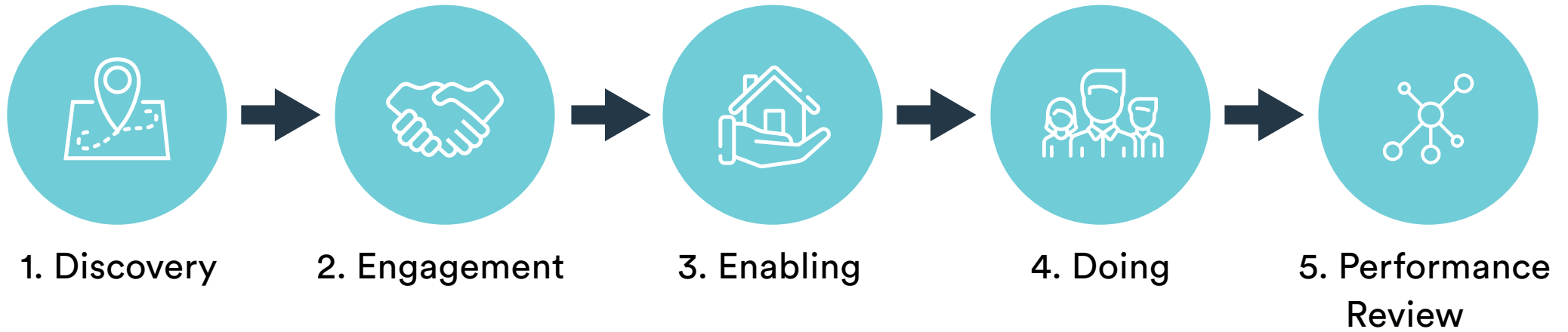
Experience gives us the ability to cooperate effectively combining the experience and creativity of our whole team for the better of the project. Through this way of working, together with our extensive experience in collaborating with local governments, communities, agencies, and developers we are uniquely equipped to unravel complex situations, develop innovative custom-made approaches and design solutions and work strategically on their implementation.

Town Team Movement is a Perth based place enabling and community building consultancy with more than thirty years combined experience. We specialise in the engagement and creation of public spaces reflective of current trends and community desires. Town Team Movement prides itself on facilitating interesting and engaging places with strong community support and public ownership.

Our company advocates for the development of innovative and forward thinking measures to ensuring community and public spaces are reflective of local needs and aspirations. Our participation and on-going support in all work undertaken provides widespread benefits towards the growth of healthy and active communities.



How it Works



The Hub is extremely happy with the engagement program that was developed in partnership with David Snyder... We are very confident that he was able to deliver a program that provided events and activities, which generated meaningful community participation.

MT HAWTHORN HUB CHAIR, GRAHAM CONGDON COMMENTING ON THE ACTION PLAN ENGAGEMENT PROCESS.

THIS PAGE:
Wilson Park Master Plan Engagement Process



Appointing Town Team Movement Helps Support Town Teams & Community Empowerment



Social procurement is when organisations use their buying power to generate social value above and beyond the value of the goods, services or construction being procured (taken from the Victorian Government's Social Procurement Framework – Buyer Guidance).

There is a growing national and international focus on the strategic use of the procurement function to deliver social, economic and environmental outcomes. Although social procurement is not new, it is increasingly recognised as an important tool for governments to:

- leverage their purchasing power to achieve broader public policy objectives;
- increase opportunities and expand markets for 'social benefit suppliers' (defined in Section 5 of this guide);
- influence mainstream suppliers (i.e. suppliers that are not social benefit suppliers) to prioritise social value creation; and
- diversify supply chains to, among other things, drive competition, promote innovation and provide all suppliers with a full and fair opportunity to compete.

Town Team Movement is a non-profit company and we don't have shareholders. All net revenue generated is spent on supporting and building town teams and creating better places.

Appointing Town Team Movement for this work will help to support and benefit town teams and community empowerment.



THIS PAGE:
Jimboomba Community Placemaking

On-Going Benefits to all Registered Town Teams

Apart from being part of a growing international movement of empowered communities, Town Team Movement works to support all registered town teams and below are just some of the many great resources:

- Free Access to the Town Team Resource Hub with how to guides, templates, placemaking information, chat forums, etc;
- On-Going phone and email support from our Town Team Community Builder;
- Access to apply for all upcoming town team grants and information regarding other relevant grants;
- Peer-to-Peer Mentorship Event Opportunities: Invites to all town team socials, professional development forums, and on-going opportunities to learn and chat with other town teams;
- Free Invite to the annual Town Team Convergence: An annual one-day event celebrating the hard work of all volunteers. Includes food and drinks, interactive workshops and networking;
- Discounts to all Town Team Movement Professional Development Conferences, workshops, etc; and
- Free town team newsletter subscription with information of upcoming events, information and stories of town team activities across Australasia.

Methodology

The Shire of Wickpin has requested the Services of Town Team Movement to develop a community building program with the intent of better understanding the vision, needs and desire of the wider community, potentially setting up a new town team in Wickpein and energising the community to get more involved in community placemaking. We intend to use Wickpin's local knowledge to build the capacity of community members and assist to facilitate future activation projects.

The intent of of Town Team Movement's involvement is to reach out and engage with the wider community leaders and focus our approach on implementation and driving positive community-led actions.

Our methodology will use creative and hands-on engagement tools that are inclusive and accessible by the community and playful techniques that attract more than just the 'usual suspects' to get involved and participate.

As can be seen in our project reference sheets and professional profiles, our team has a wealth of experience in the fields of public and stakeholder engagement, activation, community building and urban design. Town Team Movement feels strongly that we are the perfect candidates for undertaking the subject works and look forward to working in stronger partnership with the Shire of Wickpin.

1. Project Inception & Meeting the Community:

Check-in with the Project Stakeholder Team to introduce each other, finalise the engagement process (any minor revisions to methodology process), prepare a communications and engagement plan, discuss reporting outcomes, housekeeping duties and answer any questions.

Our team will initiate the discovery phase, by meeting existing traders, handing out welcome flyers to the immediate community and catching up with any potential leaders, promoting the first community workshop.

Outcomes:

- Clarify the detailed methodology, prepare a communications and engagement plan, community welcome flyer and facilitate any minor tweaks to the programme.
- Build a stakeholder contact list of identified community members.

2. Locally-Led Placemaking Workshop

We will invite the businesses, interested community members and stakeholders to participate in a public 'locally-led' placemaking community and activity planning workshop to better understand:

- An introduction to Town Teams;
- Existing resources, connections and ideas within the community;
- How we can turn ideas into a community event / activity; and
- Understanding more about community placemaking and how community can make a real difference to making better places.

Outcomes:

- The workshop will offer a deeper understanding of the guiding principles (types of activities and themes) considered most appropriate by the wider community;
- We will develop a project plan with budget, allocated tasks and timeframe to initiate the community-led action; and
- Brief outcomes report prepared for the client.

At this stage, it is worth making a decision with the Shire, if it's worth pursuing stages 3 and 4. If the project team feels there is not enough community participating in the town team and/or there is not a strong direction for the community to make a real difference, then we can stop the project. Alternatively, if there is buy-in from the community and a direction to move forward with an idea or action, it is recommended to proceed with stages 3 and 4.

3. Mentoring First Community Activity & General Committee Organising

Our team will assist with organising the upcoming community project and follow-up committee organising. The outcomes of the mentoring process will assist with event implementation and organising committee roles. In our experience, initiating and motivating community projects is a great method to attract a large number of people to participate and building on-going confidence.

Outcomes:

- Assistance with organising the community project - capacity building of a town team action committee.
- Attendance and assistance at two follow-up town team community meetings. On-going email and phone support.
- Participating in making the first activity happen, including being present during the event / activity.
- Better understanding the roles, responsibilities and vision of the town team.
- Building general confidence and enthusiasm to continue moving forward and getting started on the first action.

4. Follow-Up Committee Meeting & Action Plan

Following the community activity being completed, we will host a debrief meeting to discuss lessons learnt, outcomes from the engagement exercise, on-going committee roles (and let the leaders decide if they want to proceed with forming a town team), and finalising the community-led action plan.

Outcomes:

- Finalise Action Plan with community members.
- Local Government Placemaking recommendations and contacts for future projects (i.e. Fringe World, Perth Festival, Centre for Stories, etc)
- Assist with organising the community group to being independent.
- Cost estimate prepared for future funding.
- How to guides and resources prepared and handed over to community group to assist with future projects.
- Recommendations and advice for the local government to continue building capacity of the future town team / community group



ARE YOU INTERESTED IN MAKING A LOCAL DIFFERENCE IN THE MINTO TOWN CENTRE?

Get involved and help us plan the Minto Community Street Party!

Join us for an interactive 'Locally-Led' placemaking and community event planning workshop on **Tuesday, 3 September** from 5:30pm - 7:30pm at the **Ron Moore Community Centre** (120 Guernsey Ave, Minto)

This is your chance to meet passionate locals, get involved in making things happen and build an even stronger community in Minto!

Register now at mintocommunitystreetparty.eventbrite.com.au

Questions? Talk to us today!
david@townteams.com.au
0433 469 212
www.townteams.com.au



Price

Town Team Movement proposes to complete the community building and engagement program for a fixed price of \$17,850 (exc GST).

Stage one and two can be confirmed for a price of \$6,240 (exc GST) and the council wishes to proceed with stages three and four, the remaining fee is \$11,610 (exc GST).

Inclusion:

1. Public Liability insurance for first public event.
2. All staff at attendance at workshops and engagement exercises.
3. All presentations, meetings, emails and phone conversations with client (within reason).
4. Assisting with marketing of workshop and event

Exclusions:

1. Responsible for all marketing of workshop and event. The Shire is responsible for letter drops, email and general promotion of public activities. TTM will only support with sharing the event on social media and to our database.
1. Bulk Printing costs.
2. Event application costs.
3. Engagement Material costs.
4. Hire costs for event.
5. Any costs of letter mailouts, etc
6. Venue hire and catering.

Price Schedule

		Project Team				
		David Snyder - Place Leadership	Graphic Design	Jimmy Murphy, Town Team Movement	Travel Disbursements: including travel time, food, petrol and accommodation	
Hourly Rate Ex GST		\$180.00	\$100.00	\$150.00	\$550.00	
Task						
1	Project Inception & Meeting the Community					
	Inception Meeting + Project Background Catchup	2				\$ 360.00
	Developing Welcome Flyers	1	2			\$ 380.00
	Meeting existing community leaders (inc email and phone conversations)	6		2	1	\$ 1,930.00
		9	2	2	1	\$ 2,670.00
2	Locally-Led Placemaking Workshop					
	Workshop Preparation and assistance to promote workshop	2		2		\$ 660.00
	Workshop Delivery	8	2		1	\$ 2,190.00
	Outcomes Report and Debrief Meeting	4				\$ 720.00
		14	2	2	1	\$ 3,570.00
3	Mentoring First Community Activity & General Committee Organising					
	Assisting to facilitate first community meeting - assisting to organise roles, and activity logistics	4		2	2	\$ 2,120.00
	Follow-up meeting to review task list, ask general questions about roles and responsibilities	2		4	1	\$ 1,510.00
	On-going email and phone support	4		4		\$ 1,320.00
	Attendance and Assist at first community activity			8	1	\$ 1,750.00
	Progress Report	4	2	4		\$ 1,520.00
		14	2	22	4	\$ 8,220.00
4	Follow-Up Committee Meeting & Action Plan					
	Attending a community activity debrief meeting and discussing lessons learned, roles and responsibilities, what's next	4		2	1	\$ 1,570.00
	Developing the community vision and values statement	1				\$ 180.00
	Developing a strategic community action plan & final outcomes report	8	2			\$ 1,640.00
		13	2	2	1	\$ 3,390.00
						\$ 17,850.00
	TOTAL PRICE	\$9,000	\$800.00	\$4,200.00	\$3,850.00	\$17,850



**CONNECT
SOUTH
MENDS
STREET**

**SOUTH PERTH
ACTIVATION
NETWORK**

CHRISTMAS RAFFLE

FIRST PRIZE \$500
3 x CHIT & BLOW DRY
2 x BEAUTY TREATMENTS
DINNER FOR 2 AT THE WINDY
3 x CAT GIFT VOUCHERS

OUR TEAM



David Snyder



Experience

Dickson Public Engagement, Place Plan & Performance Measurement Strategy
 Subiaco Place Plan & Strategic Policy Review
 Subiaco Place Enabling Governance Workshops
 Jimboomba (Queensland) Public Engagement & Place Plan
 Shape Mandurah Place Activation Plan and Visioning
 Wilson Park Master Plan Engagement
 Rostrata Town Team Public Engagement & Action Plan
 Mt Hawthorn Hub Town Team Public Engagement & Action Plan

Local Government Experience

Town of Cambridge 2014-2015 City of Belmont 2011-2014

Qualifications

Bachelor of Science at University of Western Australia
 Honours (Urban and Regional Planning) at University of Western Australia
 Masters of Urban Design at Australian Urban Design Research Centre (2019)

Affiliations & Memberships

Young Planners Student Association 2009-2011 PIA
 WA Young Planners 2010-2013
 YP Connect Committee 2011

David has always been fascinated by the dynamics and evolution of community and place. Promoting local aspirations and culture in spaces inspires him to work with Spaced Out Placemakers. David's experience ranges in both the private and public sector of urban planning, place activation, community engagement, community development and economic development.

He is highly skilled in research, writing and presenting to a variety of government, private sector and public agencies. David believes in creating urban policy and design that promotes the sustainable measures of community, environment and economic development.

David has been responsible for the preparation, review and implementation of strategic and urban planning objectives through involvement in various Activity Centre Plans, Place Activation and Community Development Strategies as a local government officer and private consultant. He has also project managed and delivered performance measurement strategies, community engagement processes and on-ground actions. David is a doer and believes that all sound planning should be put to test and enable communities to support the development of place.

Finally, David has always been active in the planning community and established the first Western Australian Student Young Planners Association in 2009 and was a member of the WA PIA Committee from 2010-2011. He was also a board member of the WA Young Planners committee from 2010- 2013 and presented at YP connect in 2011. Currently, David sits on the board of Town Team Movement and continues to be active in his community.

Jimmy Murphy



Jimmy is the Chair and animating force behind the formation of the Town Team Movement. As a former Councillor for the City of Vincent he enjoys bringing his energy and ideas to life. He chairs the Arts Advisory Board who has set a new vision for Vincent to become the Arts Capital of WA. He is also a member of the City of Vincent Business Advisory Group and represents Vincent on the Tamala Park Regional Council as an alternate member.

Jimmy's previous day job was Co-Founder, Director and Festival Producer of Upbeat Events which builds small to large-scale, iconic, sustainable events that inspire, connect and empower communities across Western Australia.

Some of the previous community festivals Upbeat have produced with local communities include: Subiaco Street Party (50,000 attendees) Mt Hawthorn Streets and Lanes Festival (70,000); Vic Park Summer Street Party (50,000) and Light Up Leederville Carnival (60,000). Upbeat engage with over 250,000 West Australians a year.

OUR PROJECTS



THIS PAGE:
Mandurah Monthly Food Truck Events

All I can say is thank god for Dave from Shape Mandurah (Town Team Movement)! Our town has been crying out for this sort of attention and it has been welcomed with open arms by all the locals . Earlier this year I was lucky enough to be a part of the Prototype Festival for Shape Mandurah . This project was an interactive art installation in Tuckey Lane, aimed at bringing the community together and giving a dull laneway some life.

I created an interactive mural at the entry of the laneway allowing members of the public to sit on a swing that was attached to a backdrop of colourful flowers. With the help of over 100 volunteers I also managed to transform the laneway by painting every individual brick a different colour . It was a big task but with the help of the community it was made into a really fun weekend. Whilst painting the laneway and my mural I got to know a lot of the volunteers. Whether they found out about the project online or were just passing by all eventually ended up with a paintbrush in their hands. They also all seemed to have the same comments about what they were seeing:

"We want to see more of this sort of thing in our town! This is so great to see. Finally! When will you be doing more?" (public comments provided to Tahnee) If I had a dollar for ever time I heard these comments I'd be a millionaire!

Tahnee Kelland, Local Artist and Shape Mandurah Community Volunteer, 2016.
In response to the Town Team Movement Community Building Activation Program.

THIS PAGE:
Shape Mandurah Community Laneway Redevelopment



Historic Heart Town Team Community Building

APR 19 - JUNE 19

Client: Historic Heart

Example of: Place Planning, Community Building, Public Engagement & Activation

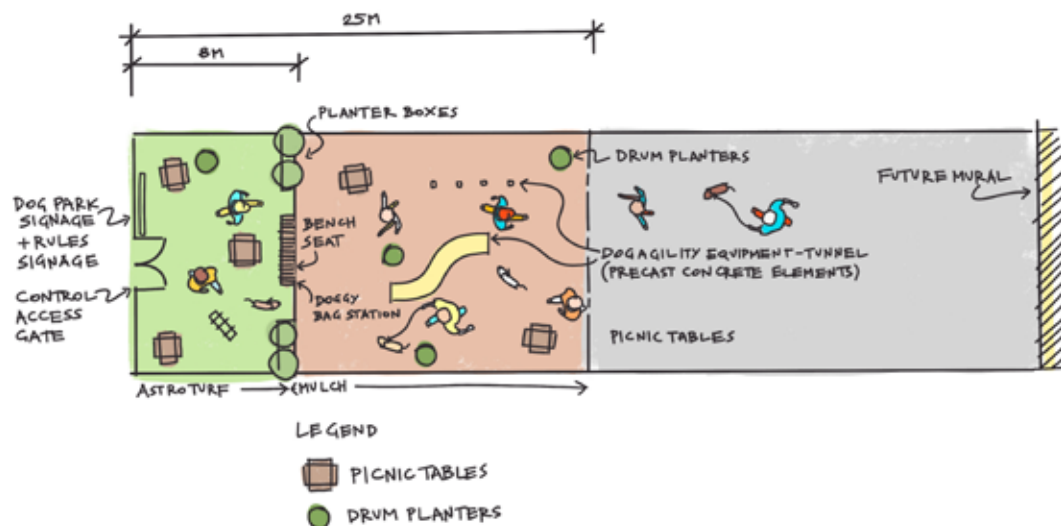
Town Team Movement was engaged by a group of landowners in Perth City called 'Historic Heart of Perth'. The goal of the project was to reach out to all community leaders in the area, initiate a town team community building process, initiate actions, and formalise a volunteer committee, which is committed to improving their place.

Our process started by hand-delivering 1200 flyers, communicating our first community building workshop, how to get involved and some information about the project.

30 community members attended the event and we were able to initiate three projects including a pop-up dog park on a vacant parcel of land, a street party to promote small businesses, and communications via a Facebook page being established.

In two months, the group is now hosting regular meetings, has established a facebook presence and chatting with each other, developed a concept design and risk management plan for constructing a pop up dog park and developed an event plan for a summer street party. The group is now working towards formalising the committee and developing their first one year action plan.





* REQUIREMENTS

- VISIBLE / LIGHTING
- FRONT GATE - C.O.P. RESPONSIBILITY?
- ROTATING MURAL WALL / PROJECTIONS (SEPARATE COST / PROJECT)
- WATERPOINT? LOW COST (DESIRABLE)
- PICNIC TABLES (C.O.P. COST)
- GREEN WALL CHECK / MAINTENANCE

POP UP DOG PARK CO-DESIGN WORKSHOP AN CONCEPT DESIGN



SMALL BUSINESS STREET PARTY PLANNING



COMMUNITY BUILDING WORKSHOP

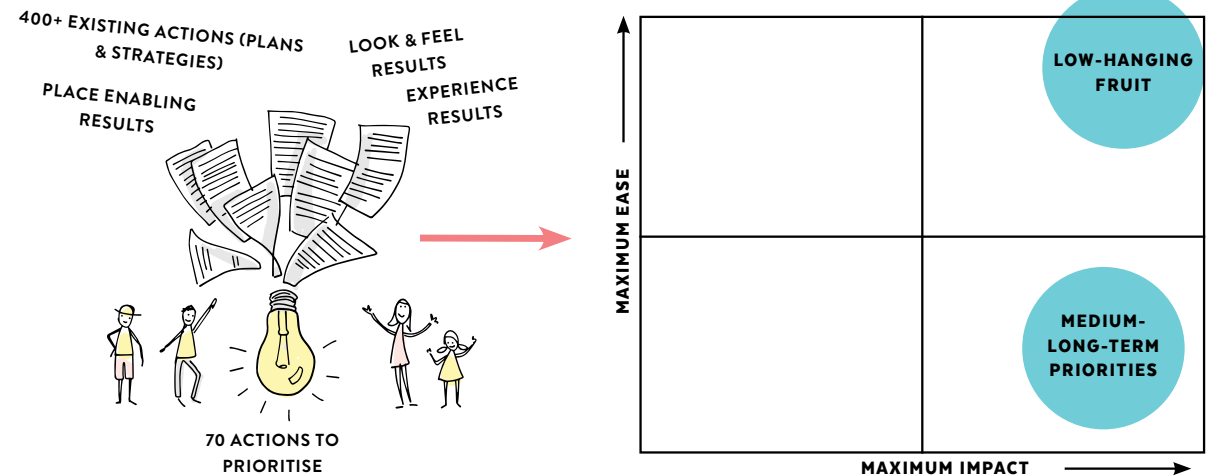


Subiaco Town Centre Place Plan

JULY 18 - FEB 19

Budget: \$130,000

Example of: Urban Design, Place Planning, Place Management, Public Engagement & Activation



Town Team Movement has been engaged by the City of Subiaco to review the existing town centre strategic framework, conduct a background place audit of the town centre, support capacity building of the local town team and engage with stakeholders and the wider community. Our team has prepared a public furniture style guide, suite of place-driven policies and 'how to' guides, a renewed vision and activation masterplan for the town centre.

The actions focus on building the local strengths of the community and also creating a more inclusive and playful public environment. Some of the actions include programming an 'incubator retail program' for young creative and entrepreneurs, facilitating a 'playful city' prototype project with artworks that talk to 'place' and also can be played on by kids and families. The City is now confident in its vision and scheduled actions moving forward.

Engagement methods have included targeted community workshops, one-on-one meetings with businesses and a Community Block Party / Engagement workshop, which resulted in more than 2900 comments.

Our engagement exercise concluded with a workshop to prioritise all community feedback and previous actions from adopted plans and strategies into the top 40 actions that Council and community feel have maximum impact and maximum ease. These actions are also categorised into guiding principles, performance measurement and a three year timeline to get things done!

REFeree:

Ada Chung

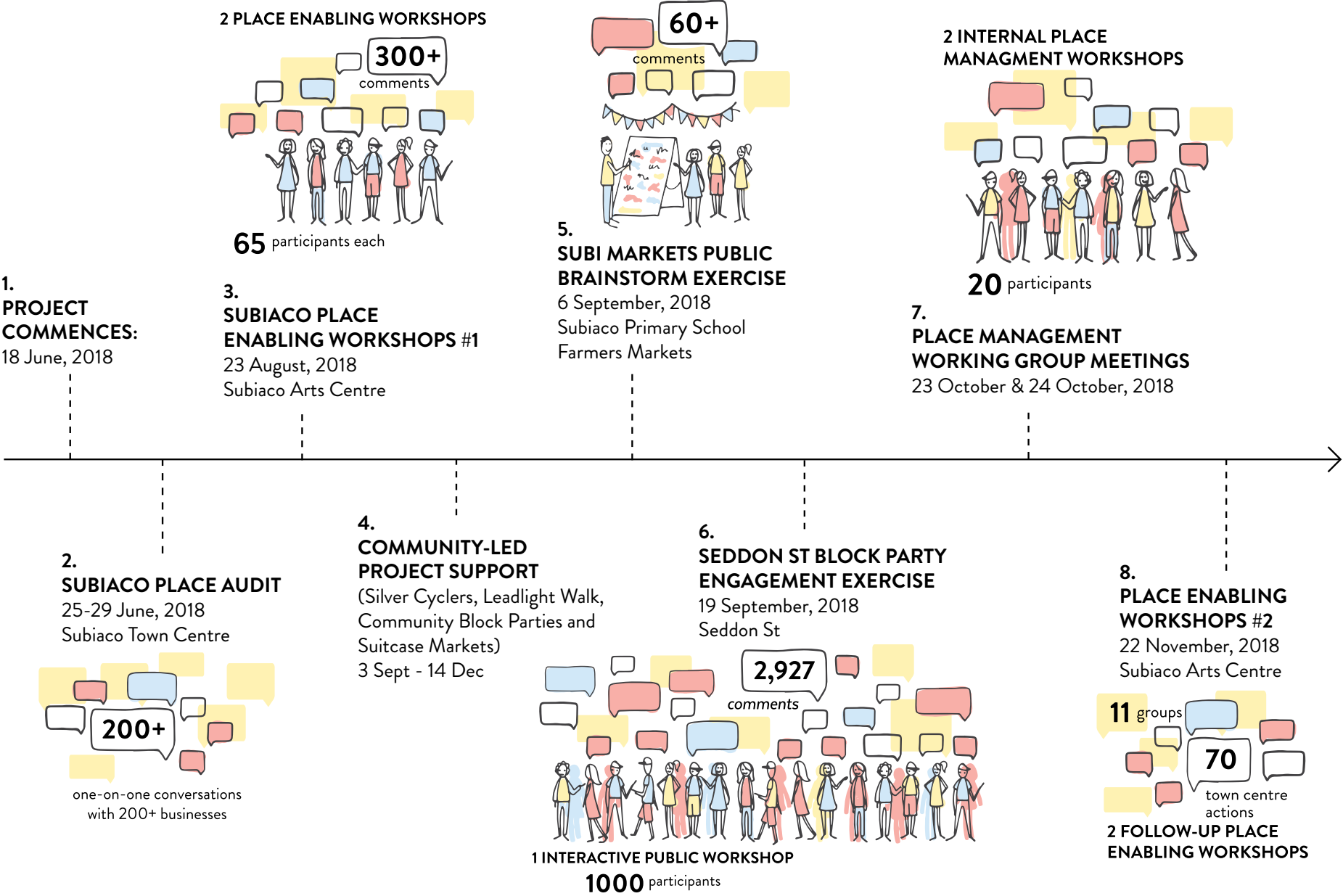
City Of Subiaco

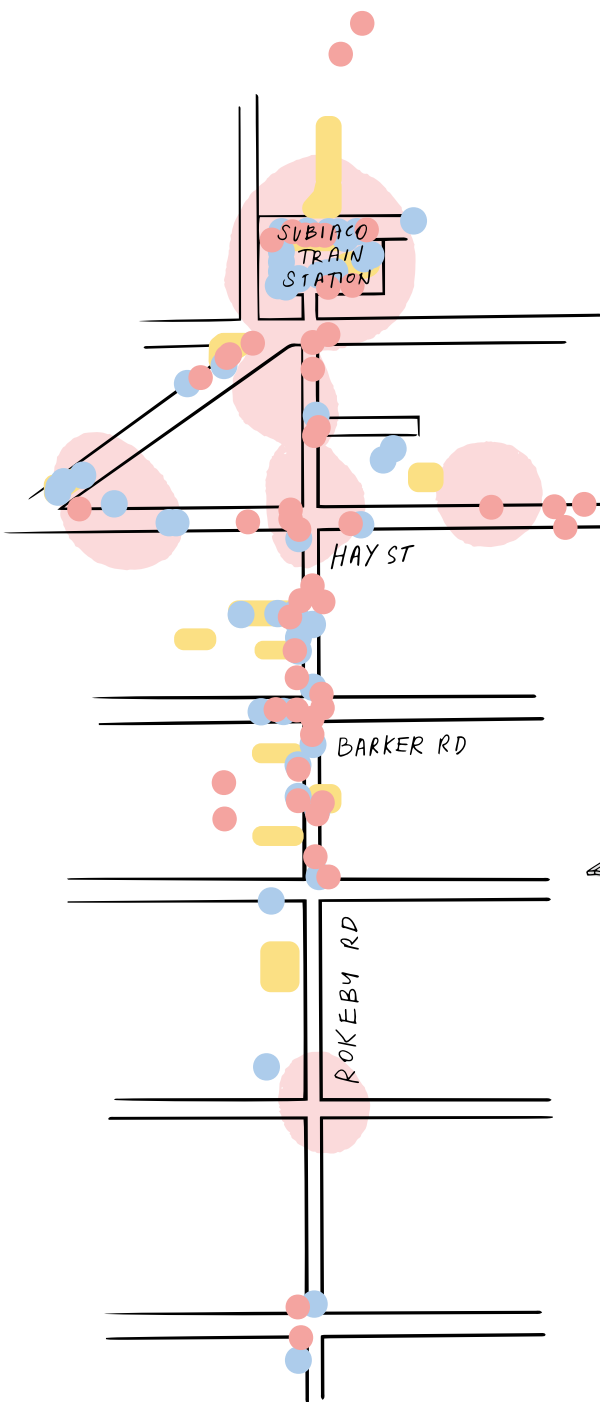
Co-Ordinator, Place Development

0409 089 228

adac@subiaco.wa.gov.au

PUBLIC ENGAGEMENT TIMELINE





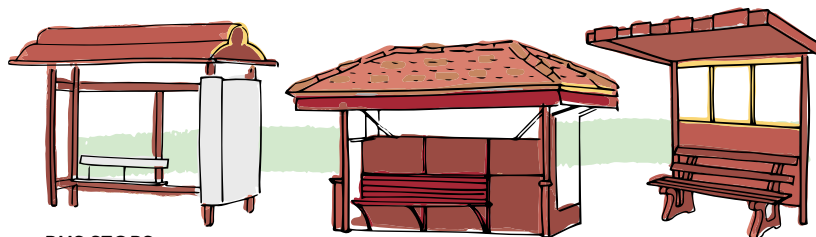
PUBLIC SEATING

HIGH FOOT TRAFFIC

BIKE RACKS

PLAZAS

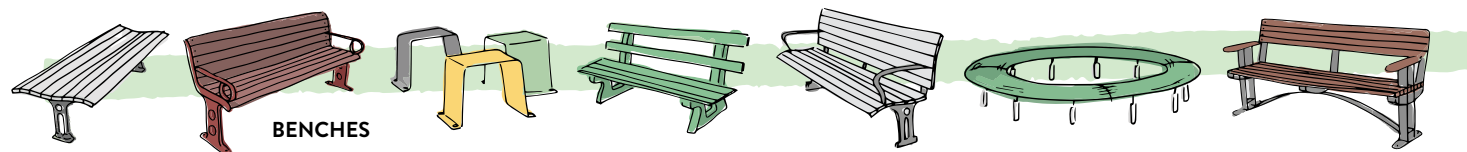
BUS STOPS



PLANTER BOXES



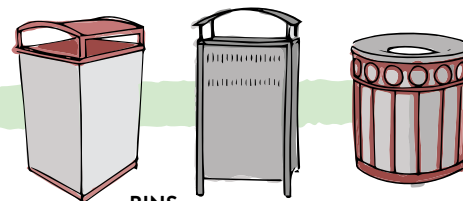
BENCHES



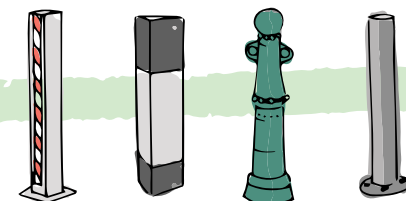
BIKE RACKS



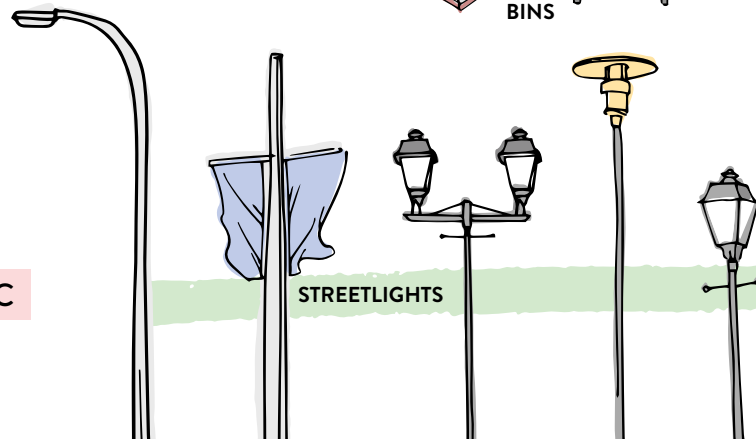
BINS



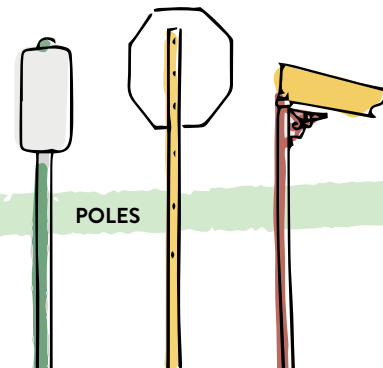
BOLLARDS



STREETLIGHTS



POLES



Town Centre Place Audit

A detailed place audit was undertaken of all public assets currently located in the town centre and high foot traffic areas.

Our study found that although Subi has an overall strong and unique 'look and feel' there is an inconsistency in the style of public assets and locations based on high foot traffic areas. The inconsistency of style includes traditional, low maintenance, stylish and colourful 'pop' elements.

Over time, the confusion of public asset styles can have an adverse effect on people's experience and perception of Subi's character and result in a potential loss of identity. As part of the recommendations a unified approach to focusing of place is recommended and a urban furniture style guide.

WORKING IN PARTNERSHIP TO BECOME BETTER PLACE ENABLERS

- Staff hosting our own place enabling workshops every quarter
- Focus on working through challenges together and reporting to directorate
- Discussing new ideas to manage the place to life
- Continuing to make processes easier for staff and community members



Finding the right space. Choosing a location is incredibly important. Think about:

- Road Closures - Closing a road can be expensive and require lots of approval from council. First look for a park or private area that doesn't require any public road closure
- Noise - Think about your neighbours...
- Infrastructure - Is it easy to hang lights, is there shade, power and natural barriers to enclose your space?



Draft a Site Map & discuss with council

- Make sure the event is definitely doable and have a chat with the council about what approvals are required. Ask lots of questions! Download the 'enquiry form' at the link below.
- Sort out your insurances. If you don't have any, get some. If you can't afford to, ask about the council underwriting your event or another community organisation getting involved.
- Finalise your budget (if you don't have one this will be an easy step to complete).



Marketing your Event:

- Need help designing a poster? Check out www.canva.com, there are thousands of free templates available. Or just use a good photo of your neighbourhood.
- Create a Facebook page and invite all of your friends
- Contact the local newspaper and ask for an interview (they are always looking for a feel good story).

And the above and beyonds...

- If you have budget and/or resources, organise a letter drop to your suburb.
- Hand out posters to local shops.
- Schedule regular social media posts with images of happy people.

2



So you have defined your location. Now what activities are you going to include? Build a community resource bank:

- Musicians, artists, a restaurant who wants to organise a pop-up bar and sell food / donate a platter
- Infrastructure - Does anyone have speakers, tables, chairs, lights, chalk, giant board games
- Other community organisations - Scouts groups, men's shed, dance studios, schools



4 Submit your application.

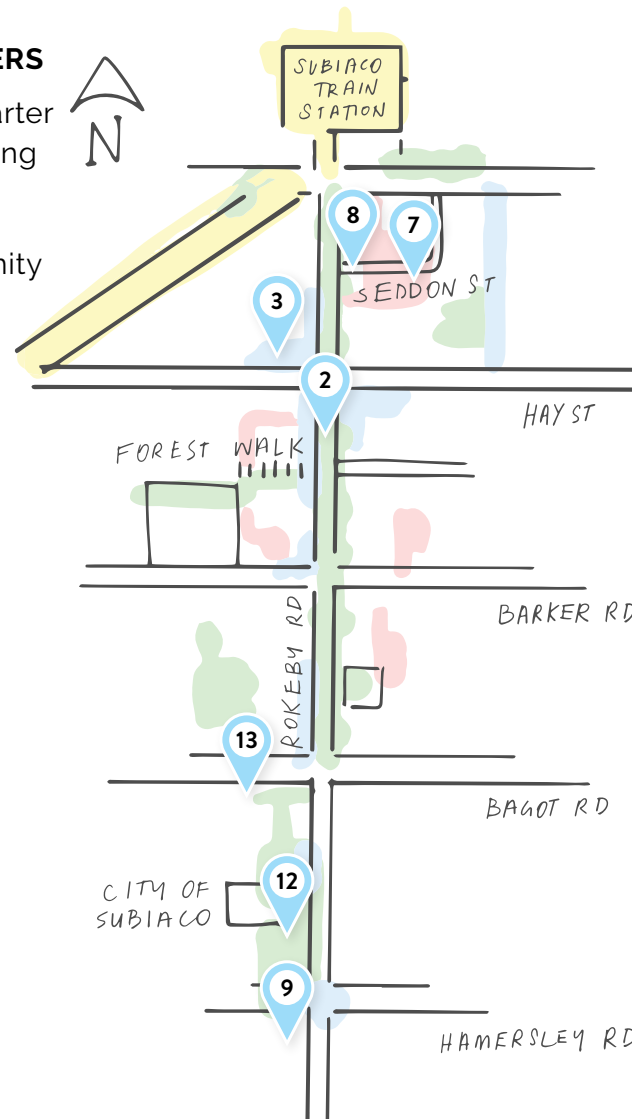
- Ideally, you should give enough time for Council to properly assess your proposal.
- Give a week or two for Council to get back to you with any further questions.



6

It's time to get ready for the big day. Organise tasks for all your volunteers to help with bump-in, being responsible during the event and bump-out.

- Make a to do list of all tasks that need to get done, when they need to be completed, and who is getting it done. And don't forget, your council approval letter will likely have conditions that need to be met on the day.
- Arrange a meeting with your volunteers and make sure everyone is confident with your allocated task(s).
- On the day bring plenty of water and sunscreen.



YEAR 1 ACTIONS

2

SUBIACO STREET PARTY

(Annual Event)

Rokeby Rd, Hay St and adjoining spaces will continue to be the venue for a well organised street party showcasing some of Subiaco's unique characteristics and local businesses.

3

PERTH COMEDY FESTIVAL

Subiaco take charge organising Perth's most hilarious comedy festival and welcoming more visitors into Subiaco.

This may become an annual event.

7

DESIGN A NEW TOWN SQUARE / PUBLIC SPACE

Undertake a public engagement process and prepare a concept design for the use of Seddon Street as a town square. Consider prototyping the space and testing community ideas. Apply shared space principles.

8

ENCOURAGE COMMUNITY-LED ACTIVATION PROJECTS

Assist with the event management of community-led projects including Silver Cyclers, Suitcase Markets, Leadlight Walks, etc

9

COMMUNITY-LED BLOCK PARTY SERIES

Work in partnership with community members to facilitate a block party series that involves local businesses, council and community members. Activities should focus on play, art and local foods.

12

APPROVE A NEW POLICY TO GUIDE PARKLETS IN THE CITY

Approve a policy and process to guide the future development of Parklets by private businesses and the City. There is currently confusion between parklets and outdoor dining areas.

13

THE PLAYFUL CITY PROTOTYPE FESTIVAL

Encourage spaces for everyone by facilitating a prototype festival to test the use of public and private space for activities that bring people of all ages into the town centre.

Dickson Place Plan

APRIL 18 - AUG 18

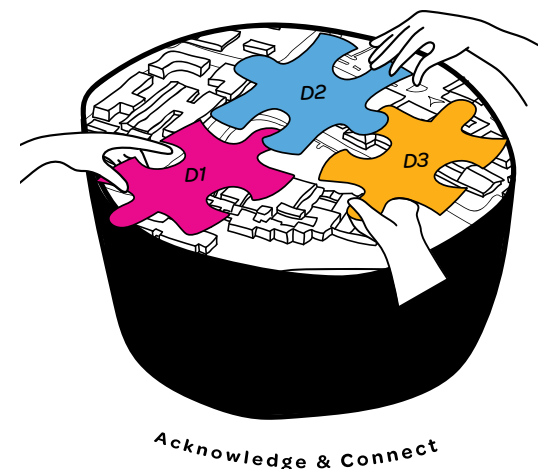
Budget: \$100,000

Town Team Movement was engaged by the City Renewal Authority (ACT Government) to consult with the local residents, traders, community groups and additional stakeholders for the purpose of preparing a Masterplan for the precinct and facilitating community-led action. Our approach has successfully engaged with all stakeholders, empowered the community to initiate a town team and develop their own actions, which are now being implemented with positive results.

"The strong engagement and diversity of people participating in the event provided clear evidence that activation and improved vibrancy is welcomed in Dickson" - ACT Government employee comment.

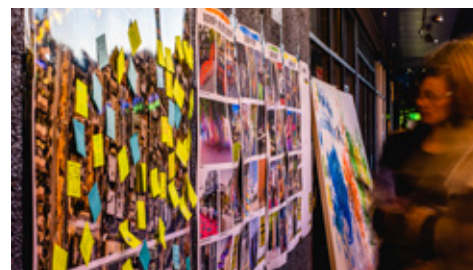
Engagement results included

- Retaining a strong sense of a multi-cultural community through social connections, food, dance, music and family;
- Designing a more people-centred streetscape with seating, wider footpaths, greenery and business opportunities; and
- Facilitating the form and function of a town square with authentic Asian characteristics, family spaces and events.



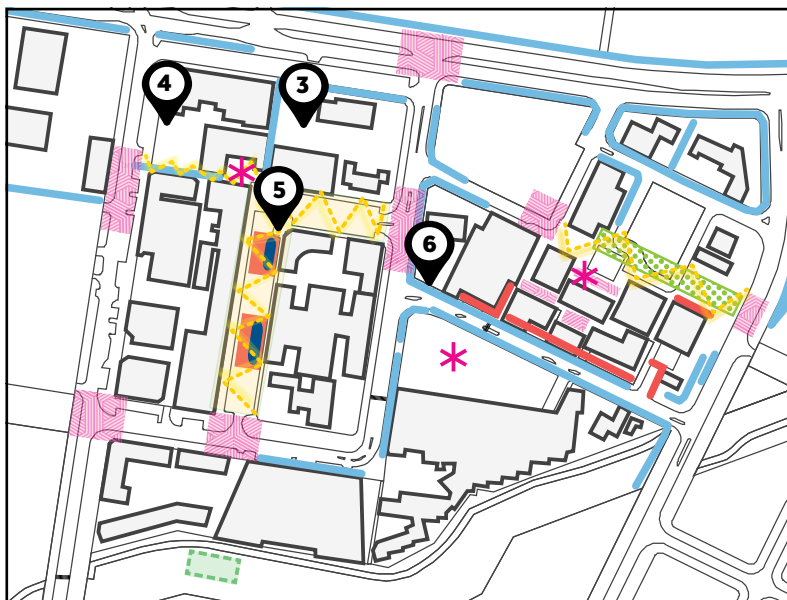
Acknowledge + Connect

Dickson has a number of distinct, physically separated precincts; Woolley Street, Badham Street, Dickson Village. It is important to acknowledge and respect these differences and also find new ways to better connect and integrate them.



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ACTIONS

4

FESTIVE NIGHTS

Enrich people's night time experiences of Dickson by installing festoon lighting along Woolley St and the laneways. It will reinforce the different identities of Dickson, improve safety and wayfinding.

5

PAVEMENT TO PLAZA TRIAL

Reclaim some of the Woolley Street pavement as part of a trial project to create places for alfresco and places for people to sit. If the project is successful it can transition into a more permanent design.

ACTION PLAN

CHECKLIST EXAMPLE (sign on completion)

HOST A DICKSON STREET PARTY

Promote Diverse Dickson and generate momentum through a big celebration

Responsibility of

Town Team (lead), City Marketing Team, City EHO Team, Place Facilitator, Event Organiser

Theme/Principle

Fun For Everyone
Acknowledge + Connect
Every Action Counts
We are all part of the Team

X

ONE-ON-ONE
CONVERSATION WITH

84

businesses



MEETINGS WITH
5 community organisations

147

comments

1 INTERACTIVE PUBLIC WORKSHOP

400 participants

1 PUBLIC 'ACTIONS & IDEAS'
WORKSHOP 35 participants



MONTHLY
MEETINGS

with a community
stakeholder team

1

TARGETED STAKEHOLDER WORKSHOP
to provide community feedback on masterplan

Wilson Park Masterplan Engagement

SEPT- OCT 18

Budget: \$15,000

Example of: Public Engagement,
Strategic Reporting



Spaced Out Placemakers was able to identify the wide range of park users, including local families, youth, businesses, sporting clubs and not-for-profit organisations. The Rivervale Community Network town team also assisted with the engagement program to host a 'walkshop' and tell the story of Wilson Park.

Our program allowed for:

- One-on-one documented conversations with specific residents, organisations and businesses that use the park on a regular basis;
- A cultural walking tour to understand the purpose and identity of different areas of the reserve;
- A public visioning and design workshop;
- An interactive Youth Prototype workshop; and
- An open comment period and unveiling of draft masterplan choices for the community to ask questions and provide additional feedback.
-

Our team was able to identify and communicate the desired feel of the park, specific elements to be included and a clear design brief for the landscape architect team to proceed. Most importantly, the community embraced the consultation opportunities and feel strongly that they have been a part of the design process.

"Yep, we got involved in the project to redesign the area beside the IGA. The city (of Belmont) consulted the public and asked what we wished to be built in this space. The City of Belmont is awesome!"

Results included:

- A strong desire to retain an open and natural feel to the park that welcomes native flora and fauna;
- Improved recognition of the indigenous landscape. Possibly renaming the park and/or wayfinding landmarks;
- Activation & event infrastructure to assist connectedness and promotion of local business;
- An active youth space with multi-courts, dirt BMX, bouldering and WIFI;
- Stronger pedestrian connections between the different park spaces; and
- A safe and comfortable family area with a café, shaded seating and natural kids play area.

10
one-on-one conversations

1 WORKSHOP
65 public participants

1 CULTURAL WALK
70 attendees

8 local businesses & not-for-profit organisations engaged

450 comments
APPROX 100 youth workshop attendees

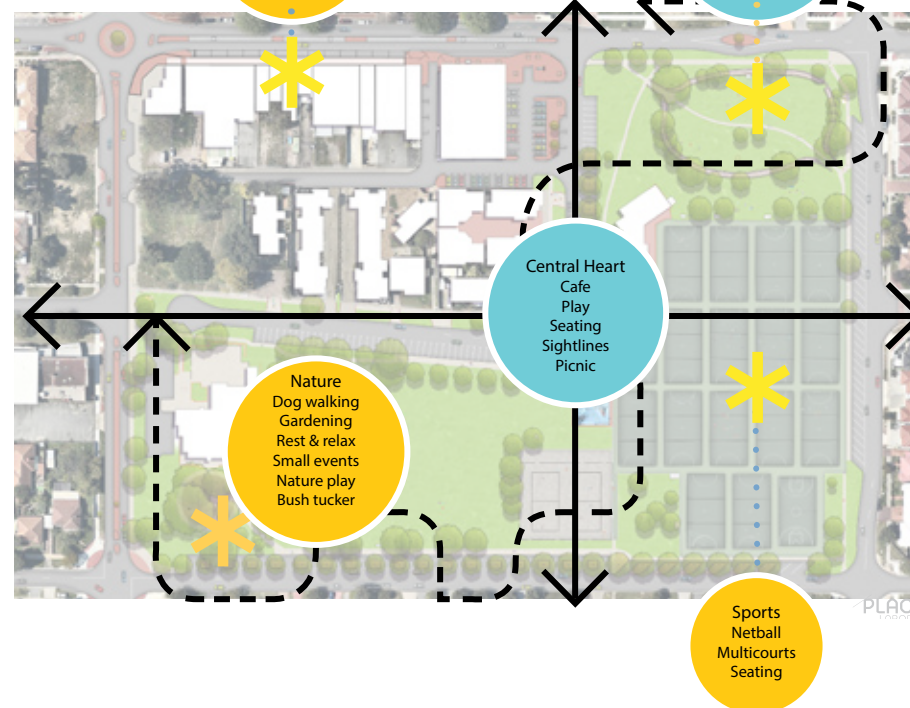
182 comments
APPROX 250 participants discussing draft master plan

DIRECT ENGAGEMENT WITH APPROX 400 local residents & stakeholders



Kooyong Shops
Shopping
Laneways
People watching
Seating

Nature
BMX
Small events
Hanging out
Seating & BBQs
Native plants



Rostrata Project Action Plan

APRIL 18 - July 18

Budget: \$10,000

Spaced Out Placemakers was engaged by the City of Canning to engage with the local residents, community groups and businesses to participate in designing a citizen-led action plan for the town centre.

One workshop with businesses was undertaken to plan a community block party utilising existing resources. The event included local musicians, tasting plates, giant board games and a chill out zone. Spaced Out used the event to facilitate an engagement workshop to prioritise actions in the community, drive further community participation and develop a proposition for the town centre.

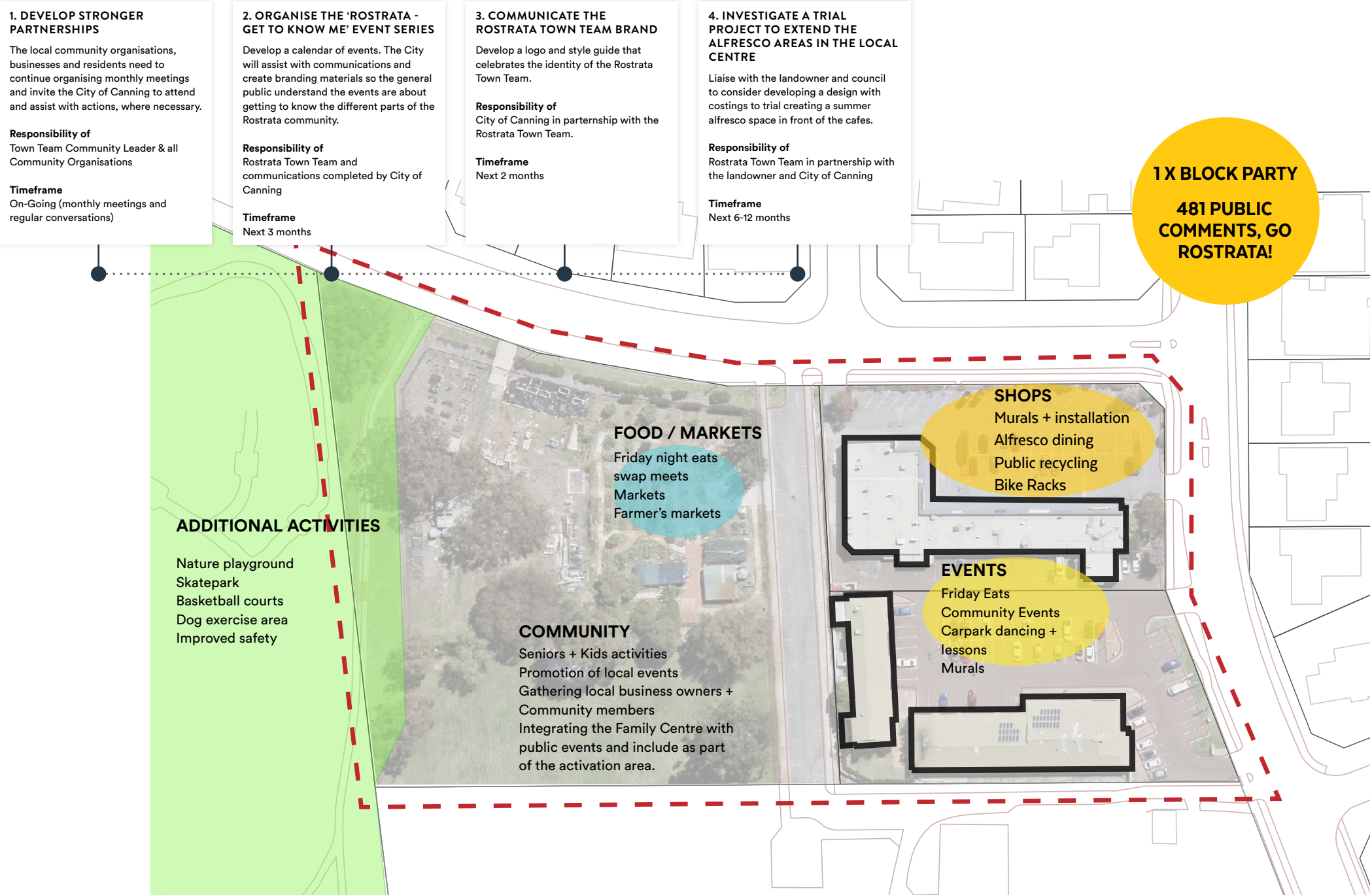
A final workshop was organised to bring together the participants and determine the most appropriate actions to move forward, including who would be accountable. The proposition included:

Get to know Rostrata!

Rostrata is a family. Cultures and communities come together to dance, eat, shop, grow, listen and learn. We are caring and find new ways everyday to make each other smile and invite you to join us! Come and get to know Rostrata.



SOME OF THE ACTIONS INCLUDED...



Mt Hawthorn Hub Action Plan

Completed December 2016

Budget: \$10,000

Example of: Community Engagement,
Place Planning & Place Activation

Spaced Out was engaged by the City of Vincent to assist with place leadership and work in partnership with the Mt Hawthorn Hub town team to deliver a strong engagement program, assist with the preparation of an action plan including quick, medium and long term goals and deliver quick wins with the community.

To better understand the community needs we held a visioning exercise with the town team, which identified two clear engagement objectives to further explore; the development of youth activities for a growing population of adolescents and continued activation support for local traders.

The first phase of the engagement program included a youth event with a pop-up skate park, roller skating, music, BBQ to attract young people, which proved successful with over 200 people participating in the engagement exercise. Using creating and interactive tools, such as coloured paints and murals, we asked questions about current placemaking gaps for youth and opportunities for future needs to be prioritized by the local government and community



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group (town team). In total, we were able to generate 589 comments and identify clear strategic actions including the future development of youth space, pop-up active activities and art projects within the town centre.

Our second business focused engagement exercise adopted a similar strategy and was setup in a vacant 'pop-up' retail shop. We facilitated a workshop gallery opening with food and wine and asked residents about different themes relating to their town centre, residential community and local businesses. In total, we had more than 50 participants, which generated 229 comments with a wide range of demographics including (but not limited to) young professionals, parents, etc in attendance.

Due to the overwhelming community participation of the project and detailed reporting, the community has a clear future direction of the youth and community planning required, including short, medium and long-term goals.

An updated Action Plan has now been published and endorsed by the community. A copy of the Action Plan can be found at <https://mthawthornhub.com.au/about-the-hub/>.

Our team has now commenced actioning quick wins in partnership with the Mt Hawthorn Hub, which has included a pop-up youth space located in a used car park. We have also had more detailed discussions about costings for the design and construction of a youth space including a review of best practice case studies.



Mt Hawthorn is a family and we celebrate our community by supporting diversity, togetherness and positive urban experiences.



COMMUNITY

Urban Village
Diversity
Family
Togetherness

EXPERIENCE

Welcoming
Friendly
Youthful

LANDSCAPE

Urban
Schools
Natural
Parks

COMMENTS RECEIVED

229 GENERAL

589 YOUTH

818 TOTAL COMMENTS



Shape Mandurah Activation Program

Completed November 2016

Budget: \$160,000

Example of: Community Engagement,
Placemaking, Place Activation, Arts Installation

Spaced Out Placemakers was engaged by the City of Mandurah to present new ideas and a vision for the City Centre. Our approach has been to connect with local businesses through listening, activation and emphasizing an entrepreneurial citizen attitude.

The greatest challenge experienced during the Shape Mandurah project was the initial community buy-in. Council had employed previous consultants to 'fix' their problem of a dying town centre, which had not created the intended effect desired by the community. As a result, building the initial relationships and listening to community has been critical to the success of the project. Residents now regularly chat using online portals created by our team regarding future ideas and projects. Our events are known for being popular and have content desired by the community.

Most importantly, residents believe in the success of the project, which is why the town centre is continuing to improve and there is a positive enthusiasm within the community.

Project Relevance

Following a place audit of the town centre and initial stakeholder engagement, a project statement was created, which reads;

Shape Mandurah aims to CONNECT through hosting regular activities and events, ENGAGE by listening and community participation and SUSTAIN in education about place making, activation, marketing and design.

A place branding exercise was also completed, which initiated a refreshed logo and style guide for the city centre, 'Shape Mandurah'.

Social media has been a critical platform in advertising the brand and seeking volunteers to become involved in the project. A website (www.shapemandurah.com.au), newsletter subscription, instagram and facebook account have been set-up to continue engaging with the community.

Some of the activities or 'trials' Spaced Out Placemakers have already implemented include street market events, youth workshops, laneway festival, place activation presentations, family friendly engagements, idea generating events, popup bars, a placemaking conference, etc. The activation has provided a platform for new short, medium and long-term ideas generated by the community.

During a prototype festival organized in 2016, our staff encouraged a local artist Tahnee Kelland to act on an idea to paint an entire laneway with bright colours. Her initial reaction was, '...but I didn't think we were allowed to do that'. After completing the project with the help of more than 100 volunteers others have acted on more ideas and continued 'brightening' the city centre. Mandurah has been crying out for this sort of attention and it has been welcomed with open arms by all the locals.

The community art projects undertaken during the 'Shape Mandurah' program have created a renewed sense of ownership and more people are walking through the streets and visiting the local shops, which has been acknowledged by the City of Mandurah and local business organisation's.

Spaced Out has also assisted in formalising an active and passionate not-for-profit community committee who are starting to think differently about the City Centre and generating more ideas and undertaking new initiatives. The group is becoming self-sufficient, creating profitable community events in the city centre, which support local business and organising their own grant funding programs. The most recent project undertaken has been a monthly, 'Mandurah Food Truck Festival', which attracts approximately 8,000 to 10,000 people within a four-hour period.

The event supports local restaurants and food trucks, creates a profitable evening for small businesses, supports the renewed energy of the city centre and creates a fun family atmosphere, which the community is really enjoying. During our previous May event, one food stall, 'Flic's Kitchen', mentioned they had grossed approximately \$5,000 income and sold out of food after two hours.

Community members, councillors, CEO and City of Mandurah Administration staff have all acknowledged the indisputable efforts of Spaced Out during the project and the positive impact, sense of community and excitement generated within the city centre. The community and council are proud of their city, creating their own innovative initiatives and community identity.



Prototype Festival



Community Mural



Pop Up Gallery Space

REFeree:

Shape Mandurah:

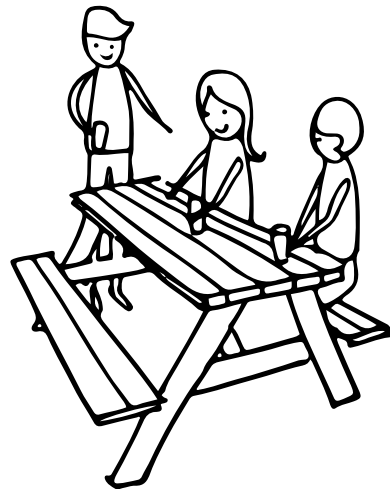
Candice Di Prinzio,

Chairperson

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*Thank you for your time and consideration.
Please note that Town Team Movement is a
registered Not For Profit Organisation and all
net income raised is used to directly support
and benefit town teams across Australia and
New Zealand.*



TOWN TEAM
MOVEMENT

