



Placemaking. Education

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TOWN TEAM
MOVEMENT



Placemaking in State Government Online Course Guide

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Welcome!

Why Do This Online Course?

The need to better understand the way cities and human settlements work is becoming increasingly important, particularly with growing challenges such as climate change, social isolation, economic disruption, disaster recovery and rapidly changing technology.

Interest is growing in 'Place' as a concept and place-based approaches are being trialled around the world. 'Place' can provide a valuable focus point for government. It also provides a vision and process for different agencies, levels of government and local communities to better work together.

This course aims to provide some context and rigour to this interest.

Who is it for?

Whilst it is primarily written for an Australian context, it may be relevant for higher levels of government around the world, including central, Federal, State, provincial or regional governments. Whilst State, provincial or regional and central or Federal governments are usually quite different in their priorities and resources, from a placemaking perspective, they are similar as they sit at the strategic level, distanced from individual places, but having responsibilities for many places, cities and regions.

This course provides principle-based and practical placemaking guidance applicable at the strategic level. It will often group central, Federal, State, provincial or regional governments together under the umbrella term of "higher levels of government", or State Governments for short.

What will it help you with?

This course will enable you to:

- **Understand** the broad overview of the way cities and urban areas work
- **Identify** the potential roles for higher levels of government and the opportunities for place-based approaches
- **Discover** the ideas and insights from placemaking professionals with decades of experience
- **Think** like a placemaker
- **Build** the confidence and skills to use place-based thinking and processes in your work

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

- **Identify** the opportunities, challenges and benefits of place-based approaches
- **Assess** the options and methods for implementing place-based approaches
- **Choose** the right approach based on your circumstances
- **Utilise** the Top 10 Tips for Placemaking in your work

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Course Description

"Developments and neighbourhoods shaped by the principles of placemaking not only succeed on a practical level but also increase quality of life, provide a sense of belonging and have emotional resonance. People tend to be happier, more productive and more inclined to care for thoughtfully designed spaces.

The resulting environmental, social and economic benefits ripple outwards through the wider community and the city as a whole."

[Great Place Guide](#), City Renewal Authority

This course has been prepared for State Government professionals, advisors and politicians to provide principle-based and practical placemaking guidance relevant to the State Government level.

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

Objectives

It aims to help you to:

- Understand the broad overview of the way cities and urban areas work
- Think like a placemaker
- See the opportunities for placemaking in a State Government context
- Discover the ideas and insights from placemaking professionals with years of experience
- Build the confidence and skills to use a placemaking approach in your work

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

- **See** the roles that State Governments can play to create better places and stronger communities
- **Communicate** the opportunities and benefits of the placemaking approach to drive better results
- **Confidently** lead a placemaking program

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.

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 15 years in community volunteering and helping many groups and community leaders.

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 - The context of cities and introducing place-based approaches	
Module 1 – Aims	<p>Module 1 of this course provides:</p> <ul style="list-style-type: none"> • The context for higher levels of government involvement in place-based approaches and placemaking in Lesson 1 • An introduction to placemaking and place-based approaches in Lesson 2 • An overview of why placemaking is important for governments in Lesson 3 <p>What you will learn in this module:</p> <ul style="list-style-type: none"> • The importance and benefits of placemaking • Top-down versus bottom-up approaches • The roles can government departments and agencies can play in making great places • The benefits of placemaking for governments and societies • Some examples of how higher levels of government have been involved in placemaking programs <p>By the end of this module, you will be able to:</p> <ul style="list-style-type: none"> • Clearly explain what placemaking is and is not • See the opportunities and benefits that a placemaking approach could provide
Lesson 1 – The context for State Governments and places	<ol style="list-style-type: none"> 1. Introduction 2. Cities as our greatest invention 3. What do people want in a city or place? 4. High-level roles 5. The level that cities are considered and experienced 6. Top Down vs Bottom Up 7. What roles can government departments and agencies play in making great places? 8. What are some examples of government departments or agencies getting involved in placemaking?
Lesson 2– 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. A comparison of what placemaking is and is not 5. What makes a great place? 6. Placemaking is not a brand! 7. When did placemaking begin? 8. What is placemaking trying to achieve?

	<ol style="list-style-type: none"> 9. The Place-based approach and how it compares to business as usual 10. The Place-led approach 11. The benefits of place-based approaches
<p>Lesson 3 – Why is placemaking important for State Governments?</p>	<ol style="list-style-type: none"> 1. Why is placemaking important? 2. Declining trust in governments and institutions 3. How did we get here? 4. Managing risks and rewards 5. Does placemaking cause or mitigate risk? 6. The economic benefits of placemaking 7. Specialised service delivery vs place-based approaches 8. Placemaking as a method to build collaboration across departments 9. Placemaking focuses on what really matters - people and places 10. <u>Video</u> – Jo Taylor – Departmental silos can be seen in the physical aspects of a place 11. <u>Video</u> – Mike Fisher – Placemaking as a way to break down silos 12. <u>Video</u> – David Engwicht – The psychology of placemaking 13. Changing the way that people think 14. Placemaking fosters connections and belonging 15. Our epidemic of loneliness and isolation 16. The social benefits of placemaking 17. Building social capital 18. <u>Video</u> – Example of collaborative and inclusive placemaking - Erica Lane, Minto, Sydney
<p>Acknowledgements and Additional Reading</p>	

Module 2 – The placemaking mindset, key concepts and skills required

<p>Module 2 – Aims</p>	<p>The second module will unpack the placemaking mindset and how it compares to conventional thinking, discover some of the key concepts used and learn the skills required to be an effective placemaker.</p> <p>What you will learn in this module:</p> <ul style="list-style-type: none"> • the placemaking mindset and how it is different • key placemaking concepts • 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"> • get into the placemaking mindset to identify new opportunities • speak like a placemaker • practice and use the skills required to be a good placemaker • compare two places to assess Strengths, Weaknesses, Opportunities and Threats
<p>Lesson 4 - The placemaking mindset</p>	<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. The role of government in the systems approach 11. Getting into the Enabling Mindset 12. <u>Video</u> – Brooke Williams – creating a 'Safe to Fail' culture 13. The permissions-based approach 14. Summary of the placemaking mindset
<p>Lesson 5 – Key placemaking concepts</p>	<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 <ul style="list-style-type: none"> • People and place • Placemaking • Place storytelling • Place designing and constructing • Place managing • Place activating • Place organising 4. Customer versus Citizen 5. The 'hardware' and 'software' of places

	<ol style="list-style-type: none"> 6. Lighter, Quicker, Cheaper 7. Tactical Urbanism 8. The Power of 10
Lesson 6 – What are some important skills required in placemaking?	<ol style="list-style-type: none"> 1. Introduction 2. Video – Brooke Williams – Top 3 tips for placemaking in governments 3. The importance of storytelling 4. Video – David Engwicht – turning a negative place story into a placemaking action 5. Turning negative stories into positive actions 6. Empathy and fostering creativity and positivity 7. Let go of the need to control 8. Video – David Engwicht – Being spontaneous and trusting the process 9. How to learn these skills 10. Video – Mike Fisher – How much do you learn 'on the job' 11. Advice from a Placemaking Leader 12. Video – Gilbert Rochecouste – What are some of the important skills required in placemaking? 13. Summary of the skills required in placemaking
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>Video – Mike Fisher explains the task and how he would compare two places. There is also a task template/worksheet.</p>

Module 3 – Planning a placemaking program, stakeholder engagement and implementation

Module 3 – Aims

The third module provides further ideas and recommendations to assist with planning a placemaking program or project, engaging with stakeholders and the community and provides the Top 10 tips for success at the State Government level.

What you will learn in this module:

- ideas and recommendations to help think about and set up a placemaking program or project
- what do you need to consider and plan for
- how do think about and approach stakeholder and community engagement
- suggestions for place governance options and placemaking financing methods
- the Top 10 tips for placemaking in State Government

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

- better prepare for and structure how you will engage with stakeholders and the community
- use some powerful questions to set up a placemaking program
- use the ten tips to guide a program or project
- complete a personal placemaking task within 7 days. Give it a go as it is a great way to learn

Lesson 7 - Planning for and structuring a placemaking process

1. Planning for a placemaking process in government agencies
2. Placemaking as an innovation process
3. 8 powerful questions to work out how the placemaking program or project should be positioned and structure
4. Tally up your score and guidance on structure and process based on your score
5. Governance and financing advice
6. Project delivery methods – conventional approach compare with agile, iterative approach
7. Masterplanning compared with place enabling
8. Level of place
9. Place governance
10. Funding options
11. Place Improvement Districts
12. Measurement and evaluation

Lesson 8 - Engaging the community and the Placemaking Participation Spectrum	<ol style="list-style-type: none"> 1. Roles of governments in placemaking projects 2. Video - The story of Holly and Wally 3. Statutory consultation compared with place engagement 4. The Placemaking Participation Spectrum introduction 5. Stages of the Placemaking Participation Spectrum 6. Exercise - the Placemaking Participation Spectrum in your area 7. Case Study – Engaging and exciting the local community. Shire of Murray, Western Australia 8. Video – Leanne McGuirk from Shire of Murray
Task to complete an action within 7 days	<p><u>Task to complete a placemaking action within 7 days</u></p> <p>Complete 1 placemaking action within 7 days to help make people in your community feel like they belong.</p> <p>Video – David Engwicht sets the task and how it could be done</p>
Lesson 9 - Implementation - 9 common mistakes and Top 10 Tips	<ol style="list-style-type: none"> 1. Making it happen 2. Start where you are and get going 3. Video – Lucinda Hartley tips 4. Trial and test new ideas 5. Nine common placemaking mistakes 6. Top 10 Placemaking Tips for higher levels of government 7. The enabling approach 8. Common ingredients for success 9. Ideas for quick wins

Every place-based approach is, by definition, unique to the place it is targeting.

[Victorian Government](#)

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/YMKGHE1dvSGB1mes6>

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