



DELEGATES AT OUR PERTH WORKSHOP

The Place Leader



Place Leaders
Asia Pacific

IN THIS ISSUE

Perth Workshop

On Wednesday 15 to Friday 17 October, Place Leaders held its annual workshop in Perth.

The workshop was hosted by the Metropolitan Redevelopment Authority (MRA) and the City of Perth.

On Wednesday afternoon delegates had the opportunity to see an early example of transport oriented development (TOD) through a site tour of Subiaco. While an early TOD, there is still plenty of development happening around Subiaco.

Delegates got the chance to have a first hand experience of the Small Bar Scene in Perth and the benefits to city vibrancy of changes to legislation which have encouraged the establishment of small bars. Thanks to NS Projects for their support for this part of our program.

Thursday morning commenced with a very engaging workshop from Dr Richard Walley OAM. Dr Walley encouraged participants to reflect on

the origins of places before seeking to transform them.

The MRA shared with participants the [unique place approach](#) used to structure their business. The afternoon involved a site tour of Perth. Delegates visited Elizabeth Quay a new waterfront precinct that will reconnect the iconic Swan River with the CBD. Delegates also visited the Perth Cultural Centre which is now truly established as a premier events destination in the city and a favourite meeting place for workers, students, residents and tourists.

On Friday delegates had the opportunity to learn more about the new Perth Visitor Information Centre, Perth's laneways, the City of Perth Library development and the Old Treasury Building redevelopment which will be restored into an exciting mix of hotel, hospitality and retail uses.



Meet our Members

Port Macquarie Hastings Council is one of our newest members. Find out more about them this edition.

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Place Leaders & Placefocus join forces

Find out more about placemaking training discounts for our members.

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Place Leaders AGM

In October 2014, Place Leaders held its Annual General Meeting (AGM) in Perth. At the AGM we tabled our most recent annual report and financial statements.

We also made several changes to the Place Leaders constitution to provide additional voting rights to our Premium and Prime members, commensurate with their investment in Place Leaders.

At the AGM the Board was also given the opportunity to invite members with particular skill sets to attend Board meetings, workshops and forums as required to provide advice on policy and product development. If you are interested in the changes you can view the constitution at our [website](#).

We were also sad to accept the resignation of Peter Smith our Board Chair and also the intent of Veronica Jeffery not to renominate as a Director at

Both have provided outstanding leadership to Place Leaders during a period of significant transition and we greatly appreciate the contribution they have made. We look forward to a continuing association with them into the future.

We are very pleased to announce that Bob Perry was appointed the new Chair of Place Leaders. Bob has been a Director of Place Leaders for several years and works at Scott Carver one of our member organisations.

We are very pleased to welcome Roger Blakely, Chief Planner from Auckland Council onto the Board as a Director. Roger will join Gail Connolly and Scott Gregg who are continuing on as Place Leaders Board Members.

We currently have one vacancy on the Place Leaders Board and will look to fill this role in the near future.

PLACE FOCUS & PLACE LEADERS JOIN FORCES

Place Leaders Asia Pacific is proud to partner with Placefocus to provide our members with discounts on three placemaking courses.

Placefocus, a Brisbane based company and member of PLA, has delivered accredited placemaking training across the Asia Pacific since 2009. This dynamic organisation is led by Andrew Hammonds – a Placemaker with more than 20 years' public and private experience in planning and urban design.

Placefocus' philosophy is simple: "People make places. Not consultants. We remind you how."

They enable practical application of Placemaking and urban design by combining training with workshops and information.

For more details on training courses and discounts for members visit our [website](#)

Placemaking: marketing spin or development essential?

the conclusion of her term.

Place Leaders member, Roberts Day has prepared a new industry report which outlines why a one-size-fits-all formula isn't enough.

The idea of placemaking has definitely captured the attention of the property industry over recent years. It's a fashionable idea, but is it **more than marketing spin** at the tail-end of a project or a **one-size-fits-all formula** to be used on every development?

The team at the Australian urban design and town planning firm RobertsDay believes it is far more than that. In their recent report, **Place... marketing spin or development essential?**, they outline:

- 5 essential elements in designing for place
- Developer Damien Tangey on placemaking benefits beyond yield
- 6 place-design ideas that suit people and bikes as well as cars
- Lessons from Copenhagen, Europe's most bike-friendly city
- How experience-led shopping is causing a retail planning rethink
- Commercial property expert Jim Tsalalis on changing retail dynamics
- Accelerating place through community engagement

- Using lean urbanism to cut red tape

They also argue that planners and developers who work to a repeatable formula may keep up-front costs down up-front, but increasingly, buyers and potential residents are looking for the sense of authenticity and individuality that comes from placemaking. The rewards from this approach are tangible.

Learn more about adding value to your development through placemaking – get

a copy of the [placemaking report](#) here.

CITIES NEED A NEW BUSINESS MODEL TO COMPETE IN THE 21ST CENTURY

www.cityminded.org

In this article Meeting of the Minds and Living Cities explores how cities can better connect with all their residents to create economic opportunity.

USING GRAPHIC DESIGN TO EXPLAIN POLICIES

www.citylab.com

City Lab explains how New York is using graphic design to bring dry regulations and local policies to life.

HOPSCOTCH CROSSWALK

www.livingcities.org

Making cities fun for all, use hopscotch as a crosswalk.

CAN VIRTUAL REALITY HELP CREATE BETTER CITIES?

www.bbc.co.uk

BBC Click explores how using virtual reality can help us create better cities.

SKATE PARKS, DOTS & SPOTS

www.nextcity.org

Next City explores how skateboard urbanism could change the way we plan parks in the future.



Waterfront Auckland

Placemaking from around the Asia Pacific

There is lots of placemaking happening around our Asia Pacific members.

Federation Square is creating a very sustainable place you can find out more details by visiting their [website](#).

The City of Parramatta held its 2014 Para Lanes event, which saw a number of key laneways activated from 7-10 October.

The City of Adelaide hosted [Gap Filler](#) in October and held a range of community forums, including a session with our Adelaide Place Leaders which provided our members with a chance to network and speak first hand with some of those behind the fantastic Gap Filler work in Christchurch.

Speaking of the City of Adelaide, they held a placemaking blitz as part of their [Melbourne Street Place pilot](#) recently. Staff worked with community on a range of different locally inspired projects to transform the area.

Sunshine Coast Council held a forum recently to help event organisers structure and very importantly evaluate the success of events, which are great ways to activate places. They also launched a range of community grant programs to help community members pursue something they are passionate about.

Meanwhile Ludo Campbell-Reid from Auckland Council was invited to Cape Town for the World Design Capital forum to assist with the development of design policy for South Africa.

Numerous people on social media continued to sing the praises of [Waterfront Auckland](#) and the work they are undertaking to transform a range of key places on Auckland's waterfront.

You might recall that Place Leaders held its annual Champions Forum on the Gold Coast recently. Our members can access presentations from this session by logging into our website.

Seen something you think we should know about?

CONTACT US
info@placeleaders.com

Meet our Members

Port Macquarie-Hastings Council (PMHC) is one of our newest members. In this edition we get to know PMHC a bit better.

Tell us a bit about PMHC

We are located on the beautiful Mid North Coast of NSW, Australia. We have both coastal and rural communities. The main towns are Port Macquarie, Wauchope, Laurieton, North Haven, Dunbogan, Comboyne, Kendall, Kew, Bonny Hills and Lake Cathie with a population of 76,563 persons. We are rich in history and have a stunning climate and beautiful natural attractions.

What are some of the placemaking activities you are currently progressing?

We are just starting on our placemaking journey and have introduced it as an organisational philosophy from July 2014. A dedicated Place Making team has been established and are starting to work with our community.

We have launched placemaking with our community through a series of pop up events. These have been held in our three larger townships - Wauchope, Laurieton and Port Macquarie. These events allowed Council to work with local traders and businesses to develop relaxed events that encourage communities to share their ideas of place and find some place champions to work with in the future. Over 1000 people attended the events. We are also working on two pilot projects, one in a small township of Comboyne where the community are developing a number of town beautification projects such as painting of telegraph poles and introducing planter boxes in the main street. Council's role has been to assist in bringing the community together and providing some seed funding.

Our second pilot is more ambitious and again community led. The Camden Haven Beach to Beach Riverwalk will establish a riverside pathway/cycle path.

The Riverwalk will be one of the most picturesque walking and cycling trails within NSW. The length of the Riverwalk will be dotted with a variety of community built installations that Activate, Educate, Communicate and Inspire.

We have also been working on a number of sneaky guerrilla projects that will spark the interest of our community including an art installation of bright and colourful cups on an old vacant site fence.

Why did you decide to join Place Leaders?

As we are new to Place Making we wanted to find information on what other councils and companies were doing in this area, and how it may relate to us in the Port Macquarie-Hastings region.

We want to tap into the wealth of knowledge that exists in Place Leaders to help us determine the direction our Council will take with Place Making as it evolves over time.

What you hope to get out of your Place Leaders membership?

We are looking to gain knowledge from more experienced Place Makers and establish connections with likeminded Councils and organisations. To have the ability to discuss placemaking issues and ideas with people and organisations that may have already had similar experiences and being able to learn from them.

We see this as an opportunity to network and create more connections with all parts of the placemaking world both nationally and internationally. To learn about what others are doing in the placemaking realm and sharing what we are planning and doing.

If you would like to be featured in an upcoming edition of The Place Leader, let us know by emailing us at info@placeleaders.com



Community Pop-Up Event Laurieton



Shiny Happy Fences Guerrilla Project

PLACELEADERS ASIA PACIFIC

Contact us
info@placeleaders.com

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WEB
www.placeleaders.com