POSITIVE LEGACY: A PLACEMAKING APPROACH

@lucindahartley
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YOUR FAVOURITE PLACE
The Promise

The Reality
One third don’t KNOW their neighbours (AIFS, 2014)

Two thirds don’t TRUST their neighbours (Edith Cowan University)

Lonliness as big a killer as smoking or heart disease (Grattan Institute, 2012)
Placemaking

Planning
“The best places aren’t made with grand gestures by a few people but many projects by thousands of people”

- Massive Small
Dick & Rick
A Visual Primer for Social Impact Design

This project is a visual exploration of community-engaged design practices and how they can be — but aren’t always — used to create great design projects as well as greater social justice.

- Centre for Urban Pedagogy
Dick and Rick want to use their design skills to help communities. But they're not sure how to go about doing that...
Dick and Rick figure out how to start working with the community...
After many months, Dick and Rick's projects are complete!

I helped design this park!
People

Engage + Inform

Process/Urban Management

Provide and Manage

Place
30% of women don't feel safe in public space

ACT Without Permission

ALL WELCOME
PUBLIC SPACE
30% of women don’t feel safe in public space

ACT! With permission
Be Creative
Skipsters! Melbourne hipsters create mobile 'park' in the street using a SKIP bin as an alternative place to hang out

- Skip bin has been turned into a makeshift park in Melbourne's Collingwood
- Creators say bin was already full of chairs and turf "so why not use it?"
- But some social media users have complained it's 'too hipster'
- It is cheaper than setting up actual park, which costs more than $100,000
- The skip cost $500 for three days and a council permit cost $20 a day

By LOUISE CHEER FOR DAILY MAIL AUSTRALIA


It may look like another hipster venture but this could be the park of the future.

With permanent public spaces costing upwards of $100,000 to create, a Melbourne-based not-for-profit group have taken the humble skip bin and turned into a makeshift park for people to eat, socialise and play in.

The organisation behind the transformation is CoDesign Studio and communications manager Katie Wallace said it was an 'internal experiment' with a clean skip set up on Eassey Street in Collingwood, in Melbourne's inner city.

UNCLASSIFIED
THE NEIGHBOURHOOD PROJECT

A community leadership program
TARGETED AREAS OF INNOVATION

- COUNCIL PROCESSES
- DISENGAGED COMMUNITIES
- 30% OF SPACE UNDERUTILISED

PROCESS
Enabling environment for change

PEOPLE
Inspired Active Citizens

PLACE
Inclusive Places
HOW IT WORKS

- NEIGHBOURHOOD BOOTCAMP
  3-6 MONTHS

- EMBEDDING
  1-2 YEARS

PEOPLE
COMMUNITY LEADERSHIP

PROCESS
COUNCIL SUPPORT

PLACE
CATALYST PROJECT

POLICY SHIFTS + ENGAGED CITIZENS + GREAT PLACES

UNCLASSIFIED
IMPACT SO FAR

8 GOVERNMENTS

15 PROJECTS
WAYS COMMUNITY-LED PLACEMAKING CAN IMPROVE SOCIAL SUSTAINABILITY
PLACES TO CONNECT
POINT COOK
30,000 visitors
20-100% trader uplift
LOCAL ECONOMIC DEVELOPMENT
EDITHVALE
Relax! You're in Edithvale.
99 problems, but the council ain't one.

If you have spotted an issue, please contact us:

Edithvale Collective

- edithvalecollective@gmail.com
- edithvalecollective
- 0491 011 107

Local
4 SUSTAINABLE COMMUNITY LEADERSHIP CARDINIA LAKES
“Cardinia Lakes residents feel like they were sold a dream that hasn’t eventuated.”
– Council officer
Similarly in **Cardinia Lakes**, residents felt their new open space wasn't their own, so we helped kick start placemaking projects.
Which, alongside place improvements, resulted in the formation of a new residents association who are now curating their own program of events and activities.
**OUTCOMES**

**PEOPLE**

84% Met a new neighbour when attending a local placemaking project as part of The Neighbourhood Project.

**PROCESS**

42% Boost in local leaders score of positive interactions with their council after taking part in The Neighbourhood Project.

**PLACE**

97% of participants felt proud of their neighbourhood as a result of the The Neighbourhood Project.

* The Neighbourhood Project Evaluation 2016-2017
NEXT STEPS:

theneighbourhoodproject.org
ONE SMALL CHANGE WILL YOU MAKE?