



# 6<sup>th</sup> International Cities Town Centres & Communities Society

## Book of Abstracts for ICTC2005



31<sup>st</sup> May – 3<sup>rd</sup> June 2005  
Ryldges Capricorn Resort, Yeppoon, Qld

# Wednesday 1<sup>st</sup> June, 2005

## Opening Session

### 9:15 – 10:00am

- **Welcome by Councillor Bill Ludwig – Livingstone Shire Council**
- **Professor Michael Keniger**

### *The Place of the Future*

**Presenter:** Professor Michael Keniger, Queensland Government Architect & Executive Dean, Faculty of Engineering, Physical Sciences and Architecture, The University of Queensland

**Biography:**

Executive Dean, Faculty of Engineering, Physical Sciences and Architecture, The University of Queensland

Queensland Government Architect

Professor of Architecture, University of Queensland

Chair of the Design Review Panel and Board Member of the South Bank Corporation, Brisbane. He has been a member of design selection panels for many major architectural and urban design public projects in Australia including the Sydney Olympics 2000 and the National Museum.

Through his advocacy he has sought to enhance the understanding of the need for and value of excellent design in the public realm.

**Abstract:**

Brisbane today is an attractive, vigorous and dynamic city enlivened by the active embrace of the river that winds through its heart. Extremely young in world terms, the city is very much still taking shape. The recent architecture of the city and its region has attracted interest nationally and internationally because of its fresh response to issues of climate, siting, material and culture. This mix of pragmatic response to need and circumstance matched by an interaction with the sensuality of place and climate has come to be the distinguishing hallmark of the best of Queensland's architecture. Recent public projects have been guided by a greater focus on the quality of public spaces and on place making. These include the Millennium Arts project for the Queensland Gallery of Modern Art and the State Library extension, the Brisbane Square project and the Queen Street Mall together with the recently completed Magistrates Court, the evolving development of South Bank Parklands, the Roma Street Parklands, the Goodwill Bridge and the Green Bridge.

**Session 1(A)**  
**10:30 – 12:25pm**

### *Transforming the Landscape: Bushwick, Brooklyn*

***The story of how practitioners from the former East Germany, Canada, Northern Ireland and New York City came together to help one of NYC's most impoverished communities redevelop a derelict former brewery site.***

**Presenter:** Jerilyn Perine, President *BLOCK BY BLOCK*, LLC and former Commissioner of the New York City Department of Housing Preservation and Development

**Biography:** Jerilyn Perine is an urban planner with more than 25 years of experience in housing and community development in New York City's neighborhoods. Appointed by both Mayor Rudolph Giuliani and Mayor Michael Bloomberg to lead America's largest municipal housing agency with more than 2500 employees and an annual operating and capital budget of \$800 million.

As Commissioner Ms. Perine was the author of Mayor Bloomberg's New Housing Marketplace Plan that provides \$3 billion over 5 years to preserve and create over 65,000 units of affordable housing. Under Mayor Giuliani she designed and oversaw the management and operation of programs designed to return a significant inventory of tax foreclosed residential property to local, private ownership.

Ms. Perine has travelled and collaborated with housing and community development professionals in the former East Germany, Northern Ireland, Britain, Canada and Australia. She was a member of the International Brownfield Exchange between 1998 and 2002 and has lectured at conferences and universities in the United States, Germany, the United Kingdom and Australia.

Ms. Perine is currently President of *Block by Block*, LLC which is focused on affordable housing development, community preservation and redevelopment of former industrial sites in cities in the US and abroad. Ms. Perine grew up in New York City where she received a Bachelors Degree from the City College of New York in Harlem and completed graduate work in Urban Planning at New York University. She lives in Manhattan with her husband and two children.

**Abstract:**

Today more than 100 2 and 3 family homes are being completed and sold to policemen, health care workers, community activists and other working families along with more than 100 apartments being rented to low income families and the elderly, with shops and children's day care, on 7 acres of land in the heart of the Bushwick community in Brooklyn, New York City.

The site, vacant for nearly 3 decades, within one of New York's poorest, mostly Latino community, is a story of not just innovative brownfield strategies, but of a community whose leadership maintained its fight for improvement through tremendous obstacles, a city housing department willing to take significant risks, a developer committed to quality housing, and the work of the International Brownfield Exchange, a loosely organized group of diverse planners and architects from countries struggling with the redevelopment of their former industrial landscapes – willing to work with their colleagues in New York City to help transform a site that no one in 25 years thought could be built on.

Using photographs, original site graphics and empirical data, the author will present this case study which resulted in desperately needed housing, commercial and community facilities in an impoverished community, struggling to survive the encroachment of competing communities as well as gentrification resulting from the influx of a young and more affluent population. In addition the presentation will focus on the groundbreaking work on this site which helped not only to initiate significant development here, but helped to move the New York State Legislature to pass long stalled "brownfield" legislation which in turn will help to spur the development of other brownfield sites in New York City and around the State as well.

An innovative partnership with local government, community activists, local elected officials and practitioners from a variety of countries would combine their resources and skills to transform this derelict landscape into a newly built community which has become a place of hope and transformation.

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### ***Effectively Engaging Communities: Create Policy Through Practice***

**Presenter:** Sylvia Gordon, Assistant Director for Development, Groundwork Northern Ireland

**Biography:** Sylvia Gordon began work with Groundwork NI in 2001 as Development Manager and through career progression and organisational growth, is now Assistant Director for Development.

Sylvia is responsible for managing and growing the strategic policy and development path of the agency with the vision of securing the long-term sustainability and growth of Groundwork NI policy and practice, maintaining the organisation's position as a leading edge NGO delivering community cohesion through environmental regeneration.

As Assistant Director for Development, Sylvia is instrumental in building partnerships with government departments, public agencies and communities. Her vision for Groundwork NI is of an organisation that builds active citizenship, encouraging people into the process by giving them the skills and confidence to engage fully with the decisions that effect their lives.

Sylvia has recently presented the work of Groundwork NI at the International Conference on Managing Urban Land hosted in Belfast and the Citizenship and the Management of Cultural Difference in the European City hosted by the European Academy of the Urban Environment in Berlin.

**Abstract:**

The lack of voter turnover to elections across the Western world has signalled disaffection with how our societies are governed. It has led to a radical rethink in how we engage communities in civic society and in how we develop and deliver public services including housing, health and education.

Groundwork NI is a not for profit organisation part of a federation of 50 Groundwork Trusts operating across the United Kingdom and the Republic of Ireland. Groundwork NI is a regeneration organisation that works with communities in areas of high social and economic need, who have witnessed some of the worst of Northern Ireland's conflict. In this session Mary McKee will look at the unique approach of Groundwork NI, and demonstrate how creating meaningful community dialogue with communities can produce quick wins and be instrumental in mediation and conflict resolution. Groundwork NI has also been successful in using the environment as the key driver to bring communities together on a common agenda. This approach has influenced a number of policy debates including European Union policy on working with vulnerable groups, the UK regeneration policy and UK Housing policy.

## Session 1(B) 10:30 – 12:25pm

### **The future for water recycling in Australian cities and towns**

**Presenter:** Dr John C Radcliffe, CSIRO

**Biography:** Dr John Radcliffe AM FTSE is an Honorary Research Fellow in CSIRO. Prior to retirement, he was a CSIRO Deputy Chief Executive and previously Director-General of Agriculture in South Australia. In 2003-4, he reviewed Water Recycling in Australia for the Australian Academy of Technological Sciences and Engineering.

**Abstract:**

Although studies commissioned in 1977-8 identified scope for Australia to recycle water, it was only through the introduction of EPA discharge standards from the early 1990s that effluent treatment authorities began to achieve improved environmental management of treated effluent streams. The droughts of 2001-3 reinforced the need for more effective water management, with recycled wastewater, urban stormwater and rainwater being seen as resources rather than problems. The recent Australian Academy of Technological Sciences and Engineering review *Water Recycling in Australia* showed that by 2001-2, over 500 wastewater treatment plants were recycling some or all of their treated wastewater, while the first projects to harvest and treat stormwater had also been set in place. Inland country towns were earlier adopters than coastal and capital cities. Canberra, Melbourne and Perth have since set recycling targets of 20% by 2010-12. Adelaide was already claiming 19.2% recycling by 2003-4. Issues discussed include ownership and entitlement to stormwater and recycled water, recycling quality standards and the underpinning of public health, better awareness of the need to separate drinking water and recycled water streams, harmonised plumbing and drainage regulations, liability issues, streamlined planning approval mechanisms, equitability of headworks charges, the relationship of recycling plants to market demand and distribution, scope for stand-alone in-house treatment and recycling within high rise buildings, dual reticulation in new developments and retrofitting in existing developments, the role of rainwater tanks, the impact of price on consumption and the need for consistency of policies at a whole-of-government level. Many of these issues are likely to be clarified as part of the National Water Initiative. Above all, the community must appreciate the importance of the entire hydrologic cycle and the principles of water sensitive urban design and be involved in any decision processes that may lead to increased recycling of wastewater and stormwater.

### ***Urban Water: The next generation of change***

**Presenter:** Don Blackmore, Chair of the Advisory Council for Water for a Healthy Country, CSIRO, ACT.

**Biography:** Don Blackmore chairs the Water for a Healthy Country National Research Flagship which is led by CSIRO. He also works on international water management projects, and is involved with several other natural resource management governing bodies.

Don retired as Chief Executive of the Murray Darling Basin Commission after receiving a Member of the Order of Australia for his service in 2004.

**Abstract:**

Abstract not submitted

**Session (2A)**  
**13:25 – 14:55pm**

***Towns, trucks and tourism – A Central Queensland infrastructure planning case study***

**Presenter:** Mal Hellmuth, Executive Director (Central Queensland) Main Roads Department

**Biography:** Mal Hellmuth is a registered professional engineer and has been the Regional Executive Director (Central Queensland) of the Queensland Main Roads Department since 1999. He is committed to ensuring the best outcomes for the region by working closely with other agencies and levels of government. He is currently Chairman of the Central Queensland Regional Managers' Coordination Network and is working to progress joined-up government in Central Queensland.

**Abstract:**

The paper takes a practical view of the current move towards greater collaboration between state and local governments in regional planning activities. It describes the Queensland Department of Main Roads' involvement at planning, program and project levels with a small local government's integrated planning proposal for their town centre (Yeppoon - where this conference is situated).

It looks at the enabling work needed to allow successful cross-sectoral partnerships to be developed and discusses the limitations for state government involvement in local government planning activities.

The paper also examines the personal characteristics and traits of the individuals involved, as well as the skills and behaviours needed to build trust between them, despite widely differing responsibilities, values and agendas.

It describes how to manage the risks, constraints and opportunities inherent in such vertical collaboration and how to add value to the process for each level of government.

***Multi-Disciplinary Visioning Strategy  
City of Bunbury: Living the Vision***

**Presenter:** Franco Andreone, Senior Planner (Strategic & Environment), City of Bunbury

**Biography:** Franco Andreone has had twelve years of urban planning experience. He was a director of the Central Johannesburg Partnership in South Africa conducting urban renewal programmes nation wide. He is now a Senior Planner (Strategic & Environment) for the City of Bunbury and project manager for the development and implementation of the City Vision Strategy for the City of Bunbury.

**Abstract:**

Many cities internationally and nationally have conducted City Visioning exercises. A vision is a mental journey into the future, creating a picture or pictures of the future based on current facts, hopes, weaknesses and opportunities. Any City Vision must be a shared vision and must be mutually conceived and supported by all City stakeholders. It needs to be easily understood and should pull the city's people together towards a common aspiration. To achieve the Vision it should be translated into a set of realistic actions and implementation strategies so that the actual attainment of its goals can be readily perceived by all. The City Vision document can then provide a valid basis to guide City leaders in a holistic approach to their decision-making for the future. The vision must also allow for public-private partnerships to assist in achieving some of the Vision's outcomes.

This paper presents the development of the City Vision Strategy for the City of Bunbury. The key outcome is the delivery of a master plan, development strategies and implementation plans based on realistic solutions and investment to meet the needs of the Greater Bunbury population, which is planned to grow from 55,000 to 130,000 over the next 25 years. The comprehensive strategy will focus on multi-disciplinary deliverables including land use, access & infrastructure, streetscape/townscape, economic development, marketing & promotions and ongoing place management. Priority issues are visual, social and cultural amenity, access and traffic circulation, integrated regional services, strengthened commercial centre & investment opportunities, City linkages and relationships with water, inner city living and employment. The what, why, where and how of the Strategy will be addressed in the paper including public consultation strategies.

***Projects in Partnership – Structure Plan Development in the City Of Whitehorse***

**Presenter:** Mr Gerard Gilfedder, Co-Ordinator Planning Projects, Whitehorse City Council  
Mr Bruce Turner, Facilitator, Phoenix Facilitation

**Biographies:** Bruce Turner is a specialist in facilitating a wide range of group processes for consensus-building, conflict resolution, consultation, problem-solving, team-building, and strategic planning. His particular expertise is in managing large multi-party processes concerning natural resource and land use issues. Bruce's background includes work within the Victorian Government where he facilitated stakeholder involvement in major reform of Victoria's planning system and spent more than seven years facilitating public involvement in environmental impact assessments of major infrastructure proposals. In recognition of his contribution to public dispute resolution, Bruce was awarded a Churchill Fellowship in 1998 to investigate 'leading edge' practice in North America and Britain.

Gerard Gilfedder is an experienced town planner with extensive knowledge of the Victorian Planning System, particularly in the field of strategic planning. Gerard's background includes work with the Victorian Environment Protection Authority, where he participated in the Western Suburbs Action Plan and eighteen years in urban fringe and metropolitan local councils in Melbourne. His recent roles have involved the implementation of significant housing and character policies through extensive formal and informal public consultation processes.

#### **Abstract:**

Whitehorse City Council, with support from the Victorian State Government, has commenced the development of Structure Plans to guide development in three Activity Centres and the preparation of an Urban Design Framework for a fourth within the municipality. Consultation with stakeholders and the wider community, and incorporation of their feedback throughout these projects, is essential to ensure support for the Structure Plans and Urban Design Framework. Consultation is also critical to the success of the future implementation of the recommendations of each Structure Plan.

The Consultation program for each centre has also been designed to reflect the different characteristics and demographics of the activity centres. Box Hill as a Transit City, with functions similar to a Central Activities District requires that a true partnership between Federal, State and Local Government organisations and private retail and commercial operators must be created.

Burwood Heights, a Major Activity Centre, with one major land owner, and a diverse range of smaller land owners has required the appointment of a facilitator to oversee the development of the Structure Plan. Nunawading/MegaMile/Mitcham and Tally Ho will also require different techniques to accommodate views of all stakeholders, particularly the impact of commercial and retail development on smaller adjoining centres.

It is intended that the paper to be presented will outline how the operation of these consultation and project management processes ensures that the projects are developed in a partnership framework and ensure the building of communities.

## **Session (2B)** **13:25 – 14:55pm**

### ***Subtropical Urbanism***

**Presenters:** Rosemary Kennedy, Centre for Subtropical Design, QUT Brisbane  
Caroline Stalker, Associate Director, Architectus Brisbane

**Biographies:** Rosemary is the coordinator of the Centre for Subtropical Design at QUT, a partnership with the Brisbane City Council to research and promote high quality planning, design and urban development that responds to the interaction amongst subtropical landscape, climatic and cultural characteristics in ways that are sustainable. Rosemary is an Architect / Environmental Manager. She has been a director of Mulder + Kennedy Architects since 1993 with a role in projects include public housing, private residences, community centres and eco-tourism projects throughout Australia.

Caroline is an Architect/Urban Designer with project experience throughout South East Queensland and in London. As well as practicing as an architect/urban designer in major Brisbane practices, she has been involved in design teaching at both local universities and has run her own architectural practice. Her project work has encompassed a range of scales, from large centres design, to regional centres revitalisation, school masterplanning, design guidelines, greenfields masterplanning as well as individual public spaces and award-winning public housing. Caroline has a particular interest in regional centres' revitalisation, linked to project work she has undertaken in recent years in Rockhampton, Bundaberg, Townsville, Ayr/Home Hill, Maroochydore and Mackay. She is currently leading revitalisation projects for the Brisbane suburban centre of Arana Hills and Hastings St, Noosa.

#### **Abstract:**

We are all familiar with the notion of design for climate, and the idea of an architecture for the subtropics – although this has largely been played out and developed at a domestic scale. What we do lack is convincing models of urban environments and urban places that reflect a sustainable response to our climate and subtropical lifestyle.



The Centre for Subtropical Design has recently completed research aimed at establishing principles for creating an appropriate neighbourhood design for a subtropical location.

The project was developed against the backdrop of the high rate of urban development and population growth being experienced in South East Queensland. New neighbourhoods are being created throughout the region but often with little regard for the local conditions. The available land for subdivision is often subject to scenic, landscape, waterway, slope or other environmental constraints, but the results have often negated these features and 'place-sensitive' approaches in favour of a homogeneous, 'could-be-anywhere' approach.

The research focus of the project was to build on existing research relating to urban design and building liveable neighbourhoods, tailoring findings to the subtropical context and developing subtropical design principles which are robust enough to influence the design of neighbourhoods over the long term.

The principles of subtropical design for neighbourhoods are developed in recognition that local/regional identity has a significant role in the formation of a sustainable built environment.

With the range of revitalisation projects and urban space improvement projects being undertaken in our region, combined with imperatives to consolidate, the issue of designing places with a strong regional identity and experience is increasingly important.

The presentation will present the principles of subtropical design for neighbourhoods and explore a range of urban spaces in our region, and present some subtropical design responses on projects in suburban Arana Hills and Noosa.

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### ***Maroochy 2025 Community Visioning – a partnership towards a preferred future***

**Presenter:** Phillip Daffara, Programme Coordinator, Urban Design, Heritage and Landscape, Maroochy Shire Council

**Biography:** Phillip is an Architect and scholar of urban futures. A practitioner with 14 years experience in place making, public participation and policy development for quality urbanism, he believes in empowering people to be the architects of their own cities and futures.

**Abstract:**

Maroochy Shire is a sea change community on the Sunshine Coast in Queensland Australia, and is dealing with rapid population increase, major infrastructure and social issues and significant demographic changes. *Maroochy 2025* is a community driven project to develop shared visions and action plans for the Maroochy Shire towards the year 2025, for the purpose of creating an empowering and community owned response to the challenges facing us both locally and globally. The project has been jointly managed by Maroochy Shire Council and a representative Community Taskforce and is a fine example of cutting edge practices in public participation and advocacy. The thing that clearly separates *Maroochy 2025* from other public participation activities is that it is based in futures studies methodologies and actively creates community capacity and community leadership through anticipatory action learning activities. *Maroochy 2025* is an outstanding case study for community capacity building and engagement. The author was a facilitator of the Maroochy 2025 Community Visioning taskforce and member of the project team and will share lessons learned during the community visioning process.

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### ***City Dynamics and the Good City: The art of urban place-making and strategic spatial planning.***

**Presenter:** Dr. John Montgomery Bsc PhD MRTPI FRSA, Urban Cultures Ltd.

**Biography:** John Montgomery is an international strategic planner in the economy, culture and design of cities.

This article is an edited extract from John Montgomery's forthcoming book *City Dynamics: The Fall and Rise of Creative Urban Economies*, to be published in 2005. He is a town planner who has specialised for over 20 years in the economic development, culture, and design of cities, including the evening and night-time economies and cultural or creative industry clusters. Based in New South Wales, he consults with his firm Urban Cultures Ltd across Australia and in the UK.

**Abstract:**

The paper proposes a model for understanding the dynamic of city development in relation to commerce, culture and form. It also considers the means by which cities grow, and how growth is organized spatially.

The majority of the presentation will focus on the principles of city making, including the concept of place making at the neighbourhood scale, epigenesis and typologies of different places.

It is argued that by a combination of economic development, urban design and cultural strategies, it is possible to organise more dynamic and yet liveable cities. This must also involve spatial planning at the city region level.

**Session (2C)**  
**13:25 – 14:55pm**

***Smart State, Smart City, Smart House***

**Presenter:** Michael Ball, Manager Environmental Remediation and Heritage, Built Environment Research Unit, Building Division, Department of Public Works.

**Biography:** Michael Ball is the Project Director Research House, in the Built Environment Research Unit, Building Division, Department of Public Works, Queensland.

Michael has over 34 years experience in the building industry in a variety of roles from tradesperson, foreman, supervisor, health and safety professional and more recently 10 years in BERU working on policy and advice on a range of built environment issues (indoor air quality, building remediation, asbestos policies and management and reduction of volatile organic chemicals). For the past 4 years or so, Michael has been the Project Director for the Towards Healthy and Sustainable Housing Research House project, more commonly referred to as "Research House". This is a joint project managed by the Department of Public Works in partnership with the Department of Housing.

**Abstract:**

The paper discusses how changing the way we build and subsequently live in our homes can significantly reduce the detrimental effects that our lifestyle has on the environment and human health. The award winning Research House embodies the Smart State concept by demonstrating innovation and design and improving knowledge through research to improve Queenslanders quality of life. The project also supports the Rockhampton City Plan as it incorporates the Smart Housing elements and energy and water saving strategies and products. The research findings that are published on the web are already assisting many in the building industry and community to build and live in homes with less environmental impact and with future improvement planning.

Research House is a joint project between the Department of Public Works and the Department of Housing. Initially project partnerships were established with sponsor companies, industry bodies and research partners in the public and private sector. Their support and contributions enhanced research while promoting sustainable regional development through collaborative decision-making, job creation and education.

Research House is a four-bedroom home built to demonstrate smart design and trial and validate innovative building materials and technologies in the sub-tropical climate of Rockhampton. The house incorporates the elements of Smart Housing, which are:

- Economical sustainability: a smart house is cost efficient in the short and longer term;
- Social sustainability: a smart house is designed to be safe, secure and universally designed, and
- Environmental sustainability: a smart house conserves resources of water, energy and waste.

It is fitted with 72 sensors and in partnership with Central Queensland University data is being collected on a daily basis and analysed for water and energy use and temperatures. The paper will illustrate research outcomes for investigation of:

- Water and Energy use
  - Hot water energy efficiency
  - Solar panels (photo voltaics);
  - Temperature in relation to thermal comfort
  - Flyash masonry blocks
  - Roof cavity insulation and ventilation
  - Angular selective skylights
  - Smart glazing technology
  - Ventilation and cooling of external walls
  - Chemical emission reduction in materials and products
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## ***Sustainable Development – Yarrabilba, a case study***

**Presenter:** David Meyer, Engineering Manager, Delfin Lend Lease

**Biography:** David is currently employed with Delfin Lend Lease as Engineering Manager for the proposed Yarrabilba development located within the north eastern precinct of Beaudesert Shire.

Prior to joining Delfin Lend Lease in January 2004, David worked with the Caboolture Shire Council for fourteen (14) years. Commencing with Council in July 1989 as Subdivision Engineer he was later appointed as the Manager Transport Planning. During his time at Caboolture the Shire experienced sustained residential growth, with the population increasing from approximately 55,000 to 117,000 people.

Since graduating from Queensland University in 1977 with a Bachelor of Engineering Degree, David has primarily worked in South East Queensland with the exception of 5 years in South Australia. He has broad experience in subdivision works, traffic engineering and engineering management.

In more recent years David has completed a Graduate Diploma in Local Government Engineering (QUT), a Graduate Diploma in Local Government Management (Deakin) and a Master of Business Administration (USQ). David is a Registered Professional Engineer, Queensland.

### **Abstract:**

Legislative amendments, community expectations and worldwide environmental concerns are together changing the way in which new developments are planned and built.

Yarrabilba is a proposed master planned community strategically located within the South East Queensland growth corridor. With an area of 2014ha, a projected population of 52,000 people and a 30-year development timeframe, careful consideration has been given during the development planning processes to creating the smallest possible environmental footprint.

In support of this environmentally responsible, long-term goal a range of strategies have been proposed for Yarrabilba. The range of strategies necessary to achieve the desired outcome range from major initiatives to far more modest initiatives.

Major initiatives include full watercycle management incorporating rainwater tanks and recycled wastewater, travel demand management initiatives implemented from the outset of the project, staged public transport and an employment strategy.

Other initiatives include mandating the use of gas or gas-boosted solar hot water systems and recycling of builders waste.

It is the desire of Delfin Lend Lease to not only develop a new town built around environmentally sustainable principles but to also create a community that embraces environmentally sustainable practices in their daily life.

## ***High Resolution Satellite Imagery for Local Government Planning and Management – A Cairns Case Study***

**Presenter:** Lisa Dykes, Geoimage

**Biography:** Lisa Dykes is the business development manager for Geoimage, and specialises in the provision and processing of high-resolution satellite imagery. She advises on imagery for the natural resources and utilities industries as well as for local and state governments. She has previously mapped invasive vegetation in South Africa and for the Victorian State Government, where she was also involved in native title mapping.

### **Abstract:**

Cairns City Council manages an area of approximately 2023 sq. km and is currently improving their Geographic Information System (GIS) to facilitate better management and planning practices across their local government area. Council required high resolution and spatially accurate but cost-effective imagery to cover their entire area of interest. IKONOS satellite imagery was chosen because it was able to provide 1m pixel imagery, capable of detecting individual cars, trees, houses and fence-lines with a quick turn-around time and with spatial accuracies of up to 1-3m. Cairns City Council contracted Geoimage to task the IKONOS satellite and process the data to provide accurate imagery in file formats to suit their GIS. Within 10 days of tasking the satellite, near cloud-free imagery was captured over the entire area. Geoimage provided image maps to Council to aid in capturing ground control on the raw satellite image, which Geoimage then used to orthorectify the imagery with a global Digital Elevation Model (DEM). Six weeks after placing their order, Council was supplied with accurate, digital orthoimages, supplied as a single-image seamless mosaic. Mosaics, both in natural colour and incorporating the near-infrared imagery for use in vegetation studies, were supplied. The IKONOS imagery will be used by Council engineers and town planners, environmental consultants and compliance officers, for applications ranging from property planning to tourism initiatives to achieve more informed decision making and more efficient management of their local environment.

## Session (2D) 13:25 – 14:55pm

### ***Master Planning on a Shoestring***

**Presenter:** Robert Prestipino, Director, Vital Places

**Biography:** Robert is a Qualified Urban Designer and Registered Landscape Architect with over 18 years experience in the design and revitalisation of public spaces and Town Centre improvement projects.

As Director of Vital Places Pty Ltd, he has specialised in the delivery of catalyst projects for cultural and economic revitalisation of Town Centres and Communities. Robert has a reputation as a highly skilled communicator and facilitator of community based revitalisation initiatives.

**Abstract:**

Some say, you'll be raising unrealistic expectations others say, that there is no other way! Whatever the truth, you can't deliver integrated Town Centre improvements without it. You need to have a plan to work to. You need a Master Plan to guide your long-term revitalisation. Nothing is more powerful than having a plan. Applying the right process to develop your master plan will ensure it becomes a *money magnet*

This paper shows the way to effective Master Planning even when you don't have a budget and reveals how master planning as if there is no budget is more effective than being responsible!

*Scope your project without a bloodbath*

Developing a master plan is one thing but now you have to decide how to spend your limited budget. How could you possibly gain ownership and consensus? Ensure incremental improvements build synergy not disconnection. The secret is in your consultation process.

This paper will outline proven consultation processes for effective Master Planning of Town Centre Revitalisation Projects.

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### ***Wallets past Windows***

**Presenter:** Greg Davis, Director, Taktics4

**Biography:** Greg Davis is a Director of Taktics4, a consultant group providing market and consumer, property and business advice to owners, developers and governments.

Greg has an extensive range of strategy, policy and design experience refined over 15 years of consulting throughout Australia and New Zealand. His expertise is built on a foundation of 10 years with state and local government planning agencies.

**Abstract:**

The main focus for my presentation is based on the belief that too much emphasis is currently placed on what I call the 4P's (paving, planters, poles, painting) in the revitalisation of town centres and that key economic and consumer drivers are overlooked in favour of the quick visual fix provided by the design driven streetscape experience. The design phase is an important component. However, it should not be portrayed throughout the industry (as it currently is) as the 'panacea of all ills'.

My experience suggests that too many urban spaces (especially those adjacent to and integral to commercial activity) often fail to take due consideration of the surrounding infrastructure. Urban environments are only valuable spaces if in fact the community they are intended to serve values them. I will therefore offer debate on whether landscape architects, architects, urban planners, or in fact economists and consumer analysts are in the best position to drive the initial stages of the town centre revitalisation process.

The much-maligned shopping mall is despised on a range of fronts – but not the least of which is that they are so successful. Town Centres have the opportunity to adopt some of the fundamental principles applied very early in the design and layout stages of shopping centre development. This should not be seen as 'selling out'. Shopping Centre designers are currently including main street and town centre environments into their centre designs, why shouldn't Town centres borrow the upfront principles that currently provide them with the competitive advantage.

I will show examples of how retrospective redesign of town centres around the location of major attractors and consumer behaviour and key developable sites will provide the best chance of remaining competitive in the future. I will also show how the strategic use of key sites – including the main landowner in any town centre (Council – by virtue of its road networks) may be utilised to retain or attract anchor tenants.

I promise an informative alternate approach to town centre revitalisation – one that will generate debate and question conventional thinking in this very important stage of a town centres lifecycle.

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## ***Sun sea and crocodiles: Revitalisation examples from North Australian cities***

**Presenters:** Chris Barrett, City Centre Revitalisation Manager, Mackay City Council  
John Winsbury, Strategic Planner, Mackay City Council

### **Biographies:**

Chris Barrett's role focuses on rejuvenation of this fast-growing North Queensland centre. His tasks include marketing, project management and development guidance, and he is accountable to a board of business, community and civic leaders. Chris previously worked with a broad range of local and state bodies on planning and community development issues in NSW.

John Winsbury has over three decades of experience in the planning and development industry. His current role incorporates the overhaul of Mackay's planning controls through preparation and adoption of a new citywide IPA-compliant planning scheme. John was formerly chairman of the City Centre Revitalisation Taskforce, and prior to that City Planner at Caloundra on the Sunshine Coast.

### **Abstract:**

The importance of northern Australia

- 40 pc of landmass lies north of Tropic of Capricorn
- high rate of growth/ visitation/transient population higher/rate of change

The variety of experience

- Asian focus and entrepot status (Darwin)
- tourism and lifestyle hotspots (Cairns , Sunshine Coast)
- major city in the tropics (Townsville)
- resource based growth combined with lifestyle (Mackay/Whitsundays)

Examples considered

- Darwin Wharf Precinct/Cullen Bay Marina
- Cairns Esplanade
- Townsville Strand and City Centre
- Caloundra Kings Beach
- Airlie Lagoon/Waterfront
- Mackay Wharf Precinct/Mid City

Points of similarity

- preoccupation with water
- managing the sun and the weather
- markets/lifestyle
- car culture
- signature projects eg convention centres, aquatic facilities, residential intensification
- architectural themes eg design for the tropics, use of materials (tin/timber)

Points of difference

- target audience (balance between locals/visitors/investors)
- range of climatic experience (monsoonal to temperate tropical)
- redevelopment vehicles (state government, local government, redevelopment boards, partnerships)
- funding solutions
- design solutions

Issues

- sustainability
- climatic response
- others

Lessons learnt

- general principles
- how we are applying these in Mackay

## Session (3A) 15:25 – 16:55pm

### ***Engaging Ipswich – Building capability of the Community & Council to respond to the Growth of the City***

**Presenters:** Amanda Martin, Director, Leading Innovation

**Biography:** Amanda Martin is a management consultant who works from Glenden in central Queensland which is 2 hours west of Mackay. Amanda has held corporate strategy positions in the Royal Brisbane Hospital, Queensland Treasury, and the Department of Education and has run 3 successful small businesses including restaurants and her current consulting business. She has a strong commitment to working with the people who make things happen in communities, government and in business. Amanda's work takes her from New Orleans in the USA to Lockhart River in Cape York and includes team and leadership development workshops, community engagement events and performance management projects.

**Abstract:**

One of the most problematic, challenging and frustrating aspects of developing great towns and cities is the need to balance social, cultural, economic, and environmental needs with the appropriate hard and soft infrastructure. Often the "soft" elements of this balancing act, the social and cultural needs of communities are the losers in the balancing act. This case study outlines the strategies used to engage councillors, council staff and the community in building the future of Ipswich City which will double its population size in the next 20 years to accommodate the growth outlined in the South East Queensland Regional Plan.

Key strategies of the case study include:

- the development of a vision for the future that is shared between councillors and senior managers,
- implementation of joint planning processes as a professional development initiative,
- incorporation of regional, subregional and local planning processes into service delivery frameworks that are aligned across state and local government, and
- establish connections between economic, social and cultural issues across multiple planning levels within local and state government.

The case study also demonstrates the importance of having strong internal systems to support the change process – leadership development, human resource management, budgeting, performance management, and reporting.

The case study highlights ways of ensuring that these change strategies deliver outcomes to the community such as improved social and cultural infrastructure in growth areas and recognition of the benefits of diverse cultures for community well-being. The key to this approach has been to identify very early that the focus should be both on the outcomes sought for the community and on a holistic view of the process as being about change for the individuals involved, for the council, and for the community.

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### ***Successful Urban Revitalisation through Strategic Partnerships***

**Presenter:** Stuart Jardine, Chief Executive Officer, City of Gosnells

**Biography:** Stuart has been the Chief Executive Officer of the City of Gosnells since 2001. In a career spanning over 20 years, he has worked in several leading local governments in a variety of senior management positions in both Australia and the UK. He recently became the first Australian to be appointed to the prestigious Board of Directors of the International Downtown Association of America in recognition of his work on urban revitalisation projects.

**Abstract:**

Great partnerships create world-class competitive towns and cities. Forging relationships, sharing visions and working together has been crucial to urban revitalisation in the City of Gosnells.

The City's new Strategic Plan 2004 – 2006 '*Shaping Tomorrow Today*' puts emphasis on strategic partnerships. Plan delivery is based on the shared effort of stakeholders. Productive partnerships are paying dividends:

- A reduction in the shop vacancy rate in Gosnells Town Centre from 49% in 1998 to 10% in 2004, over \$10 million private sector investment, the private funding of a public road and the donation of land for public art;
- Independent assessment of a revitalisation project in terms of return on investment as “*better than any road scheme anywhere in Australia*”;
- The application of Environmental Design principles based on New Urbanism and Crime Prevention to a suburb resulting in crime down 34.1% and property values up 29.3% in a twelve month period;
- The Premier of Western Australia, Dr Geoff Gallop commented that the Maddington Kenwick Sustainable Communities Partnership “...sets a new course and the Government will use it as a benchmark for the sustainable renewal of urban communities throughout the State.”
- A grassroots community leadership network to guide urban renewal decision-making and resource allocation;
- Federally, a \$4 million commitment by Labor’s Mark Latham to partnership in Maddington Kenwick and a House of Representatives Standing Committee Inquiry decision to use the City’s Community Safety initiative as the basis for a national community safety programme;

The successes, failures and strong strategic partnerships taken by the City can benefit communities across Australia.

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## ***Maroochydore Civic Square – creating a new public place in the 21<sup>st</sup> century***

**Presenters:** Phillip Daffara, Programme Coordinator, Urban Design, Heritage and Landscape, Maroochy Shire Council  
Jamie Franklin, Team Leader - Landscape & Urban Design Unit, Maroochy Shire Council

**Biographies:** Phillip is an Architect and scholar of urban futures. A practitioner with 14 years experience in place making, public participation and policy development for quality urbanism, he believes in empowering people to be the architects of their own cities and futures.

Jamie is a British Chartered Landscape Architect with 10 years professional experience shared between both government and private practice. Jamie’s European influence has provided him with a broad perspective of landscape architecture, urban design master planning, implementation and community engagement.

### **Abstract:**

The oral paper will present Maroochy’s principles and process of creating a new public space within its regional centre in the complex world of the 21<sup>st</sup> century. The process integrated community capacity building and participation about the principles of quality urbanism; partnerships between landowners and government agencies with the objectives for urban revitalisation. Council secured \$1.5 million in State Government funding for the project under the Qld Regional Centres Program. The new town square will provide a much-needed public space that is critical to the future social and economic development of Maroochydore as a Key Regional Centre of the Sunshine Coast. The proposed *Civic Square* is currently a car park servicing a CBD precinct including the Court House, Police Station and significant commercial activity. An Australian wide design competition was held and community engagement and education has been pivotal in determining the winning design and building ownership for the development and use of the future public place. Stage one of the project is conceived as a catalyst and is scheduled for completion by 2007. The Civic Square may well be a long-term project taking fifty years or the whole century to be fully realised, so this paper will show how the vision of a civic square will be kept alive in the minds and imagination of the people of Maroochy?

## **Session (3B) 15:25 – 16:55pm**

*Proudly Sponsored by Department of Local Government, Planning, Sport and Recreation*

### ***Who is home alone: The trend towards living alone in Queensland***

**Presenter:** Alison Taylor, Principal Demographer, Planning Information and Forecasting Unit, Queensland Department of Local Government and Planning

**Biography:** Alison Taylor is currently Principal Demographer in the Planning Information and Forecasting Unit, Queensland Department of Local Government and Planning. The Unit has responsibility for monitoring and producing demographic, housing and urban land information to support urban and regional planning in Queensland.



Alison has been in this role for six years. Prior to this, Alison managed the Social Research Unit at Gold Coast City Council and was a demographic planner for NSW School Education.

Alison currently has a key role for the Queensland government that includes analysing demographic, housing, socio-economic and residential land development trends and conveying the results of these analyses to a wide range of users.

**Abstract:**

The number of Queenslanders living alone has increased from just over 100,000 people in 1981 to nearly 300,000 people in 2001, an increase of nearly 150%. Almost one in every ten people in Queensland currently live alone, up from around one in every 20 only two decades ago, while almost one-quarter of all households in Queensland have only one occupant.

This paper outlines the characteristics of Queenslanders who live alone with a special focus on people living alone in Brisbane. Does this trend complement or complicate initiatives to increase densities in Brisbane? What are the social implications of this trend given that more young men than young women live alone while more older women live alone than older men?

Some implications of this trend towards living alone are also discussed. People who live alone tend to be more mobile, have different household requirements and contribute to the demand for new dwellings growing faster than the population. Over the 20 years to 2001, the Queensland population increased by 60%. Household growth exceeded this figure, growing by 82% over the 20-year period. However, over the same period the number of lone person households more than doubled.

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### ***Sea Change in Queensland: What are the facts?***

**Presenter:** Ross Barker, Planning Information and Forecasting Unit, Department of Local Government, Planning, Sport and Recreation

**Biography:** Ross Barker is the Manager, Planning Information and Forecasting Unit in the Queensland Department of Local Government and Planning, a position he has held for more than a decade.

In this position Ross provides expert interpretation and advice on a wide range of demographic, housing and urban development issues that impact on the provision of infrastructure and services across Queensland.

**Abstract:**

The sea change phenomenon has received considerable media coverage which has gained momentum in recent times. Queensland, with its extensive eastern seaboard, is reported to be experiencing substantial population growth and urban development under the sea change banner.

But what is the available evidence to support this premise? An analysis of census data and more recent annual estimates of population growth show that much of the increase in the population of coastal Queensland has been concentrated in South East Queensland and a number of coastal regional centres.

The latest data also show that extensive urban residential development is occurring in many coastal centres in the State. It remains to be seen, however, whether this land development will transfer into housing activity and eventual resident population growth.

This paper will explore the size of population movement to coastal Queensland including an examination of the characteristics of movers to this area.

The implication of sea change in the planning of infrastructure and services will also be explored along with likely socio-demographic change projected in these locations.

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### ***Getting the terminology right - Life style or quality of life?***

**Presenters:** Rick Atkinson, Rick Atkinson & Associates  
Fraser Keegan, Office for Recreation and Sport, South Australia

**Biographies:** **Fraser Keegan:**

With a background in planning and management Fraser has worked in the recreation, sport, education and health sectors in a number of different capacities. From developing and implementing community development programs at a local level to developing regional and state-wide Strategies, he has illustrated a commitment to increasing opportunities for people of all ages and abilities to become actively involved in 'community life' and to enjoy the benefits such involvement provides.



**Rick Atkinson:**

Rick has qualifications in Architecture, Environmental Studies and Urban Design. His professional and life experience in New Guinea, Africa, The Middle East, Europe and Australia has helped to forge Rick's respect for cultural values other than his own and his commitment to ecologically and culturally responsive urban design alternatives. His research and consulting interests include the connections between sustainable urban design and health, intergeneration equity and cultural tourism.

**Abstract:**

What do we already know about the social, ecological and economic qualities and conditions that are fundamental to individual well being at all stages of the human life cycle?

And how might these qualities and conditions mesh with the characteristics of a healthy, respectful and productive society?

Keegs and Akkers are good friends. They are a generation apart. They come from different backgrounds, professional specialisations and life experience. They want to share their "coffee-break" interrogations of the feel-good notions of sustainability, quality of life, social inclusivity, multi-culturalism..... towards trying to understand why these admirable principles seem to have had minimal impact on the way we urban professionals continue to shape and manage the urban environment. Most of all they want to share their ideas for developing more socially, culturally and environ-mentally responsive approaches to government initiated planning and design interventions through real and hypothetical case studies.

**Session (3C)  
15:25 – 16:55pm**

***Extending utility of wastewater disposal sites: some field lessons***

**Presenter:** Ajay Sharma, Doctoral Fellow, Central Queensland University, Rockhampton

**Biography:** Ajay Sharma, an agriculture graduate and postgraduate in forestry from India, is an overseas higher research degree student with Plant Sciences Group, Central Queensland University, Rockhampton. He is researching the option of using municipal wastewater in raising short rotation crops like fodder, wood for Bioenergy, pulp and particle boards. Another major objective of the research is to promote environment friendly disposal of the effluents through land irrigation. The research aims at identifying suitable cropping system that may marry ecological safety and economical crop production. Some practical tips on management of effluent irrigated plantations, selection of suitable irrigation rate, importance of site quality for the purpose, species selection, biomass production and reducing threats related to microbial pathogens, salinity or sodicity are emerging. The findings may help local councils, industries and planters in efficiently managing their large scale plantations. Ajay had been researching for last three years and shall be submitting his thesis shortly.

**Abstract:**

Livingstone Shire Council, the civic body for Yeppoon, is one of the premier councils that manage wastewater through irrigation. In collaborations with Department of Primary Industry (Forestry Research) and Central Queensland University, the council has set up models of wastewater disposal through dedicated plantations, community facilities and even selling to orchardists. DPI (Forestry) and CQU are studying various fast growing species and agroforestry systems to identify more efficient plantation systems for wastewater reuse.

Preliminary results have revealed that the flooded gum was consistently efficient in removing wastewater. Interestingly some agroforestry systems also remove effluent as well as monoculture plantation and may provide additional short term commercial crops. The nature of the biomass produced in the sites may call for special marketing and may evoke a review of whole process of wastewater disposal. Similar experiences related to irrigation systems, management of irrigation rates, species selection, cropping system, water removal, possibility of commercial yields and cultural operations, shall be shared. The experience sharing may promote environmentally friendly wastewater disposal.

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## **Water Quality Objectives to Protect Environmental Values**

**Presenter:** Dr Khorshed Alam, Post-Doctoral Research Fellow, Central Queensland University

**Biography:** Dr. Khorshed Alam is a post-doctoral research fellow working in the area of environmental and resource economics at the Centre for Environmental Management, Central Queensland University. Khorshed received a PhD in environmental economics from Murdoch University in 2004. His research interests include the application of non-market valuation, sustainability, cost-benefit analysis and water resource planning.

**Abstract:**

Formulating plans and strategies to protect environmental values of fresh, estuarine and marine waters require setting of appropriate water quality objectives. Each environmental value requires a certain level of water quality to be maintained. Recently in many countries, the focus of water quality objectives has moved from maintaining drinking water quality to ecosystem protection. Based on studies of water quality benefits in selected regions of Queensland, this paper demonstrates how setting of appropriate water quality objectives can enhance and protect environmental values of water resources.

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## **Water Reform in Queensland**

**Presenter:** Graeme Milligan, General Manager, Water Management & Use, Department of Natural Resources & Mines, Brisbane

**Biography:** Graeme Milligan is the General Manager, Water Management and Use in the Queensland Department of Natural Resources and Mines. Responsibilities include policy and statewide business direction for water reform (pricing, institutional arrangements, legislation), water allocation and trading activities, rural water metering, rural water use efficiency and water management – licensing and water sharing/operating rules for Sunwater (government irrigation water supply schemes) and other infrastructure owners.

**Abstract:**

### **1. Water Reform in Queensland**

#### **a) Summary of Reforms**

- How things have changed in past 5-10 years
- Institutional reform – to ensure commercial viability of government business and define business relationship between dam owner and user
- Entitlement & pricing reform- to define 'product' and 'price'
  - Tradeable water entitlements- separate from land

#### **b) National Water Initiative**

- National Water Commission
- State based implementation plans
- National work on:
  - Water resource accounting,
  - Benchmarking framework for utilities
  - Metering standards (May be potential for a site visit at Rockhampton- pending finalisation of metering project for this area)
  - Water sensitive urban design (Potential for links with Livingstone Shire Council on water supply & water sensitive urban design issues)
  - Coordinating science

#### **c) Summarising the new planning approach:**

1. facilitate highest value and best use;
2. encourage efficient use of water; and
3. if supplies can't be met through 1 and 2, then consideration of additional water supply sources.

#### **d) Delivered via**

- Water Resource Plan
- Resource Operations Plan
- Water Supply Studies

**Session (3D)**  
**15:25 – 16:55pm**

***Northbridge (Perth) revitalisation case study commissioned by the City of Perth***

**Presenter:** David West, Principal Consultant, Premier Retail Marketing

**Biography:** Premier Retail Marketing advises Councils, Town Centres and Shopping Centre managers throughout Australia & New Zealand in the areas of retail marketing, main street management and tenancy mix development.

David West the principal consultant has over 15 years experience in competitive retail environments including Adelaide's Rundle Mall and regional shopping centres.

Clients include the City of Melbourne, the City of Perth, Penrith City Centre, Mount Barker Town Centre, the City of Unley and the City of Playford.

**Abstract:**

The Northbridge Action Plan called for the development of a Business Mix Plan to attract visitors, tourists, city workers, students and serve the needs of the local community including residents.

The Tenancy Mix Plan for Northbridge was developed to rebuild a vibrant daytime economy and broaden the range of evening activities on offer.

Premier Retail Marketing commenced the study with a full audit of the uses in the precinct including ground level retail, small business, upper levels and accommodation facilities.

Key tasks in developing the Plan included:

- Phone research of 300 households within 5km of the Northbridge precinct including users and non-users.
- Analysis of ABS demographic data within a 5km catchment area.
- Inclusion of pedestrian and vehicle traffic count data.
- Analysis of major competitive shopping areas and centres.
- Identifying the retail dynamics and influences affecting the precinct.
- Conducting a stakeholder workshop with representatives of the precinct, Council and Government.
- Conducting a physical audit of all premises within the study area to:
  - Develop a database of all businesses and tenancies
  - Sort the database into retail and business categories
  - Identify the retail core areas for future development
  - Assess presentation of shop and building frontages

A preferred business mix was identified and mechanisms to achieve that mix were developed including securing the cooperation of property owners and leasing agents.

The final report included recommendations for development of 3 key areas:

- Chinatown
- the Council owned Pallas site

and creation of a Fresh produce cluster.

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***Do outdoor shopping malls still work or have they seen their day?***

**Presenters:** Paul Fanning, GCertMgmt, AFAIM, AFAMI Manager City Centre, Wollongong City Council and Martin O'Shannessy, B.Comm, GCBA, QPMR, MASMRS Executive Director IRIS Research

**Biographies:** Paul Fanning is Manager City Centre for Wollongong City Council and has over 20 years senior management experience with a background covering local government, marketing, event management and real estate. His current position with Wollongong Council encompasses the management of the City Centre which takes in the Crown St Mall.

Martin O'Shannessy is Executive Director IRIS Research and has over 16 years senior management experience in economic and social research with a background spanning politics, advertising and marketing. He is a well-respected researcher, author and orator in his field having co-authored two books on business management and the Australian Economy.

**Abstract:**

Throughout the last three decades, local governments in particular have had a penchant for establishing pedestrian shopping malls.

The reasons behind this have included economic revitalization of CBDs, shopping centre demands, social goals and meeting community expectations.

Recently, a number of councils have either completely refurbished their pedestrian malls or have had them removed or significantly changed their use - and many more are asking themselves what value their mall now adds to the social and economic fabric of their LGA.

This research sets out to explore the underlying reasons for the establishment of outdoor pedestrian malls, the track record of success or otherwise associated with these.

To be conducted in early 2005 this research will provide a fresh and objective look at the issue around Australia. All council General Managers in Australia will be provided with the opportunity to respond to a web based survey conducted by IRIS Research and funded by Wollongong City Council.

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### ***The Revitalisation of Dee Why Town Centre***

**Presenter:** Richard (Dick) Persson, Administrator, Warringah Council

**Biography:** Dick Persson has held a wide range of senior executive public sector positions over the last 20 years. He has worked in both NSW and Queensland governments as well as the Federal Government, where he has held the following positions:

- Deputy Director General NSW Department of Housing
- Director National Housing Policy Review
- Director General QLD Department of Housing, Local Government and Planning
- Director General QLD Department of Health
- Director General NSW Department of Public Works and Services

Dick was appointed as Administrator of Warringah Council in July 2003, following its dismissal by the State Government. He is also on the Boards of Health Quest and Women's College.

**Abstract:**

Dee Why is well known for its relaxed cosmopolitan lifestyle. Residents and visitors alike can enjoy the pristine beach and lagoon, the beautiful parks and reserves and its outstanding range of superb quality cafes and restaurants.

With surf and sand, lots of green spaces and excellent facilities, the foreshores and surrounds have become one of Sydney's northern beaches absolute gems.

By contrast, Dee Why's town centre has long felt like the poor cousin with a very strong feeling of lack of civic amenity and has come about through the lack of urban design, lack of quality public spaces, poor pedestrian amenities, excessive signage and vehicle domination, and no real sense of place for the urban heart of Dee Why.

Our response has been to engage the NSW Government Architect, Chris Johnson, and to work with the existing landowners and with Council staff to see if we cannot come up with a better plan, something that will better suit the future needs of the population that is going to be living in and around Dee Why.

The Dee Why Town Centre Master Plan transforms under-utilised Council and private lands and offers a vibrant vision for a totally revitalised city centre with links to new parks and beyond to the lagoons and beach making all of Dee Why an attractive and highly desirable place to work, live and shop.

The Dee Why town centre master plan also provides an opportunity to design a model of environmental sustainability. This includes strong emphasis on water management and recycling; the use of passive solar design principles; designing buildings to inhibit wind generation; and minimising reliance on mechanical ventilation and artificial lighting. Despite its scale and scope, the Master Plan for Dee Why's town centre honours the special, relaxed character of Dee Why. In the future it won't just be the glorious beach and foreshore that gets all the attention. By artfully revitalising so many public spaces, the urban heart of Dee Why will offer all residents and visitors a real sense of place and belonging.

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Thursday 2<sup>nd</sup> June, 2005

Session (4A)  
9:00 – 10:45am

### ***Strategies and tools for shrinking cities – the example of Leipzig***

**Presenter:** Karsten Gerkens, Director, Department of Urban Regeneration and Residential Development, Leipzig City Council

**Biography:**

Dipl.-Ing.-Architect Karsten Gerkens

Course of studies in Architecture at Hannover Technical University

Diploma Examination specialising in urban redevelopment

Karsten Gerkens has been the Director of the Department of Urban Regeneration and Residential Development for Leipzig City Council since 1991. The Department operates all national and European founding programs within 15 reconstruction areas comprising 550 ha inner city "Gründerzeit" areas and several large scale prefabricated housing developments

The 3 phases of Urban Renewal he has been involved with for the City of Leipzig are:

1991 -1994	Reconstruction of buildings (Save The City)
1994 -1998	Investment in Residential Environment
1998 - ongoing	Redevelopment of the City

The main projects of the Office have been the following: System of careful urban renewal and assistance board for local building owners, craftsmen and tenants; Strategy "Neue Gründerzeit"; Simulation model Leipzig Grünau; Revitalisation of old industrial areas (in the context of the Expo 2000) within these projects cooperation with Planning Department Birmingham and Birmingham Heartlands Development Corporation; Urban II; ERDF city programme; Waterway strategy; Shrinking city as a potential for urban quality development; selbstnutzter de (Assistance board for owner-occupier programme); EU-Projects UTN II, Re Urban Mobil, URBACT, EcoFinNet, LHASA

His previous experience in the industry includes: Planning/site management for schools and public buildings undergoing repair and modernisation for Wiechmann architects', Karlsruhe. Project development for old buildings and management of reconstruction areas at St. Pauli, Hamburg, Wilhelmsburg. Consultanting to Chemnitz city administration on urban renewal, establishing an urban redevelopment office and making decisions about urban renewal.

**Abstract:**

Leipzig is a city in transformation. The city that contributed so much to bring about the political turning point experienced in the 1990s an unexpected construction boom and the successful renovation of the Wilhelminian building stock that lend the city its distinctive image. Nonetheless, the city has considerable challenges to face. In recent years, vacant housing and derelict lots have come to mark the face of a number of districts. This situation is the consequence of a demographic implosion via natural population decline, ageing and migration in eastern German society and follows the line of development in other European countries.

What is the experience of the city of Leipzig in the current period of social transformation and what must urban planning and municipal politics be preparing themselves for at the beginning of the 21<sup>st</sup> century? The urban repositioning of a city with an excess of buildings and space in such a way as to preserve the qualities of that city, seize the opportunities presented by the transformation and ensure that the city remains exciting, safe an attractive for its inhabitants, requires an active stance on the part of planning and politics. A modernisation of the urban structure must be carefully considered and implemented. The city of Leipzig has developed adequate strategies and tools for the urban regeneration and redevelopment. The paper will focus on these strategies and instruments as well as best practice examples.

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## ***Strawberry Fields forever? With a little help from my friends – maybe.***

**Presenter:** Tom McGuire, Executive Director, Community Seven Ltd, Liverpool UK.

**Biography:** Tom McGuire, married with 3 kids who don't understand "no" or "quiet" or "later" or any threat related to any of the former. Graduated with Philosophy degree so long ago he's almost sane again now. Or would be if he hadn't spent 25 years working in Housing and Regeneration in the north of England. Currently heading up a regeneration project in inner city Liverpool which aims to reverse a 25 year decline in social, economic and housing conditions, delivering a government initiative called New Deal for Communities.

**Abstract:**

The experience of Liverpool as a city, which over 30 years, experienced around 25% population reduction and a complete overhaul of its industrial / commercial base and a collapse in housing market confidence with thousands of empty homes and a residual, economically immobile and socially deprived community. For almost two decades Liverpool became known as a city with a terminal illness as if it suffered from a general psychological flaw - characterised in the national media by a whole number of themes and idiosyncrasies including paranoia, whingeing, self destruction, self righteousness, militancy, aggression, even tragedy etc. These views partly reflected and partly sustained a reality but lost sight of the inner strength and determination of a very confident, optimistic and irrepressible community, which at the very end of the century, turned a corner and played a major role in driving new ideas into Government housing policy. These resulted in a series of government initiatives which reflected new thinking and a new emphasis on long term outcomes, sustainable communities and housing market renewal, which in turn required that housing and other community, voluntary or statutory organisations needed to change themselves to deliver a new city with a thriving housing market and sustainable communities. I would describe my own and my organisations experience in that context.

### **Session (4B) 9:00 – 10:45am**

## ***Destination Branding and its Importance***

**Presenter:** Ian Macfarlane, Director of Marketing Services, Tourism Australia, Sydney

**Biography:** As Director of Marketing Services, Ian Macfarlane is responsible for driving Tourism Australia's global marketing activities, enhancing the global brand strategy and driving the on line (tourism product) and business tourism (segment) development programs. Ian is responsible for key marketing areas of the organisation including business tourism, international media, advertising and design, and the online areas including australia.com.

A major focus of Ian's role is the further roll-out of the revitalised Brand Australia in key international tourism markets worldwide and driving the implementation of the organisation's tourism events strategy.

With 20 years experience as a marketer and strategist, Ian has a wealth of experience in driving global brand activities for major tourism destinations including the Gold Coast and New Zealand.

Prior to joining Tourism Australia, Ian was the CEO of Gold Coast Tourism (GCT) where he developed the new branding approach to reposition the destination in the minds of domestic and international travellers. Before joining GCT, Ian was General Manager, Marketing for Tourism New Zealand for six years, where he was responsible for the steering the successful branding of New Zealand with the 100% Pure campaign globally.

**Abstract:**

Abstract not submitted

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## ***The impact of major sports facilities on the development of cities***

**Presenter:** Paul Henry, Senior Principal, HOK Sport + Venue + Event, Qld.

**Biography:** Paul Henry is one of the world's leading sports architects, directing from his Brisbane headquarters, the Asian arm of HOK Sport + Venue + Event, the world's largest international sports architecture practice.

Paul leads the HOK Sport team working as sports specialist advisors on the Beijing National stadium for the 2008 Olympic games and has been a part of almost all the new generation of stadia in Australia, including Suncorp stadium in Brisbane and Telstra Stadium in Sydney.



**Abstract:**

Stadia are unique places. Physically a stadium can accommodate the inhabitants of an entire town for a few precious hours. Emotionally it can captivate entire cities and countries, and during certain events, hold sway over the attention of most of the world. A stadium may be the most important building a community can own, and if it is used wisely, the most useful urban planning tool a city can possess.

Over the past 150 years stadia have evolved dramatically from first generation large concrete bowls, crammed with spectators and few amenities into digitally smart, television orientated user-friendly buildings designed to appeal to the whole family. Now a new "fifth" generation of stadia is emerging, where the stadium is the catalyst for the development of an entirely new city.

But whatever the level of sophistication, there is a clear trend in large sports developments around the world, a shared vision that sport and entertainment should be an essential part of the community. The infrastructure of our cities, whether existing or proposed, should be designed to allow the venues to be a part of everyday life. Stadia are, truly, buildings that can support a 24/7 approach to city life.

**Session (5A)  
11:15 – 12:45pm**

***Dispute Resolution – The way ahead***

**Presenter:** John Haydon, Barrister at Law, Mediator & Case Appraiser, Managing Director, EcoDirections International Pty Ltd

**Biography:** John Haydon is the Managing Director of EcoDirections with more than 27 years as an Environmental Lawyer and involvement in the Non Government Organisation sector. John has practiced as a Barrister since January, 1977 and was an active President of the Associations mentioned in John's curriculum vitae at: [www.ecodirections.com/pdf/john\\_haydon\\_cv.pdf](http://www.ecodirections.com/pdf/john_haydon_cv.pdf)

**Abstract:**

In the 21<sup>st</sup> Century Assisted Dispute Resolution (ADR) in all its forms needs to be part of our dispute resolution tools for planning and environment issues.

We all need to have an understanding of what is expected of participants in ADR processes. This workshop will inform delegates of the forms of ADR and give some practical case study analyses.

I have presented a number of seminars in Queensland and interstate including in regional areas.

Surveys were distributed after the 2002 Queensland seminars with a 98% response rate.

Some of the results that came out of the survey responses were:

- 100% of respondents agreed that ADR needs to be better understood by stakeholders.
- Before the information seminar 55% of the respondents said they would have recommended mediation and that rose to 91% after the seminar. 20% were not sure before the seminar and that decreased to 9% after the seminar.
- Insofar as other ADR techniques were concerned, 49% said they would have recommended them before the seminar and that rose to 82% after the seminar. 27% were unsure before the seminar and that reduced to 15%.

The information delivery is an ongoing process. The workshop will be different from the previous seminars and will reflect additional information and experience that is now available.

***Partnering for more than a Preliminary Master Plan***

**Presenter:** Paula Grant, Director Planning Services, City of Thuringowa

**Biography:** Paula Grant is the Director Planning Services with the City of Thuringowa Council. Since graduating with honours from the University of Queensland in 1993 Paula has worked with Caboolture, Brisbane, Townsville and Thuringowa Councils in strategic and statutory planning positions. Paula has also provided planning advice for a capacity building Aus-aid project in Papua New Guinea throughout 2002 and 2003. She has a 6 year old daughter and her husband, a Major in the Australian Army, has just returned from Iraq.

**Abstract:**

Establishing the development parameters for a new community in the context of legislative requirements can be supplemented and enhanced with a partnership agreement between local government, developer and state government that will result in a destination that promotes social, economic and environmental goals.

Emerging communities need more than robust and certain development approvals dealing with hard infrastructure funding and regimes for future development applications. New communities need to explore issues such as, employment targets to ensure levels of containment to promote public transport and mechanisms to ensure early provision of leisure and community facilities.

The City of Thuringowa is negotiating a partnering agreement that sits along-side the statutory approval process with a number of major developers in the Northern Beaches. The basis for these agreements is the national award winning IPA Planning Scheme, recognition of our sea change locality with high growth and the sustainability checklist developed by Council. The agreements are intended to be beacon projects that can be models of best practice for other master planned projects and councils.

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### ***Pathways @ North Lakes***

**Presenters:** Andrew Hammonds, Manager of Planning, HASSELL Pty Ltd.  
Kate Meyrick, Hornery Institute

**Biographies:** Andrew has 15 years experience in urban planning and urban design in Queensland. He has a broad range of experience in the public and private sectors where he has developed specialised skills in planning and design. He was appointed to the position of Manager of Planning within HASSELL in 2000. He has extensive experience with major projects including the Boggo Road Gaol Master Plan, North Lakes Urban Learning Centre and the award winning master plan for the Kelvin Grove Urban Village. Andrew was awarded The AV Jennings Churchill Fellowship for 2001. This prestigious Fellowship provided the opportunity to investigate Europe's innovative sustainable urban development and the New Urbanists work in American cities. He is recognised for his role in promoting sustainable development within South-East Queensland. Andrew is the current Chairperson of the Australian Institute of Urban Studies (Qld Division).

Kate Meyrick, Queensland Project Manager, The Hornery Institute, Qld – Biography not received

**Abstract:**

Pathways is a new community leisure and learning precinct located in the emerging town centre at North Lakes in Pine Rivers Shire. The \$14.8 million stage one development, which opened to the public in September 2004, reflects the Shire Council's commitment to using planning principles and processes to drive its urban design and social sustainability agendas.

It is an exemplar of the enhanced social and built form outcomes that can be when a Shire Council collaborates successfully with the private sector, State and Federal Government.

The development of Pathways was driven by a comprehensive program of community engagement, social and cultural planning and stakeholder management resulting in a collaborative master planning and urban design exercise. The innovative and integrated approach to its planning and design has been managed by an inter disciplinary team from the Brisbane offices of HASSELL and The Hornery Institute.

**Session (5B)**  
**11:15 – 12:45pm**

### ***Focussing on development outcomes rather than the approval process.***

**Presenters:** Warren Batts, Manager, Statutory Planning, Arup Planning  
Melissa Simpson, Strategic Planner, Livingstone Shire Council

**Biographies:** Warren Batts has over 24 years experience in all aspects of land use planning and environmental management, particularly focussed on the preparation, interpretation and implementation of planning schemes and other planning regulatory documents. Warren's plan making work has covered projects throughout Queensland including the preparation of planning schemes for complex urban centres such as Townsville and Logan Cities, fast growing coastal areas such as Whitsunday and Livingstone Shires, remote areas such as Torres Shire and rural communities such as the 5 Shires comprising Queensland's South Burnett sub-region.

Melissa Simpson is the Planner leading Strategic Planning for Livingstone Shire Council. Melissa has over 10 years experience and has previously worked with Hervey Bay and Rockhampton City Councils. During her term with Rocky City, Melissa worked on its planning scheme review and on significant Council projects such as the redevelopment of the East Street Mall and upgrading of the bank of city reach of the Fitzroy River. Melissa took up her current position at Livingstone about 4 years ago to manage the preparation of the Council's new IPA planning scheme. Melissa has lived in Yeppoon for about 8 years.

**Abstract:**

The presentation will comprise two elements as follows with each element being delivered by one of the two nominated presenters. Warren Batts will introduce the topic by illustrating how Council has sought through its new planning scheme to identify the outcomes it desires that development in the Shire should achieve. Under the legislation, the new planning scheme is particularly outcome focussed and it specifies around 800 vertically integrated outcomes that will be used for assessment of development proposals in the pursuance of ecological sustainability. In the past, the planning schemes have been all about process and how to get an approval.

The new Livingstone planning scheme is all about outcomes that development must contribute towards or achieve in order to be assessed as appropriate and sustainable. Sustainable development is about balancing and optimising the interactions between key issues affecting development proposals based on principles such as ensuring generational equity, avoiding adverse environmental effects, applying cost effective standards of amenity conservation, energy, health and safety that benefit to the community, providing opportunities for appropriate community involvement in decision making.

Melissa Simpson will go on to explain how the Livingstone community was engaged in the plan making process to ensure that the outcomes specified by the scheme reflect the values and expectations that it holds for the Shire. Whilst plan making requires certain base level consultation be undertaken, Livingstone Shire significantly increased the opportunities for community involvement and participation in the plan making process. In this case, the diversity of the Shire's community and its geographical spread required a proactive approach to gaining community inputs.

It is noted that Livingstone Shire was awarded a Certificate of Merit by the PIA for its Statement of Proposals which uniquely used a tabloid newspaper style to deliver the statement free of costs to all residents and ratepayers throughout the Shire.

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***Urban Design within Regional Queensland Centres, developed through the consultation process***

**Presenter:** Dennis Eiszele, Principal Landscape Architect, HASSELL Pty Ltd

**Biography:** Dennis Eiszele is a Principal of landscape architecture and Discipline Leader – Queensland. Dennis holds formal qualifications in landscape architecture, environmental science, and urban and regional planning. He is also a past President (Qld State Group) and National Councillor of the AILA.

**Abstract:**

HASSELL has been involved in the development of urban design studies for regional centres, throughout Queensland. This work involves the development of the brief, initial concepts and ultimately master plans, through community consultation, and in particular, the Issues and Design Workshop process.

We have worked on behalf of Livingstone Shire Council over the past two years – the Yeppoon Civic Centre Precinct and more notably Emu Park Town Centre projects were developed in conjunction with the community. This process included a) Development of Brief, b) Concept Design, c) Regional Centres Programme Funding, d) Design Development; e) Documentation and f) Construction. The project is due to be complete in July 2005 (a site visit in conjunction with Council may be appropriate).

Other projects that we have been involved with and that have involved the community include Buchanan Park, Mount Isa, Emerald Town Centre Revitalisation, Warwick Town Centre and Hervey Bay Foreshores and The Link.

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***Urban Design Project for Weipa Town Centre, Queensland***

**Presenters:** Beth Clark, Senior Planner, Connell Wagner  
Richard Anderson, Senior Landscape Architect/Urban Design Coordinator, Connell Wagner

**Biographies:** Beth is a qualified Town Planner with experience in both the public and private sectors. She has a detailed knowledge of public housing and regional planning issues from the State Government perspective, and has been involved in a number of regional land use and town centre projects within South East Queensland. She is very familiar with the Queensland statutory and legal framework and has also lived overseas, giving her a basis for comparison with other cultures, systems and processes. She has a particular interest in how urban design can contribute to functionality and livability of our built environment.

Richard is a landscape architect and landscape planner with extensive experience in design and documentation of road infrastructure and urban design projects. He has had 17 years of professional experience covering a wide field of landscape architectural and landscape planning practice.

His key strengths include his expertise in project managing and coordinating a diverse field of specialist consultants in delivering investigative studies, design and documentation packages for road infrastructure and landscape planning/urban design projects.

Projects Richard has been involved in since joining Connell Wagner were:

- Preparation of concept plans and the provision of technical advice for Stage Eight of the South East Transit Busway Project at Springwood in South East Queensland;
- Design development and detailed design for the widening of a 12 km stretch of the Bruce highway between Yandina and Cooroy;
- Provision of urban design concept sketch advice for the Kings Cross Tunnel upgrade in Sydney;
- Urban design advice and construction details for Toorak Road Streetscape Enhancement, Melbourne;
- Concept and detail design for Old Windsor Road for NSW RTA;
- Landscape Planning and Visual assessment for:
  - Oxenford Local area Plan in SE Qld;
  - Grainco grain loading facility in Newcastle, NSW;
  - Carol Cogeneration Facility, Carol Park, Brisbane;
  - Optus telecommunication sites in SE Qld;
  - Leppington Rail Link, Sydney.

#### **Abstract:**

Weipa (current population 2500) is progressively developing as a regional centre for the Western Cape region. Employment is largely driven by the Comalco bauxite mine (currently increasing production) while growth in regional government services and tourism is expanding.

Weipa town centre activities are currently physically dispersed across several areas of the Weipa Peninsula and this has created a significant identity problem for both visitors and residents alike. Future Peninsula development must also be sustainable, particularly in relation to the Trunding Creek and Mission River systems and the shallow aquifer beneath most of the Town Area.

Resolution of the “town centre identity” issue was central to any decisions regarding the location of major new infrastructure investment and the location of new housing development.

Connell Wagner, in association with Siteplan, Lambert Recreation Planning and Sanders, Turner Ellick have prepared a draft Structure Plan and Landscape Master Plan. Key strategies include:

- Development of a “green spine” along Central Avenue linking development nodes;
- Location of a new town centre precinct within this green spine;
- Expansion of existing commercial area at Nanum;
- Development of an integrated streetscape master plan;
- Recommendations for locations for major infrastructure projects;
- Identifying opportunities for further economic development; and
- Incorporating a Public art component into the Landscape Master Plan.

## **Session (5C) 11:15 – 12:45pm**

### ***How can we measure a Sustainable Mainstreet Program?***

**Presenter:**        Doug Smith, Managing Director, Village Green Environmental Solutions Pty Ltd

**Biography:**        Doug Smith has focused twenty-two years on developing, nurturing and succeeding in small business in the hospitality industry. His main focus has been the implementation of operational and logistical systems to change and financially transform the business in his control. Employers have ranged from small restaurants, large hotels to setting up and running a medium size catering, restaurant and function facilities.

Through his work with The Body Shop Australia, Doug has successfully implemented a full waste management system into its food outlet in Melbourne's CBD, including 100% food recycling. This change reduced 140 tonnes of landfill in the first year from that particular venue.

Village Green was conceived through the recognition of community concerns, a need for business wellbeing and commercial sustainability. Known for creating efficiencies in the workplace, he extends over 22 years of management and people training knowledge to the Green Streets program to ensure a vibrant, healthy and prosperous outcome for all stakeholders concerned.

**Abstract:**

We are living in an era of conflict, whether it is cultural, social or transnational, in a time where community breakdown is prevalent in the globalising world. Pollution and destruction of the environment play a pivotal role in the continuing decline in community and equity. Addressing these issues is a significant challenge on a global and national platform. By understanding these issues at the macro scale and acting on the micro, we believe real change can occur.

Small business is the hub and incubator of the community. Therefore real change will occur if the 'hubs' of our communities (town centres) adopt a visionary stance. Village Green has developed specific measuring tools that our small business communities, which are traditionally under resourced, can adopt by focusing on all four pillars of sustainability – economic, environmental, cultural and social.

Village Green recognize the terrific work that is already being conducted with mainstreet programs and Small to Medium Enterprises (SME's) to improve their sustainability, however there is no clear way of measuring the success or failure of these mainstreet revitalization programs that takes a holistic approach to management, community and sustainability.

Doug Smith, Managing Director of Village Green will present case studies of successful measuring tools for town centres and demonstrate easily applied knowledge to assist in developing truly sustainable centres in your region. By measuring changes in the community, results can be used for gaining additional funding, improving systems more diligently and consulting to the broader community to name a few.

After measuring has been completed, these programs create a butterfly effect where local change creates global results.

A healthy community with depth of social, cultural and environmental capital will support a healthy business community for many generations. Australia is riding the crest of a 'Green Wave' and Village Green helps small businesses shift toward a conscious awareness of our communities, our environment and our culture. This is the new retail paradigm of our communities.

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## ***The Queen Street Mall Seven-Point Community Safety Plan***

**Presenter:**        Sean Hodgson, Senior Program Officer, Brisbane City Council

**Biography:**        Sean is the Senior Program Officer in Brisbane City Council's (BCC) Community Safety program. This is the *policy* area of BCC responsible for personal safety and perception of safety in public spaces across the City. Key areas of focus include graffiti management, sharps (needle) management, Closed Circuit Television (CCTV), conducting safety audits, and implementing Crime Prevention Through Environmental Design (CPTED) principles into new developments and refurbished assets across Brisbane.

**Abstract:**

The Queen Street Mall (QSM) in Brisbane's CBD is Australia's busiest mall precinct with approximately 11 million visitations annually. In financial terms, it also includes the most expensive dollar per square metre rental prices in the country.

Repeated surveys undertaken by Brisbane City Council (BCC) clearly demonstrated that crime and safety fears have a major influence on residents' lifestyles and also, importantly, their decisions as to whether to visit and interact within a space. Given the high level of patronage and potential negative impacts from retailer perspectives if the mall was considered 'unsafe', it is evident that the QSM is one of the most important spaces in Brisbane.

In terms of Crime Prevention Through Environmental Design (CPTED) principles, the QSM rates highly. A refurbishment of the mall in 1999-2000 encompassed clear sightlines, lighting levels beyond Australian standards and a minimisation of entrapment and concealment opportunities. The mall is also extensively covered by BCC's "CitySafe" CCTV system.

However, in July 2004, hundreds of young people converged on the Mall for a confrontation between rival gangs. The resulting disturbance, while relatively minor, received extensive media coverage. Perceptions of safety decreased markedly as a consequence and a Security Summit was convened to consider options to improve perceptions of safety and reduce anti-social and criminal activity.

This paper will outline the stakeholders involved, the ongoing discussions, and process behind the resultant "Seven-Point Community Safety Plan" for the QSM considering important issues such as:



- Local and State Government roles and responsibilities with regards to crime and Community Safety;
- How to involve retailers and facilitate responses and responsibility from this group; and
- Identifying appropriate responses to “perceptual” and “actual” safety fears.

It will also detail the outcomes of the Plan and key learnings for other Councils and organisations.

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## ***Community Engagement – Innovative techniques to engage with your community***

**Presenter:** Jo Kelly, People, Place and Partnership

**Biography:** Jo is a qualified urban planner and a community consultation specialist with a varied experience in strategic, statutory, land use and transport planning. Her professional experience includes both local and state government and private consultancy in Australia and Europe over the past 10 years. Jo has extensive experience in the development of stakeholder and community involvement plans. She provides a fresh and innovative approach to facilitation and face-to-face communications. Jo has recently coordinated a European Union project developing Best Practice Community Engagement Guidelines for European Countries.

**Abstract:**

Besides dispensing information and arousing interest in a plan or project, engagement events elicit stakeholder feedback and support. Meeting people face-to-face and providing information is a fundamental step toward getting informed feedback.

To ‘get the word out’ to diverse stakeholders, the project team needs to establish a variety of tools and techniques where information is readily and conveniently available. Offering people a variety of ways to get information increases the chances it will reach them.

Selecting the most effective technique of engagement is crucial to the success of the whole engagement process. Not only can the use of inappropriate techniques give poor results, but in some circumstances, it can create unnecessary barriers to the project as a whole, if it appears that the decision-makers are being selective in who or how they engage.

Different techniques may be used to engage people in the process. No one ‘correct’ technique will suit every issue. Very rarely are ‘pure’ models adhered to. Using more than one technique may increase the likelihood of gaining a more representative response. An appropriate choice must be made in each situation.

In this paper a selection of new innovative engagement techniques being undertaken both in Australia and elsewhere will be highlighted. Issues to consider will be why are these successful and what problems do these techniques encounter.

**Session (5D)  
11:15 – 12:45pm**

### ***The City Heart Project - A partnership between safety, urban design and roading***

**Presenter:** John Brenkley, Senior Landscape Architect, Palmerston North City Council

**Biography:** John Brenkley is currently Senior Landscape Architect at Palmerston North City Council. John studied Horticultural Science at Massey University (1984), followed by a Masters Degree in Landscape Architecture at the University of Edinburgh in Scotland (1990). John worked as a landscape architect in England for 3 years before returning to New Zealand in 1993 to commence work as a landscape architect for Palmerston North City Council.

**Abstract:**

Palmerston North is a City of 75,000 people located in the lower North Island of New Zealand, it is a student city with a number of research institutes and a strong military presence. Palmerston North has a high proportion of young people in the population due to the high student numbers in the City.

The City's most characteristic urban feature is that it is formed around a green open space of 17 acres called The Square. In recent years the Square has been a place of notoriety due to a constant number of serious crimes and disorder incidents occurring there. Public perception of Palmerston North within New Zealand was poor, with most people afraid of venturing into the city centre at night.



The City Heart project is the culmination of a number of years consultation and planning and is a joint project between urban design units within Council and the roading unit. The City Council decided to project manage the development rather than use in house design staff. The design team selected is a multidisciplinary team which includes architects, landscape architects, urban designers, quantity surveyors and a security consultant. The paper would outline the problems, the process undertaken to select the designers, the process of generating the concept design, how CPTED was incorporated into the design, the implementation of stage 1 and the reactions of the affected stakeholders including the Police. The project is to be staged over 6 years.

Due to the success of stage 1 a number of associated projects are being developed which complement the initial project.

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## ***Central Activities Area Revitalisation Project***

**Presenter:**        Steve Scott, Manager Urban Design Unit, City of Greater Geelong

### **Biography:**

#### **Senior Positions held:**

- 1995 – present        **Manager Urban Design Unit, City of Greater Geelong**, Victoria. Project Management and Urban Design for Central Activities Area Revitalisation, Waterfront Geelong redevelopment, Geelong Boulevard redevelopment, Geelong Transport Interchange, Regional Streetscapes.
- 1984 – 1994 **Landscape Architect, Urban Initiatives**, Victoria. Landscape Architect on various projects including public parks and reserves, educational facilities, Ministry of Housing residential facilities, institutional and commercial facilities and consultancies for Melbourne Water and Tract Australia.

### **Abstract:**

In 1997 a strategic plan was developed to respond to the declining City centre. The strategy determined a comprehensive approach to revitalising the City centre over a ten-year period by defining and prioritising key initiatives to gain the maximum value from any expenditure dedicated towards the revitalisation. The strategy was mindful of maximising the use of existing infrastructure, recognising the diversity of activities and the importance of Geelong's role in regional economic, social and cultural economy.

Recommendations were prepared for Council's consideration that dealt with the physical works program, project management, centre management and program funding.

A formal application was made to the State Government under the Regional Infrastructure Development Fund for \$12 million towards the physical works program, which has been matched by Council.

A centrepiece of this approach was the preparation of the Central Activities Area Revitalisation Programme (CAARP), which identified a series of physical up-upgrades to the City centre, introduced a Centre Management body and outlined a number of other policy initiatives.

Development and implementation of the CAARP was conducted in collaboration with the community, proceeding through an extensive public consultation process, dealing with identification of issues and examination of potential solutions.

In 2000, the project reached a stage in its planning where implementation of the two key strategic platforms commenced, these being the physical upgrade program and the establishment of a body for the long-term management of the centre.

Many of the actions recommended by CAARP have since been initiated, including a review of transport operations, the promotion of inner-city living, the development and implementation of a physical improvement program for city streets and public spaces and the appointment of a Centre Management body.

The physical upgrade program envisaged construction over a five-year period. The scope of works, which includes physical improvements to all principal central City streets and public spaces, was prepared to ensure critical linkages were enhanced between the Waterfront, the Barwon River, the Boulevard, the Arts and Café Precincts, Johnstone Park, the Botanical Gardens and Eastern Park.

The urban design principles adopted for all the works are consistent with those contained in the Waterfront Geelong Design and Development Code and respond to appropriate traffic management standards.

Development has been undertaken in a sequence that enables works that have few pre-requisite requirements to proceed first, and streets that need to await the outcome of other strategies follow. This also provides a production line of projects, so that when one street space is being constructed another is being documented for building the following year.

This reflects Council's ability to provide sufficient human resources to manage and supervise the scope of the project, drawing upon the staff responsible for the Waterfront Geelong redevelopment.

Additionally, Council's financial spending on the project is spread across a period of years to ensure that other priorities within the Capital Program are not deprived of resources. The State Government also expressed a desire to spread its funding over a number of years.

Another benefit of the gradual role-out of works is to reduce the impact of simultaneous closures, particularly in parallel streets. Even with significant community support for the revitalisation, with works largely confined to street reconstruction, disruption to traffic and businesses has been inevitable and managing this has proved a considerable challenge and resulted in some innovative work being undertaken in stakeholder consultation and communications.

The stakeholders benefiting from the revitalisation have also contributed to the program financially. This contribution was captured by way of the implementation of a Special Rate Scheme that contributes funds to a marketing and promotional program. The Special Rate Scheme does not provide funding for the physical upgrade.

The revitalisation of the City centre will continue to have significant environmental benefits into the future. In particular the improvement of public amenity, safety; calming traffic; improving accessibility for bicycles and public transport; increasing the opportunity for social transactions; improved engineering standards for storm water collection; and the introduction of both native and exotic trees to help mitigate concerns with micro-climate.

The revitalisation of the City centre represents one of the most important regional development projects undertaken by the City. The area accounts for approximately 25% of the region's employment. The scope of the project also links a range of key initiatives to ensure that Geelong's reputation as a centre of excellence is enhanced.

The paper I propose to present will cover the aspects of the redevelopment of the Central Activities Area as outlined above and will specifically address:

- Sound planning principles (development of the CAARP);
- Selecting and engaging consultants;
- Good design;
- Traffic management, bus distribution and pedestrianisation;
- Developing the precinct;
- Philosophy of quality vs. quantity.

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### ***A Case Study In Best Practice Revitalisation Strategies- The Gladstone CBD/Waterfront Revitalisation Project***

**Presenter:** Brent McAlister, Director – Environment & Organisational Development, Gladstone City Council

**Biography:** Brent is a New Zealand born planner. He spent my first 14 years working as a planner in New Zealand (18 years under the pioneering Resource Management Act 1991 (RMA)). Brent managed three district plan reviews (the equivalent of NSW's LEPs) under the RMA. He has some unique planning experience in developing sustainable management planning policies under the RMA. For the last five years Brent has worked in both NSW and Queensland leading the development of growth management strategies and working in both planning systems.

**Abstract:**

Gladstone City has always had an image problem with the history of a heavy industrial city. The CBD is always considered the 'shop front' or window into the city. Rejuvenating the CBD would give the image of the city a major. Council using State and Port money embarked upon a major upgrade program using a whole range of best practice strategies including;

- Completing a feasibility study before embarking on the project.
- Completing a fully integrated study looking at traffic, zoning, master planning, and economic development issues.
- Consulting the community using the 'set up shop' technique.
- Developing private/public partnerships to encourage private funding.

## Session (5E) 11:15 – 12:45pm

### ***The Creation of New Towns***

**Presenter:** Susanne Pini, Design Director, Rice Daubney Architects, NSW

**Biography:** Susanne Pini is Design Director of Rice Daubney. Experience in very large scale projects with government and industry has allowed Susanne to reinterpret architecture as a catalyst to societal changes. The Queen Victoria Building, Chatswood Chase and Erina Fair all set industry benchmarks for their type and continue to evolve with ever more sophistication spaces which become places of meeting and culture for a society

Susanne is a frequent commentator at industry gatherings such as Archtalk and ISCS and is valued for her constant search for innovation through research and experience

**Abstract:**

What happens when the birth of a new town lies solely in the hands of a single developer?

What does it mean to live in a town designed, built, run and *managed* by an entity beholden to shareholders?

This is the scenario for the great majority of new green field sites slated as new town centres today in Australia and while certainly economically at a government level there is a strong incentive has anyone really fully understood the social and indeed urban place making ramifications of this model of delivery of new town centres

As an architect what does this mean for the creation of urban spaces within these developments?

How do these new towns respond to the surrounding existing infrastructure- do they enhance or decimate it?

How does one create an instant town when some many of the models we all dream about have evolved over certainly decades and sometimes centuries?

What are our models? Is it the Disneyesque approach popular in the US, or the Campo de Fiori in Rome?- how do we find our own identity which reflects contemporary culture?

At the end of the day is it just a glorified shopping centre at worst or an inside out shopping centre at best? Do we just need to add a main street and a town square for it to be a town?

These are just some of the very real debates we have had in the last couple of years working with our clients principally on two major Town Centres being newly created at the moment- Orion in Springfield QLD for James Fielding and Rous Hill Town Centre, Rous Hill NSW for Lend Lease. It is proposed that we would present these case studies to highlight the questions, apparent contradictions and challenges that such projects present in creating new towns.

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### ***The challenge of balancing complex cultural, traditional and community needs in the planning, design, implementation and celebration of a community project – the Maota Fono – the first Samoan meeting house outside of Samoa.***

**Presenter:** Julie Bruynius, Manager Community Development, Caboolture Shire Council

**Biography:** Julie Bruynius is currently Manager, Community Development Unit, Caboolture Shire Council. Julie is Chair of the Moreton Bay Coast and Country Regional Managers Coordination Network Community Renewal Sub committee and a Member of the Community Renewal Senior Officers Group. Julie has an extensive background in Sports Management/Consultancy and a range of Community Development projects.

**Abstract:**

The presentation will outline an innovative community project in Caboolture Shire, which has enriched the community and embraced the rich and vibrant Samoan Culture. The project is the design and construction of a Samoan Community Meeting House, " Maota Fono", in Deception Bay, Caboolture Shire. This is the only Maota Fono outside of Samoa.

Deception Bay is a large and growing urban community of approximately 15,500 with a large number of new community members from Samoa. Samoan people have brought with them rich cultural and family traditions and have challenged the way governments and others build infrastructure and deliver their services to the community.

The Samoan community was closely involved in this project during planning and construction as well as the ongoing facility programming and maintenance. The project was complex requiring a difficult mix of the traditional and the modern in design and materials. It also involved an intensive and often sensitive consultation phase.

The project was realised through key partnerships with the State Government Community Renewal Program, Gaming Machine Community Benefit Fund, Jupiter 's Casino Community Fund, Council and a number of community organisations.

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## ***How a “Collaborative” can act as a conduit for a partnership approach between service providers.***

**Presenter:** Lui DiVenuto, Project Officer, Eastern Regional Collaboration Project, SA.

**Biography:** Lui DiVenuto has been with the Collaboration Project since December 2001. He has extensive experience in Community Care with Local Government in South Australia and Social Services in the United Kingdom. With considerable knowledge and experience of the community service sector, he is well placed to facilitate and enable change in service provision.

**Abstract:** In South Australia there are 4 Home and Community Care (HACC) funded metropolitan collaborative entities that share this goal:

*To improve community services, consumer outcomes and community supports for older people, carers and people with a disability through facilitating the following:*

- *Collaborative, regional approaches across service providers*
- *Efficient use of available resources*
- *Innovation*
- *Reform*
- *Responsive, flexible approaches to local needs*
- *Metropolitan wide collaborative responses.*

The evolution of the collaboratives has moved towards the achievement of service reform and the development of innovative responses to identified need. The entities have developed in a ‘bottom-up’ way, which makes the trend to collaboration to achieve service reform (rather than simply to attract additional funding) extremely interesting. Although separate initiatives, they now also constitute a ‘collaborative entity’. They have developed a number of innovative service models that include, amongst many others:

- Interface between service sectors and levels of government
- Community capacity building
- Private, public partnerships

Initially, participation in the collaboratives appeared to target HACC funded agencies solely with an aged care focus. This has grown to include:

Local Government, Disability Services, Aged Care Services, Carer Support Services; CALD Services, Acute sector, Services for Indigenous people, State and Commonwealth Government, Consumer Advocacy Groups, Divisions of General Practice, Private Sector, and Mental Health Services.

The relationships that have developed across sectors and between such a diverse range of participants has fostered positive outcomes to particular issues within a collaborative approach.

The presenter will share the lessons learned so far from these initiatives, and the benefits of a **collaborative culture** to address specific needs.

## Session (6A) 13:45 – 15:15pm

### ***Perth Partnerships In Action***

**Presenter:** Brian Curtis, Director, Brian Curtis Pty Ltd

**Biography:** Brian Curtis BA (Hons), MSc, MA, MAPI is the Director of Brian Curtis Pty Ltd a Perth consultancy offering planning, urban design and development advice, with particular emphasis on urban partnerships, urban regeneration projects, and area-wide projects that involve engagement with existing communities. He has been the Co-Chair of the Maddington Kenwick Sustainable Communities Partnership since its inception in late 2003 on behalf of the State Government.

He was formerly nearly 8 years at the Department for Planning and Infrastructure in WA, as the Director of Revitalisation and Urban Design Projects, the Director of the Future Perth (the strategic plan for metropolitan Perth now called Network City), the Acting Director Strategic Planning, and prior to that the Manager of Development Projects.

Trained in the UK in planning at Reading University and in Urban Design at Oxford Brookes University, prior to coming to Perth, Brian worked at Jones Lang Wootton (now Lasalle) for 13 years as a planning and development consultant, heading up the Regional Planning and Development Consultancy business in London, and later Birmingham.

**Abstract:**

Area-wide urban regeneration projects have typically in Perth been carried out to date by Redevelopment Authorities using wide-ranging powers to acquire and assemble land, replan, and subdivide land using significant budgets to put in up-front infrastructure. The model has been proved to be successful, but it is impractical and too expensive a vehicle to use except in special circumstances where it can be justified. It also remains a physical based model that focuses on development solutions, and stimulation of reinvestment that leads to gentrification. It is recognized that this model does not always improve the quality of life for everyone, and does not always create solutions that address wider social and economic issues that impact on the well being of the whole community.

So what do we do elsewhere? In Perth there has been a number of new initiatives using a Partnership approach that has deliberately sought to explore new ways of regenerating middle ring suburbs that seek to delivery more sustainable solutions, in ways that closely involve the local community, and consciously aim to achieve much greater cross government co-ordination – a whole of government approach to service delivery.

The challenges are significant, as will be the benefits if this can achieved. So what are the lessons so far? The paper will refer to the community visioning process used in the Maddington Kenwick Sustainable Communities Partnership, and the experience of using the Partnership model to develop an Action and Implementation Plan. It will refer to the emerging work in the City of Swan Partnership, and the City of Wanneroo. It will identify some of the lessons learnt, and the challenges of area-wide regeneration in Perth, and its relationship to the Network City Strategic Plan for metropolitan Perth.

### ***Can strategic place making initiatives lead to a city's revitalisation?-Frankston a case study.***

**Presenter:** Karsten Schuette, Department of Sustainability and Environment, Vic

**Biography:** Karsten Schuette is an economist and urban geographer from Berlin. From 1991 to 2001 he worked for the State Development Corporation of the newly created State of Brandenburg in Germany's East. As a Development Director he was responsible for strategic planning, the acquisition of land and the preparation of financial models for local government projects. He was focused on urban renewal projects and the redevelopment of disused military and industrial lands.

Since October 2001 Karsten has been involved in the development of strategic projects in metropolitan and regional Victoria within the Governments Transit City and Place Management initiative. As an Urban and Precinct Development Specialist he develops strategic Master plans, Precinct Development Plans, coordinates consultants and 'on the ground works' in collaboration with Local Governments, chairs Project Control and Strategic Implementation Groups at an interdepartmental level and facilitates significant private sector investment.



**Abstract:**

Frankston is a designated Transit City in the Victorian Government's planning strategy titled *Melbourne 2030*, which is the governments blueprint for sustainable development.

Frankston Transit City is demonstrating the way in which *Melbourne 2030* can be implemented to:

- support well-designed mixed-use development and higher-density housing which deliver high quality, sustainable and liveable environments;
- increase use of public transport and service integration;
- coordinate government activity and demonstrate leadership;
- plan and make strategic public investments to facilitate and "leverage" private investment.

The paper will provide through a case study of Frankston, a seaside city in Victoria that through the adoption of cooperative partnership arrangements between local government, community and the business sector a city can be revitalised and civic pride restored.

Frankston until recently was in serious economic decline with high unemployment, social issues and poor property values and this paper will demonstrate that revitalisation can be achieved through key strategic investments in public spaces and in public buildings.

Government and Council have commissioned a series of strategic studies which has lead to the development of a vision for Frankston and the development of a master plan and precinct plans for the central business district.

The key strategic investments by local government and state government have lead to private sector interest and on the ground results. These achievements have resulted in Frankston receiving a Bronze Medal at the recent United Nations Livable Community Awards.

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## ***The Ringwood Partnership***

**Presenters:**     Rob Burgess, National Planning Director Queensland Investment Corporation

Phillip Turner, Director Major Projects Maroondah City Council

**Biographies:**     Rob Burgess has over 40 years experience in the property industry including 12 years as Chief Town Planner at Manly Council in Sydney. Rob has specialised in town centre planning and tourism development and has worked with several leading property companies throughout Australia. He has acted as QIC's National Planning Director for the past 13 years.

Phil Turner has over 20 years experience in Local Government and Town Planning and Economic Development. Tertiary qualifications in Town Planning, Business Administration and Urban Research & Policy. Experience in Statutory, Strategic, Infrastructure, Corporate and Business Planning. Part of a successful team which represented the City of Maroondah and won the Australasian final of the 1995 Active Learning Management Challenge.

**Abstract:**

The Ringwood Town Centre Partnership is a unique planning, administration and implementation model which is driving and managing the changes to the Ringwood Transit City, a major outer suburban activity centre in Melbourne. The Partnership members include State Government's Department of Sustainability & Environment and Maroondah City Council as well as the two major developers and landholders within the centre, VicUrban and Queensland Investment Corporation. The Partnership is based on a joint understanding of the actions required to successfully transform Ringwood to a vibrant and contemporary centre based on the principles of Transit Orientated Development. The Ringwood Transit City will service a catchment of over 250,000 people. Development of over \$1 billion in value is envisaged over the next 10 years.

The Partnership has already managed a range of planning studies including feasibility studies, traffic management and structure plans. The Partnership has identified numerous business, community and infrastructure opportunities and has also been able to leverage off initial State Government grants to undertake a number of urban design and public domain improvements. The Partnership has shared the expenses and the management of the work to date.

Importantly the Partnership has the opportunity to provide a co-ordinated approach to the redevelopment of Ringwood into a major urban destination based on a shared vision of a premier activity centre which will distinguish itself from other outer suburban activity centres.



**Session (6B)**  
**13:45 – 15:15pm**

***A Case Study for the Village of Uki***

**Presenter:** Scot Brown, Director, City Plan Services

**Biography:** Scot is currently a Director with City Plan Services, an integrated Town Planning and Building Certification company. Scot has more than 12 years planning experience, which encompasses statutory development processes and strategic policy preparation in both the private and public sectors. Scot is the Project Manager for the preparation of the Locality Plan and is responsible for coordinating the implementation of the Community Consultation Strategy. This experience and expertise provides a sound grasp of the interrelationships between statutory planning provisions and the achievement of appropriate forms of sustainable development.

**Abstract:**

The village of Uki is located in the Hinterland of Tweed Shire Council, near Mount Warning National Park. The attraction of the village is a result of its surrounding scenic natural attractions and the significant heritage buildings that have been retained. Development pressures are being experienced throughout the Tweed Valley and there are currently no detailed design provisions to guide the future development of the village. Tweed Shire Council has committed to ensuring the protection of the village's urban environment through the preparation of a Locality Plan for the village. City Plan Services has been engaged by the Council to prepare the Locality Plan.

The Locality Plan will establish a comprehensive planning framework to manage the future development of Uki and will establish guidelines relating to:

- Urban Design – Principles, Guidelines and Conceptual Design (streetscape, building design and form, linkages, natural environment);
- Land Use Planning (building function, residential, commercial, environment);
- Traffic Management (vehicle, pedestrian and cycle networks);
- Physical Infrastructure (water, sewer, stormwater, open space).

The planning process for the preparation of the Locality Plan has involved extensive community consultation to ensure that the local community have their say and have a sense of ownership of the plan. The completed Locality Plan will go on public exhibition in December 2004.

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***Culture & Place: exploring the role of Cultural Planning & Public Art in cities and towns***

**Presenter:** Richard Brecknock, Director, Brecknock Consulting Pty Limited

**Biography:** Richard is a cultural strategist with an MA in Cultural & Media Policy. His practice is focused on cultural planning and integrated art. He has undertaken consulting work for government and corporate clients throughout Australia. Recent cultural policy projects include the "Creative City Policy" for the Brisbane City Council.

Richard has been a committee member of the SA Gov. and City of Adelaide Urban Design Advisory Panels, the RAIAC Collaborations Committee and the AIUS. He has lectured on cultural planning and art in the urban environment at conferences in Australia, NZ, Denmark, Czech Republic, USA, UK, Spain and Canada.

**Abstract:**

It is well recognised that culture is what gives meaning to our lives, but do we give enough thought to ensuring the places we live, work and recreate in are culturally rich?

This paper will explore the potential for government and the private sector to support the development of culturally relevant built environments. It will consider the role of Cultural Planners and Artists as core members of interdisciplinary planning and design teams on development or redevelopment projects for civic spaces, main streets, and master planned communities. Increasingly government planners and private sector developers are looking for the point of difference or the competitive edge that will assist in creating viable and vital places. Main streets and residential developments alike are seeking a unique identity to set themselves apart. In many cases this is being achieved through the integration of public art or through cultural thinking at the design stage. There are many ways that this can happen and the presenter will provide a range of models for collaboration and integration to assist the audience with both inspirational and practical outcomes.

Based on over fifteen years of experience the presenter will provide an overview of exciting projects across Australia and overseas. The presentation will be illustrated with dynamic visuals that demonstrate the uniqueness and diversity of culturally rich public places.

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## ***Interactive Development Plans: Making Policy Accessible***

**Presenters:** Dr Susan Pietsch, Lecturer, University of Adelaide  
Ms Shannon O'Shea, Urban Design, Chow: Hill, Auckland.

**Biographies:** Dr Susan Pietsch is currently a lecturer in digital media with the University of Adelaide's School of Architecture, Landscape Architecture and Urban Design. Her primary research area has focused on how three dimensional modelling can assist in the design control of our urban environments with an emphasis on implementation in everyday planning practice. She has published extensively on this subject and her current project, which this paper will describe, seeks to extend the use of visualisation for community engagement.

Ms Shannon O'Shea is senior urban designer with Chow:Hill in Auckland, New Zealand. Shannon joined Chow:hill in 2005. As part of the urban design team she is actively pursuing the integration of design and consultation processes in the communication of quality urban environments. Her initial research undertaken in Adelaide has translated to current projects in Auckland working with local authorities in the design of new communities in rural settings.

### **Abstract:**

Development Plans are used to define and manage change in our urban environments. Historically they have relied heavily upon textual information to convey the aims and goals of their parent city. With the advent of the Internet, local planning authorities have typically taken these text rich documents and simply placed electronic versions on the Web. In conjunction with the City of Adelaide Council, the University of Adelaide explored making the Development Plan an interactive document to take advantage of the possibilities that web-based presentation can deliver. A major focus of this change in presentation was to increase the use of visual material to describe the intentions of the Plan. 3D visualisation is considered to be the common language that all planning participants can understand. It is hoped by increasing the visual content of the Plan, planning participants will have a better understanding of the City's desired future vision for its urban environment.

The VisualCityPlan website is designed to be of use to non-professionals and professionals alike. This consideration has led to designing an interface that allows people to navigate graphically or textually to the information of interest. An early version of VisualCityPlan was presented at the ICTC 2004 conference; this paper will present the final version of the pilot project. It will demonstrate how web-based presentation can augment traditional text based data with supporting visual material, how complex interrelated principles and objectives can be more easily linked and the lessons that all planning authorities can draw from undertaking this kind of exercise. VisualCityPlan can be explored at <http://visualcityplan.arch.adelaide.edu.au>.

## **Session (6C) 13:45 – 15:15pm**

### ***Retail Evolution: Don't be a dinosaur!***

**Presenter:** Steve Ogden-Barnes, Program Director, Monash University, Australian Centre for Retail Studies

**Biography:** Steve Ogden Barnes BA (Leeds University), MA in Retail Management (Manchester Metropolitan University).

Steve joined the Australian Centre for Retail Studies at Monash University in 2002 from the UK, where he lectured in retail, business, management and corporate strategy in the higher education sector.

Prior to this, Steve's commercial experience spanned 15 years and included store development, retail management and strategic HR for one of the UK's largest manufacturing and retail organisations.

Steve now specialises in retail management education at the ACRS, and in the last 18 months has presented public and in-company educational programs, lectures and seminars in KL, Singapore, Papua New Guinea and Tasmania, as well as Sydney, Adelaide, Perth and Melbourne.

Steve is a co-director of the 2004 and 2005 International Retail Study Tours offered through the ACRS.

Steve was a keynote speaker at the 2004 Mainstreet Conference, held in Melbourne.

### **Abstract:**

#### **Introduction**

As consumers, our views on retail have evolved rapidly in recent years, and the reasons for this evolution are clear: Generation X and Y consumers live in a world characterised by choice, and filled with aspirational lifestyle messages, so it's no surprise to find that our expectations are high in both the work and leisure arenas. Furthermore, as we travel more widely, we see more of what the cities of the world have to offer in terms of lifestyle, leisure and retail, and again, our expectations grow.

Satisfying customers has always been simple: “great products at good prices with dependable availability, delivered in convenient, attractive store environments with expert service guaranteed” should be the mission statement of every retailer, regardless of sector or nationality.

In strongly competitive environments however, even if you manage to fulfil these straightforward requirements, you are not assured of either customers, or customer loyalty - you are only just qualified to step onto the playing field! Sadly, even now, in 2004, some retailers do not even get some of these basics right!

The 2004 Australian Centre for Retail Studies International Retail Study Tour assessed retail excellence in Los Angeles, Chicago, New York, Paris, Berlin, London and Manchester, leading a group of Australian and New Zealand retail executives on a voyage of discovery into the new world of retailing. The 2005 tour will visit new and exciting retail centres and concept stores.

Effective and true retail customer relationship management is all about making a space in your customers hearts by listening to and understanding their needs, issues and priorities, and taking bold and creative steps to deliver an environment *and* a culture which meets both their lifestyle needs *and* their product demands. Essentially, customers come back to you because they need you! This is as true for individual retailers as it is for retail destinations – centres, strips and districts.

There are seven key (illustrated) lessons which both retailers and retail location managers need to understand and apply to maximise the potential of their resources.

**Lesson 1: Make visiting entertaining.**

Illustrated with The Grove, (US), Granville Island, (Canada), Xanadu (Spain).

**Lesson 2: Make buying experiential and engaging.**

Illustrated with Skechers (US), Apple (US) and Toysrus (US).

**Lesson 3: Make buying easy.**

Illustrated with Sainsbury (UK), B&Q (UK) Tesco (UK).

**Lesson 4: Invest in consumer education.**

Illustrated with Apple (NY), Majestic Wine (UK).

**Lesson 5: Employ enthusiasts.**

Illustrated with The Entertainer (UK), Nike (US).

**Lesson 6: Understand who your customers are and how they change.**

Illustrated with The Entertainer (UK), Waterfront City, (AUS).

**Lesson 7: Design a destination.**

Illustrated with Crate and Barrel, (US), Toysrus (US), Nike Goddess (US).

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***Nobody Said It Would Be Easy.....***

**Presenters:** Paul Cherednichenko, Manager Enterprise Communication & Cultural Development, City of Stonnington  
Billy Redmond, Economic Development Officer, City of Stonnington

**Biographies:** Paul Cherednichenko is Manager, Economic Development, Arts & Culture and Communications at the City of Stonnington. In his current role Paul has a wide brief and also includes Customer service, Corporate Planning and management of key Stonnington halls and facilities. His previous employment history covers marketing consultancy as well as general management roles with Myer Grace Bros and key branded companies such as Kodak and ANZ Bank.

Since 2003, Billy Redmond has been Economic Development Officer at the City of Stonnington. The role focuses on liaising and providing business support to Trader organisations within Stonnington, including five precincts with special rate levy schemes. He has also been involved in business network projects covering diverse groups from home based businesses to fashion designers.

In previous roles, Billy has over 20 years IT and Industry experience, both in Australia and Ireland, working with organisations such as EDS, GM Holden, Ericsson, Cap Gemini and General Electric.

**Abstract:**

Enhancing shopping strip precincts, promoting local identity, working in partnership with trader associations to promote and market strips centres. These initiatives should all produce positives for business, council and the community. You would think so, but here's a cautionary tale.

As part of the City of Stonnington's commitment to enhancing the City's premier precincts, including Chapel Street and Toorak Road, Council undertook significant street beautification works to promote the local identity of each precinct using streetscape design elements to reflect their individual character and qualities. Working with traders, the projects incorporated images, colour and form to highlight the unique elements of each precinct.

The development and implementation of the project provided officers with a challenging and at times frustrating experience. The local identity exercise has had casualties, most notably the Chapel Street Masterplan which has polarized trader and community opinion and is now on its third iteration with no works completed.

While these projects were progressing, the Special Rate levy, collected by Council on behalf of the Trader Associations for the promotion of shopping strips was receiving widespread opposition from individual traders. In an effort to reverse this and to build on partnering with traders, Council attempted to pool funds raised through the Special Rate to collectively promote and market the shopping strips to create a citywide promotion campaign.

Despite countless hours of consultation and lots of goodwill these first steps in engaging the Traders in a partnership approach to their centres all went horribly wrong. Join us on the journey, experience the highs, lows and frustrations and perhaps learn some lessons in engaging with the trader community.

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## ***Creating Main Street on the Fringe – Ellenbrook Town Centre***

**Presenter:** Tim Trefry, Principal/Director, Roberts Day – Town Planning + Design

**Biography:** Tim Trefry is a Principal/Director of Roberts Day – Town Planning + Design and a member of the Planning Institute of Australia. Tim has over seventeen years private and public experience within the planning profession and has been the planning consultant for the Ellenbrook New Town, the most awarded urban development project in Australia for the past 10 years. Tim has been involved in the design and implementation of the Ellenbrook Town Centre from inception to the current on-site works for Stage 1 being Main Street.

**Abstract:**

Ellenbrook Main Street will form the heart of the Town Centre and the focus for major retail, commercial, cultural, entertainment and leisure uses, servicing a projected residential population of 70,000 people.

It will be the thread that links all stages and activities of the highly awarded Ellenbrook New Town development, creating a unique experience for the community and visitors.

Extending for a length of approximately 300 metres, Main Street will be highly conducive to pedestrian movement. The intensity of the urban form and the blending of uses, made possible through the planning and detailed design, will further engender accessibility and put the everyday experience of the public street for day and night time activity foremost on the agenda.

A new aesthetics in urbanity will be showcased incorporating tree lined streets, contemporary architectural design, public art and an animated town square.

The development of Main Street will be staged to achieve compressed maturity, whereby the social, physical and economic outcomes are accelerated early in the Town Centre's evolution to become a foundation for future stages.

Construction works have commenced, laying out the vision of the developer and multidisciplinary team of planners, architects, landscape architects, community artists, engineers and other specialist behind this exciting project. Trusting partnerships forged between the Ellenbrook Joint Venture, City of Swan and State Government have also been integral to achieving this vision.

It is a project that will capture the interests of other developers and professionals around the country who may also be contemplating bringing the urban elements of Main Street to suburban Australia.

**Session (6D)**  
**13:45 – 15:15pm**

## ***Lessons Learnt from Town Centre Revitalisation Programs***

**Presenter:** Libby Ozinga, People Place and Partnership

**Biography:** Libby's career as an urban planner spans more than twenty years and includes long periods working with state government and as a consultant working in the area of community economic development. This broad experience has equipped Libby with skills that range from policy development to community facilitation, relationship building and change management.

Libby is widely known for the introduction of the Main Street town centre revitalisation program in the late 1980's and has worked with hundreds of communities throughout Australia and New Zealand. She is passionate about helping communities achieve a sustainable vision for their future.

**Abstract:**

There have been many town center revitalisation programs now operating across Australia and New Zealand since the introduction of the Main Street Program in the late 1980's. Evaluation of both program outcomes as well as specific on the ground results of individual projects has taken almost a decade to evaluate.

Libby Ozinga has been involved in town center revitalisation since introducing the Main Street Program while working for a State Planning agency in 1988. She has worked with hundreds of town centers and communities and has recently been responsible for evaluating the outcomes of a \$6.5 million Urban Improvement Program.

This session will look what makes a successful town center revitalisation program as well as providing insights it to what are critical success factors for delivering a successful project in a town center. Her current involvement working with the Kings Cross Partnership in Sydney and the development of its Business Plan reveals examples of key performance indicators. These will also be explored and outlined in her discussion.

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### ***Central and Waterfront Geelong***

**Presenter:** Stephen Wright, General Manager, Major Projects, City of Greater Geelong.

**Biography:** Qualifications include: Diploma of Civil Engineering; Certified Engineer; Graduate Diploma of Business; Graduate Australian Institute of Company Directors

Senior Positions Held:

- 2003 – present: General Manager Major Projects, City of Greater Geelong, Victoria. Management of major works including CAA redevelopment and Skilled Stadium redevelopment. Management of Urban Design Unit and Place Management Unit.
- 1996 – 2003: General Manager City Development, City of Whitehorse, Victoria. Managed Planning, Building, Engineering Services, Infrastructure, Urban Design and Capital Works. Major works included Whitehorse Road powerline undergrounding and streetscapes works at \$12m, Box Hill Mall redevelopment at \$1m and Carrington Road redevelopment at \$0.65m.
- 1994 – 1996: General Manager City Development, City of Stonnington, Victoria.
- 1986 – 1984: Director of Physical Services, City of Essendon, Victoria.

**Abstract:**

The paper I propose to present will cover the aspects of Place Making and Management. Specifically I will address the following topics with reference to recent revitalisation in Geelong.

#### **Building the Place**

- In 1997 the City embarked on a comprehensive range of initiatives designed to arrest the steady decline of the city centre. This followed on from the successful redevelopment of the Geelong Waterfront.
- Redesign of the city and the waterfront gave reference to critical linkages to other tourism and cultural areas.
- Resolve traffic – Traffic management issues were a major concern in the cbd and the revitalisation project aims to address these taking into consideration public transport pressures.
- Pedestrianisation – Improving access for pedestrians by traffic calming, wider footpaths, etc.
- Alfresco – Encouraging businesses to take advantage of wider footpaths for alfresco areas and sidewalk activities.

#### **Marketing the Place**

- Establishment of the Central Geelong Marketing and Management Committee. Implementation of the Special Rate.
- Outcomes – How are they measured?
- Specific initiatives – Farmers Market, Melbourne Cup Sidewalk Sales.
- City of Greater Geelong, Central Geelong Marketing and Management and Geelong Otway Tourism combining to market events and activities in the region.
- Regional attractions – Taking Advantage of the Bellerine Peninsula and the Great Ocean Road.

#### **Managing the place**

- The role of the Place Manager as a “one stop shop” for users in relation to faults, queries, etc.
  - Asset management and maintenance and documentation of maintenance procedures.
  - Development of future initiatives to sustain and increase visitor levels and interest.
  - Security.
  - Performance measurement.
  - Liaison and networking with other Council Asset Managers and Place Managers.
  - Conflict resolution.
  - Problems that occur.
  - Successes achieved and their measurement.
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## ***Public Space (Realm) at the Edge***

**Presenter:** Malcolm Snow, Director Urban Planning – UrbisJHD

**Biography:** Malcolm Snow is one of Australia's leading urban design practitioners. A qualified town planner and landscape architect, the majority of Malcolm's career has been as an urban designer working at all levels of Government and the private sector in Australia, the United Kingdom and SE Asia.

With a professional career spanning nearly three decades, Malcolm has been both the designer and leader of some of the most significant urban design projects built in Melbourne and Adelaide. During that time he has won (with others) numerous national and state awards for urban management and design excellence.

Between 1988 and 1998 Malcolm held the position of Head of Design for the City of Melbourne during which time he and his team were the recipient of the inaugural (1996) Australia Award for Urban Design for the Melbourne CBD Revitalization Programme. This was a highly successful strategy of major public works and innovative city planning to arrest the economic and social decline of the city centre.

Prior to joining UrbisJHD Malcolm was General Manager of City Projects at the City of Adelaide where he was responsible for the design and implementation of new capital projects including the North Terrace Redevelopment. He has been an expert adviser and consultant on urban design to the Victorian, South Australian and Queensland State Governments for major inner-city projects such as Melbourne Docklands, City Link Freeway, Southbank Planning Strategy, Federation Square, Riverbank Precinct Redevelopment and City West Urban Renewal. In 1999 he was invited by the Property Council of Australia to judge the national finalists for exemplary urban design as part of their Design Dividend initiative. He is the immediate past Chairman of the Urban Design Alliance Queensland.

**Abstract:**

Concepts of public space usually reference the traditional city centre and popular urban design models are drawn from its squares, boulevards and streets. This paper will explore the need to rethink the nature of public space not at the centre but at the periphery where the majority of people live and work and to find a conceptual "language" to help us discuss and positively exploit this spatial reality in a meaningful way.

**Session (6E)**  
**13:45 – 15:15pm**

## ***Innovations in Local Economic Development/Ready-Fire-Aim***

**Presenter:** Ian Hill, Director, City of Mandurah

**Biography:** Ian's career in local and state government in WA and SA has included community and economic development, land and housing development and marketing in both the public and private sectors across urban development and renewal, and local government roles. This includes the planning and start-up phases of the Ellenbrook new town project in WA, Australia's most awarded project, and South Australia's largest urban redevelopment scheme, Westwood in Adelaide's middle suburbs.

His local government experience includes sixteen years in deputy and chief executive positions, with lead roles in regional development, tourism, arts and culture, and major sporting projects and programs. Ian is currently Community Development Director and Deputy CEO in Mandurah, one of Australia's fastest growing Seachange councils.

Ian says that the City's Community Development portfolio is planning and performing strongly as Mandurah continues to grow rapidly. Long term plans have been prepared across the recreation, community halls, museum, library and arts activities, and these are underpinned by the Council's Community Charter and Strategic Plan and Principal Activities Plan. Many new initiatives are underway, including local partnerships, to improve community outcomes.

The 'sustainable community' concept, adopted by the Council, ensures that social, environmental and economic factors are all balanced as closely as possible during this period of high growth associated with Mandurah's popularity.

**Abstract:**

The City of Mandurah has successfully implemented a wide range of economic development initiatives in collaboration with government, industry and corporate partners to strengthen the social capital and wealth of the local community. It is well recognised that the South West corridor of Perth has been identified as the next 'growth corridor' with a projected 50 per cent growth rate above that already occurring. Major investments which are currently taking place, or are in their planning stages will greatly contribute to the economic development of Mandurah and include:

Freeway Extension/Peel Deviation	\$340 million
Southern Suburbs Railway	\$900 million
Mandurah Ocean Marina	\$200 million
Peninsula and Brighton Hotels	\$150 million
Land development and housing	\$500 million pa

Council acknowledges that in addition to initiating and facilitating its own economic development projects that this investment will also provide, along with continued growth challenges, a range of new opportunities. These are opportunities that can assist in lowering unemployment and increasing social capital and average weekly income for the Peel Region (\$581), which is considerably lower than the average weekly income of those residing in Perth's northern corridor.

It is anticipated that the completion of these projects will complement many of the economic initiatives that have been undertaken by the City. The projects undertaken by the City of Mandurah in economic development fit with the holistic approach of the City's Community Charter and Strategic Plan – to *Care and Plan for Our People, Our Planet and Our Prosperity*. By approaching economic development as a means for improving quality of life for its residents, Council has developed strategies and outcomes that result in an increase in social capital growth, employment opportunities and ultimately greater financial wealth for its community. Included in the economic development projects portfolio are programs that have had an education and training focus to assist in developing a stronger skills base in the community and create a 'job ready' workforce.

The City has strengthened its support of tourism through partnerships, additional investment and innovative practices to market and promote Mandurah and the Peel Region. This has resulted in a 17% increase in visitor numbers and expenditure for both day-trippers and overnight stays from 2001 to 2002.

Building a prosperous community is an ongoing focus for the City of Mandurah, which aligns economic development work plans with initiatives developed in conjunction with its Regional partners, and at a local level, the City's Economic Development Advisory Committee and associated Business Roundtable Action Groups (BRAGs).

These partnerships, and avenues of business sector interaction with the Council make effective use of local creativity and innovation, human and financial resources, resulting in a coordinated approach to develop and action a range of economic development initiatives that have had positive financial outcomes, and most importantly – created real jobs for residents of Mandurah and the surrounding Peel Region.

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### ***Higher Density Urban Living: shrinking suburbia or thinking outside the square?***

**Presenter:** Jason Ting, Principal Strategic Planner, City of Salisbury

**Biography:** Jason Ting is an advocate for urban change who has worked as a university lecturer and consultant in the field of urban planning and design. He is currently employed as the Principal Urban Policy Planner at the City of Salisbury in South Australia. His work encompasses environmental planning, strategic urban planning, town centre revitalisation, and sustainable urban design.

**Abstract:**

Sprawling suburbia has long been synonymous with the Australian Dream. However, soaring fuel prices, waning community life and emerging notions of environmental sustainability have prompted a rethink of our beloved housing and lifestyle preferences. Policies advocating mixed use, transit-oriented development and urban growth boundaries all seem to envision higher density urban living. But what does this mean in terms of urban design and lifestyle?

Can the Australian Dream be saved by imprinting conventional building design on shrinking floor space? Do we minimise creative design in order to maximise the number of apartment units? Should we try to replicate suburban lifestyle expectations in higher density mixed use areas? Or does higher density urban living entail another way of living, being and interacting? Will such living mean redesigning the built form and planning frameworks? Will it challenge the traditional way of perceiving and using private and public space? Are there overseas examples and practical techniques that we can look to for guidance and inspiration?

If higher density urban living *is* about thinking outside the suburban square, can Australian cities cope? And more importantly, is the Australian public really ready for it?

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### ***Integrating Sustainability into Development Assessment***

**Presenters:** Cathy Crawley, Manager, Arup Sustainability  
Adam Beck, Senior Sustainability Consultant, Arup Sustainability

**Biographies:** Cathy Crawley first joined Arup in London in 1991 and moved to Brisbane in 1995 where she now Manages Arup Sustainability. Cathy is National Business Leader for Environmental Services and has wide ranging experience in the conduct and management of environmental studies and the development and implementation of environmental management and sustainability assessment tools.

Her fields of expertise include EIS/IAS project management particularly for large projects, identification of environmental approvals and processes, policy development (particularly ESD related), environmental auditing and environmental management systems. Cathy is currently the co-ordinator for the multi-disciplinary sustainability network in Arup's Australian practice and responsible for the development and use of Arup's innovative sustainability assessment tool, SPeARTM (Sustainable Project Appraisal Routine).

Adam Beck is a Senior Sustainability Consultant with Arup Sustainability. He coordinates the firm's community-based sustainability services and is part of the Arup Sustainability team researching and developing sustainability tools and processes. Adam has recently been involved in the development of isDA®, a (community sustainability) indicator-based tool assessing the sustainability performance of development applications.

**Abstract:**

Translating the guiding principles and aims of planning schemes, sustainable development strategies and plans into specific development outcomes is the real test of successfully implementing sustainable development.

Arup Sustainability has recently developed isDA® (Integrating Sustainability into Development Assessment), a tool that can be used to assess and monitor the sustainability performance of development applications. The tool represents a step change in both the understanding and application of sustainability theory and practice at the development application stage and is an innovative approach to a sometimes complex and often uncertain issue. This paper explores the real meaning of sustainability in the assessment of development applications.

Arup Sustainability developed isDA® through recent research and development and resulting from of a recent project with Rotherham Council (UK) and the Countryside Agency that sought to develop a methodology that will facilitate the implementation of sustainable development at a local level in South Yorkshire, focusing on the unique issues and problems faced by that local community. The tool is based on local sustainability indicators that promote the principles of the IPA and LA21.

The methodology developed draws on current international best practice and has three aims:

- to guide Local Authorities in development application assessment and to ensure that sustainable development principles are translated effectively into local development and local policies;
- to assist planners in the identification of sustainable development opportunities that will contribute to the sustainable regeneration of these communities; and
- to test the Countryside Agency's six propositions for making land-use planning more effective.

**Session (7A)**  
**15:45 – 17:15pm**

***Are you making them?  
... informed decisions***

**Presenter:** Ivan Motley, Director, id consulting Pty Ltd

**Biography:** Ivan has worked extensively in housing and infrastructure policy in the public and private sector both in Australia and overseas and is currently the Director of i.d (informed decisions). Ivan believes in elevating evidence-based decision making into the development of policy and keeping it simple and inclusive. To this end, i.d has developed on-line demographic information products specifically for local government in Australia. i.d's profile.id® product is rapidly becoming the industry standard for managing Census data for Local Government in Australia. 80 percent of Councils in Adelaide and Melbourne now subscribe to these products and use them for internal planning as well as engaging community groups and the business sector in decision making. A rapid take-up of these profiling and forecasting products is now occurring in Sydney and Perth.

**Abstract:**

Building towns and cities for people requires an in-depth understanding of the characteristics of those who will live there. What does the community you are planning for look like now? How will it look in the future?

These deceptively simple questions are the realm of demographers or population experts. Answering them is essential for every aspect of community planning. Difficult decisions such as whether or not to close a child care centre in a particular location depend on access to information about the changing nature of household structures – not only to make the decision, but to be able to sell it to the community. Yet too often this information sits in hefty documents that are difficult to access and understand.

This paper discusses how to elevate essential information about the community and make it accessible for all who need to make evidence-based decisions, advocate for the community, influence government and support local business and community groups. It demonstrates how local government are making use of the power of the Internet to make this information available not only across Council but to the community as well. It provides a number of case studies which demonstrate the value and importance of demographic evidence used to support decision making – from how many garbage trucks will be needed to service a growing municipality, to advocating against school closures, to developing Internet policies for disadvantaged groups in public housing.

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## ***Community Pride Movement: A model for building community pride***

**Presenters:** Rick Wiezel, Community Enhancement Officer, Blacktown City Council  
Vanessa Parkes, Environment & Planning Services, Blacktown City Council

**Biographies:** Rick has a varied background working in the registered club industry, community radio, as a community worker in Sydney's west and as Blacktown City Council's Community Enhancement Officer, coordinating various Community Pride Movement projects. Rick holds degrees in Communications and Adult Education from the University of Western Sydney.

Vanessa Parkes commenced her career in Local Government as a Trainee Environmental Health and Building Surveyor and now some 18 years later is the Manager of Environmental Services at Blacktown City Council. The section, part of Council's Environmental and Recreation Directorate, is responsible for public health surveillance, environmental education and compliance, community regulation, environmental planning and programming and amenity and safety programs such as Council's Community Pride Program.

### **Abstract:**

Council established the Community Pride Movement in March 1997 to initiate pro-active programs that empower the community, with the assistance of Council, to improve their environment.

Council employs two full time Community Enhancement Officers and one Graffiti Project Worker, to coordinate the Community Pride Movement and develop innovative programs.

Council perceives issues such as illegal graffiti, vandalism, dumped rubbish, litter & unkempt properties as *visual pollution* that deserves to be addressed much like air, water or noise pollution.

Current programs, that address these issues, include the;

- Volunteer Graffiti Removal Program
- Graffiti Help Line
- Aerosol Art Program
- Adopt A Road
- Gardens and Recycling in Urban Blacktown (GRUB)
- Blacktown City Underpass Project
- Home Pride
- Action Stations
- Street and Neighbourhood Beautification projects
- Local Shop Improvement Program

The Community Pride Movement is not limited to the above programs and new innovative projects are regularly developed. Nor does the Community Enhancement Team work in isolation - current project partners include;

- Community action groups
- Service clubs
- Individual residents
- Business
- Police
- Religious organisations
- State government agencies
- Other Council departments

Most recently, the Community Pride Project was awarded Runner Up in the Keep Australia Beautiful Metro Pride Awards for both the Keep it Street Aerosol Art Project & Blacktown City Underpass Project.

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## ***The Public Realm: Adding Greater Value and Meaning to Community***

**Presenter:** Garth Paterson, National Manager Landscape and Environmental Design, Stockland Development Pty Ltd

**Biography:** Garth Paterson is the National Manager, Landscape and Environmental Design, for the Development Division of Stockland, one of Australia's leading diversified property groups. Stockland Development has three core development activities – Residential Estates, Apartments and Retail Projects and has more than 75 projects under control across Australia with an end market value of over \$7 billion.

Garth has over 15 years experience in all landscape design aspects of urban development including the delivery of large-scale urban communities, public realm and institutional projects.

Garth joined Stockland from his position as Principal of EDAW, Sydney. His Melbourne practice of Paterson + Pettus had merged with EDAW in 2002. For several years, Garth also taught Landscape Architecture at the University of Canberra and RMIT.

**Abstract:**

This paper explores the importance of the design, planning and construction of the public realm in a residential community. In particular, how the public realm can add a greater sense of meaning and association for the residents of these new places of living.

Currently, up to 70% of developer funds for large scale residential community are expended on the public realm, including streets, parks and other public spaces. Often these spaces are ill considered in terms of their presentation, design and potential to really root a community to a place.

This paper explores through five recent case studies how we can move towards adding greater meaning and association to the planning and design of the important sections of a new community.

The paper will explore the following topics:

- Creation of a sense of place
- Creation of a sense of meaning for residence within the public realm
- Greater sense of real and perceived safety
- Form associations and linkages with a sites previous use
- Creation of a holistic sense of understanding where the public realm fits into the regions larger cultural, social and ecological context.

The case studies will be at least three Stockland projects with the others made up of built developments around Australia.

**Session (7B)**  
**15:45 – 17:15pm**

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## ***Yeppoon Built Form & Streetscape***

**Presenter:** Alan Chenoweth, Director, Chenoweth Environmental Planning & Landscape Architecture Pty Ltd.

**Biography:** Alan Chenoweth holds qualifications in agricultural science, landscape architecture and planning, is a Fellow and past national President of the Australian Institute of Landscape Architecture, past President of the Australian Institute of Horticulture and a Fellow of Parks & Leisure Australia. He is also a Vice President of Environment Institute of Australia and New Zealand (SEQ Division) and a member of the national Certification Board, and is a Churchill Fellow in social housing.

Alan's experience over 30 years in public, private and education sectors includes plant sciences, landscape design, conservation and land development, environmental impacts, park and recreation planning, and generally in the integration of ecological studies with town planning. He has led the Brisbane-based consultancy of Chenoweth Environmental Planning & Landscape Architecture Pty Ltd for the past 12 years. Alan has recently been program organiser and spokesperson for the national AILA Conference in Brisbane on the "200 Mile City" addressing growth, open space and character issues in South-east Queensland.

**Abstract:**

Livingstone Shire Council commissioned a Built Form and Streetscape Study of the Yeppoon town centre, in response to community concerns regarding building heights. The approach adopted by the multi-disciplinary consultancy (town planning, landscape architecture, urban design and traffic/infrastructure) was a flexible and transparent methodology, applicable within a restricted time period. This is an appropriate model for other regional towns facing development pressures and community concerns associated with rapid development.

Yeppoon has a distinctive character, set within a topographic 'bowl' and on the foreshore of Keppel Bay, with a main street lined by traditional 2 storey shopfronts with awnings and parapets, tall Hoop Pines in medians and along the foreshore, wide streets and large town blocks, and a casual tropical seaside country town ambience.



The consultation process, including a Council survey of public preferences regarding building heights, was interactive with the study team. Sketch options were presented in electronic format to community meetings and on Council's Web site. The approach broadened the debate beyond building heights *per se*, and put this issue in the context of development, investment and employment opportunities, character attributes of the town at risk from change, and analysis of building heights as they might affect views to the bay and surrounding hills. Despite local controversy over building heights, the community meetings were harmonious and constructive, responding to the draft nature of material presented by the team, and also accepting that some change to Yeppoon was inevitable.

A Central Business Zone Code was prepared as an amendment to the Planning Scheme, for a building height limit of 4 storeys generally, with 6 storeys at key sites and 3 stories in the Civic/Cultural Precinct, with controls on setbacks, encouragement of laneways and active frontages, and accompanying streetscape guidelines for a Town Square and other parts of the town centre.

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## ***Sustainable Places***

**Presenter:** Robert Prestipino, Director, Vital Places

**Biography:** Robert is a Qualified Urban Designer and Registered Landscape Architect with over 18 years experience in the design and revitalisation of public spaces and Town Centre improvement projects.

As Director of Vital Places Pty Ltd, he has specialised in the delivery of catalyst projects for cultural and economic revitalisation of Town Centres and Communities. Robert has a reputation as a highly skilled communicator and facilitator of community based revitalisation initiatives.

**Abstract:**

Public policy and community expectations for more sustainable places are growing faster than the processes we have to deliver this critical new vision. How can we achieve the levels of integration and sustainable benefit the community is demanding? Do we have the best tools to create places that are economically, culturally and environmentally sustainable?

Nine New principles to make your Town Centre more sustainable

Just when you thought it wasn't possible to go beyond the triple bottom line, recent work in master planning sustainable Centre vitality has taken it further to sharpen your focus and effectiveness. The triple bottom line can be distilled into nine new principles to help the implementation of your sustainability vision.

This paper will outline nine principles to further implement the triple bottom line. These principles provide the new tools for facilitating sustainable change in Greenfield and existing Town Centre revitalisation initiatives. These principles provide a checklist of objectives to measure the quality of your master planning concepts. You can now *separate the wheat from the chaff* of your various master plan options and concepts ensuring the project delivers more sustainable outcomes.

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## ***The St Marys Story***

**Presenter:** Peter Jackson—Calway, Chief Executive Officer, St Marys Town Centre Management

**Biography:** Peter has successfully operated his own businesses all his working life ranging from Coffee lounges to Food manufacturing supplying the major supermarkets and the International Airport restaurant. With this experience he is well acquainted with the economic problems associated with small business at the present time.

In 1980 Peter was elected Chairman of the Mall Shopping Centre Merchants Association as well as being Promotions Chairman.

It was during this time that his services were sought by many centres, advising them in the promotional, marketing, and motivational fields. Having experienced the effect of traffic bypasses on one of his businesses he conducted a survey of all major towns that had been bypassed on the Hume Highway between Sydney and Albury and devised strategies to lessen the economic downturn. Many centres have since sought his advice on the problems that are associated with traffic deviations and the best ways of overcoming the difficulties they bring.

As the demands grew for his expertise and advice Peter dedicated himself to consultancy work. Over the last 20 years Peter has assisted many centres, both Country and Metropolitan., by establishing sustainable economic growth programs as well as Marketing and "Shop Locally" campaigns. In the last two years Peter has been invited to speak in London ,Zurich, Switzerland and Jakarta, Indonesia.

Peter has been a full time consultant for Goulburn, Mittagong, Yass, and Campbelltown, (which were all bypassed)also conducting workshops for many New South Wales and City and Country centres. At the present time Peter is working with St Marys Town Centre Management on the Towns Revitalisation programme.

With a wealth of knowledge obtained over the years, Peter has designed many strategies and programs to assist in the implementation and continuation of the revitalisation of many Towns and strip shopping centres.

Peter has the reputation for being a down to earth presenter, a humorous and entertaining speaker and has the ability to an immediate rapport with those he is working.

**Abstract:**

The story of how one retail business community reversed a growing trend of street crime, vandalism, empty shops shrinking property values, high rents, dwindling sales and a poor image.

The story of St Marys how they turned retail and property gloom  
Into retail and property BOOM

Learn the strategies that converted 98 empty shops into a waiting list of new tenants.

**Session (7C)**  
**15:45 – 17:15pm**

### ***A Strategic Roadmap for Town Centres***

**Presenters:** Jo Kelly, People, Place and Partnership &  
Libby Ozinga, People, Place and Partnership

**Biographies:** Jo is a qualified urban planner and a community consultation specialist with a varied experience in strategic, statutory, land use and transport planning. Her professional experience includes both local and state government and private consultancy in Australia and Europe over the past 10 years. Jo has extensive experience in the development of stakeholder and community involvement plans. She provides a fresh and innovative approach to facilitation and face-to-face communications. Jo has recently coordinated a European Union project developing Best Practice Community Engagement Guidelines for European Countries.

Libby's career as an urban planner spans more than twenty years and includes long periods working with state government and as a consultant working in the area of community economic development. This broad experience has equipped Libby with skills that range from policy development to community facilitation, relationship building and change management. Libby is widely known for the introduction of the Main Street town centre revitalisation program in the late 1980's and has worked with hundreds of communities throughout Australia and New Zealand. She is passionate about helping communities achieve a sustainable vision for their future.

**Abstract:**

***What is a Strategic Roadmap?***

Through a strategic planning process a community can choose priorities and allocate resources to work towards its preferred future.

Any community serious about creating positive economic change, must develop and operate a strategic planning framework. Such a process is well accepted as a technique in business and it is now being recognised as essential for effective community economic development. Through such a planning process a community can begin to define and work towards its preferred future in achievable steps. It can influence the course of development and take some measure of control over its destiny.

In community development, strategic planning is essentially about making choices, determining priorities and allocating resources. It is about exploring alternative courses of action regarding the future. It is about designating a preferred future and identifying ways and resources to make it happen. It is not a "one off," static exercise. It is an ongoing process. In preparing a strategic roadmap for a Town Centre it is therefore about achieving a collaborative approach to revitalise the centre for its community.

***What are the benefits of a Strategic Roadmap?***

- Better understanding of the community
- Realistic base for making decisions regarding the future
- Enhanced community consensus
- Improved community collaboration, co-operation and co-ordination
- Strengthened community competitive advantage
- Provision of short and long-term action plans
- Focuses community efforts on key issues
- Stimulates interest and involves residents and business owners in their future
- Identifies and involves new leaders

- Encourages strategic and forward planning.

### ***What is the approach?***

An integrated holistic approach will provide a framework that includes four key elements:

- Management and Communication
- Urban Design and Planning
- Centre Image and Identity
- Community Cultural Development and Sustainability

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## ***Simply Irresistible***

**Presenters:** Debra Dawson, Bondi Junction Manager, Waverley Council  
Ilona Van Galen, Director, City Marketing Pty Ltd

**Biographies:** High profile properties and precincts that have benefited from Debra Dawson's marketing and management skills include the MainStreet Program in King Street Newtown, Sydney's Queen Victoria Building, the Sydney Fish Market, and Sydney Opera House. Now the Town Centre Manager of Bondi Junction for Waverley Council, Debra is bringing an innovative approach to the problems and challenges of the MainStreet environment.

Ilona Van Galen of City Marketing have devised and delivered effective place marketing strategies for many Cities, Town Centres and Precincts including the City of Sydney, Cabramatta, Bondi Junction and Maitland. As lead director for the Bondi Junction project, Ilona has developed a unique targeted tenancy strategy which brings new meaning to the notion of Business Development and Retention.

### **Abstract:**

In this unique presentation, client and consultant join forces to detail a unique targeted tenancy strategy that has helped Bondi Junction maintain and attract new mainstreet retailers whilst all around, other nearby suburbs have lost businesses following the opening of Westfield's latest shopping centre.

Westfield's \$650M development, its largest development in the Southern Hemisphere, has been trading on the edge of Bondi Junction Town Centre for the last 12 months. Sydney's Double Bay, Paddington and even the City have suffered under the onslaught of professional marketing by Westfield.

And yet 12 months of detailed tracking proves that Bondi Junction is today healthier than ever, with falling vacancies and thriving new businesses. With the assistance of City Marketing, Waverley Council's Bondi Junction Manager has actively identified, sourced, and worked with local real estate agents to attract new businesses into the main street, creating distinct trading precincts each offering a unique character and retail experience.

Come face to face with the reality of a successful strategy that has made Bondi Junction 'Simply Irresistible' as a place to do business, and as a place to shop.

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## ***Tenancy Mix or Tenancy MIX UP?***

**Presenter:** David West, Principal Consultant, Premier Retail Marketing

**Biography:** Premier Retail Marketing advises Councils, Town Centres and Shopping Centre managers throughout Australia & New Zealand in the areas of retail marketing, main street management and tenancy mix development.

David West the principal consultant has over 15 years experience in competitive retail environments including Adelaide's Rundle Mall and regional shopping centres.

Clients include the City of Melbourne, the City of Perth, Penrith City Centre, Mount Barker Town Centre, the City of Unley and the City of Playford.

### **Abstract:**

The main street product is the unique mix of retailers, small businesses and civic activities that we offer to our customers.

How did it become such a mess ?

We seem to have too many \$2 shops, sex shops and in the wrong location not to mention the vacancies. Our property owners seem to accept anyone and leasing agents are placing small retailers in any location available.

We can't control this. We just have to accept what we have. – WRONG!!

We can influence the outcomes that we want through retail planning.

The first step toward improving the tenancy mix involves customer research to increase our understanding of the surrounding market. Information gained from asking residents coming to our main street and those not coming will give us a valuable insight into customer behaviours, needs and wants. In addition reviewing ABS statistics will complement our information base.

The next step is a full audit of all small businesses, retailers and community uses within our street or precinct. The list is categorised into retail categories such as fashion, food, homewares etc and the market position is noted including details of building quality, window displays and internal presentation.

The mix of upmarket, mid-market and lower market retailers will greatly influence how we market the precinct to our customers.

Following this analysis the business mix of competition centres must be clearly understood to determine their position in the market and identify any gaps or opportunities available.

Engaging the property owners, property managers and leasing executives is a key element to improving the business mix. The way to do this will be fully explained in the paper.

## Session (7D) 15:45 – 17:15pm

### ***Mount Morgan Dee River Remediation Project***

**Presenter:** Richard West, Regional Services, Department of Natural Resources, Mines & Energy, Qld.

**Biography:** Richard West has worked in the Queensland water industry for over 25 years serving in places like Mareeba, Longreach, Bundaberg and Brisbane. He has experience in planning, design, construction and operation and maintenance of dams, weirs and major pipelines and pumping stations. He is currently based in Rockhampton and responsible for the State's NRM non-commercial assets.

**Abstract:** Dee River Remediation Project – summary:

- A \$7 million State Government project to clean up the Dee River in Central Queensland is nearing completion. The Department of Natural Resources and Mines (NR&M) is decommissioning three small dams and cleaning up the Dee River, adjacent to the former Mount Morgan mine site about 45 minutes south-west of Rockhampton.
- More than 300,000 cubic metres of acid producing tailings and contaminated water have been removed from behind three heritage-listed dams. NR&M is working alongside other government agencies, traditional owners and the Mount Morgan community and council.
- The Dee River Project is unique because it involves removing three unstable dams and the contaminated water and material behind them, re-establishing low flow channels and floodplains to the river and preserving several structures and sections of the dams for their heritage value.
- The project was sparked when the dams were found to be unsafe and if they were to fail the surrounding environment and residents would be at risk of being inundated by the highly acidic water.
- Tailings are being removed from the bed and banks of the river using a combination of dredging and heavy earthmoving equipment sourced from local and interstate contractors. The excavation process is complicated by the need for the heavy machinery and plant to work in a reasonably confined space to extract and transport the acid-producing sediment to the open cut pit.
- The open cut pit holds 9000 million litres of water with a very low PH level and high levels of iron, aluminium, copper, manganese and sulfates.
- The project team is constantly monitoring the water levels in the open cut pit to ensure there are no overflows of contaminated pit water entering the Dee River. The clean up involved clearing tailings and re-establishing 1.6 kilometres of a two-kilometre stretch of the Dee River. To eliminate the risk to the downstream population they removed one dam and lowered the walls of the other two.
- Work is continuing to re-establish the riverbed, protect the riverbanks and build display shelters to educate visitors about the site.
- The displays will identify, explain and preserve the history of the dams, including the reasons for their removal. The project, including the re-vegetation of the riverbanks, is on schedule for completion at the end of this year.

- NR&M is currently establishing a program to monitor the river water quality, sediment flow and groundwater for the next two years. The success of the project will also be supported by the installation of a \$2 million water treatment plant at the mine site in May 2005.
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### ***Water Supply Study – Case Study Central Queensland***

**Presenter:** Rina Lloyd, Department of Natural Resources & Mines, Qld

**Biography:** Rina Lloyd has 10 years experience with the Department of Natural Resources and Mines in water planning area. Focus has been on policy development, including statutory water resource plans and their operational counterparts, resource operations plans. She has covered different parts of the State- predominantly Central Queensland catchments. She has a background in environmental science.

**Abstract:**

- Outline
    - Whole-of-government approach- links to regional plans
    - Involve partnership between Local & State Government
    - Identify:
      - existing status of water resources
      - future demands & implications
      - demand management analysis
      - potential water sources/supply options
  - Assess potential options using Economic/social & environmental criteria
    - Structural options; and
    - Non structural options; Desalination, increasing demand management initiatives, water trading, reuse
  - Consultation
  - Develop agreed regional water supply strategy & implementation arrangements
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### ***Sustainability: A developer's perspective***

**Presenter:** **Dominic Stower**, Director Synergy Living, Qld.

**Biography:** Prior to his return to Yeppoon, Dominic had been based in Brisbane working within the residential and commercial property sectors for the last decade. Most recently he assumed the role of Project Director with boutique development company M2 Property Group, and was also a member of the steering committee for the Rochedale Urban Village task force.

**Abstract:**

Many professionals in the property industry now understand that there needs to be a paradigm shift in how future development is assessed, and how sustainable principles should be at the forefront of all property development work practices. The “triple bottom line” approach to sustainable design gives equal priority to social, environmental and economic outcomes.

The proposed Capricorn Blue holiday apartments in Yeppoon will be creating a highly liveable environment for its residents while significantly reducing its potential impact upon neighbours, local infrastructure and the environment. The apartments will also offer excellent cost-efficiency over the lifespan of the apartments.

Sustainable elements for development project include the following:

- The overall design and layout will provide a north or northeast aspect for all dwellings which is ideal for this region as well as taking advantage of the prevailing southeast breezes enhancing natural ventilation.
- All roof water will be harvested and stored being used in combination with an existing bore to irrigate all landscaping.
- Structural walls and floors will have excellent thermal and acoustic insulation properties.
- Fittings and finishes will offer high levels of quality and durability with lower maintenance costs
- The apartments will incorporate design and insulation methods that will create high levels of natural ventilation significantly reducing the need for mechanically assisted climate control.
- All dwellings shall be fitted with a 5 star energy efficient continuous gas hot water system.
- 90% of the existing vegetation is to be retained on the site.
- The stormwater management system reuses much of the water collected on site.



**Friday 3<sup>rd</sup> June, 2005**

**Session 8  
08:50 – 10:45am**

### ***Masterplanned Communities – Outcomes for People***

**Presenter:** David Hutton, Chief Operating Officer, Lend Lease Development NSW

**Biography:** David Hutton is Chief Operating Officer of Lend Lease Development and has a career spanning over 16 years with the Lend Lease Group.

Roles have included:

- Development Manager – Penrith Plaza (A\$400m)
- Development Director for Lend Lease Retail Shopping Centre Portfolio in Australia.
- CEO Lend Lease Retail, Australia (\$2bn Portfolio).
- Development Director Bluewater Kent, in the UK (£1.1bn)
- CEO Lend Lease Europe (250 employees in UK, Spain and Italy).
- COO Lend Lease Development Australia (10 major mixed use projects in Australia)

From 1994-2004, David was based in London and responsible for the development of Bluewater (Europe's largest retail leisure destination), the launch of 2 limited partnership funds totalling £630m, and 6 further major development schemes including securing the Regeneration of Greenwich Peninsula in London in partnership with the UK Government. (A 20-year £4bn mixed use project which will include 10,000 new homes, 350,000sqm of employment space and a new world class entertainment venue).

During 2002/2003 he participated on the Management Board of the UK Investment Property Forum and the British Property Federation.

**Abstract:**

Abstract not submitted

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### ***Varsity Lakes: Aiming to Change your view of the Gold Coast***

**Presenter:** Paul Eagles, Project Director - Special Projects (SEQ), Delfin Lend Lease

**Biography:** Paul Eagles has tertiary qualifications in Civil Engineering, Town Planning and Business Administration.

Paul has over twenty years experience in the development industry and has held positions in local government and development companies in Queensland. Paul's current position is Project Director – Major Communities (SEQ) with Delfin Lend Lease responsible for the bringing to fruition three new projects in South East Queensland and Northern New South Wales.

**Abstract:**

In 1999 Delfin Lend Lease commenced development of its 340ha Varsity Lakes project on the Gold Coast.

The vision for Varsity Lakes was the creation of a true mixed use community with a major emphasis on job creation with the integration of residential, commercial and educational uses in a vibrant 'village' setting.

By the end of 2004, Varsity Lakes was home to a range of businesses employing 1200 people with other key features complete including the acclaimed Varsity Lakes College, the first stages of the mixed use Market Square and the surrounding urban village, The Quay.

The implementation of the residential components of Varsity Lakes has seen the introduction of innovative urban forms, including work from home solutions, Torrens titled terraces and the Delfin 'Warehouse'.

It is believed that Delfin Lend Lease's approach will lead to a diverse, prosperous and vibrant 21<sup>st</sup> century urban village – certainly a change from the traditional view of the Gold Coast environment.

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## ***Newcastle – Host City for ICTC2006***

**Presenter:** Shawn Day, Newcastle City Council NSW.

**Session (9A)**  
**11:15 – 12:45pm**

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## ***Brisbane North South Bypass Tunnel – Urban Design***

**Presenter:** Dennis Eiszele, Principal Landscape Architect, HASSELL

**Biography:** Dennis Eiszele is a Principal of landscape architecture and Discipline Leader – Queensland. Dennis holds formal qualifications in landscape architecture, environmental science, and urban and regional planning. He is also a past President (Qld State Group) and National Councillor of the AILA.

**Abstract:**

HASSELL have been involved with Brisbane's North South Bypass Tunnel (NSBT) from January to November 2004. Our commission involved a) Urban Design of the surface works; b) Environmental Impact Assessment (EIS), and c) Urban Regeneration. The NSBT project is an initiative of Brisbane City Council (BCC). We were subconsultants to the Sinclair Knight Merz/ Connell Wagner Joint Venture, which provided engineering and EIS for the planning phase of the project.

The urban design and associated impact assessment was mainly related to the surface works, associated with the Southern, Shafston Avenue and Northern portals, or connectors. Designs were undertaken to reflect BCC's "Living in Brisbane 2010" objectives and assessment criteria urban, environmental and visual quality.

Based on the completion of the EIS and associated urban design, the overall project feasibility, including business case is to be submitted to the State Government for approval.

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## ***Blacktown City Underpass Project: Urban Improvement through community spirit and identity***

**Presenter:** Vanessa Parkes, Environment & Planning Services, Blacktown City Council

**Biography:** Vanessa Parkes commenced her career in Local Government as a Trainee Environmental Health and Building Surveyor and now some 18 years later is the Manager of Environmental Services at Blacktown City Council. The section, part of Council's Environmental and Recreation Directorate, is responsible for public health surveillance, environmental education and compliance, community regulation, environmental planning and programming and amenity and safety programs such as Council's Community Pride Program.

**Abstract:**

The Blacktown City Underpass Project (BCUP), as part of Council's Community Pride Movement, is a hands on attempt to improve community access through Mount Druitt, which is made up of eleven distinct residential areas with large areas of open space. These areas are connected by a network of pedestrian underpasses linking shops, parks and main roads. Planned in the 1970's, the network and many of the pedestrian links are isolated, under utilised and considered unsafe.

Over a period of two years from 2002 to 2003, the BCUP enhanced local community spirit, ownership, identity and participation, improved co-operation between local communities, government and non-government agencies, community perceptions and the safety and amenity of three pedestrian underpasses in the Mount Druitt area.

This not only increased the use of these underpasses, proving them to be valuable pathways to community infrastructure and leisure activities, but impacted positively on local business and employment, the environment and social and cultural development in these areas.

The BCUP video package documents a unique local government initiative, funded by Blacktown Council and the Department of Infrastructure, Planning & Natural Resources as part of the Urban Improvement Program.

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## ***Smartgrow – A Framework for accountable Service Delivery***

**Presenters:** Ted Anderson Utilities Manager, Western Bay of Plenty District Council  
Tony G McCartney, Infrastructure Development Manager, Duffill Watts & King Ltd

**Biography:** Ted Anderson has 20 years experience in Engineering, working as a contractor for 3 years, Central Government for 3 years, 3 years in a Research Organisation, 6 years as a Consultant and the 9 years in Local Government with the last 6 years as the Councils Utilities Manager. Currently a Board Member of the New Zealand Water and Waste Association, the Water Suppliers Special Interest Group and the Stormwater Special Interest Group.

Tony McCartney has 20 years experience in Local Government and Infrastructural Development. He has worked in Council, as a consultant to Council's and more recently in partnership with Council. His technical background is in water and drainage but his more recent experience is in utilities asset management, strategic planning and delivery of performance based service and outcomes.

### **Abstract:**

"Smartgrow" is a joint initiative by three Local Government Authorities in the Bay of Plenty NZ to establish a 50 year forecast of community vision for lifestyle, service and capacity. This "straw person" concept provides individuals; industry, property developers and special interest groups a development framework that fosters an understanding of what drives policy, realistic levels of service and future challenges. The information supporting, and consequential delivering of, these plans requires significant investment in infrastructure, but equally as important, development of robust asset knowledge and accountable service delivery mechanisms against which forecasts can be measured.

This paper presents a brief history of Smartgrow's development but focuses primarily on the tools and service delivery environment in place for Utilities services in the Western Bay of Plenty District Council (WBoPDC). WBoPDC is a rural Council with two expanding rural centres, a population of some 38,000 and three coastal lifestyle communities, surrounding Tauranga City (pop 150,000+). Issues of distributed networks, transient holiday loadings and differing community levels of service all contribute to the mixed canvass of the Service Delivery environment. All this plus a Smartgrow population projection of 75,000 by 2050 .

Specific issues discussed include Asset Management Planning, Demand Management, procurement models and partnership. The presenters represent both sides of the Service Delivery environment (Council and its Utilities Service Provider) and provide a unique perspective of why the model works and how the solutions may be applicable to other similar service delivery environments.

**Session (9B)**  
**11:15 – 12:45pm**

## ***Affordable Housing at the Crossroads: The Recent History and Near Future of Queensland's Affordable Housing Strategy***

**Presenter:** Peter Chapman, Manager, Affordable Housing, Public Housing and Housing System Initiatives, Queensland Department of Housing

**Biography:** Peter Chapman is a Queensland-born baby-boomer who for many years taught sociology at university. In 1995 he joined the Queensland Government and has worked in social planning, social impact assessment and housing policy roles. He now manages a unit in the Department of Housing responsible for affordable housing policy and strategy.

### **Abstract:**

In 2001 the Queensland Government endorsed an Affordable Housing Strategy. Since then several priority actions have been implemented, and the Strategy is now being renewed. This paper outlines achievements of the Strategy and the factors that have influenced outcomes in this new area of government policy.

Principal gains under the Strategy include establishment of the Brisbane Housing Company jointly with Brisbane City Council; a policy on the use of surplus government land for affordable housing provision; development of a Local Government Housing Resource Kit, Affordable Housing Design Guidelines and other resources to support affordable housing projects; support for private sector initiatives and partnerships with the not-for-profit sector; and coordinated responses to the closure of boarding houses and caravan parks, which provide a significant form of affordable housing in the private market.

While these achievements are significant, the Strategy has also faced setbacks in policy and practical efforts to encourage the supply of affordable housing. However, over the past three years the housing environment has not improved significantly and the demand for effective affordable housing policies is stronger than ever. Expectations of a significant government contribution in policy and support for partnerships and initiatives are high. Affordable housing is identified as a key issue to be addressed through the new South East Queensland Regional Plan, and some local governments are asking for support for local responses to affordable housing issues in their areas. The paper summarises the motive forces that call for action and assesses the challenges to be overcome for a new Queensland Affordable Housing Strategy to be effective.

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***Increasing urban development densities, without compromising lifestyle, community, land title or market acceptance, while improving security, affordability, and choice."***

**Presenters:**      Michael Durack & Mazlin Ghazali, Directors, Tessellar Sdn Bhd, Malaysia

**Biographies:**

Qualifications:    Bachelor Degree in Architecture (Queensland University 1973)

Registrations:    Registered Architect. (Board of Architects Queensland)

Awards:            Premiers Award (Queensland 1979) Australian Design Award. (1981)

Professional profile:      Michael Durack operates a building systems and building materials manufacturing business in Malaysia. These systems and materials have been used in the construction of over fifteen thousand houses in Malaysia and Thailand, over the last ten years.

**Abstract:**

Tessellar planning is a fundamentally new method of planning spaces. It uses the mathematical principals involved in tessellation, not the linear sub-divisional approach adopted in most planning operations.

In an example of Tessellation housing, small hexagonal courtyard neighbourhoods of 5 homes are linked together to form cul-de-sac communities of up to 19 houses, which in turn form part of a larger neighbourhood of around 120 houses. This physical arrangement promotes communal interaction and safety from traffic and crime.

Tessellation housing produces new forms of attached houses that join back to back and which are accessed from different cul-de-sacs, giving the impression of being detached houses. They have wide frontages but can produce densities as high as townhouses. The compact footprints encourage contour housing. Every house faces a public garden in the centre of the courtyard where big trees can be planted accessible for the very young, old and disabled.

Using mathematics, it is possible prove that compared to conventional forms of row housing, substantially less road area is required. This improves both the green and saleable land area. Densities can be higher but infrastructure cost reduced. The result is an attractive but affordable alternative form of housing, that does not rely on strata title to achieve increased densities.

We expect to secure global patents on this new form of planning.

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***Universal Housing Design – It makes good sense***

**Presenter:**      Margaret Ward, Convenor, Australian Network for Universal Housing Design

**Biography:**      Margaret Ward is an architect by training and developed an interest in universal design through her work in the Department of Housing advising on the needs of people with a disability. She has convened the Australian Network for Universal Housing Design for the last two years.

**Abstract:**

Our home is the place in which we should be able to express ourselves freely, feel secure, associate and form relationships with the people we choose. Poor design currently excludes, disadvantages and limits people who are vulnerable or who have a temporary or permanent disability or illness.

The Australian Bureau of Statistics identified that 19% of the population in Australia has a disability. This number will significantly increase in the future as the population ages because the likelihood of having a disability increases significantly with age. For example, more than 50% of the population over the age of sixty years has a disability.

The design of housing urgently need to be upgraded to meet these current and future challenges.

The Australian Network for Universal Housing Design is a national network of individuals and organisations that calls for access requirements in the Building Code of Australia (BCA) for all new and extensively modified housing.

The level of access to be legislated is open for debate. ANUHD will compare the consequences for the Australian community in the next 10 years if timely action is taken with the consequences of maintaining the status quo.

The paper will also interpret how universal design is compatible with the broader notion of sustainability and can contribute to all three of the social, environmental and economic outcomes of the required "triple bottom line."

## Session (9C) 11:15 – 12:45pm

### ***Shedding the Steel City image: The role of Tourism in City Centre renewal in Newcastle, NSW***

**Presenter:** Shawn Day, Manager for Economic Development and Tourism, Newcastle City Council

**Biography:** Shawn Day works at Newcastle City Council, NSW as Manager for Economic Development and Tourism. Shawn has worked in the economic development and planning field for 15 years and has experience in local government and the consulting sector in Australia and South Africa.

**Abstract:**

This paper examines the role of tourism in the renewal of Newcastle City Centre. Like many industrial cities in the developed world, industrial job loss, capital flight and depopulation decimated Newcastle in the 1970s and 1980s. To exacerbate matters, Newcastle also had to cope with a natural disaster, a 5.4 point earthquake. These events hollowed-out central Newcastle. But by the turn of the 21st century a development-led turnaround had occurred, fuelled by \$1.5 billion of major approved developments.

Newcastle is capitalising on development-led city centre renewal to position the City as an emerging tourism destination. Capital investment and population is returning to the City Centre as a result of major projects. In development terms, it is re-invigorating the stock of City Centre buildings, public spaces and amenities, revitalising the business base and rejuvenating business areas. In tourism terms, it is enabling Newcastle to position the City as a tourism destination based centred around beach, harbour-side and City precinct experiences.

This paper traces the symbiotic link between urban renewal and tourism in Newcastle. Urban renewal and investment fuels the development of tourism product and infrastructure in City Centre precincts. New and reinvigorated tourism product changes the composition of target markets and refocusses the destination marketing effort. The resulting tourist visitation yields an economic return and reinforces the agglomeration effects of urban investment.

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### ***Tourists and Great Places – Friends or Foe?***

**Presenters:** Ilona Van Galen Director, City Marketing Pty Ltd  
Nicole Sheridan, Director, City Marketing Pty Ltd

**Biographies:** Ilona Van Galen and Nicole Sheridan of City Marketing have devised and delivered effective place marketing strategies for many Cities, Town Centres and Precincts including the City of Sydney, Cabramatta, Bondi Junction and Maitland.

Tourism is Nicole Sheridan's specialist focus. As a past director of the Tourist Attractions Association of NSW, and current Manager of the National Tourism Alliance, she offers unique insights into the role of tourists and tourism in the strategic marketing of special places.

**Abstract:**

The challenge of place marketing is to strengthen the capacity of communities and regions to adapt to the changing marketplace, seize opportunities, and sustain their vitality.

Strategic place marketing calls for designing a community to satisfy the needs of its key constituencies. Place marketing succeeds when stakeholders such as citizens, workers and business firms derive satisfaction from their community, and when visitors, new businesses and investors find their expectations met.\* (Kotler Marketing Places 1993)

Many communities look to strategies to attract tourists to improve their competitive position.

City Marketing will present case studies showing how different communities have successfully (or not) developed tourism into place marketing to create sustainable communities.



We will :

- explore the tourist's expectations and needs,
- show how a community can identify and promote its own competitive tourism advantages
- show how to identify your tourism target markets,
- present some examples of working with surrounding communities to enhance the offer and experience for visitors,
- explore issues relating to managing the tourism impact on a local community

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## ***Yeppoon Market***

**Presenters:** Arthur Hunt, Principal Service Officer, Planning, Engagement and Co-ordination, Department of Communities  
Robyn Donovan, Rural Information Specialist, Regional Delivery, Department of Primary Industries and Fisheries

**Biographies:** Arthur Hunt AIMM, MACE, MATEM is the Principal Service Officer, Planning, Engagement and Co-ordination in the Department of Communities at Rockhampton where he has been involved in a variety of community development activities. He has lived in the Yeppoon community for the past eight years. He has had a varied career in secondary education, university administration, the Australian Taxation Office and the Queensland Public Service. Arthur holds a Bachelor of Science degree, Master of Educational Administration degree and Diploma in Business Management.

Robyn Donovan assists primary producer clients access the information they need to increase profitability and enhance sustainability. She has delivered training in the use of ICT and has facilitated economic development activities in Central Queensland. Her current projects include delivering online support to geographically dispersed Land Managers in their implementation of an Environmental Management System. The project uses a range of technologies including email, discussion forums, web pages and telephone to build a community of practice in Sustainable land management. In her position as Rural Information Specialist with the Department of Primary Industries and Fisheries she uses her combined experience in economic development, information and communication.

**Abstract:**

Growers' markets as an outlet for fresh food have been in existence for hundreds of years in Europe, Asia and the Pacific. In recent times they have become popular in Australian cities and some regional locations. Markets at Kuranda, near Cairns and at Eumundi, on the Sunshine Coast are now major tourist attractions.

With little publicity, the weekly market at Yeppoon has been operating for nearly thirty years and has had a significant but understated impact on the local community. This presentation traces the development of the Yeppoon Market and assesses the environmental, demographic and organisational factors which have led to its success. It also identifies the social and economic benefits to the Yeppoon community and to local growers.

Finally the presentation will explore the potential for the Yeppoon Market model to be adopted by other communities in Queensland as an avenue for social and economic development.

**Session (9D)**  
**11:15 – 12:45pm**

## ***An Urban Design Agenda for Queensland***

**Presenter:** Caroline Stalker, Chair, Urban Design Alliance of Queensland (UDAL(Q)) & Associate Director, Architectus

**Biography:** UDAL (Q) is an independent organisation created some years ago by members from the major institutions of, or associated with, the design professions, particularly:

- the Royal Australian Institute of Architects,
- the Planning Institute of Australia,
- the Australian Institute of Urban Studies,
- the Australian Institute of Landscape Architects,
- the Queensland University of Technology, and
- the University of Queensland.

We therefore represent a coming together of the design professions and other related groups to promote better quality urban outcomes in this state. In many ways therefore UDAL is able to offer views grounded in a variety of professions central to the design and development of our cities.

UDAL maintains relationships in various forms with its “parent” institutions. For example, PIA Queensland Division’s policy is to conduct its activities in urban design through UDAL, and contributes to its funding.

Our activities in the past have included undertaking multidisciplinary urban design workshops relating to urban development projects of significance, to contribute to the intellectual parameters of those projects. Our members have also undertaken professional development and training on urban design matters for local government and constituent member bodies. UDAL also seeks to engage in the public debate on urban design issues.

**Abstract:**

The Urban Design Alliance of Queensland believes that urban design is a significant contributor to the physical, social and economic well being of communities. Last year we published an ‘Agenda for Urban Quality in Queensland’. This document, which sets out a number of fundamental ideas for urban design and qualities of good urban places, has been endorsed by major practices and adopted as urban design policy by Maroochy Shire Council and Gold Coast City Council.

Many of the ideas set out in the Agenda document have particular relevance to the design and planning of town and city centres. The Agenda promotes urban design values such as:

- the importance of connecting centres to their surrounding fabric;
- creating centres which support wayfinding rather than disorientation;
- creating centres that are humane in their scaling and detail;
- supporting the participation in urban life of the *whole* of the community, not just a particular social group; creating centres which support a range of economically viable activities; and
- creating sustainable centres.

The Agenda offers a viewpoint drawn from a diverse range of professional backgrounds on those factors we believe are fundamental to the creation of high quality urban environments. It also provides a broad policy framework for promoting urban quality in Queensland, a timely contribution given the State Government’s consolidation agenda.

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## ***Stonnington Style – Your Style***

**Presenter:** Paul Cherednichenko, Manager Enterprise Communication & Cultural Development, City of Stonnington

**Biography:** Paul Cherednichenko is Manager, Economic Development, Arts & Culture and Communications at the City of Stonnington. In his current role Paul has a wide brief and also includes Customer service, Corporate Planning and management of key Stonnington halls and facilities. His previous employment history covers marketing consultancy as well as general management roles with Myer Grace Bros and key branded companies such as Kodak and ANZ Bank.

**Abstract:**

The City of Stonnington is an inner City municipality in Melbourne and is home to Australia’s leading fashion and retail precincts including Chapel Street and Toorak Road. To further enhance the branding of Stonnington as Melbourne’s Fashion and Style Capital, Council implemented an extensive branding and marketing campaign – *Your Style*.

*Your Style*, aligned with Council’s overriding Stonnington Style campaign, created an awareness of the Stonnington brand and capitalised on the brand associations of the City’s premier shopping strips.

Targeted at residents, Melbournians, interstate and international visitors, *Your Style* encouraged the thriving tourism market in the municipality while providing a competitive edge for Stonnington traders by collectively marketing the precincts as a single destination.

*Your Style*, with the buy-in of Councillors and senior management, successfully brought together key stakeholders including a cross section of Council business units, traders and residents, to successfully brand the City.

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## ***Branding the Impossible - Creating a brand for a shopping strip on a 6 lane highway***

**Presenter:** Kirsten Coster, Manager Business Relations, Whitehorse City Council

**Biography:** Kirsten Coster joined the City of Whitehorse as Manager Business Relations in February 2001.

Kirsten is a qualified Town Planner (B.A.Sc) and Marketer (GradDipBus; MMktg) with nearly fifteen years of experience in largely the public sector.

For the past nine years Kirsten has focused her career in the field of economic development. This work has involved developing and implementing a wide number of strategies specifically aimed at facilitating thriving and sustainable local economies.

Kirsten recognises the valuable contribution that commerce and industry provides in any local community to help create its sense of vibrancy and prosperity. She enjoys working closely with local business communities to gain a greater understanding of how local government can help businesses to continue to grow and prosper.

### **Abstract:**

Council has recognised the importance of the Whitehorse Mega Mile precinct to the City's economy and employment opportunities for some time and has actively implemented a number of strategies to reinforce and strengthen the role of this retail strip.

In managing this role, Council has sought to encourage and promote the bulky goods retail focus along Whitehorse Road and enhance the appearance of Whitehorse Road through developing and implementing:

- Land Use Management Strategies
- Streetscape/Urban Design Improvements
- Branding Strategies (the most recent project)

The key objective of the branding project was to create a cohesive and highly branded retail precinct. This work has now strengthened land use management initiatives and urban design themes, all providing a 'total' customer experience (with potential ongoing benefits for increased expenditure and return visitations) and generating investment and property redevelopment.

### **The Process**

In developing the branding strategy Council established a 'Vision' team and worked in partnership with local businesses, who were charged with the task of developing an identity for the retail precinct that would make it stand out.

This identity is created by the name and logo, which reflect the character of the area. Having identified the precinct's desired perception, strengths and unique attributes, it was possible to develop the brand.

In essence, the Whitehorse Mega Mile is Melbourne's ultimate lifestyle shopping strip. It is considered that both the name and the logo reflect the lively, unique and physically imposing nature of the precinct.

### **Brand Implementation**

To date no formal marketing structure has been implemented but the uptake of the brand by businesses has taken a number of different forms, including: radio jingles, property sales/leasing material, the placement of Whitehorse Mega Mile sticky decals in shop windows, and the use of Whitehorse Mega Mile promotional materials for the precinct in their major sales.

Perhaps most successful of all, however, has been the \$50,000 contribution made by traders in the precinct in the form of sponsorship and prizes towards what is now an annual event - the Whitehorse Mega Mile Fun Run/Walk. This major sporting event provides enormous opportunities for the brand to be seen on a statewide platform both in the form of printed and television material, attracting over 2,000 participants in its first year.

As the initiative now moves into Stage 2 of its implementation Council is now working closely with the business operators to formalise a Trader/Business Association and take the marketing and promotions strategies for the brand to a new level.