

Annual Report

2017-2018





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About Us

The Place Agency project delivers a suite of educational and practice-based programs on placemaking and place development for graduate level students and early-career placemakers. These place-led approaches enable current and future practitioners to plan and design civic places with the community so that shared values can be realised.

Place Agency aims to enhance the theory and practice of co-designing places through three core components

- bringing an academic lens of analysis to placemaking and place development practices
- greater integration of nature through an emphasis on ecological aspects on place
- integration of Indigenous perspectives in representations on place.

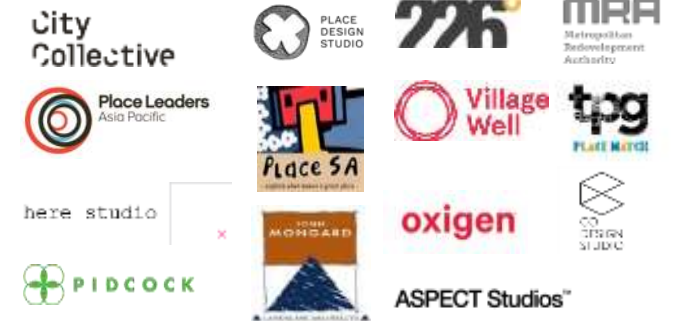
Guided by the insights of placemaking practitioners, and combined with academic rigour, this project has been collaboratively developed by a consortium of universities led by the University of Melbourne.



Our Mission is


‘creating the capacity for people to invest space with meaning’.

We thank The Myer Foundation, who provided the funding for our consortium to add to the voice of placemaking theory and practice



Our Approach

An overview



Our approach aims to allow architecture, landscape architecture and planning students to learn and practically experiment with place led approaches and community engagement.

Simultaneously, we strive for these practical undertakings to have a positive impact on the communities that we engage with. We do so by the following three key actions.

1.
Course
Modules

2.
State-based
Summits

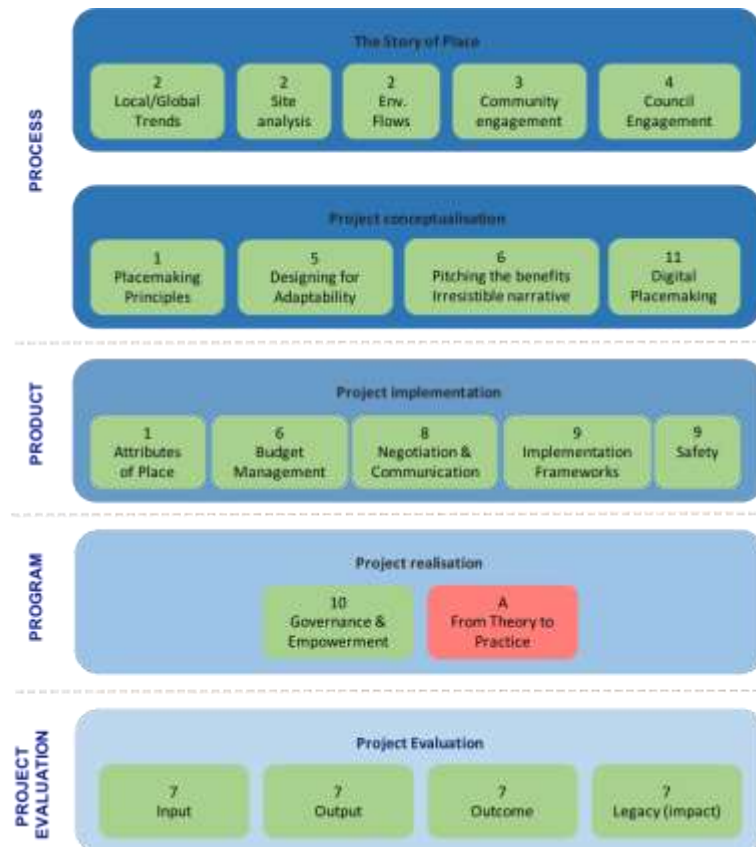
3.
Project-based
Studios

We offer a comprehensive suite of placemaking modules to selected built environment students which is being designed and embedded in tailored ways at each university within the consortium. Our modules enable students to critically address place issues through strong theoretical frameworks.

These are 1-2 day industry events targeted at industry partners and placemaking practitioners to promote and enhance the voice of placemaking. They are independently organised by each partner University for their state and are designed to meet the industry needs of their unique environment.

We run practice-led studios, referred to as 'sandbox studios'. These are opportunities where our students work in partnership with local community groups, councils and/or developers to apply place practice to deliver real positive impact for the communities they engage with.

1. Course Modules



Course Module Names

1. Placemaking Fundamental Site	5. Designing for adaptability Economics of place	9. Placemaking implementation
2. Site	6. Economics of place	10. Place governance
3. Community engagement	7. Place Evaluation Leadership	11. Digital placemaking
4. Council engagement	8. Leadership	

A total of 11 course modules were created through a collaboration between universities and practitioners. Each university was responsible for creating the content for two modules. The themes of the modules were guided by the expertise of the practitioners who identified critical skills for the effective placemaker.

The modules provide a strong theoretical framework and multiple case studies, that would enable students to understand, integrate into their practice and reflexively learn from placemaking projects.

The University of Melbourne will deliver the suite of modules as a permanent subject, **'Placemaking for the Built Environment'** to be run for the first time as an Winter Intensive in 2019. This subject will take a case study approach to sequentially take students through each component of placemaking – starting from the story of place, conceptualising the project, through to creating and evaluating the place making product.

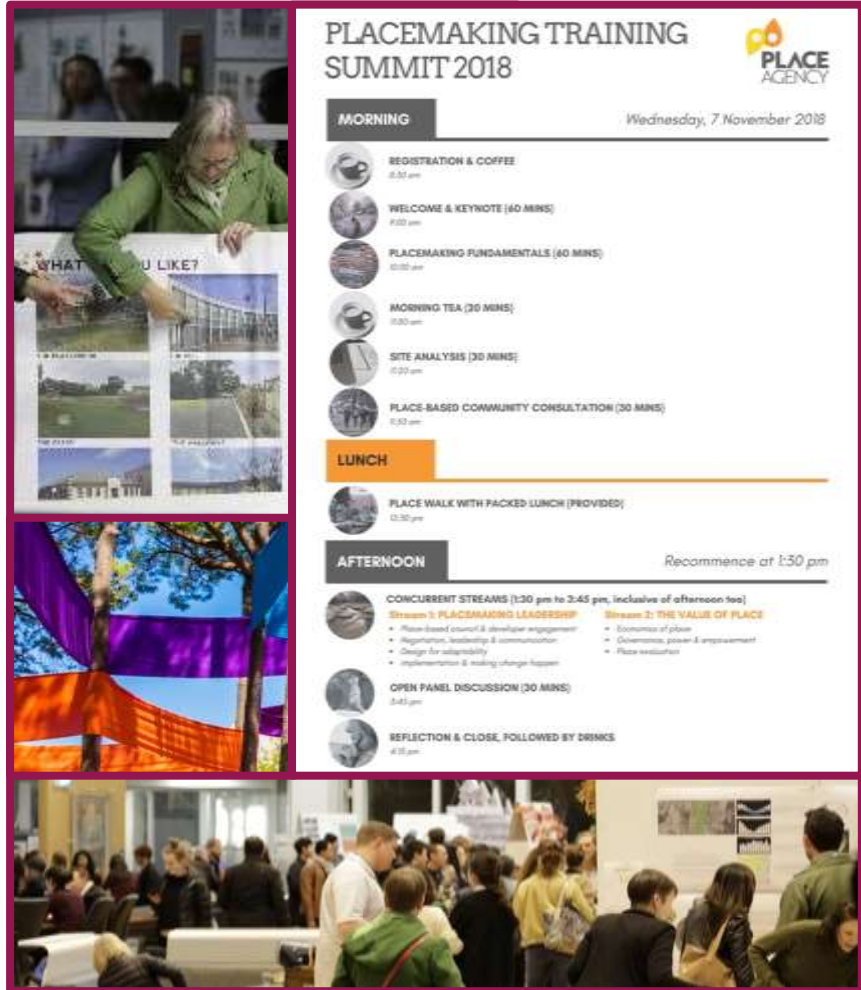
The image on the left shows how the 11 modules are integrated into the components of placemaking.




Next steps







- We are excitedly finalising each of the modules and determining the most appropriate ways to integrate them into the current subjects at each partner university.
- Our subject will be supported by a placemaking textbook to be published by Palgrave at the end of 2019.
- We are also looking at opening the single cohesive subject beyond the University of Melbourne as an online course.

2. State-based Summits




PLACEMAKING TRAINING SUMMIT 2018 




MORNING Wednesday, 7 November 2018

-  **REGISTRATION & COFFEE**
8:30 am
-  **WELCOME & KEYNOTE (60 MINS)**
9:00 am
-  **PLACEMAKING FUNDAMENTALS (60 MINS)**
9:30 am
-  **MORNING TEA (30 MINS)**
10:00 am
-  **SITE ANALYSIS (30 MINS)**
10:30 am
-  **PLACE-BASED COMMUNITY CONSULTATION (30 MINS)**
11:00 am

LUNCH

-  **PLACE WALK WITH PACKED LUNCH (PROVIDED)**
12:30 pm

AFTERNOON Recommence at 1:30 pm

-  **CONCURRENT STREAMS (1:30 pm to 3:45 pm, inclusive of afternoon tea)**
 - Stream 1: PLACEMAKING LEADERSHIP**
 - Place-based council & developer engagement
 - Regulation, leadership & communication
 - Design for adaptability
 - Implementation & making change happen
 - Stream 2: THE VALUE OF PLACE**
 - Economics of place
 - Governance, power & engagement
 - Place valuation
-  **OPEN PANEL DISCUSSION (30 MINS)**
3:45 pm
-  **REFLECTION & CLOSE, FOLLOWED BY DRINKS**
4:00 pm

These are 1 or 2 day industry training events designed to build the capacity of emerging placemakers, while showcasing its methodology and value to a wider range of audiences. These include end-users such as councils and developers as well as interested practitioners and students.

Summits have been individually organised within each state by the geographically located partner University. Through using these events to showcase the value of placemaking, it is hoped that industry partnerships will develop to ensure the ongoing viability of this program.

Melbourne and Perth have run their first summits.

- [VIC: Place Week Victoria May 2018](#)
- [WA: 3 Workshops with Industry](#)

The content used in these summits have been previously trialled in national and international conferences, including

- [VIC: LGPro Feb 2018](#)
- [Malaysia: WUF9 Conference Feb 2018](#)

5 confirmed summits amongst the University partners are to be delivered by end of 2019, and 3 to be delivered by end of 2018.



Next steps

- The following summits have been confirmed for the rest of 2018
 - [VIC: Placemaking Training Summit 7 Nov 2018](#)
 - [QLD: Placemaking Summit 27 Nov 2018](#)
 - [SA: South Australia Place Agency Summit 27 Nov 2018](#)
- We will be presenting at the *Singapore GASS Dec 2018* - 'Great Asian Street Symposium'.

3. Project-based Studios “Sandbox Studios”

Sandbox Studios

Students as emerging placemakers are paired with an industry partner called the project champion to create a studio. We call them ‘sandbox studios’ because they

- provide a safe environment for students to apply practice via a trial-and error iterative process to co-create tangible placemaking outcomes with the community they engage.
- apply a playful approach to engaging with the community
- are tailored to the requirements of each project and its’ community

Learning Outcomes

1. Understanding of place and placemaking
2. Ability to discern placemaking efforts that will achieve long-term benefits versus ‘tokenistic’ approaches of placemaking
3. Development of hard and soft skills ‘heart and hand skills’
4. Development of reflective skills on their practice ‘head skills’

The third and fourth outcomes are measured using our *Sunflower Skills Outcome*, which contains 11 petals, each representing key skills that are critical for effective placemaking as identified by our practitioner partners.

Following the completion of their placemaking project, students reflexively report on their improvement of each of the 11 key skills using our Sunflower Skills Outcome Model.



3. Project-based Studios “Sandbox Studios”



Studios

Melbourne

- Community consultation to reimagine [Newport’s civic centre](#)
- Master planning the Ballarat Multicultural Centre by celebrating local stories
- Placemaking for inclusion in [Richmond](#)
- Temporary architecture meets performance in [Ballarat Botanical Gardens](#)
- Tactical urbanism to reimagine six [Springvale laneways](#) for walkability

Adelaide

- From [Crawford Lane](#) to Crawford place.

Sydney

- Wangal wetlands site conceptual design

Perth

- Using bush food and gardening practices to facilitate co-design
- Planning an [ecological learning centre](#)
- Designing an [Integrated Building Studio](#)

Queensland

- Codesigning for improved public and private spaces at Ellen Grove Activity
- Placemaking in a peri-urban ecovillage

Legacy

The most successful studios had very strong project champions who have progressed the project beyond the life of the studio. This has ensured that students contribution transcend the finite time of the studio. Two of the studios have led to job opportunities for some of the students participation in that particular project.

Next steps

We are looking at opportunities to ensure the ongoing viability of these studios after our funding from The Myer Foundation ends.

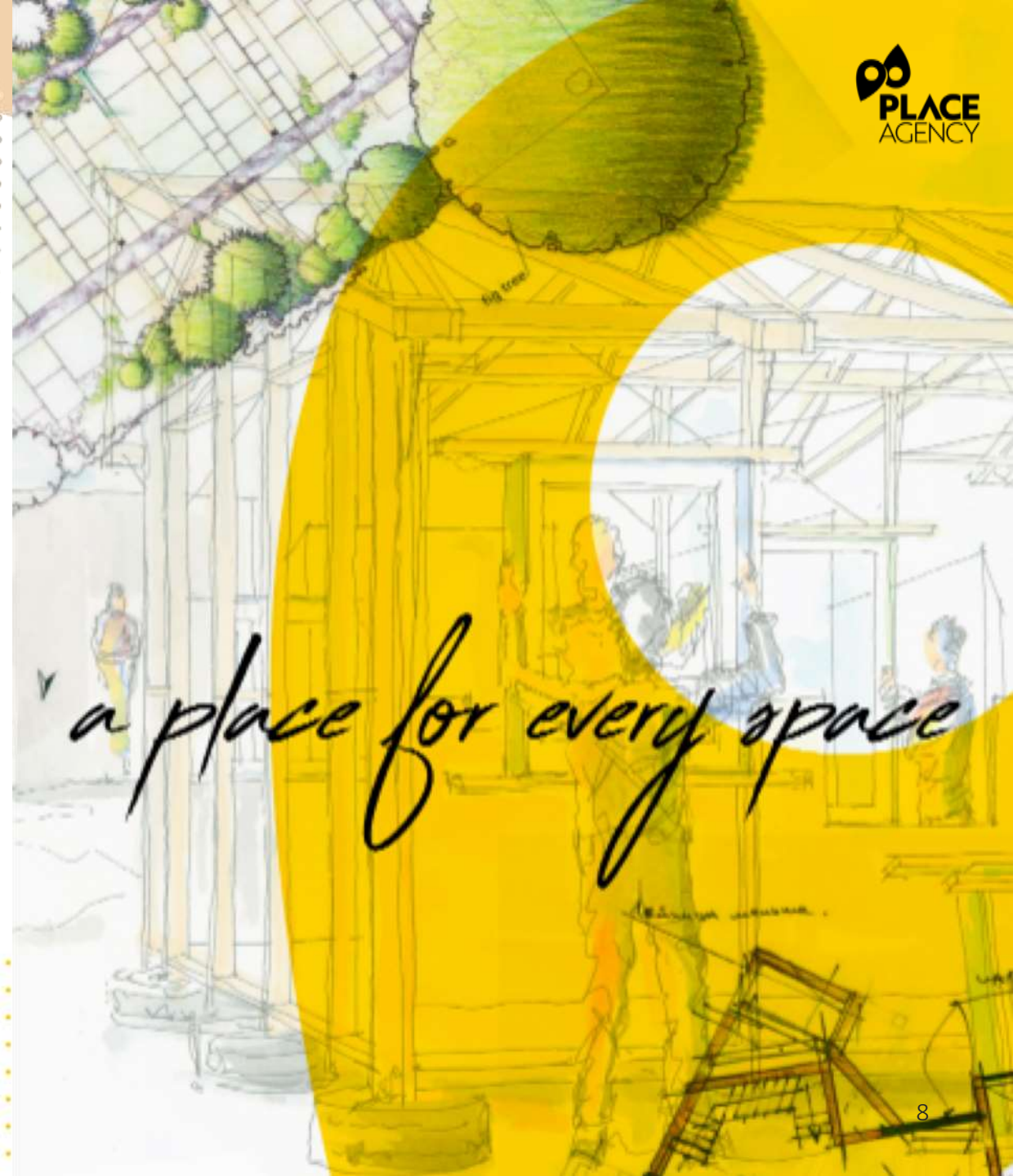
If you are from the councils, a property developers or local community group and would like to have a sandbox studio in your area please submit an [expression of interest](#) on our website.

Rating Place

Rating Place, is a project to develop an industry certification tool to evaluate the results of place development endeavours through the lens of 'place'. Led by Place Agency and Place Leaders Asia Pacific, the project is currently in its pilot stage and is intended to be completed by 2021.

The engagement of placemaking practitioners and procurers viewpoints will inform the development of this tool. There are two opportunities in which industry can participate, either as **'Co-creators (Group A)'**, to actively engage in planning workshops; or as **'Panellists (Group B)'**, to provide input and feedback through surveys.

If you are interested in being involved as a participant in one of these groups, please email ratingplace@placeleaders.com.



Imagine. Inspire. Connect. Create.