



Placemaking. Education

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TOWN TEAM
MOVEMENT

PLACEMAKING X



Placemaking: Making it happen in local governments Online Course Guide

www.placemaking.education

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Welcome!

Why Do This Online Course?

This course is written for local government professionals and elected representatives by people who really know the opportunities and challenges of working in local governments. We know it is not always easy, but placemaking is an important and practical process for creating positive changes, both within your organisation and in the community.

Who is it written for?

Whilst it is primarily written for an Australian context, it may be relevant for local governments around the world. It does not cover legislative and regulatory requirements in any detail. It provides principles, ideas and approaches for making it happen in any country, plus practical, street-level secrets from placemakers with decades of experience.

What will it help you with?

This course will enable you to:

- **Think** like a placemaker
- **See** the opportunities for placemaking in a local government context
- **Learn** the placemaking mindset and key concepts used

By the end of this course, you will be able to:

- **Communicate** the opportunities and benefits of a placemaking process
- **Confidently** lead a placemaking project
- **Deliver** amazing results, even with a small budget

Testimonials from a local government officer

"I was hoping that the course would provide practical advice rather than just idealism, and it met those expectations."

"This placemaking course was inspiring and practical, sharing insights from experts in the field. It simplified concepts and broke it down into easy-to-understand information. It provided resources to progress conversations within our local government."

"The Placemaking Course was amazing and gave me a much greater understanding of what placemaking is, how it can be achieved within local government and how to take the community on the journey of placemaking. The course has inspired me to think outside of the box when it comes to placemaking and how I can pass on this knowledge and enthusiasm about placemaking to others within my community and organisation."

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Course Description

"Placemaking is the single most important strategy that Governments can adopt to build community and citizen capacity over time".

Peter Smith, CEO, City of Port Phillip

This course has been prepared for local government professionals and elected representatives to provide practical placemaking guidance, lessons learned and examples.

Learn when you want from your office, study or even the lounge room!

Objectives

It aims to help you to:

- Think like a placemaker
- See the opportunities for placemaking in a local government context
- Discover the ideas and insights from placemaking professionals with years of experience
- Build the confidence and skills to give it a go yourself

By the end of this course, you will be able to:

- **Communicate** the opportunities and benefits of a placemaking process
- **Confidently** lead a placemaking project
- **Deliver** amazing results, even with a small budget

We hope you enjoy it!

Placemaking

Placemaking is an inclusive and collaborative process, a mindset, an attitude that brings people, disciplines and organisations together to create positive changes to an area (small, medium or large).

Our definition of placemaking for this course is:

"Placemaking' is a philosophy and an iterative, collaborative process for creating public spaces that people love and feel connected to."

This also includes improving existing spaces to make them more comfortable, accessible, active and attractive.

Our definition above is aligned with the founders and custodians of the global placemaking movement - [Project for Public Spaces](#) (PPS), based in the United States, and the global network for placemaking leaders and advocates - [PlacemakingX](#).

Placemaking aims to improve not only the physical elements of a space, but also the way people think about and connect with the world around them.

It's about winning "hearts and minds", as well as physical outcomes you can see.

It seeks empower people to act because it is a real way to improve the way a person relates to themselves, their neighbours and their community.

Placemaking is not a buzzword nor a brand. Using "placemaking" in reference to a process that isn't really rooted in public participation dilutes its potential value.

Placemaking is a process, not a destination and it is never finished.

"Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody."

Jane Jacobs

Town Team Movement Overview

Town Team Movement enables local communities and governments to **connect**, **organise** and **act** to regenerate the fabric of their neighbourhoods and to create better places.

We're an underarching, non-profit social enterprise. We help positive 'doers' to improve their community.

Our key activities include:

1. Inspire, support, connect and promote local [Town Teams](#)
2. Provide [place consultancy services](#), often around creating a positive, 'can do' culture
3. Host interactive and inspiring [events](#)
4. Provide [education and training](#), particularly on [placemaking](#) and community-led action

Find out more at www.townteammovement.com

Content Curator – Dean Cracknell

Hi!

I am a Co-Founder of social enterprise Town Team Movement, a Place Enabler and I curate the Placemaking.Education platform.

I am a **passionate placemaker** with 12 years of experience in local government, and a total of 17 years in community volunteering and helping many groups and community leaders with their projects. I'm honoured to be one of the [100 global PlacemakingX People](#).

I live in beautiful Launceston in Tasmania (Australia). Email me at dean@townteammovement.com or connect with me via [LinkedIn](#).

PlacemakingX Overview

PlacemakingX is a **global network** of leaders who together accelerate [placemaking](#) as a way to create healthy, inclusive, and beloved communities.

Our vision is to make the spaces we live into places we love. Create a thriving, equitable, and sustainable world through the convergence of values, passion, and action around our public spaces.

We are a network of placemaking thought leaders, public space activists, regional network leaders, and professionals from all over the world. We have diverse experiences and backgrounds but share a common purpose. PlacemakingX is currently formed by [100+ leaders](#) and [1,300+ advocates](#) from **80+ countries** around the world.

Find out more at www.placemakingx.org

Course Content Overview

The following is a high-level summary of the main topics covered in the course.

Module 1 - What is placemaking and why is important for local governments?	
Module 1 – Aims	<p>The first module will explain what placemaking is, why it is important for local governments and explore the placemaking mindset.</p> <p>What you will learn in this module:</p> <ul style="list-style-type: none"> • what placemaking is and is not • the Place-led approach • why placemaking is important for local governments • the placemaking mindset and why it is different <p>By the end of this module, you will be able to:</p> <ul style="list-style-type: none"> • clearly explain what placemaking involves • better understand the placemaking mindset and how it could be applied
Lesson 1 – What are placemaking and the Place-led approach?	<ol style="list-style-type: none"> 1. Introduction 2. What is placemaking? 3. Definition of placemaking 4. What placemaking is and is not 5. What makes a great place? 6. An overview of standard practices 7. Place-based approaches 8. From a focus on projects to a focus on places 9. <u>Videos</u> – Jo Taylor explains the Place-led approach and why it is different from Business as Usual 10. Example of the Place-led Approach applied in the Town of Victoria Park 11. Placemaking is not a brand! 12. When did placemaking begin? 13. What is placemaking trying to achieve? 14. Summary
Lesson 2 – Why is placemaking important for local governments?	<p>Placemaking provides a powerful set of ideas and tools to improve outcomes, build a positive, collaborative culture within the organisation and potentially save money. It provides a practical, cost-effective and implementable approach that can be tailored for each context and community.</p> <p><u>Video</u> – Lucinda Hartley – why placemaking is important for local governments</p> <p>Ten key reasons why it is so important are:</p> <ol style="list-style-type: none"> 1. The 'epidemic of loneliness' is killing us and isn't good for individuals, nor societies

	<ol style="list-style-type: none"> 2. Trust in governments, institutions and broader society is in serious decline <u>Video</u> – David Engwicht – Why is placemaking important? 3. The growth of complex, wicked social, environmental and economic problems 4. The need to find a better balance to the roles of the State and citizens <u>Video</u> – Example of collaborative and inclusive placemaking - Erica Lane, Minto, Sydney 5. The decline in formal, traditional volunteering 6. Placemaking as a way to mitigate strategic and project risks 7. Great places are good for business 8. Place partnerships and teamwork are more likely to create successful places 9. Placemaking is a collaborative innovation process 10. A focus on 'place' helps everyone to concentrate on what's really important <u>Video</u> – Brooke Williams – placemaking as part of reimagining the roles of local govts and citizens <p>Summary</p>
Lesson 3 - The placemaking mindset	<ol style="list-style-type: none"> 1. Mindset and culture 2. <u>Video</u> – Jo Taylor – It starts with the culture and mindset of the organisation 3. Are you managing the place to life? 4. What do we assume? 5. Places as machines versus places as systems 6. Places as machines 7. Complicated and complex are not the same 8. Systems thinking and places 9. Places as complex systems 10. Getting into the Enabling Mindset 11. <u>Video</u> – Brooke Williams – creating a 'Safe to Fail' culture 12. The permissions-based approach 13. <u>Video</u> – David Engwicht - the permissions approach 14. Example of the permissions-based approach 15. Summary
Acknowledgements and Additional Reading	

Module 2 – Key concepts, important skills needed and community engagement	
Module 2 – Aims	<p>The second module will examine placemaking's key concepts, discuss the skills required and the importance of community engagement, plus provide you with some practical tasks to learn from.</p> <p>What you will learn in this module:</p> <ul style="list-style-type: none"> • key placemaking concepts • why involving the community is so important to placemaking • the Placemaking Participation Spectrum - from Regulate to Empower • the skills needed for effective placemaking <p>By the end of this module, you will be able to:</p> <ul style="list-style-type: none"> • speak like a placemaker • understand the important skills required • see how the community can be proactively engaged • compare two places to assess Strengths, Weaknesses, Opportunities and Threats
Lesson 4 – Key placemaking concepts	<ol style="list-style-type: none"> 1. Turning spaces into places 2. Enabling places that people love and feel connected to 3. Placemaking has various components 4. The components of 'Place' 5. Customer versus Citizen 6. The 'hardware' and 'software' of places 7. Lighter, Quicker, Cheaper 8. Tactical Urbanism 9. The Power of 10 10. Tangible versus Intangible 11. Summary
Task to compare two places	<p><u>Task to compare two places</u></p> <p>Your mission is to compare two places – one that seems to be working and another which has some challenges.</p> <p><u>Video</u> – Mike Fisher explains the task and how he would compare two places. There is also a task template/worksheet.</p>
Lesson 5 – What are some important skills required in placemaking?	<ol style="list-style-type: none"> 1. Introduction 2. <u>Video</u> – Brooke Williams – Top 3 tips for placemaking in local governments 3. <u>Video</u> – David Snyder – Top 3 tips for placemaking in local governments 4. The best skills for successful placemaking 5. Empathy and fostering creativity and positivity 6. Let go of the need to control

	<ol style="list-style-type: none"> 7. Video – David Engwicht – Being spontaneous and trusting the process 8. How to learn these skills 9. Video – Mike Fisher – How much do you learn 'on the job' 10. Advice from a Placemaking Leader 11. Video – Gilbert Rochecouste – What are some of the important skills required in placemaking? 12. Summary
Lesson 6 - Engaging the community and the Placemaking Participation Spectrum	<ol style="list-style-type: none"> 1. Sharing responsibilities and building constructive relationships 2. Example – the Wigan Council Deal 3. Video - The story of Holly and Wally 4. Placemaking lead and timeframe 5. What kind of relationship are you going to have with your community? 6. Video – David Snyder - The "one-night-stand" vs the long-term relationship 7. Empowering people 8. The Placemaking Participation Spectrum 9. Stages of the Placemaking Participation Spectrum 10. Statutory consultation compared to place-based engagement 11. Exercise - the Placemaking Participation Spectrum in your area 12. Case Study – Engaging and exciting the local community. Shire of Murray, Western Australia 13. Video – Leanne McGuirk from Shire of Murray 14. Summary

Module 3 – Implementation and making it happen	
Module 3 – Aims	<p>The third module looks at making it happen on a small budget, how to facilitate a placemaking process and implementation.</p> <p>What you will learn in this module:</p> <ul style="list-style-type: none"> • creative placemaking ideas on a budget • placemaking tips for residents and business • how to facilitate a placemaking process <p>By the end of this module, you will be able to:</p> <ul style="list-style-type: none"> • use the placemaking process to help you get started with your next great placemaking project • work with a small budget and still get results • use the free tools and resources to help you get your first placemaking project off the ground

Lesson 7 – Placemaking on a small budget	<ol style="list-style-type: none"> 1. Placemaking on a small budget is possible 2. The number 1 rule in placemaking 3. The importance of stories 4. <u>Video</u> – Mike Fisher – the importance of stories 5. Turning negative stories into positive actions 6. <u>Video</u> – David Engwicht – turning a negative place story into a placemaking action 7. Start with what you have 8. <u>Bonus Worksheet</u> - Creating a bank of skills, resources and connections 9. Setting a project budget 10. <u>Video</u> – David Engwicht – advice for local governments on setting a placemaking budget 11. How can you achieve a lot by not doing much? 12. <u>Video</u> – David Engwicht – make it easier for businesses and residents to be placemakers 13. <u>Video</u> – David Engwicht – businesses as placemakers 14. <u>Video</u> – David Engwicht – residents as placemakers 15. Slowing the flow of people 16. Examples of placemaking on a budget 17. <u>Video</u> – David Snyder – the South Freo Porch Fest Story 18. Summary
Lesson 8 –Facilitating placemaking process	<ol style="list-style-type: none"> 1. How to facilitate a placemaking process 2. <u>Video</u> – Lucinda Hartley – important tips for a placemaking process 3. From project-led to place-led 4. What might the Place-led approach look like as a process? 5. Standard project management approach compared with the agile, place-based approach 6. Masterplanning compared with place enabling 7. The first step in a place enabling approach 8. <u>Video</u> – Mike Fisher – start by building relationships with local people 9. <u>Video</u> – Mike Fisher – tips for facilitating a placemaking process 10. Mike Fisher's Placemaking Checklist 11. Visit and better understand the place 12. <u>Video</u> – Mike Fisher – what do you look for when you go on-site? 13. <u>Video</u> – Mike Fisher – continue to build the relationships 14. Establish guiding principles 15. Example of guiding principles - City of Charles Sturt 16. Example of guiding principles - Shire of Nillumbik 17. Think about what success might look like

	18. Video – Lucinda Hartley – measuring placemaking success 19. Suggestions for 5 step placemaking process 20. Tips for the implementation process 21. Summary
Lesson 9 – Eleven common mistakes and tips for making it happen	1. Four simple questions 2. Start where you are and get going 3. Video – Three implementation tips from Lucinda Hartley 4. Trial and test new ideas 5. Eleven common mistakes to avoid 6. Tips for making it happen 7. Build relationships and support across your organisation 8. Rethinking existing projects and approaches 9. Video – Brooke Williams – Fewer, but more integrated projects 10. "Not more work ..." 11. Removing barriers to action 12. Examples of making it easier to act 13. Place Improvement Districts 14. Prepare a principles-based Placemaking Framework 15. Creating a Place Action Plan 16. Tell the stories and celebrate successes 17. Video – Ben Kent discuss why he is a placemaker in his community 18. How do you know when you are succeeding? 19. Video – Jo Taylor – how do you know when you are succeeding? 20. Documenting lessons learned 21. Passion is a powerful force! 22. Do not give up! 23. Video – Lucinda Hartley talks about perseverance 24. Summary
Task to complete an action within 7 days	Task to complete a placemaking action within 7 days Complete 1 placemaking action within 7 days to help make people in your community feel like they belong. Video – David Engwicht sets the task and how it could be done There is also a task template/worksheet.

Comments and Suggestions

We want to make this course relevant and beneficial. Please let us know if you have any comments or suggestions for improvement.

What did you like and not like? We'd love to know.

Email us at;

hello@placemaking.education

Complete the 3 minute online survey

<https://forms.gle/DKH8mvtLL4jNsAxv6>

Thank you for taking this course. Good luck on your placemaking journey!