



The Place Team

—
**BYFORD COMMUNITY BUILDING
PROGRAM**



COVER IMAGE:
Subiaco Street Party, 2018

*Imagine a city filled with
opportunities of play and
excitement;*

*You are overcome with feelings of
freedom, chaos, creativity and trust.*

*People are engaged and the
attitude is positive!*

The Place Team

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HIGH SOCIAL CAPITAL VS LOW SOCIAL CAPITAL

What is the Problem to Solve?

The real problem to solve is how to activate communities with low social capital through place making...

Most towns do not have the social capital for these citizen-led groups to form naturally and to develop the tools and practices that they need.

Town Team Movement believes that by providing the inspiration, support and confidence we can help groups benefit from our collective experience and get the resources they need to achieve their community goals.



HIGH LEVELS OF TRUST
Between community members and between community members and institutions



LOW LEVELS OF TRUST
And associated structural inequalities lead to internal organisational silos and wasted productive potential



WEAKER SOCIAL NETWORKS
Community members are less connected to each other and to institutions

STRONG SOCIAL NETWORKS
Connectedness between community members offline and online



MUTUAL SUPPORT
Between community members, for example through care for the elderly, people with disabilities and the marginalised



HIGHER VULNERABILITY TO ADVERSE ECONOMIC IMPACTS
Communities with low social capital are less able to cope with & recover from complex issues & trends



HIGHER CIVIC ENGAGEMENT
For example, in the form of volunteering, or participation in community meetings



ISOLATION OF INDIVIDUALS
Marginalised populations such as ethnic and gender minorities, asylum seekers and trafficked persons live in conditions of exclusion or segregation

Our Aim is to Create Great Places

THE DESIGN OF THE URBAN ENVIRONMENT IS BECOMING INCREASINGLY CHALLENGING AS PUBLIC EXPECTATIONS GROW, CREATING DEMANDS ON PUBLIC SPACES THAT ARE SOPHISTICATED AND TECHNICALLY COMPLEX.

As both an overarching idea and a hands-on approach for improving a neighbourhood, city, or region, Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community.

Strengthening the connection between people and the places they share, Placemaking refers to a collaborative process by which we can shape our public realm in order to maximize shared value.

More than just promoting better urban design, Placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution.

With community-based participation at its center, an effective Placemaking process capitalizes on a local community's assets, inspiration, and potential, and it results in the creation of quality public spaces that contribute to people's health, happiness, and well being.

- Project for Public Spaces, 2017.

Bringing together the Placemaking Tools

We believe a strong placemaking approach involves a well-planned and best practice combination of 'hardware' and 'software' tools.

The 'hardware' being defined by the urban designer, landscape architect and engineer, which includes roads, trees, footpaths, utilities, services etc. Whilst vital, the hardware can't give a place soul, character or feeling.

Businesses and residents can provide the 'software' – their personality, passion, time, colour and enthusiasm. Whilst critical, the software can't always paper over major hardware faults or missing pieces.

Successful urban spaces are defined by a strong willingness of its community in partnership with the traders and government to achieve placemaking goals and spearhead sound leadership through various 'software' and 'hardware' tools.

The Place Team



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About the Place Team: Driving Positive Engagement through a Multi-Disciplinary Approach

The Place Team is a Perth based place leadership consultancy with extensive experience. **We pride ourselves on facilitating interesting and engaging places with strong community support, local business confidence and public ownership.**

Our company advocates for the development of innovative and forward thinking measures to ensuring community and public spaces are reflective of local needs and aspirations. Our participation and on-going support in all work undertaken provides widespread benefits towards the growth of healthy, resilient and active communities.

A few of our proud services include:

- Community Health Checks & Place Audits
- Smart City 'Big Data' Assessment
- Place Activation Plans
- Community Building Programs
- Placemaking Workshops & Masterclasses
- Community Engagement Programs
- Place Governance Advice



Town Team Movement's Role in assisting to facilitate a Place Plan Engagement Process and Implementation Strategy for Logan City Council, Queensland



Historic Heart interactive and fun stakeholder visioning workshop, which assisted to develop a proposal on Statement of Place plan.
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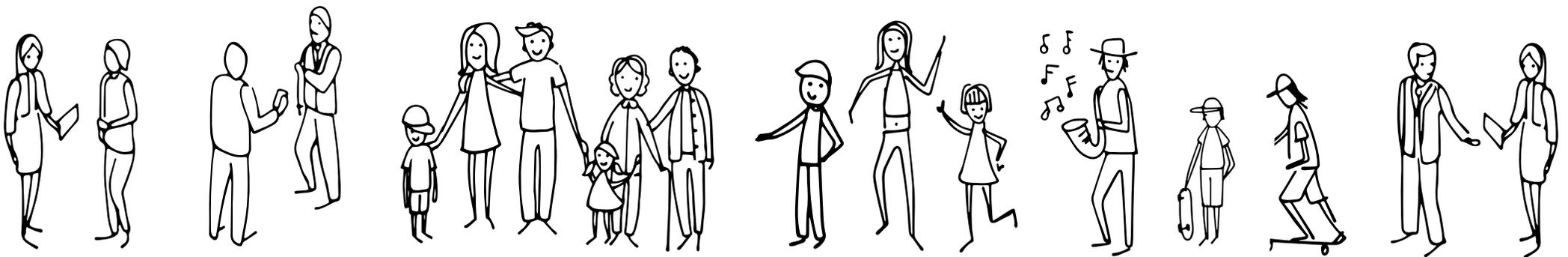
The process and workshops have helped our diverse community through meaningful engagement and feedback on the visions and ideas to use our space (Leedy Town Square).

Town Team Movement has assisted to empower Leederville Connect and ensure buy in from the local community. Overall, the process has provided a best practice framework for the betterment of our local community and urban village.

- Trent Durward, Leederville Connect Chairperson, commenting on Town Team Movement's leadership role facilitating the Leederville Town Square Action Plan process & Capacity Building tools.



How it Works



The Hub is extremely happy with the engagement program that was developed in partnership with David Snyder... We are very confident that he was able to deliver a program that facilitated events and activities, which generated meaningful community participation.

MT HAWTHORN HUB CHAIR, GRAHAM CONGDON COMMENTING ON THE TOWN TEAM CAPACITY BUILDING & ENGAGEMENT PROCESS.



Methodology

The Shire of Serpentine-Jarrahdale has requested the services of The Place Team to develop a community building program with the intent of better understanding the vision, needs and desires of the wider community, potentially setting up a new town team and energising the community to get more involved in community placemaking. We intend to use the community members local knowledge to build confidence, capacity and a strong sense of place to facilitate future activation projects.

The intent of of Town Team Movement's involvement is to reach out and engage with the wider community leaders and focus our approach on implementation and driving positive community-led actions.

Our methodology will use creative and hands-on engagement tools that are inclusive and accessible by the community and playful techniques that attract more than just the 'usual suspects' to get involved and participate.



1. Project Inception & Meeting the Community:

Check-in with the Project Stakeholder Team to introduce each other, finalise the engagement process (any minor revisions to methodology process), prepare a communications and engagement plan, discuss reporting outcomes, housekeeping duties and answer any questions.

Our team will initiate the discovery phase, by meeting existing traders and community leaders, handing out welcome flyers to the immediate community and catching up with any potential leaders and promoting the first community workshop. We will also facilitate a fun, interactive and colourful 'paint-a-car' activation exercise to draw the intention of community members and facilitate conversations with the purpose of attracting more people to the first community building workshop.

Outcomes:

- Clarify the detailed methodology, prepare a communications and engagement plan, community welcome flyer and facilitate any minor tweaks to the programme.
- Build a stakeholder contact list of identified community members.
- Communitate the first community building workshop.

2. Locally-Led Placemaking Workshop

We will invite the businesses, interested community members and stakeholders to participate in a public 'locally-led' placemaking community and activity planning workshop to better understand:

- An introduction to Town Teams;
- Existing resources, connections and ideas within the community;
- How we can turn ideas into a community event / activity;
- Understanding more about community placemaking and how community can make a real difference to making better places;
- Discussing next steps for undertaking the first action and starting a town team.

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Outcomes:

- The workshop will offer a deeper understanding of the guiding principles (types of activities and themes) considered most appropriate by the wider community;
- We will develop a project plan with budget, allocated tasks and timeframe to initiate the community-led action;
- Assist with articulating next steps for the community members; and
- Brief outcomes report prepared for the client.

3. Mentoring First Community Activity & General Committee Organising

Our team will assist with organising the upcoming community project and follow-up committee organising. The outcomes of the mentoring process will assist with event implementation and organising committee roles. In our experience, initiating and motivating community projects is a great method to attract a large number of people to participate and building on-going confidence.

Outcomes:

- Assistance with organising the community project - capacity building of a town team action committee.
- Attendance and assistance at two follow-up town team community meetings. On-going email and phone support.
- Participating in making the first activity happen, including being present during the event / activity.
- Better understanding the roles, responsibilities and vision of the town team.
- Building general confidence and enthusiasm to continue moving forward and getting started on the first action.

4. Follow-Up Committee Meeting & Action Plan

Following the community activity being completed, we will host a debrief meeting to discuss lessons learnt, outcomes from the engagement exercise, on-going committee roles (and let the leaders decide if they want to proceed with forming a town team), and finalising the community-led action plan.

Outcomes:

- Finalise next steps to continue future actions with community members.
- Local Government Placemaking recommendations and contacts for future projects (i.e. Fringe World, Perth Festival, Centre for Stories, etc)
- Assist with organising the community group to being independent.
- Cost estimate prepared for future funding.
- How to guides and resources prepared and handed over to community group to assist with future projects.
- Recommendations and advice for the local government to continue building capacity of the future town team / community group



Imagine a City filled with opportunities of play and excitement... you are overcome with feelings of freedom, creativity and trust!
Town Team Movement is working with the Campbelltown City Council and community leaders to help make Minto an even better place to live, work and play.

ARE YOU INTERESTED IN MAKING A LOCAL DIFFERENCE IN THE MINTO TOWN CENTRE?

Get involved and help us plan the Minto Community Street Party!

Join us for an interactive 'Locally-Led' placemaking and community event planning workshop on **Tuesday, 3 September** from 5:30pm - 7:30pm at the **Ron Moore Community Centre (120 Guernsey Ave, Minto)**

This is your chance to meet passionate locals, get involved in making things happen and build an even stronger community in Minto!

Register now at mintocommunitystreetparty.eventbrite.com.au

Questions? Talk to us today!

david@townteams.com.au
0433 469 212
www.townteams.com.au



Price

Town Team Movement proposes to complete the community building and engagement program for a fixed price of \$17,850 (exc GST).



Inclusion:

1. Public Liability insurance for first public event or initiative.
2. All staff at attendance at workshops and engagement exercises.
3. All presentations, meetings, emails and phone conversations with client (within reason).
4. Assisting with marketing of workshop and event

Exclusions:

1. Responsible for all marketing of workshop and event. The Shire is responsible for letter drops, email and general promotion of public activities. TTM will only support with sharing the event on social media and to our database.
1. Bulk Printing costs.
2. Event application costs.
3. Engagement Material costs.
4. Hire costs for event.
5. Any costs of letter mailouts, etc
6. Venue hire and catering.

Price Schedule

		Project Team				Hourly Rate Ex GST
		David Snyder - Place Leadership	Graphic Design	Jimmy Murphy, Town Team Movement	Travel Disbursements: including travel time, food, petrol and accommodation	
Task						
1	Project Inception & Meeting the Community					
	Inception Meeting + Project Background Catchup	2				\$ 360.00
	Developing Welcome Flyers	1	2			\$ 380.00
	Meeting existing community leaders (inc email and phone conversations)	6		2	1	\$ 1,930.00
		9	2	2	1	\$ 2,670.00
2	Locally-Led Placemaking Workshop					
	Workshop Preparation and assistance to promote workshop	2		2		\$ 660.00
	Workshop Delivery	8	2		1	\$ 2,190.00
	Outcomes Report and Debrief Meeting	4				\$ 720.00
		14	2	2	1	\$ 3,570.00
3	Mentoring First Community Activity & General Committee Organising					
	Assisting to facilitate first community meeting - assisting to organise roles, and activity logistics	4		2	2	\$ 2,120.00
	Follow-up meeting to review task list, ask general questions about roles and responsibilities	2		4	1	\$ 1,510.00
	On-going email and phone support	4		4		\$ 1,320.00
	Attendance and Assist at first community activity			8	1	\$ 1,750.00
	Progress Report	4	2	4		\$ 1,520.00
		14	2	22	4	\$ 8,220.00
4	Follow-Up Committee Meeting & Action Plan					
	Attending a community activity debrief meeting and discussing lessons learned, roles and responsibilities, what's next	4		2	1	\$ 1,570.00
	Developing the community vision and values statement	1				\$ 180.00
	Developing a strategic community action plan & final outcomes report	8	2			\$ 1,640.00
		13	2	2	1	\$ 3,390.00
						\$ 17,850.00
	TOTAL PRICE	\$9,000	\$800.00	\$4,200.00	\$3,850.00	\$17,850

Projects

Minto Community Capacity Building Project (starting a new town team)

OCT 19 - FEB 20

Client: Campbelltown City Council (NSW)

Site Context: Regional Town Centre



Our team communicated key place making principles in easy to follow language and strong visuals. We facilitated brief presentations, which set the scene for our workshops and capacity building of proactive and positive community members.

The exercises allowed participants to think deeply about how to activate their town centres, and defining roles and responsibilities with their local government. Our team also received valuable feedback regarding existing barriers and opportunities that impact on future activation and place making.

Our team assisted community members to get started on small tangible actions, such as installing new garden planters and creating community art projects throughout the town centre. These actions built the confidence of the town team members and created a renewed sense of energy in the streets and public spaces of the town centre. More people continued to get involved and the group celebrated their projects with a multicultural event, which attracted more than 1500 local people in attendance. The businesses and property landowners were incredibly grateful and the 'Uniting Minto' town team has continued to receive positive feedback.

The program finished with a vision setting workshop, assistance to organise the town team, and a detailed program for next steps and activities to be completed. The community members are overwhelmed with their ability to make a positive difference and feel a strong sense of ownership in their town centre. The City and community have also developed a trusting relationship with each other and confident in each others ability to work together and improve the social and economic well-being of Minto.

Stirk Park Play Space Co-Design Engagement

JULY 19 - OCT 19

Client: City of Kalamunda

Site Context: Suburban Town Centre



Town Team Movement was engaged by the City of Kalamunda to better understand the design principles most valued from young people aged between 7 and 16. The outcomes have been used to design an inclusive and innovative central park for young people in the City.

Our approach included a sensory place audit of the existing play space at Stirk Park with a group of young people (including people with disabilities), a vision and values workshop, co-design process and general feedback.

The place audit of the existing park was particularly important because it provided the landscape architect with an understanding of what young people did not want, how the park is currently being used by young people (including disabled) and opportunities for future improvements.

The place audit included aerial maps, a clipboard and basic toolkits to investigate emotional mapping, asking how safe, bored, happy and curious young people feel in different spaces and sensory mapping, asking how being in different environments make people feel.

As a result of the engagement process, four community designs were created with zones for kids, tweens and older people. Each had their own vision and as a collective, the group decided on creating a style, which reflected 'the mystery of Stirk Park', which was a fictional story developed by a few of the young people and has hidden clues developed into the park.

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Jimboomba Regional Community Development Place Plan

DEC 18 - APRIL 18

Client: Logan City Council

Site Context: Greenfields Regional Town Centre (Queensland)



Jimboomba is located approx 60km southwest of Brisbane and is one of the fastest growing regional centres in Australia 90,000 new residents expected to move into the suburb over the next five years. The suburb is therefore currently undergoing a major transformation and the City is interested in understanding how the current and future residents can work together and create new vibrant and prosperous communities.

Our team undertook two visioning workshops with land developers, community leaders, elected members, state politicians, etc and identified the future vision and values to creating new residential estates and regional centres in Jimboomba. We were also able to better understand some of the needs for future community facilities, public spaces and destination zones.

The second phase of the project was creating and prototyping a new community destination centre for current and future community members. Our team worked with the local stakeholders to develop a prototype street party with staff asking interactive community surveys (masked as art projects) throughout the street. We also facilitated placemaking presentations and workshops for people to learn more about development of new communities, future opportunities and discuss any current issues.

As a result, we provided Logan City Council with a Place Plan, governance recommendations and on-going stakeholder advice for undertaking the transition of new communities being established.

Additional Relevant Projects

City of Cockburn Climate Change Engagement Program

Date: March 20 - June 20
Client: City of Cockburn
Site: Entire LGA

Mt Hawthorn Place Action Plan

Date: April 17 - Aug 17
Client: City of Vincent
Site: Suburban Town Centre & Surrounding Residential

Shape Mandurah Placemaking Vision & Activation

Date: Nov 15 - Aug 17
Client: City of Mandurah
Site: Regional City Centre

Cockburn Central Place Plan

Date: Aug 19 - Oct 19
Client: DevelopmentWA
Cost: \$22,000
Site: Mixed Use Activity Centre

Dickson Place Plan & Performance Measurement Guide (ACT)

Date: April 19 - Oct 19
Client: ACT Government
Site: Suburban Town Centre & Community Hub

Wilson Park Masterplan

Date: Jan 19 - April 19
Client: City of Belmont
Site: Suburban Public Space & Residential

Suburban Land Agency Place-Led Governance Framework (ACT)

Date: April 20 - Current
Client: ACT Government
Site: Suburban Residential Developments

10.4.2 - attachment 3



Mt Hawthorn Creative Engagement



Mt Hawthorn Prototyping Public Space



Wilson Park Interactive Engagement



Mends St Community Markets



Seaforth Street Festival Family Zone

Key Personnel

Our team combines excellence in placemaking, activation, community and stakeholder engagement, project management, community development, place intelligence, design and delivery.



Shape Mandurah Community Markets & Engagement



Leedy Streets Open - Event Mentoring



Historic Heart Community Building Workshop

David Snyder



Role:
Community Development & Engagement

David has always been fascinated by the dynamics and evolution of community and place. Promoting local aspirations and culture in spaces inspires him to work with Town Team Movement. David's experience ranges in both the private and public sector of urban planning, place activation, community engagement and community and economic development.

He is highly skilled in research, writing and presenting to a variety of government, private sector and public agencies. David believes in creating urban policy and place making, which empowers people and organisations to get stuck into a 'doing' mentality.

Relevant Experience

- + Stirk Park Place Space Co-Design Engagement with Young People Project
- + Jimboomba (Queensland) Public Engagement & Place Plan
- + Mt Hawthorn Place Action Plan
- + Dalyellup Community Plan
- + Champion Estate Community Building & Place Plan

Local Government Experience

Town of Cambridge 2014-15
City of Belmont 2011-2014

Qualifications

Master of Urban Design, Australian Urban Design Research Centre, 2020
Bachelor of Science, UWA

Awards

- 2019 Place Leaders Asia Pacific - Place Governance Award
- 2019 PIA ACT - Best Small Project Award
- 2017 PIA WA - Community Development Public Engagement Award

Jimmy Murphy



Role:
Engagement & Activation Specialist

Jimmy is the Chair and animating force behind the formation of the Town Team

Movement. As a former Councillor for the City of Vincent he enjoys bringing his energy and ideas to life. He chairs the Arts Advisory Board who has set a new vision for Vincent to become the Arts Capital of WA. He is also a member of the City of Vincent Business Advisory Group and represents Vincent on the Tamala Park Regional Council as an alternate member.

Jimmy's previous day job was the Co-Founder, Director and Festival Producer of Upbeat Events which builds small to large-scale, iconic, sustainable events that inspire, connect and empower communities across Western Australia.

Some of the previous community festivals Upbeat have produced with local communities include: Subiaco Street Party (50,000 attendees) Mt Hawthorn Streets and Lanes Festival (70,000); Vic Park Summer Street Party (50,000) and Light Up Leederville Carnival (60,000). Upbeat engage with over 250,000 West Australians a year.

Relevant Experience

- + Subiaco Town Team - Subi Street Party 2015, 2016, 2017
- + Subiaco Town Team Block Party 2018
- + Leedy Streets Open - 2016, 2017
- + Vic Park Street Party - 2016, 2017, 2018

Awards

- 2019 Place Leaders Asia Pacific - Place Governance Award
- 2017 Planning Institute of Australia - National Awards for Excellence - Great Place

Appointing Town Team Movement Helps Support Town Teams and Sustained Place Making

Social procurement is when organisations use their buying power to generate social value above and beyond the value of the goods, services or construction being procured (taken from the Victorian Government's Social Procurement Framework – Buyer Guidance).

There is a growing national and international focus on the strategic use of the procurement function to deliver social, economic and environmental outcomes. Although social procurement is not new, it is increasingly recognised as an important tool for governments to:

- leverage their purchasing power to achieve broader public policy objectives;
- increase opportunities and expand markets for 'social benefit suppliers' (defined in Section 5 of this guide);
- influence mainstream suppliers (i.e. suppliers that are not social benefit suppliers) to prioritise social value creation; and
- diversify supply chains to, among other things, drive competition, promote innovation and provide all suppliers with a full and fair opportunity to compete.

Town Team Movement is a non-profit company and we don't have shareholders. All net revenue generated is spent on supporting and building town teams (community-led place making groups) and creating better places.

Appointing Town Team Movement for this work will help to support and benefit town teams and community empowerment.



Mt Hawthorn Hub Action Plan & Engagement

*Thank you for your time and consideration.
Please note that Town Team Movement is a
registered Not For Profit Organisation and all
net income raised is used to directly support
and benefit town teams across Australia and
New Zealand.*

