



Building Better Places & Communities

Staff Community Engagement Workshop



Agenda

9.15 Welcome & Introduction

Introduction to Placemaking

The Power of Placemaking

Transformative power of Engagement

10.00 Workshops

10.30 Break

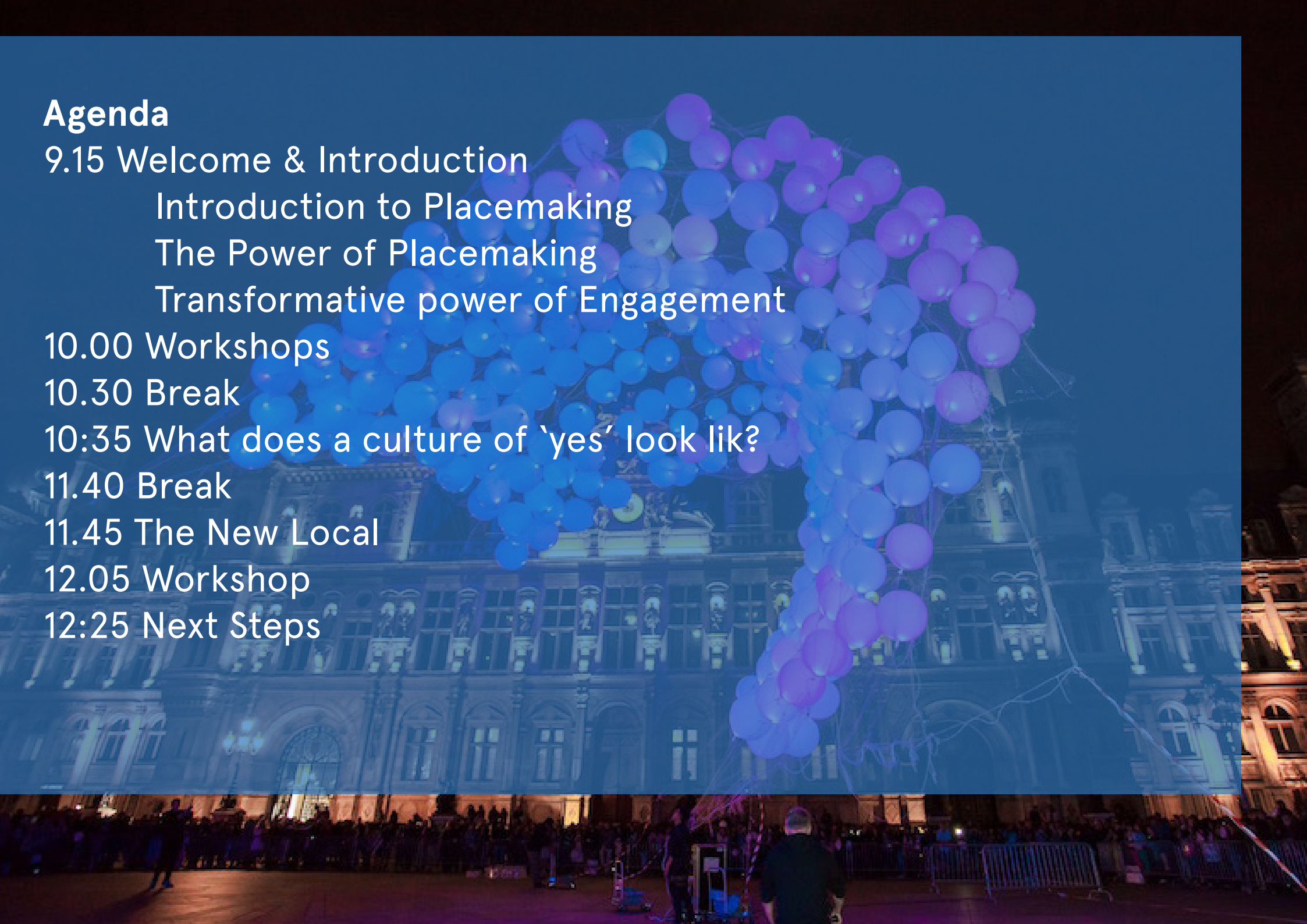
10:35 What does a culture of 'yes' look like?

11.40 Break

11.45 The New Local

12.05 Workshop

12:25 Next Steps





“Never doubt that a small group of thoughtful,
committed citizens can change the world; indeed,
it’s the only thing that ever has.”

Margaret Mead

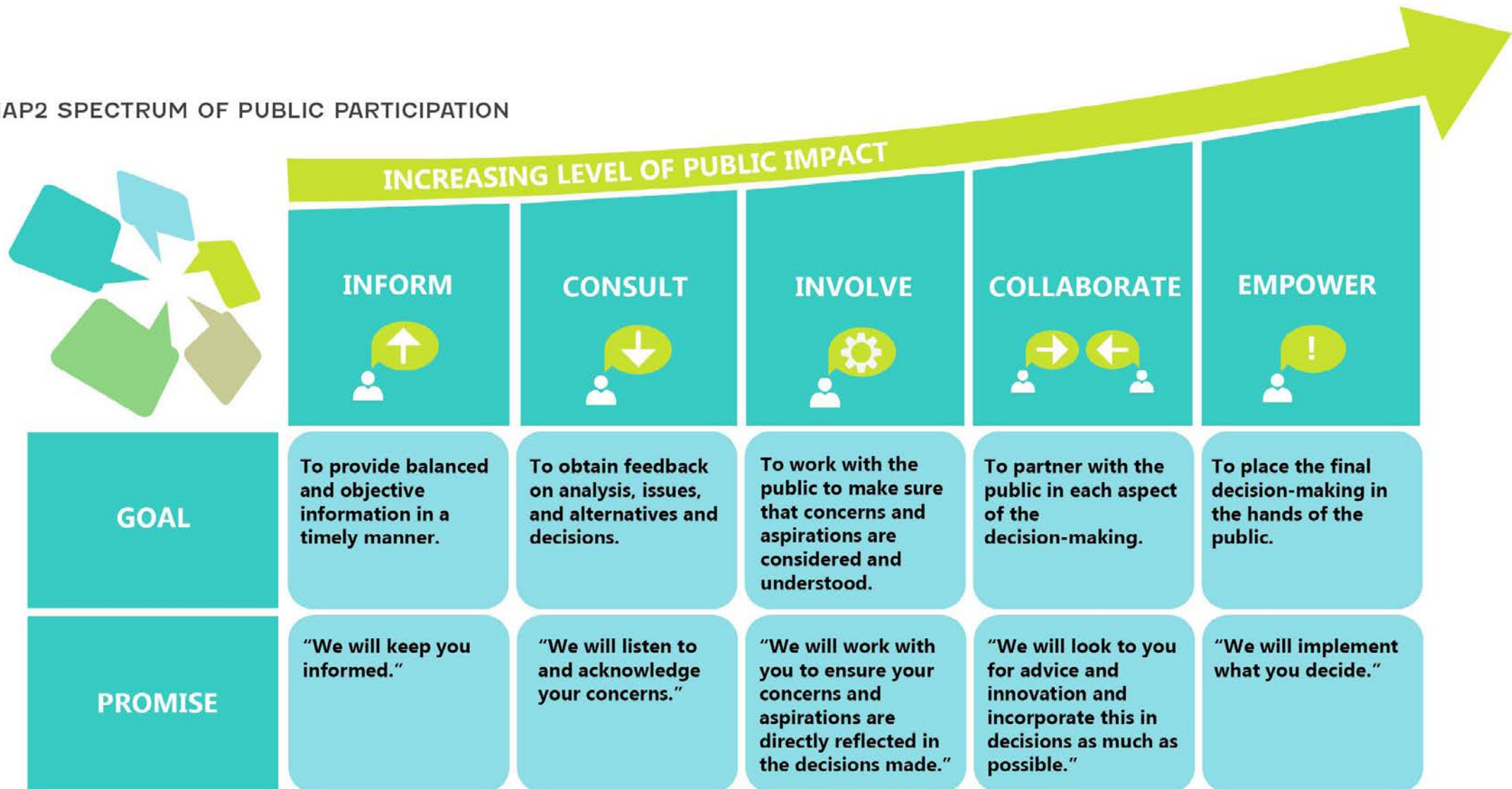
A large crowd of people is gathered at a night festival. In the foreground, a group of children and adults are dancing in a circle on a grassy area. The background shows a dense crowd of people, some standing and some sitting, under the glow of festival lights. A large palm tree is visible on the right side of the image. A semi-transparent blue rectangular overlay covers the upper half of the image, containing white text.

What are your aspirations for this workshop?

What's important for you?

Authentic Community Engagement

IAP2 SPECTRUM OF PUBLIC PARTICIPATION



The background of the slide is a composite image. In the top right, a portion of a laptop keyboard is visible, with keys like 'caps lock', 'A', 'S', 'D', 'F', 'G', 'Z', 'X', 'C', 'V', 'B', 'Fn', 'control', 'option', and 'command' clearly seen. To the left of the keyboard is a notebook with various hand-drawn sketches and text, including 'Yo!', 'Zero', and 'Zind'. At the bottom of the slide, four markers are lying vertically on a wooden surface. A semi-transparent blue rectangle is overlaid across the middle of the image, containing the title and subtitle text.

Power of Placemaking

Connecting the head, heart and hands of humanity
Creating places that are loved and used



Start with people and place,
and you get people and place.



What is Placemaking?

IT'S A PROCESS, ART AND PHILOSOPHY

Equality, diversity and creativity define the character of a great place.

Placemaking is about understanding the qualities that make a place unique, and how it is and continues to be used by its community.

When you start with people and place, you will get people and place.



The Placemaker

PEOPLE WHO CONNECT THE DOTS

Placemakers contribute to various stages of a place's design, development or re-development.

They unite and empower the people to create and own a shared vision.

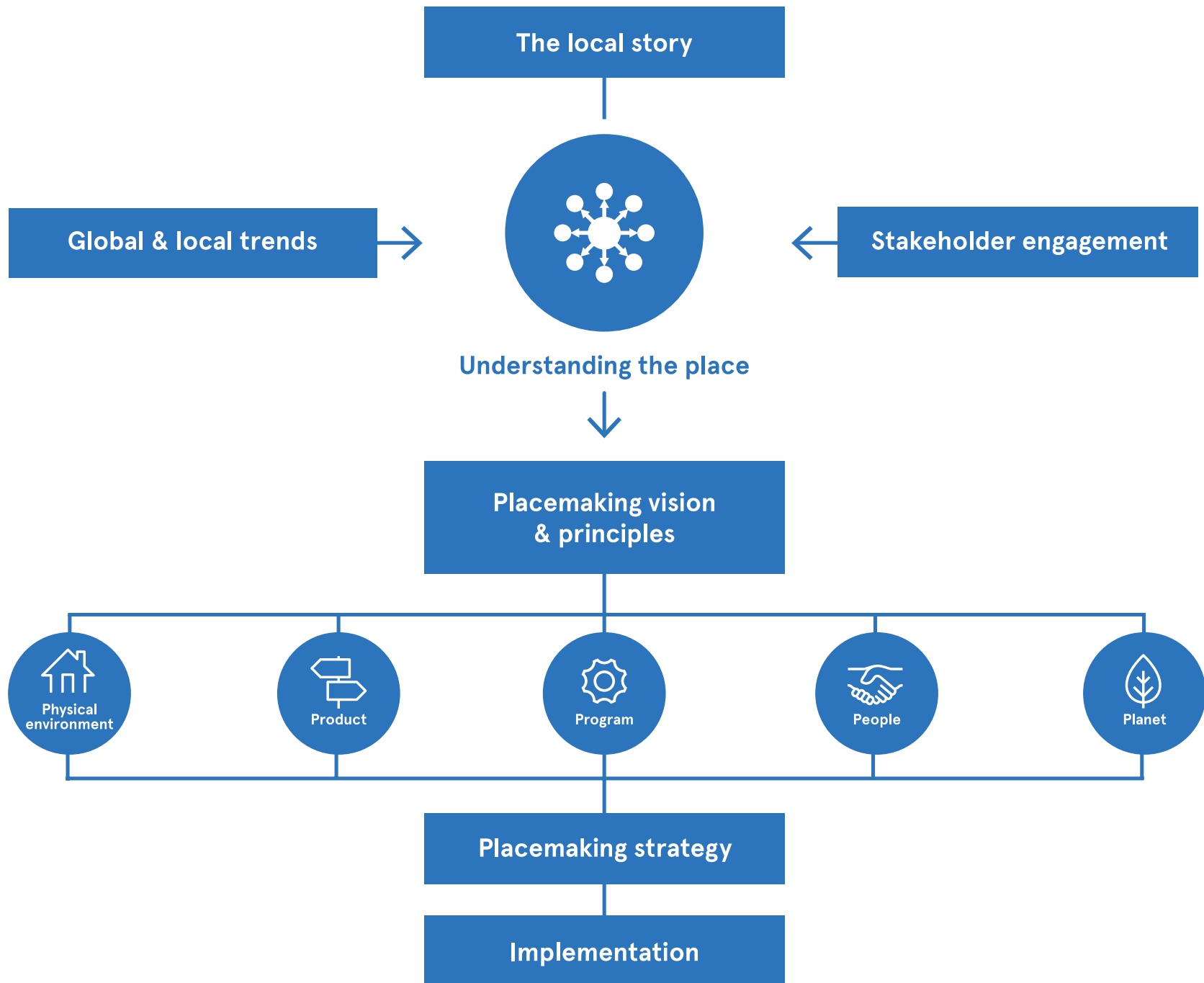
They build on the story, ideas and principles to promote a nourishing spirit of place

They make places that everyone can enjoy.

A background image featuring two lit sparklers in the upper right, with bright sparks and a warm orange glow. The background is filled with out-of-focus blue and white bokeh lights, creating a festive and celebratory atmosphere. A semi-transparent blue rectangle is overlaid on the left and center of the image, containing the title and subtitle text.

Process and Principles

The holistic framework and principles that inform the creation of places with meaning



The 5Ps of Placemaking



People

The diverse community of place users, their place needs, and building collaborative relationships



Physical environment

The design, function, and look and feel of the built form informing how people use a place



Planet

Embedding environmentally sustainable practices through physical design, educational initiatives and promotion of sustainable products



Product

The mix of uses and amenities that are contextually specific, including retail, civic and social uses



Program

Rituals, behaviours and engagement shaped by events, activities or spontaneous interactions



Plan for people first

Tap into community wisdom



People



People



Build local pride



Celebrate local community



People



Have a collaborative approach to design and development



Physical
Environment



Use public realm as an anchor

Ample places to walk and sit





Physical
Environment



Create an intimate scale

Use beauty to attract





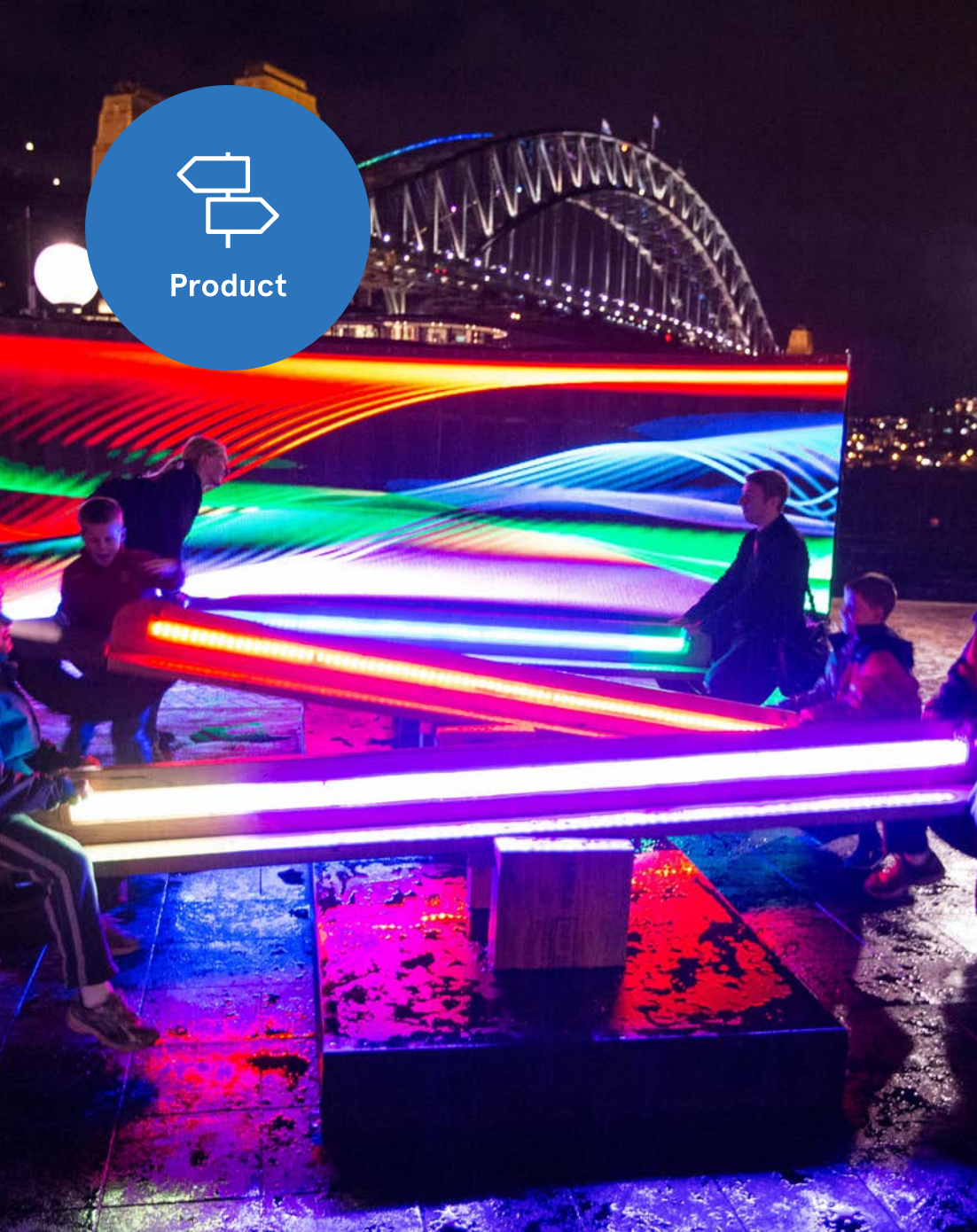
Product



Build on what's working well

Promote local retail





Offer unique and authentic experiences



Curate a diverse program



Weave in local stories





Program



Test temporary interventions

Keep it whimsical and fun





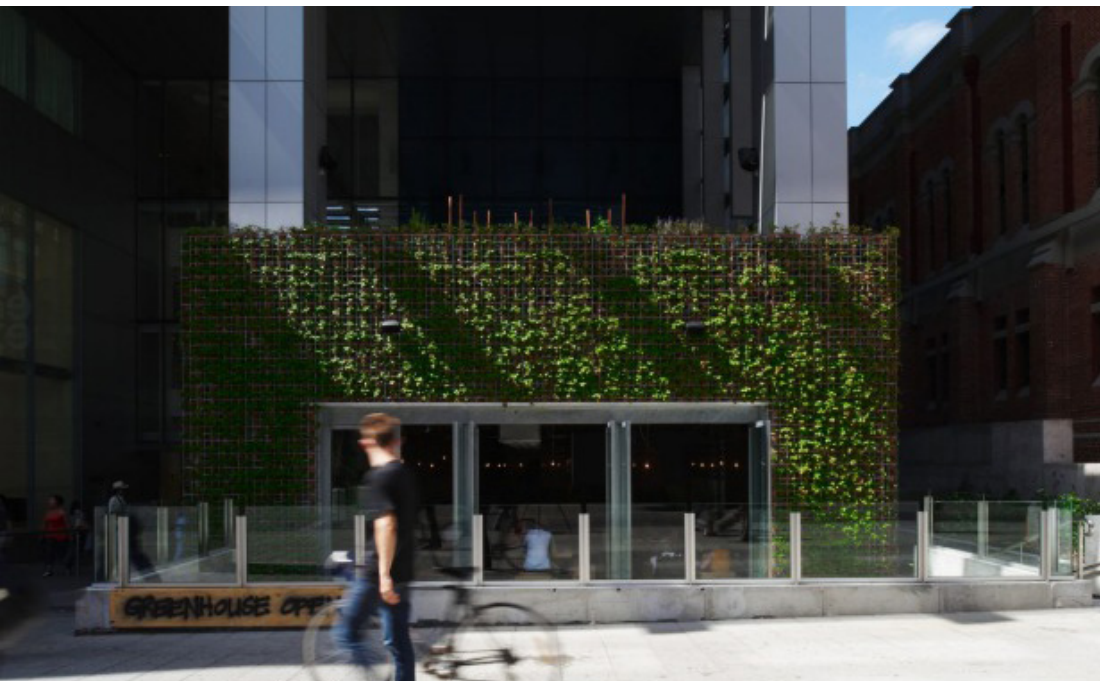
Create moments of surprise

Keep the place alive



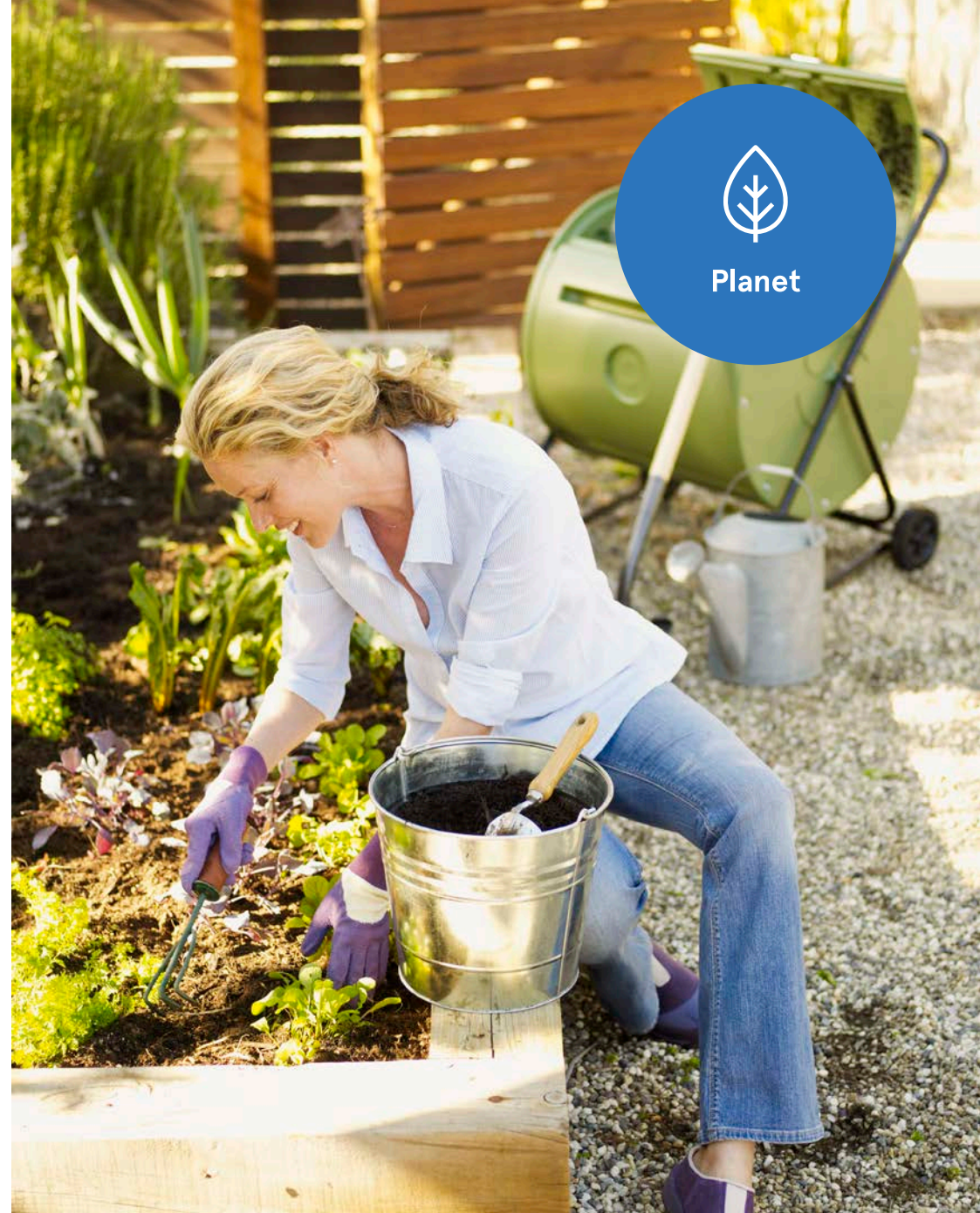


Reuse materials



Soften and green spaces





Encourage and embed sustainable practices

Transformative power of Engagement

The Emerging New Story





People are searching for purpose & meaning.
A re-connection to soul, place and community.



Intergenerational Integration
Empowerment through knowledge and skills sharing



Equality – Dignity – Access
Hearing from all voices



Giving Back: The new gifting economy
Building community participation and ownership



**“An alive place is a process of
complexity and chaos”**

A group of people, including women and children, are sitting on a patterned floor, engaged in a craft activity. They are working on a large yellow fabric piece with various patterns. One woman is using a brush to apply paint or dye. There are various craft supplies like bottles and brushes on the floor. The background shows a colorful, patterned wall. A blue semi-transparent text box is overlaid on the image, containing the text:

**Where have you experienced great engagement &
what does that look like?
What enables good engagement?**