

Towards best practice: PLACE+ Beerwah



OVERVIEW

Following recent catalyst state government impacts on Beerwah, and the outcomes of a place auditing process, the town was identified by Sunshine Coast Council as a high priority for a place making approach. It was selected as the pilot project for a new council initiative, the PLACE+ program.

The PLACE+ Program incorporates a multi-directorate approach to activity centre development through the participation of council, the community and key stakeholders. The PLACE+ process culminates in a Place Making Action Plan, to be delivered by key stakeholders of the local community, businesses, council, and through advocacy to the state government.

From November 2011 to March 2012, council undertook an extensive community engagement process, to create a vision for Beerwah and inform the future direction of the town.

The outcome was a Community Action Plan and Council Action Plan.

KEY AREAS OF INTEREST

Through PLACE+ Beerwah council sought a true understanding of the community's goals and aspirations, taking into account governance, cultural values, economic development, planning and environment, capacity building and infrastructure.

INNOVATION / KEY LEARNINGS

As council's first PLACE+ project, Beerwah has confirmed council's place making approach and provided valuable insight for future projects. These include:

- The creation of a community vision, where the process starts with community aspirations and needs, rather than with council.
- Genuine and comprehensive community engagement that builds trust and reveals what the community can do for itself, not just what council might do.
- The establishment of a community umbrella group to coordinate and inspire community members and organisations to work towards achievement of the Community Action Plan.
- The development of a Council Action Plan that is holistic and links to a range of council services and programs, not just streetscape infrastructure.
- A key focus on community connections and capacity building, with engagement across all age groups to develop Beerwah's character and community pride, and its future economic stimulation.

CONTACT DETAILS

For further information contact council's Project Manager on (07) 5475 7272, or visit the project webpage at

<http://www.sunshinecoast.qld.gov.au/sitePage.cfm?code=beerwah-place>

KEY OUTCOMES

- True partnership between council and the Beerwah community.
- Deep understanding of the community's values.
- A community vision, Community Action Plan and Council Action Plan.
- A strong governance model, internally for the PLACE+ program, and externally, with a community umbrella group.
- A spotlight on Beerwah and growing momentum to deliver for the town.