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This Book of Abstracts is based on the Final Program revised on 24 September, 2013.

ICTC2013

Final Book of Abstracts

For

Oral Presentations

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Oral Presentations

Abstracts – Wednesday 16 October 2013

Session 1: Official Opening and Keynote Presentation

0900 - 1050

How to Reinvent a City: Global lessons from smarter cities that might help us address the challenges of information overload, technology complexity, the rising costs of infrastructure, sustainability and citizen engagement.

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The challenge of many 21st century cities, is to reinvent in the face of rapidly emerging challenges, whilst living with historical problems. In many places migration to cities is increasing, with people looking for new opportunities and lifestyles. Meanwhile infrastructure costs for roads, transport, health, electricity and water are rising rapidly and it has become increasingly obvious that traditional silo or fragmented local government departmental approaches are failing. By contrast there is a revolution and transformation underway in smart technology integration and citizen engagement that can help us deal with the associated and exponential rise in information and data (from videos to social media), as well as traditionally fragmented and often uncoordinated service delivery. This technology and information increase is causing all of us to rethink service delivery, place making and citizens views and realities. This presentation will reveal some of this new thinking and smart technology solutions, via global lessons from some of the participants in the IBM Smarter Cities Challenge Summit in New York (2012) and introduce people to IBM's global living laboratory and research in industry concepts. It will also consider key perspectives and learnings from the City of Dubuque in Iowa - America's first "IBM Smart City" and Townsville City Council's own participation in the smarter city challenge. A key piece of knowledge for the successful place maker and planner of the 21st Century and smart technology integrator, is in the words of Mayor of St Louis, USA -Francis Slay, that "*technical solutions must be built on human relationships*". A notion and practice reinforced heavily in the seminal book - "*The Social Life of Information*" by John Seely Brown and Paul Duguid (Harvard Business School Press). In the smart technology age this transformation of social relationships is not just confined to facebook, but includes "residents as sensors", and in words of CEO IBM Inc. Ginni Rometty - "*information and people are the new natural resource*".

Cities as Experiments: Trial and Error as Revitalisation Strategy

Marcus Westbury

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Marcus Westbury explores the idea of iterative renewal and revitalisation strategies through the work of Renew Newcastle and Renew Australia. Successful places, he argues, are the result of the accumulation of trial and error over time and cannot be planned or expected to arrive fully formed. How then, do planners, designers, architects and other leaders use strategies that fertilise the organic process of growing a place.

Session 2A:

Placemaking

1120 - 1250

Making Sense of Place

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Councils' adoption of a place-based approach in a number of geographical areas within the City of Canada Bay is realising many benefits, and has the potential for many more!

Traditionally, Local Government has operated along functional lines. However, the elevation of place as a focal point in the planning and delivery of works and services challenges this approach. It provides us with a common theme around which many

of our Councillors, teams and individuals have been working together more effectively towards shared goals. A place-based approach is simply no longer about the repair or upgrade of a particular asset, or the delivery of a specific service. Rather, it's how we integrate all of these together to provide an overall improvement in the places (and for the people) where these initiatives are being delivered.

Our stakeholders also get to play a greater role in a place-based approach. This is because we give greater recognition to the fact that our communities have an important role to play in shaping our service delivery. There are instances where residents and businesses have been investing their own time, skills and money into activities to which they feel personally committed to. Reflecting on our efforts in five places; this paper outlines our current understanding of place and what it means to take a place-based approach. Using examples from these places, Council has been able to realise a greater return on its investment, improve its communication, and strengthen its partnerships. This paper highlights a number of learning points to shape future place based approaches.

The Making of a Suburban Village Centre: Kenwick Village

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Kenwick Village has a fresh breath of life that has come from comprehensive, carefully considered civic improvements that simply strengthen the basic building blocks of place. By no means ordinary, these have transformed Kenwick's aging, ad-hoc suburban development into a well integrated, more complex urban village. Targeted enhancement and linkage of activity nodes through high quality, award winning landscape design has made more of local assets and existing community dynamics. Purposeful public art and various streetscape treatments have been crafted to consciously promote pedestrian activity and embrace of new opportunities of place.

The well-frequented village centre and apparent lack of vandalism are testament to the practicality of the concept and its community appeal. Perceptions of neglect and stigma relating to the area's low socio-economic profile have been shifted by the stunning village upgrade. The upgrade's easy fit, which feels quite natural to Kenwick Village, is key to the area's transformative growth and future as a Transit Oriented Development.

The presentation outlines the local government driven project's urban design strategy, landscape approach and processes, which include various regeneration initiatives of the innovative Maddington Kenwick Sustainable Communities Partnership between the state government and the City of Gosnells.

KEYWORDS: Urban regeneration, public realm, place

Strategic, Tactical & Opportunistic Place Making – where do you fit?

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Place making is evolving quickly and has many different definitions and attributes. This presentation aims to provide a foundation for understanding the origins of place making and how it is evolving to respond to the changing needs of the community. It will identify and describe the three emerging streams of place making practice; strategic, concerned with long term frameworks for building and enhancing places, tactical which focuses on the delivery of strategic objectives and the opportunistic, those temporary interventions and experiments that respond to individual or small group needs and aspirations.

Place making is a process that helps to define the right tools for change whether they be physical, behavioural, social or economic. Understanding the different approaches available will provide a clearer basis for decision making for individual places, projects and organisations.

Retail Town Centre Revitalisation – global insights, local application

David Hoy

Director – Planning, Urbis (Town planning)

Ian Shimmin,

Director – Economics and Market Research, Urbis (Retail and Consumer Economics)

James Tuma,

National Director – Design, Urbis (Urban Design)

Caillin Howard,

Director and Portfolio Leader – Retail and Town Centres, Hames Sharley (Architecture)

Based on experiences and learnings from analysis of over 40 US and UK centres retail development has a major and some would argue leading role to play in town centre revitalization. But for it to be successful, retail centre design, format, planning and development delivery mechanisms as well as consumer preferences must be central. This presentation will focus on the key success factors for town centre revitalization but from a retail provision perspective and looked at through the lens of 4 practitioners who specialize in retail development but each from a different perspective,

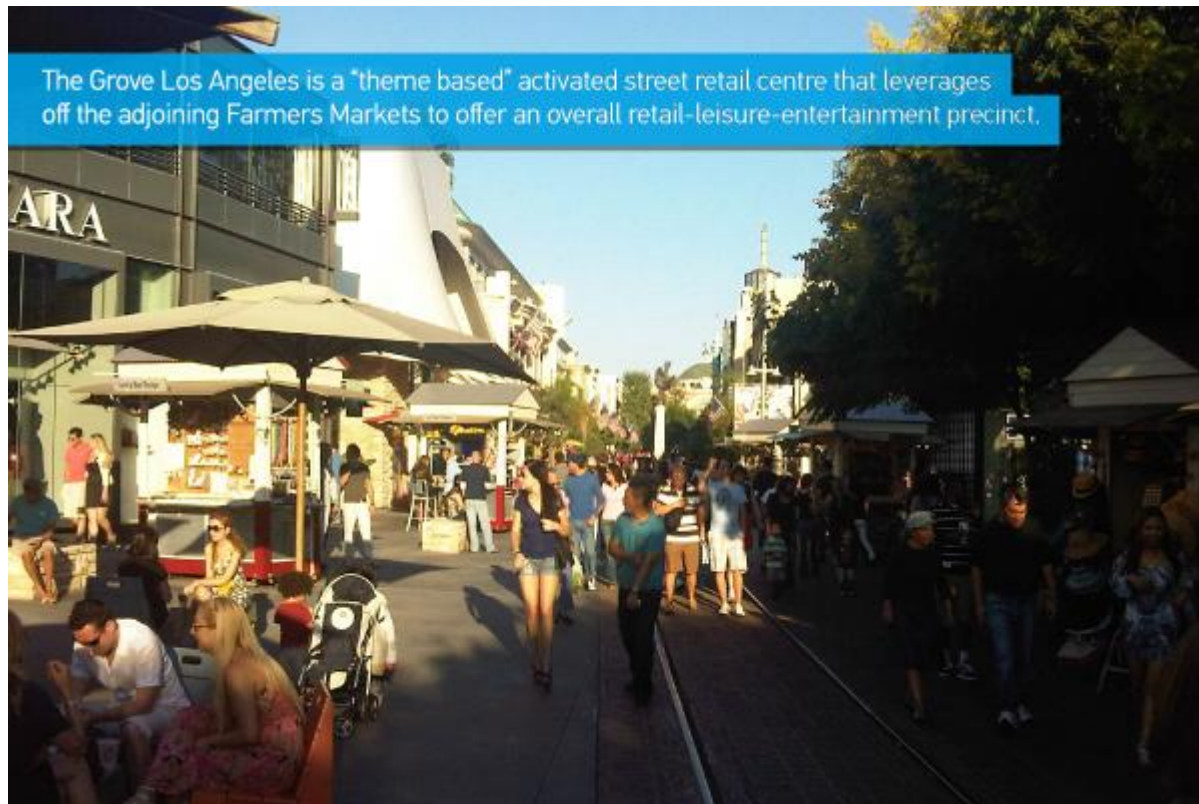


One key factor is the paramount importance that the physical context of a retail centre has upon its viability and success. In Australia, a key source of contention for retail development is the arbitrary imposition of street activation controls through “formulaic” urban planning and design regulations that fail to have any real appreciation of context. These controls often work against the very objectives that they are trying to achieve, particularly in the absence of any shared public-private vision for a centre. Partnership between people that understand retail with people that understand community is essential for success.

Drawing from overseas experiences the presentation will reinforce the critical need to recognise that every retail centre and hence town centre is different, not only in context, but also in functions performed. It is clearly apparent from an assessment of US and UK centres, that whilst all retail centres need to address key planning and design issues necessary to make them practically work, centres also required design flexibility in order to respond to specific local conditions and context. Importantly context means market and consumer context as well. A good example is the varying approaches to activation of street edges either within or around the periphery of centres and the successful integration of mixed uses within these centres, that respect the fundamental importance of each uses specific needs without compromising the very benefits that successful mixed use can bring., provided it is done correctly. Case in point, activated street frontages were seen to work best where there was significant surrounding density, such as in CBD locations that had good public transport linkages (especially mass transit) or proximity to complementary uses such as visitor accommodation or leisure and entertainment. Likewise, those centres that took full advantage of aspect and contextual setting to create a point of difference often drove development decisions to activate certain frontages over others. These centres underscored the importance of planning authorities needing to understand market needs and a willingness to embrace the vital knowledge and role that experienced retail developers have in creating great spaces and places that serve the community. To ensure that external facing tenancies work well the centre needs to have frontage to

significant pedestrian movement corridors providing convenient and unimpeded access between key anchors within the centre or destinations in walkable proximity beyond the centre. It is also important to recognise where to stop or down scale street activation where the obvious limit is reached .i.e away from key pedestrian tracks.

Another important element to successful street activation was climate and matching retail uses that aligned with local climatic conditions. This factor is often overlooked in Australia, where the provision of the “al fresco” experience needs to be balanced against climatic conditions such as heat, humidity and perhaps most notably in the Australian context, rainfall intensity during storm events. The impact of these micro-considerations must be acknowledged case by case to do any justice to the creation of vibrant retail places and town centres.



Recent research by Urbis suggests that consumers have vastly differing expectations about design of town centres and the type of retail offered and the relationship to residential uses. Some people prefer to live near the shop rather than on top of the shop, yet both groups want clear delineation of private spaces from public spaces. Sometimes this easier said than done, but ultimately without a quality retail offer, the chances for successful revitalization are reduced. This begs the question do we focus on density or retail first when it comes to our planning, design and delivery for town centre revitalization?

Street-based Retailing: Fossilization or Revolution

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In a world of economic flux, and new forms of consumption brought about by the e-commerce revolution coupled with pressures for inner city redevelopment, means traditional street-based retail environments are under significant pressure to be relevant and sustainable.

Whilst an effective main street program that is actively supported by the landowners, business's and the local government authority can provide a significant platform for the sustainability of the main street traders it is also important that they take initiatives themselves to meet the challenges, stay relevant and financially viable.

Innovative local government planning initiatives that support higher density development in the main street precincts whilst enhancing and retaining the character of the traditional main street environment also contribute significantly to the vibrancy and sustainability of the main street.

This paper will outline the changes being experienced in consumer behaviour, examples of success and failure in main street initiatives and practical examples of how, by working together, landowners, local government and business can ensure a vibrant and sustainable mainstreet.

KEYWORDS: main street, consumer behaviour, vibrancy, development challenges, innovation

Growing Community and Culture

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Drawing of the City of Sydney's vision to become green, global and connected, and a desire of the Powerhouse Museum to extend community engagement beyond its walls, the unique partnership saw the creation of a 'pop-up' summer garden, to introduce the concept of a City Farm to the Sydney community.

The experience enabled the two organisations to trial and evaluate community response to the proposed establishment of a one hectare farm at Sydney Park, located ten minutes from the City and within the densely populated inner western suburbs. Would the community embrace the inclusion of **urban agriculture** in a much loved and used open space? Would the community volunteer as 'city farmers'? Would they be interested to participate in public and educational programs that explored where food comes from, and the transition from paddock to plate?. Would the community respect a pop up garden, designed to emulate aspects of broad acre farming practice, that was growing produce in an unfenced, and open environment?.

Community response to the nine week pop up garden was overwhelming. Within weeks over 70 'city farmers' registered and were available for twice daily shifts. Over 100 more registered interest in future involvement. Weekend public programs included sheep dog trials, urban bee keeping, scarecrow making and no dig gardening. Each drew diverse and engaged audiences, with over 1,000 participants over the period. Park visitors embraced the concept, engaged with the city farmers and shared stories with children about the plantings and their uses.

The partnership drew on the experience of the City of Sydney in project management, community **engagement** and sustainability advocacy to be complemented by the Powerhouse's Museum's experience in **volunteer** management, **education** and public programming and community engagement.

KEYWORDS: Urban, agriculture, engagement, volunteer, education

What's the Big Idea? Brisbane City Council's Ideas Fiesta

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From 11 April – 3 May this year Brisbane City Council held the Ideas Fiesta, a three week series of over 25 public events aimed at generating new ideas, showcasing design concepts, and stimulating interest in imagining the future of Brisbane's city centre.

In this collaborative new initiative, Brisbane City Council harnessed the passion of Brisbane's creative, design, business and education communities to bring laneway and park events, street picnics, workshops, forums, live music, art and fashion to the city centre.

Brisbane City Council worked with leading design teams and planning, design and architecture students in the months leading up to the Ideas Fiesta to create ideas for sixteen key city centre sites with the potential for significant transformation. These transformative ideas were progressively released during the Ideas Fiesta to stimulate and foster conversation about the future potential of the city centre.

Street events transformed city spaces including underutilised laneways and road space into vibrant places for the people, showcasing how every space can be stage for urban life, inspiring and encouraging the community to share their ideas for a better, brighter city centre.

Social media played a strong role in fostering the conversation, with Council creating a one-stop-shop for all tweets, posts and pins. The social hub created a platform for the city to come together to see what others were suggesting and the sharing of ideas to shape the future of the city centre and bring change.

The Ideas Fiesta was an extremely successful collaborative engagement initiative that generated much interest, activity and excitement and helped create a shared vision for the Brisbane city centre.

KEYWORDS: collaborative; engagement

Six Seasons Dreaming

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How do you obtain local aboriginal community input into a project being procured through a closed design competition? This was the conundrum Gresley Abas faced when invited to participate in the journey of the Champion Lakes Aboriginal Interpretive Centre, a “place” for the local Noongar people to gather within the distinctively set site in the heart of a new mixed-use activity centre.

Being a design team focused on creating meaningful and inclusive projects, but being unable to contact the community during the design phase, some additional thought was required. On the back of the successful Kodja Place Visitor and Interpretive Centre where an extraordinary level of reconciliation through integrated community liaison had occurred, us wadjila (white fella) designers needed to find innovative measures to reassure the community that we would ultimately engage them fully upon winning.

In developing a number of simple strategies to create stories told by a series of integrated high budget public art “canvases”, we created an opportunity for a number of carefully selected local Noongar artists to thrive into the world of Public Art. With some tactical mentoring assistance from some of Perth’s finest Public Artists, we were successful and the project has become a proud beacon for the local community.

KEYWORDS: Aboriginal, Community, Architecture, Engagement, Public Art.

Session 3A:

Placemaking

1350 - 1520

Place Making in the Perth Cultural Centre

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The cultural centre of any city should be a rich, dynamic place that provides the full spectrum of cultural experiences, welcoming locals and tourists alike.

The former EPRA was faced with the challenge to transform the Perth Cultural Centre from an underutilised space into an iconic, interactive community landmark complemented by the State's most significant cultural and learning institutions.

Working with interested stakeholders and the wider community, the former EPRA developed a concept that would deliver a vibrant, active place that showcases the talent, potential and diversity of Perth – a place that inspires the whole city to join in.

This presentation will look at how the Perth Cultural Centre has been transformed through place making principles with the introduction of public art, an urban community garden, feature lighting, free Wi-Fi, children’s playspace, multimedia installations, functional landscaping and a year round calendar of events and activities. It will also address how the MRA maintains a strong focus on place management; through strategic asset activation and revenue use.

The revitalisation of the Perth Cultural Centre is an inspired, engaging solution to maximising an underutilised urban space that will continue to build on and meet the changing needs of the community.

Memory as Public Domain Catalyst

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Memory of Place in the Public Domain is a key to engagement of the community in their locality when major changes are taking place, and a catalytic way of translating and using cultural, social and physical heritage to instil the transition process with significant purpose and meaning.

In a range of urban design and architectural projects, Jon has worked in strategic partnerships and collaborations through his architectural and urban design practices with artists and consultants, to create places that are enhanced by elements of their past that can inform and add value to the public domain of the future.

In Sydney projects such as the Martin Place upgrade, Sydney Harbour Federation Trust property redevelopments, adaptive reuse of heritage listed buildings at Jacksons Landing in Pyrmont and elsewhere around the inner city, have helped create new places to work, live and relax that are imbued with added meaning and character as a result of interpretation of their past lives and context.

Jon believes there is potential to elevate placemaking in villages such as Lane Cove through better understanding of heritage that the community can relate to, and thereby raise the quality of urban environments and the esteem of its stakeholders in multiple ways. In partnership with Lane Cove Council, Lane Cove ALIVE Leadership Group, of which Jon is chairman, is working to add new appreciation of public realm initiatives that can really make a difference to the liveability of a place.

KEYWORDS: Placemaking, Memory, Heritage, Lane Cove ALIVE

Preservation, Revitalisation or Transformation? The Challenges of Planning for a much Loved Heritage Beach Site

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Bondi Beach is an iconic and much loved beach, with a historic park and buildings. The site forms a 'cultural landscape' of state heritage significance. Visited by up to 50,000 people per day on peak days, it is much photographed, much loved and much debated.

So it's a daunting prospect to be planning for change. In 2012 Waverley Council embarked upon a process to devise a 10 year plan for Bondi Beach, Bondi Park and Bondi Pavilion.

This session will look at how Waverley Council engaged locally and beyond to plan the ten year future. The early rounds of consultation were popular, and well attended with highly engaged local residents, stakeholders and agencies. This was a positive community consultation phase, where people were invited to contribute their ideas and thoughts, big or small. Feedback ranged from "Please do not change the Spirit of Bondi" to "Looks run down and needs improvement".

The design phased which followed used internal and external experts. A charette (intensive collaborative workshop) approach was used.

Then in April 2013 Council publicly released draft concept plans and future directions. This stimulated a change in the public conversation, raising many interesting questions about placemaking, planning and consultation.

This session will consider issues of

- Placemaking at iconic, historic sites
- Perceptions of 'balance' in addressing local and visitor needs
- Participative planning processes
- Diverse approaches to consultation and engagement.

KEYWORDS: Bondi, placemaking, planning, tourism, consultation.

Activity Centres – Cornerstones of a Connected City

Luke Wilcock

General Manager Metropolitan
LandCorp

As one of the world's most isolated capital cities, with abundant land at its disposal, Perth has historically developed largely through the process of urban sprawl. We have known for many years that this model is not sustainable on every planning indicator, but fundamentally flawed in terms of ensuring people remain connected to their community.

In 2009, amid projected 40 per cent population growth over two decades, the State Government announced the *Directions 2031 and Beyond* strategy, aimed at ensuring sustainable management of this challenge. Specifically, it set targets for the percentage of new dwellings to be built within existing (infill) and newly developed (greenfield/urban fringe) areas.

As the State Government's land and property developer, LandCorp was given a key role – to work with existing communities to create a series of Activity Centres based around public transport hubs designed to bring housing and jobs closer together, provide new employment opportunities, improve accessibility to key services and strengthen residents' sense of belonging and connectivity.

Four years on and much has been achieved, a shining example of which is the Cockburn Central Town Centre development. Having now reached a level of maturity, this Activity Centre has been embraced by residents, retailers and the private sector. Similar centres are in various stages of development, including Mandurah Junction, a 15ha estate which will be home to up to 2,000 people enjoying a mix of housing styles that deliver affordable living and smart energy saving initiatives, within a lively, dynamic commercial and entertainment hub.

KEYWORDS: Activity Centres, connectivity, transport, Cockburn, Mandurah.

Putting the Activity Back into Activity Centres

Kevin Luten

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Around Australia, innovative behaviour change interventions have proven successful in getting community members to be more physically active and more socially engaged. In 2011, Behaviour Design Works led the delivery of the ActiveSmart program to 4,000 households in the City of Greater Geraldton in Western Australia. Developed in conjunction with the WA Department of Sport and Recreation, the project used robust behaviour design to facilitate increases in physical activity and social inclusion. Following the intervention, independent program evaluation found participants increased physical activity by 15 minutes per day. The state government calculated a benefit-cost ratio for the program between 24:1 and 36:1.

Traditionally, programs like ActiveSmart have been sponsored by government agencies seeking public health and/or sustainability-related outcomes. These programs would also offer a broader array of benefits for activity centres and main street precincts. As a proven model for getting residents and employees out and about – walking, cycling, and exercising – ActiveSmart would enhance safety through increased passive surveillance, bolster street life with greater foot traffic, reduce vehicle traffic and related conflicts, and ensure maximum utilisation of investments in local community infrastructure like public esplanades, open spaces, and recreation facilities.

In this session, Mr Luten will review the theory and practice of the ActiveSmart model and highlight the multifaceted benefits of implementing this model for activity centres and main streets.

KEYWORDS: Behaviour change; physical activity and health; safety; street life; congestion.

Broadmeadows Revitalisation: Maintaining Momentum in Changing Times

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Designated as a Central Activities Area (CAA) in the planning for metropolitan Melbourne, Broadmeadows is an established town centre undergoing significant renewal and change. This presentation will explore the challenges and opportunities facing Hume City Council and its partners as they seek to reinforce the 'value proposition' for the continued growth and regeneration of Broadmeadows.

With a strategic intent to provide CBD like services for Melbourne's northern region, in recent years Hume City Council and other tiers of government have focused on the expansion and renewal of Broadmeadow's civic and community infrastructure whilst establishing a strategic framework to provide planning certainty for prospective investors.

However, in the face of uncertain economic conditions and with all levels of government facing competing priorities for limited funding, Broadmeadows is now entering a new phase in the renewal cycle that will require renewed effort and commitment.

Whilst the funding and governance structures of regeneration initiatives adapt and evolve to changing circumstances, this does not deter from the fundamental requirements of good urban planning and a clear vision and commitment to a long term strategy.

There are a range of tools and approaches available to Councils that can enable and facilitate urban renewal whilst achieving sustainable benefits for the community and business.

This presentation will outline how Hume City Council has sought to leverage investment, both public and private and maintain momentum by de-risking and incentivising in a range of ways including direct investment in infrastructure, providing planning certainty, building community capacity and investment attraction.

Session 3C:

Creative and Healthy Cities

1350 - 1520

Conceiving and Delivering CREATIVE HOBART

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In 2013 Hobart City Council unanimously endorsed a new cultural strategy that had been developed, by Council and its consultant Brecknock Consulting, through extensive community and cultural sector engagement. The CREATIVE HOBART Strategy proposes a radical re-thinking of Council's role and a re-alignment of Council's resources. In the future Council's focus will be on its role as a 'facilitator' in order to energise and activate public spaces in the city by encouraging an exciting diversity of cultural activities in the streets, parks and public spaces.

This joint presentation considers the new CREATIVE HOBART Strategy from both the perspective of identifying the need for a paradigm shift in Hobart City Council's approach and thinking about its role in relation to the cultural life of the city. And what this new paradigm might mean in terms of delivering on the identified strategies.

Richard Brecknock will present the consultant's perspective and outline the thinking behind the change of focus and development of the new strategy.

Jane Castle, as the Council officer directly responsible for the roll out of the CREATIVE HOBART Strategy, will discuss the implications of coping with change and delivering on the vision at a time of fiscal constraint and limited resources.

This presentation will provide a unique insight into policy making that is balancing the needs to be aspirational and visionary while also being both realistic and achievable.

KEYWORDS: Creativity, Cultural Activities, Public Space Activation.

Tomorrow's Campus: Gaining the Competitive Advantage Through Master Planning – A Comparative Analysis of the 'Group of Eight' Master Plans

Adam Davies

Principal

Hassell

The landscape for the delivery of higher education and research is changing. What is most significant is the rate of change and how universities prepare themselves to provide certainty within an environment that requires adaptability and flexibility. Responsiveness will be key for growth, and for some, their survival. Importantly and widely acknowledged is the 'quality of experience' in the attraction and retention of students, top academics and researchers.

One of the largest contributors to experience is the campus – its built environment. It is the setting in which the theatre of campus life plays out. Additionally, campuses, precincts and higher education facilities are also important barometers of the

wealth of our cities and nation. They are the engine rooms for innovation, creativity, discovery and long term economic performance.

Technological and social change has not made our campuses less valued, but it has changed how they currently are and will be used in the future. More than ever they are centres for interaction through socialisation. Students aren't using facilities less, they are using them differently. New pedagogies, changes in student demography, and increasing competition are putting pressure on traditional campus facilities.

Setting the future direction for universities is a critical element of business planning. Master planning seeks to ask questions about the future role of universities; what their form, function and contribution to our cities and regions will be. It seeks to explore the future of these environments, whilst clearly establishing the mission, values and principles in which the universities of tomorrow will be founded.

Whilst reviewing and briefing for the development of a master plan for one of the Group of Eight (Go8), a comparative analysis of all the Go8 master plans was undertaken. The aim of the analysis was to understand the type of master planning being undertaken within the group so as to inform decision making against comparable universities. The study provided a valuable insight into master planning across the country. This presentation will highlight the main findings including:

- 1.The current drivers of change and themes for campuses and precincts across the Go8.
- 2.The fundamental elements of master planning, using the Commission for Architecture and Built Environment's (CABE, England), stages of master planning are: prepare, design and implementation.
- 3.Findings relating to master plans for the Go8 and processes used.
- 4.Importance elements for the next iterations of higher education master plans,
- 5.The next stage of the comparative analysis, which seeks to examine an international sample of universities.

KEYWORDS Master Planning, University Campus, Design, Planning, Group of Eight, Competitive Advantage

Healthy Active By Design

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The paper addresses the wider question of how the environment and buildings can contribute to healthy outcomes. Robina Crook, is a senior planner and urban designer who is enthusiastic about how planning, urban design, architecture and integrated thinking can positively impact our sense of belonging and health.

The delegates will be provided with an overview of the international research evidence regarding healthy environment and the reduction of chronic diseases in our communities. Robina will show how integrated design solutions, innovative planning initiatives and architectural design can support the reduction of chronic diseases in our increasingly technologically based communities.

Robina is managing a project in Western Australia which will produce a Healthy Active by Design online guide to assist local authorities, agencies, designers, developers and the community to understand and imbed healthy objectives into the built environment.

The project was commissioned by the National Heart Foundation in collaboration with the Physical Activity Taskforce. The consultant team includes HASSELL, Centre for Building Environment and Health at UWA, Aurecon and Bouncing Orange.

The project team has undertaken a review of international research evidence linking the environment to chronic disease. Robina will explain the practical design features of a community that are most supportive of healthy outcomes.

Robina will demonstrate how New York City's Active Design Guidelines and the ideas coming out of Fit-City Conferences been considered and integrated into the Western Australian context.

The Healthy Active By Design on line tool highlights some of the great Western Australian projects that are supporting a healthier, happier community for our future.

KEYWORDS: Health, Sense of place, Communities, Lifestyle

Renewing Mandurah

Marcus Westbury

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A workshop to explore iterative, low cost, creative led revitalisation strategies based on the work of Renew Australia in a local context. Does the Renew experience have any application locally? What factors locally may make it work or not? How can Mandurah unleash it's own local potential to drive change for the better?

Effective Centre-Based Planning Post Disaster

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In the February 2011 earthquake, 64 commercial centres in Christchurch City suffered damage and disruption. With the Central City addressed through its own planning process, a different model was required in the City's suburban centres. With time constraints and heightened community expectations, issues were urgent and fluid. Two of hardest-hit centres – Sydenham and Lyttelton – serve as valuable demonstrations for the recovery and regeneration of local centres when major disaster strikes.

Conventional centre-based planning is usually undertaken in a context of economic and social stability, with security of funding and governance, and without the same degree of urgency. The paper explores the challenges of strategic planning in a raw post-disaster environment – finding ways to provide emergency solutions to address community's need in the context of a clear long term plan.

The Plans serve as an effective blueprint for:

- Disaster resilience planning in centres.
- Pinpointing measures that provide immediate support vulnerable businesses and people.
- Left field thinking around the use of available land for temporary initiatives.
- Finding homes for displaced activities.
- Embracing unique post-disaster regeneration opportunities.
- Strengthening a community's disaster response in possible future emergencies.

The paper will explain the benefits of preparing adaptable plans that act as guides opposed to ones which offer fixed-solution concepts. If done well, this will allow local authorities to get projects mobilised, gain public confidence and support, and be responsive to economic opportunities.

KEYWORDS: Resilience planning, Sustainable Cities and Centres, Community Building, Consultation, Place making

“Oh No, not another ping pong table and oversized chess set!” – How do we create distinctive and authentic local places?

Anne Goodall

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Social Fabric Australia

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As the principles and practices of place making increasingly gain traction a new challenge is emerging for our public spaces; there is a risk of communities ending up with cookie-cutter places, where every town square or local park has a ping pong table and an oversized chess set.

Distinctiveness in local places is one of the factors that lead to the creation of social and economic value for communities. It is therefore important that the places we create are grounded in, and build on, the special qualities of the communities and neighbourhoods that surround them.

Join Managing Director of Social Fabric, Anne Goodall, in exploring how to create distinctive and authentic local places. Anne will introduce strategies for building distinctiveness and give participants an experience of the Place Intervention Palette, a new tool and process developed by Social Fabric to help communities generate creative ideas for enhancing local places. Time will then be created for small group discussion and co-learning among session participants, so that we can draw on the collective wisdom in the room.

KEYWORDS: place making, community engagement, distinctiveness, authenticity

Oral Presentations

Abstracts – Thursday 17 October, 2013

Session 6:

Keynote Presentations

0850 - 0940

Future Trends in Retail – The Implications to Retailers, Landlords, Governments and Community

Stuart Harker

Global Retail and Consumer Good Advisory Leader and Australian Retail and Consumer Goods Leader
Pricewaterhouse Coopers

Globally and in Australia, the retail sector is reshaping and refocusing itself against a backdrop of continuing economic uncertainty, combined with ever changing consumers and revolutionary technology advances.

Consumers are now buying from retailers with omni-channels, pure plays and manufacturers in Australia and globally, anytime and anywhere, and by using various mobile devices.

The major changes in consumer behaviour and the impact on retailers' strategies, landlords, governments and the community are significant and will have a material impact on the retail space required in the next 10 years.

Stuart will discuss these future retail trends and the implications to the various stakeholders and provide an overview on what they should be doing in order to prepare for the level of industry and consumer structural change that is now being seen in the retail sector.

Session 6:

Keynote Presentation

0940 - 1030

Trends in Urban Design – From a developer's perspective. It is not just what you build! The Stockland Liveability Index

David Barnard

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Stockland takes the design and sustainability of communities very seriously. It can be challenging understanding the ultimate specific needs of the new-town being created. To better understand, we are now measuring how our communities perform at a rich level from the perspective of our residents.

This talk will outline how and why the Stockland Liveability Index was created, how it is being implemented, and what are the early results.

At a time when the buzz of 'big data' is starting to inform many decisions, we like to think of this as 'little data' to inform very local decisions for our designers, developers and sustainability teams.

KEYWORDS: Liveability, Survey, Community, Design, Needs

Session 7A:

Town Centres/ Master Planned Communities

1100 - 1230

Cockburn Coast – Putting People First

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Best practice in place making is most often associated with the revitalisation of existing places, however, it is also an essential part of planning for new places. Landcorp's Cockburn Coast project has integrated place making into the development process from the earliest stages. This strategic place making approach ensures that the soft infrastructure of the future place; its character or identity and how the public realm will be used, by whom and for what purpose, is integrated into the hard infrastructure planning from the earliest stages. This presentation will share learnings from the developer's side and the place maker's regarding the ongoing process, what challenges have had to be faced and the unique opportunities that have arisen.

KEYWORDS: Place making, development, waterfront, strategic, infrastructure

Take A Fresh Look at Frankston

Colin Hampton

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Frankston City Council is located 45kms from the heart of Melbourne and has a population of 125,000 people.

Frankston has been maligned and attracted the wrong type of publicity as this Municipality is one of the jewels in the crown of the South East Melbourne region.

At a time when there are difficult economic circumstances the Frankston Municipality has enormous investment occurring by all three levels of Government and Private Industry estimated to be in the vicinity of \$700 million dollars and rising.

The Municipality is on the cusp of boom and is preparing itself to deliver on its known potential through key strategic planning that will revitalise its Business District and take full advantage of its bay side location.

The Council is actively pursuing additional major development and the Municipality finds itself in a very strong political position within the context of Victorian politics which it must use to its advantage.

The presentation will explore Frankston's historic journey but more importantly will provide details of where the Municipality is heading as it prepares itself for population growth, economic development and employment creation.

Frankston City Council has the capacity to be the Regional Capital of Melbourne's South and it is time for everyone to take a fresh look at Frankston.

KEYWORDS: Take a fresh look at Frankston

Takapuna Transformation – Dynamic Duo Share Secrets that Turned a Town Centre Around

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Takapuna Beach is situated on Auckland's North Shore, home to 700 businesses, 10000 workers and NZs best urban beach.

Formally Auckland's premier shopping destination, Takapuna's fall from grace was accentuated in the mid 2000s when month by month tenancy and demolition clauses resulted in inappropriate retail (primarily \$2 shops) and large retail and commercial vacancy rates; the mainstreet was unkempt and littered with graffiti; large commercial offices were relocating to a nearby office park; high land prices and unfriendly development controls had resulted in no new commercial properties built in over a decade and the nearby development of NZs largest Westfield contributed to a falling catchment area spend which had dropped to less than 7%.

Learn how Takapuna has transformed into Auckland's prioritized funded Metropolitan centre; an investor hotspot and home to NZ largest commercial and retail property sales last year; home to a thriving fashion and hospitality sector; consistently having the lowest retail vacancy rates in Auckland and engaging all stakeholders to share a similar vision.

Methodologies utilised include the formation of landlord and resident advocate groups; development of retail improvement and retail strategies, business attraction packs; greater use of social media and relationship building with key stakeholders.

KEYWORDS: Retail, Main streets, Business attraction

Session 7B:

Developmental Challenges

1100 - 1230

Balancing Placemaking, Urban Design and the Developers Bottom Line – Planning for a New Town Centre

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Peter Bell

Associate Director of Economics and Market Research
URBIS

There has always been a natural tension between Developers, Urban Designers and Council and none more so than when planning for a new community.

Developing a greenfield town centre is extremely difficult. Developers are torn between the old adage of *'build it and they will come'* and *'we'll build it when enough of them are here'*.

The aim of this paper will be to highlight how councils, urban designers and developers can actively and intelligently invest in a more collaborative, long-term partnership to ensure better outcomes for its community and its sense of place, whilst understanding the commercial realities of the Developers bottom line.

The developer, council and urban designer need to find balance in upfront (yet still long-term) commitments, flexible planning and staging arrangements, progressive development of infrastructure and being prepared to test, trial, FAIL and change initiatives. After all, you can't fabricate a sense of place...it has to be earned, invested in, believed in and owned by its community, not its developer nor its governing authorities.

The developer, whilst wanting to create a community they can be proud of socially, economically and aesthetically, is realistic of the time it takes to organically grow, nurture, change and develop. They have to balance their social responsibilities with their corporate responsibilities. They get impatient when the capitalised interest bill starts ticking on the upfront costs of developing infrastructure.

Council on the other hand, have a tendency to distrust new development and insist that developers show them what the final product will look like, despite projects running for decades. Staging, flexibility and infrastructure costs are dirty words buried in and burdened by a mountain of approval process design to regulate, but often delays and frustrates the developer.

The Urban Designer is somewhere in the middle...understanding of the developer's brief and financial requirements, but torn between town planning principles and the latest uber cool concepts from abroad, that may or may not be relevant to its local context.

And let's not forget the customer...who can also smell bulls&%t a mile away. Whilst Australian consumers are not so swayed by the *Disney style* theming that is so common in the American greenfield centres, they do appreciate contemporary architecture with a sense of authentic variety.

With so many competing pressure points it is very challenging to progress these project. This paper will attempt to outline a better way.

KEYWORDS: Town centre, developer, placemaking, councils, partnerships

Urban Intensification in the Suburbs – The Impact of Developing Backyards on Town and Local Centres

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Is residential consolidation in centres possible with massive capacity for residential infill in suburbs? Fraser Henderson and Ian Humphrey from the City of Stirling's, City Planning Business Unit will present the findings of work being undertaken on the impact of significant latent residential development potential within the suburbs of the City of Stirling on the goal of consolidating residential development within town centres.

Is urban consolidation through backyard infill a barrier to a viable centres consolidation strategy? Glen or Glenda?

The City of Stirling is the largest local government in the fastest growing metropolitan area, (Perth) in Australia, recent work in the development of the City's Local Planning Strategy has shown that the available residential capacity within existing developed suburbs is more than 20 time projected population growth. These facts are juxtaposed against a state and planning strategy for centre, consolidation. What are the economics around these two contrasting development types?

This paper will discuss the economic viability of various housing types and the implications for urban consolidation strategies.

KEYWORDS: consolidation, infill, centres,

Council Car Park Re-Development Projects – Legal Considerations

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PRESENTATION WITHDRAWN

Session 7C:

Sustainability and Urban Environment

1100 - 1230

From Resistance to Resilience

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Over 85% of the Australian population now live in coastal areas which are the most vulnerable to the effects of sea level rise, storm surges and coastal erosion that occur as a result of Climate Change. The complexity of coastal cities causes them to be rigid, static and slow to adapt, endangering their survival in a time when the natural environment is so volatile. Previously, methods of resistance have been implemented to protect coastal urban environments, but these are now inadequate and obsolete.

'From Resistance to Resilience' aims to transform the current mind-set towards Climate Change away from opposition and perseverance to one that embraces, adapts and even thrives in this time of uncertainty. Upon accepting that hard-engineering solutions are harsh and outdated, a toolset of resilient responses that align with the natural environment have been developed. Methods of natural purification include the integration of wetlands, marshes and estuaries into urban environments and the implementation of oysters as water filters. Furthermore, the presentation will touch on 'Smart City' technology that takes advantage of recent advancements in communication devices to broadcast weather event and survival information. These ideas aim to surpass the traditional notions of coastal defense and provide opportunities for waterfront connectivity, accessibility and engagement.

The shift in perception from obstructing and excluding the natural environment to encouraging integration within cities will result in more attractive urban environments. This presentation will address the place-making opportunities that climate change provides through the promotion of recreational coastlines, maritime lifestyles, restoration of unique natural environments and revitalization of amphibious cities. Additionally, it will discuss research undertaken to implement resilient measures into Auckland waterfront.

KEYWORDS: Resilience, Coastal Cities, Adaptation, 'Smart City', Place-making

Management Planning in Urban Landscape: Learning Experience to Improve Green Infrastructure from Sheffield UK

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Landscape management planning is a way to improve quality of urban environment and enhance multifunctionality in green infrastructure. It works to guide the efficient and effective management of green spaces for sustainability and health well-being. The quality and viability of cities largely depends on the design, planning, management and maintenance of urban environment. As challenging in our city, environmental issue is serious impacted by green spaces within those urban areas that are planned and managed. Most of researchers have emphasised spatial planning as a basis for developing multifunctional green

infrastructure to promote new strategic connections in the urban green space. However, there is study systematic improvement to management practice can enhance the effectiveness of existing green infrastructure.

This paper argues that if our towns and cities aim to remain a health well-being and sustainable environment, they must make effective and effectual landscape management to improve green infrastructure, as well as help to achieve multifunctionality in urban green spaces. This is not simply to design or maintain parks and green spaces to keeping their physical condition, but also to adapt the green infrastructure to an understanding and implement by managers, users and stakeholders in an integrated management process.

Therefore, a case analysis will show a framework of management from Sheffield in the UK. It also attempts to provide experiences for achieving quality of green space and enhancing green infrastructure.

KEYWORDS: Management planning, Green Infrastructure, Quality of green spaces, Local standard

Session 8A:

Presentations

1330 - 1500

Brookfield Place: Remaking a City Precinct

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Brookfield Place is a project that had to successfully integrate two key design drivers:

1. Design of a tall commercial tower to enclose a high efficiency, high performance workplace for the major tenant BHP Billiton,
2. Establish an integrated ground plane to create a range of diverse, human scaled spaces that spatially link the new tower with a series of Perth's finest heritage buildings. The ground plane had to be the basis of a 're-lived' mixed use city precinct.

BHP Billiton's desire to provide a flexible collaborative workplace for its people saw a commercial tower evolve around aspirations of knowledge sharing and collaboration. The physical open plan work spaces are supported by a range of specialised collaborative meeting spaces. The spaces are linked by generous stairs and voids to allow employees to choose the most appropriate setting from adjacent floors whilst ensuring a sense of unity within the organisation.

The architectural response developed an 'offset' core floor plate arrangement to ensure an open floor space was unrestricted by a traditional centre core. The side core floor plate arrangement led to the design of an external superstructure to brace the slender tower form whilst creating a distinctive, clear building expression well suited to the major tenant.

The commercial office tower then serves as a centre piece of a newly activated, human scaled public realm that has established a new city precinct. This precinct successfully merges a unique group of heritage buildings into a new human scaled series of activated streets and squares. This urban setting has re-established the dignity of the historic buildings and allowed them to be revitalised and celebrated as part of a public central city precinct.

The project delights in the juxtaposition of the modern and historic, utilising the public realm to merges the new and the old, creating a series of spaces that compliment the surrounding urban environment. Above all, the development has created a series of people places that have been embraced enthusiastically by the citizens of Perth.

KEYWORDS: precinct, urban, integrated, heritage, high-rise

The Role of Large Projects in the City

Craig Smith

Perth City Architect
City of Perth

Throughout the history of Perth, the majority of large projects have been undertaken or promoted by the state. Prior to federation and during the reign of the Public Works Department the city gained numerous small and medium sized projects that built up the cultural and physical heritage of the city. But the architectural, urban design, engineering and planning outcomes of large projects over the last fifty years have, at best, been patchy.

The planning of Perth, like many other cities suffers from having too many jurisdictions holding sway over isolated planning controls and, despite their best intentions, each of these organisations pursues independent objectives for the city that never quite fit together into a coherent whole.

What roles could and should large projects play the development of the inner city? They have the capacity to achieve outcomes that are not normally possible in single site developments and yet they have often occurred without due regard to impact or potential. It is the measure of these factors, from both economic and urban design perspectives that are the main theme of this talk.

The talk looks at examples of larger public and private developments and discusses what needs be done to get consistently good results including a discussion on design excellence and the need to test and debate ideas.

Session 8B:

Case Study

1330 - 1500

Great Streets – Great Places; The Lost Art of Street Design

Steven Burgess

Principal

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This presentation discusses the fundamental building block of our villages, towns and cities – streets. Streets are one of our most valuable community assets; they have been around for thousands of years and have been the centre of our social networking, our economy, our play space and of course they also play a role in mobility. In the last 60 or 70 years however the street has been more and more dedicated to the car, and no longer quite so suitable for its original purpose, or purposes. Steven discusses how this “design for cars not people” philosophy is impacting on the shape of our cities, towns and villages and what might need to be done if a change of design philosophy is required.

KEYWORDS: Streets Places Mainstreet

Session 8C:

Workshop

1330 - 1500

Townsville Smart City Solar City - a fundamental transformation in the way business and citizen engagement occurs and is conducted to create city-wide and effective sustainability.

Greg Bruce

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In Townsville we are creating and undertaking a paradigm change in the way business and citizen engagement occurs in medium to small sized cities, in order to drive effectiveness and efficiency in sustainability uptake. We are moving beyond the silos and simple triple bottom line approaches, into an "*integrated sustainability framework for action*". We have developed, fostered and implemented a successful and proven "*emergent learning city*" model for change that utilises systems-based (non-linear) and transdisciplinary approaches. These are more ecologically or human-social ecosystem based and match the "*systems of systems*" concepts undercovered in our Townsville City - IBM Smarter City Challenge 2011, especially from a smart technology and people/social media perspective. We adapt and apply key learnings and experiences with our people and businesses themselves, that mean they become involved in their own transformative action. Our model is based on the scientific fields of cognitive psychology, applied neuroscience and leadership, social sciences and systems thinking, as well as our own experiences and learning's in implementing city-wide sustainability and smarter cities technologies or concepts. The subsequent "*designed system for change*" (or change system) is a living system characterised by three interwoven aspects of basics, design and emergence creating and building the foundations for a resilient and adaptive city of the future. Where it is the way people interrelate with each other, how they support each other, their relationships and subsequently how they act together by choice that matters and delivers real tangible outcomes in energy efficient buildings, facilities, places and cities, not the objectives or ideals they may have originally had or started with. This "*design system for change*" translates or correlates as a mirror of the IBM Smarter Cities concept of "*instrumented, integrated and intelligent*", and in our case is - communicating sustainability (sensing); involving participants together; and subsequently building their capacity to think and act for themselves. We work with multiple sectors and interests from school students/teachers, universities, researchers, NGO's, utilities, government agencies and businesses in order to implement a *Smart City, Solar City* approach, that involves people and builds their own capacity to partner and collaborate effectively with others (an ecology of utility, action and common sense). The system is now integrating and synergising with smarter technologies trials and pilots in our city through these same collaborative learning and partnerships.

Destination Makers

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As place makers, developers and planners, we all want our next new project or redevelopment to become a favourite destination for people but realistically, how often is this actually achieved?

Great destinations share common characteristics, including that they are active, attractive, comfortable and commercially sustainable. These characteristics are also shared by successful tourism and hospitality businesses. By learning from these industries and taking a destination development approach to place marketing and management, we have the tools to turn ordinary places into active destinations for residents, workers and visitors alike.

Paramount to the destination development approach is a dedicated focus towards building a high quality visitor experience. The place brand and vision must be fully integrated in to all aspects of a place, with no detail too big or too small. This goes beyond brochures and logos into project delivery, place presentation and the overall visitor experience. Achieving a vibrant, active destination requires a dedicated Place Management effort and a supporting governance framework. Simple things, such as basic customer service principles, go a long way. These traits make the community proud, extend visitation and encourage return visits.

Why Lane Cove? Why Lane Cove Alive? Honouring the Pledge Given at the Inaugural Placemaking Leadership Council in Detroit, April 2013

Bronwyn Clarke

Place Manager
Lane Cove Alive

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Why Lane Cove Alive? We may be a small and distant village to some but we are great in character and welcoming to all. We know that what we are doing with Lane Cove Alive in partnership with Lane Cove Council is working well and that what we are doing really does make a difference.

Over the past six years we have established strategic partnerships, innovative collaborations and entrepreneurial events. We have engaged, nurtured and led projects which touch all aspects of life in Lane Cove Village, making it A Living Inclusive Village Environment (ALIVE). The story unfolds.

Bronwyn Clarke was one of the three hundred invited 'zealous nuts' who attended the PPS Inaugural Placemaking Leadership Council in Detroit in April this year. She returned inspired and ready to share the Placemaking wisdom collected by the extraordinary gathering. This presentation delivers on a pledge, personally given at the close of the Inaugural Placemaking Leadership Council, to act as an entrepreneur spreading the Placemaking ethos as far and wide and as often as possible.

KEYWORDS: Placemaking, Leadership Council, Lane Cove Alive, entrepreneur

The Hobart City Council's Taste Festival – How a Major Event can Contribute to a Vibrant City and Economy

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The paper will explore the economic, social and cultural contribution that major events can make to city activation, vitality and wellbeing. The case study will be the Council's annual Taste Festival. This event now in its 25th year of operation attracts some 300,000 visitations over seven days, with 27% of these being from interstate and 5% from overseas.

The event has been fundamental in transforming and nationally and internationally promoting Hobart over the summer period.

The event makes a significant contribution to the local economy, with total expenditure by patrons at the festival exceeding \$15 million and total travel expenditure attributable to the festival in the order of \$5 million.

The event creates in the order of 294 jobs (151 fulltime), generating in turn some \$8 million in wages income. Through the application of the regional input/output matrix model indicated that the event increased gross state product by approximately \$16 million, and contributes \$39 million to the Tasmanian economy.

KEYWORDS: Economic, social, cultural, events, vitality.

Session 9B:

Creating Liveable Neighbourhoods

1530 - 1700

Creating Great Places: What if Doing Things Differently Could be a Win For us All

Diana Griffiths

Director
Urban Design
StudioGL

The decision we make today will shape our neighbourhoods and cities of the future. Jane Francis Kelly from the Grattan Institute was quoted in The Fifth Estate as saying "We are really, really terrible at innovation in medium and higher density" due to the fact that "developers have typically done less of it in the past, and there's a dearth of knowledge about how to do it more effectively".

But this lack of innovation in the creation and recreation of Australian Cities goes well beyond buildings, it extends into the way we design our streets, mix our land uses and connect places together. A former boss of mine once said "building a street today, which has got trees in it, is one of the toughest things you can do."

The presentation will identify practical, innovative solutions that illustrate the benefits of doing things differently based on the speaker's twenty years of experience across Australia and the UK. Using case studies it will highlight the benefits of supporting density and diversity, activity and vibrancy and bring different uses together in the one place. It will show ways streets can be designed to support pedestrian access, community engagement and effective placemaking.

It will conclude by showing how the benefits of an innovative approach can be captured during the design process using modern technology including GIS to sustainability models, in order to support the development of more resilient, healthy and flexible cities.

KEYWORDS: Innovation, Sustainable, Density, Strategic Policy, Technology

Selandra Community Place: An Innovative Service Model for New Estate Communities

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The City of Casey is the largest municipality in Victoria with a population of approximately 260,000 people. By 2036, the population will reach 450,000 residents; half of which will reside in new growth areas. Servicing these new communities presents many social, environmental, and economic challenges.

In response to these challenges, a public - private partnership was developed to plan for the delivery of a low cost, interim community centre in a greenfield development area. The project integrated four key participants in the development industry:

- 'the land developer' (Stockland);
- the 'home builder' (Henley);
- 'local government' (City of Casey); and
- 'a regional environmental alliance' (SECCCA).

All parties worked together to achieve one common objective: creating a connected and sustainable community, through the delivery of a facility early in the life of a new estate development.

“Selandra Community Place” opened in March 2012 and delivers information and support services in relation to:

- Social sustainability;
- Environmental Sustainability; and
- Economic Sustainability.

SCP is an innovative service model that can be applied to other growth areas across Australia. SCP is underpinned by a health and wellbeing demonstration project which is being evaluated by a longitudinal study conducted by VicHealth / RMIT.

The project has been hugely successful, winning a number of awards and attracting significant public and private sector interest.

The paper will examine:

- the development of an innovative partnership;
- facility features;
- ongoing community engagement activities;
- outcomes to date;
- application of the model to growth areas across Australia.

KEYWORDS: partnership, green field development, community development, innovation, Selandra Community Place.

An Unexpected Partnership: Different Generations Seeking Similar Housing

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Liam Gobbert

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This joint presentation between PerthALIVE and FuturePerth will challenge traditional assumptions about what different age groups want from their cities and housing.

FuturePerth is a group of young planners and urban enthusiasts who are passionate about Perth and committed to ensuring its development is vibrant, integrated, sustainable and reflects the aspirations of its creative, active citizens. PerthALIVE is a not-for-profit organisation of West Australian community members established to encourage alternative, concentrated urban design that accommodates people of all ages and allows for ageing in place. Our name - ALIVE - stands for All Ages Living in Vibrant Environments.

Traditional wisdom suggests that older people either want to remain in their own homes or move into quiet retirement lifestyle villages with other older people. That same traditional wisdom suggests that younger people want to live in buzzy inner-city apartments surrounded by other younger people. These two stereotypes drive many of our planning, design and marketing decisions.

Our presentation explores whether people at different stages of life might actually have more in common than planners, developers and urban architects think. We ask if there is room for a different type of development that suits people of all ages and which is vibrant, concentrated and mixed-use? Our collaboration reflects that there is a need for an intergenerational approach to housing supply, an opportunity and a challenge for planners, designers and future developers.

KEYWORDS: Multi-age, mixed-use developments

Session 9C:

Community Engagement and Consultation

1530 - 1700

Broome North – Community Building at Waranyjarri Estate

April McCabe

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LandCorp's Broome North development plans to double the population of this unique town over the next 20 plus years. Waranyjarri Estate is the first residential subdivision in the development with more than 500 houses planned, over 100 of which

are already occupied. The Community Building Plan is not only a document but also an implementation strategy with the resources allocated to ensure its delivery. Place Partners is working with the local community, Council and LandCorp to delivery on the ground community capacity and relationship building activities that aim to provide a sense of welcome, stability and community resilience.

A mixed program of support, social and educational activities have already commenced on site with interesting and positive results. This presentation will share the process to date as well as the emerging outcomes of a dedicated community building approach for a new residential estate.

KEYWORDS: Place making, community development, community building, activation, capacity building

Using Design Research and Service Design Methods for Community Engagement and Policy Development

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Pittwater Council, Sydney, NSW is fortunate to have a number of very active community groups and residents associations. After the 2012 NSW local government elections Pittwater's new Mayor, sought to engage more deeply and proactively with these organisations through the development of the Residents' Associations Design Group (RAD). The aim was to ascertain concerns of these groups, provide a platform for discussion and collaboration between the groups and an environment for the community organisations to interact face to face with their local councillors.

This paper documents how design thinking, service design and design research methods have been used to identify and map concerns and aspirations of these organisations, develop a 'hit list' of topics to work on in detail and some policies and programs that have emerged as a consequence.

KEYWORDS: Design Thinking, Community Engagement, Policy Development, Design Research

Afghan Cultural Precinct Collaboration

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A much loved and acclaimed outer Melbourne cultural precinct – the Afghan Bazaar in Dandenong, has embarked on a streetscape project with a difference - brokering a unique collaboration between Afghan traders and community leaders. Established in 2000 the Afghan Bazaar Cultural Precinct is a cluster of 18-20 Afghan retailers, a significant employer of local Afghan people and attractors of people from across Melbourne and Victoria. In a departure from regular streetscape design processes, a consultant team was engaged to work with the community and create a unique design framework to inform the direction of the design brief.

This established a sound commitment to visioning, community dialogue and relationship building as the cornerstone of the project. It revealed a community of traders and leaders seeking to unify the precinct through a range of cultural treatments and spaces conducive to celebratory events that bring the community together.

The design team including a master Afghan/ Australian artist worked with the design framework to create a streetscape that is responsive to local aspirations. Inspiration was found in traditional Afghan patterns and a new visual language created for paving, furniture and an integrated artwork that is unique to Dandenong and Australia.

Construction starts in the second half of 2013 with a jointly funded state and local government budget of \$1.1M.

The project addresses the various Property Council of Australia main street principles, being active frontages, diversity of offer, empowering the community, capturing and reinforcing identity, driving a collective local vision and making the place work for people.

KEYWORDS: cultural, precincts, streetscape, community, identity, place making
