

Strategic Community Reference Group

Meeting 2 Report — Place activation

Date: Monday 12 August 2024

Time: 6.00–8.30 pm

Location: Civic Centre Conference Room 2 & 3

90 Boas Avenue, Joondalup

Facilitator: Joel Levin — AHA! Consulting

Attendees

Presiding Member: Cr John Raftis

Elected Members: Cr Christopher May

Cr Christine Hamilton-Prime (deputy)

Cr Rebecca Pizzey (deputy)

Community Members:

North Ward Allan Connolly

Helen Winterton

North-Central Ward Bettina Gould

Central Ward Susan North

Linda Smith

South-West Ward Len Collier

David Hudson

South-East Ward Janine Blake

South Ward Josh Hurley

Lynda Crawford

Youth Josh Challis

Tara Lie Aimee Wright

Subject Matter Experts: Christina Harmsen — Principal Strategy Officer, Management and

Coordination (Local Government), Department of Local Government, Sport

and Cultural Industries.

Patrycja Rosinska — Community & Place Specialist, Town Team Movement

Dawn Hammond — Coordinator, Heartbeat Joondalup Town Team

City Officers: Chris Leigh, Director Planning and Community Development

Rebecca Maccario, Manager Strategic and Organisational Development

Luke Wilcock, Manager Economic Development and Advocacy Chloe Cooper, Strategic Planning and Engagement Coordinator

Lauren Cross, Coordinator Place Activation

Emily Peters, Policy Officer

Observers: Cr Phillip Vinciullo

Apologies: Mayor Albert Jacob

Cr Rohan O'Neill

Camila Mazzo, North-Central Ward Community Representative Rachel Kemp, South-East Ward Community Representative

Overview

The purpose of the meeting was to explore placemaking and place activation within the City of Joondalup. The meeting reviewed what place activation means and investigated areas and themes of community significance, particularly in relation to the City's Place Activation Strategy.

The objectives of the meeting were:

- To explore perceptions and challenges of place activation in the Joondalup City Centre.
- To identify how the City can support the community to take the lead in place activation in the Joondalup City Centre.
- To prioritise the identified projects in the Joondalup City Centre Place Activation Plan.

Subject matter experts were invited and participated in the Strategic Community Reference Group meeting. Additionally, Patrycja Rosinska gave a presentation on place activation, which will be expanded on further in the outcomes section.

The following subject matter experts attended this meeting:

Christina Harmsen, Principal Strategy Officer, Management and Coordination (Local Government), Department of Local Government, Sport and Cultural Industries

Christina has been working at the Department of Local Government, Sports and Cultural Industries since 2021. Her background is in community development, industry development, strategy and research, and project and program management. Christina recently participated in the Joondalup City Centre placemaking 'Walkshop' with key City stakeholders during the 2023 Town Teams Convergence Conference.

Patrycja Rosinska, Community and Place Specialist, Town Team Movement

Patrycja is a qualified artist and event manager and highly experienced and passionate community engagement, community development, arts and culture and place activation specialist. She has two decades of experience in delivering community development, arts and culture and placemaking strategies and projects across public, commercial and not-for-profit sectors in Europe and Australia.

Dawn Hammond, Lead Coordinator, Heartbeat Joondalup Town Team

Dawn is a small business and social enterprise owner. She contributed to establishing the Heartbeat Joondalup Town Team and is now the Lead Coordinator. The Heartbeat Joondalup Town Team is a group of Joondalup City Centre businesses, property owners and residents who develop events and placemaking projects for the Joondalup City Centre, with a current focus on Central Walk.

Preparation

To ensure an engaging experience, Strategic Community Reference Group members were expected to familiarise themselves with the provided pre-reading material ahead of time. The information in the pre-reading materials was designed introduce the topic and promote contribution to the discussion. Additionally, to ensure that the meeting achieved its objectives, members were asked to undertake the following preparation task:

As you go about your week, try to attend the Joondalup City Centre. While you are there, please observe, photograph, and/or take notes regarding:

- What do you think works well in the Joondalup City Centre?
- What do you think could be improved in the Joondalup City Centre?
- What represents how the Joondalup City Centre feels and looks to you?

Outcomes

Activity 1 — What and who make a place?

The purpose of this activity was to establish the importance and meaning of 'place' in the context of public spaces. Members were asked to find a partner (who was not from their table group) and interview each other with the following prompts:

- What are some public spaces in your life that have meant something to you?
 (Especially spaces in and around a town/city centre).
- What made this space important to you? (Think about the physical characteristics and who/what else was there).
- What would it mean if those spaces weren't there?
 (Think about what the spaces provide and the effect if it were absent).

After the paired interviews, members returned to their table groups and gave each of the following statements a score from strongly disagree to strongly agree:

- A range of public spaces are important to vibrant communities.
- Local government has a role in the provision of these spaces.
- The community has a role to help design and use public spaces.
- The community has a role in the activation and management of the public spaces.

The collated scores and rationales from each group are in the table below:

Scorecard	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
A range of public spaces are important to vibrant communities					4

Rationale:

- Cater for all members of the community, interests, ages.
- Brings the community together.
- Spaces for different seasons/weather.
- Need to cater for community diversity and uniqueness of space and community.
- A range of facilities.
- Something for everyone.
- Interesting.

Scorecard	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Local government has a role in the provision of these spaces					4

Rationale:

- Part of our rates for community services. Closest level of government to the community, understanding of needs of community.
- Want everyone to be able to enjoy vibrant spaces across the City.
- Permits, long-term planning, building zones.
- Their role as a government.

The community has a role to help			
design and use public spaces		 *	3

Rationale:

- Because they are the ones using and paying for it. How do you get engagement from community?
- Input, not mandate, so people feel ownership.
- Can only mobilise people if there's a space to mobilise in.
- Community perspective (rather than 1 or 2 squeaky wheels) is important.
- Lots of opinions.
- Who is using the space?
- · Means it will be relevant.

The community has a role in the			
activation and management of the		1*	3
public spaces			

Rationale:

- Because they are the ones using and paying for it. How do you get engagement from community?
- Depends on the place and type of utilisation eg SLC [surf lifesaving clubs]/Lions [clubs].
- Steering committees.
- Support from local governments.
- Keep space tidy (general "management").
- Interest in helping volunteers.
- Council to provide resources and assistance.
- Community cannot manage "big issues".

The individual groups' responses can be found at Appendix 1.

Activity 1 concluded with a group discussion with the following talking points:

A range of public spaces are important to vibrant communities:

- All strongly agree that a variety of public spaces that cater to different needs and interests is important to vibrant and connected communities.
- Public spaces foster communication, connection and relationships within the community.
- [Subject matter expert] "Don't be an island, we need each other, all of each other" public spaces promote exposure to diversity and vibrancy.

Local government has a role in the provision of these spaces:

- All strongly agree that local government has a role in the provision of public spaces.
- Providing public spaces is an important part of the City's service delivery and is funded by rates.

The community has a role in the design, use, activation and management of public spaces:

- All agree that the community has a role in establishing, using and managing public spaces, with caveats depending on the type of community members (eg individuals, organisations, businesses).
- Everybody should have a role in the design of public spaces. Having a role in the design should inspire
 everyone to have a say and help the community to be more invested in using, activating and managing
 the space.

^{*}Note: Group responded 'in between' neutral and agree.

- It is difficult to get people involved how does the City invest in and promote participation? Council have invested in this [Strategic Community Reference Group], that is a good start, it's a very important arena for the community contribute their ideas and points of view.
- Members of the community may be hesitant to participate due to their social and/or economic context. Individuals and organisations may be experiencing pressures (eg family, financial) that make it more difficult for them to get involved in local community projects.

Presentation — Challenges and opportunities of public spaces

The next part of the session was a presentation from subject matter expert, Patrycja Rosinska. Through her presentation, Ms Rosinska provided members with an overview of placemaking, active citizenship and great places. She explored the new movement of governments as facilitators — doing with community, as opposed to the traditional role of governments doing to and for the community.

The presentation covered the challenges and opportunities of public spaces and the following aspects of place activation:

- Active citizenship customers versus citizens
- Local people creating positive change
- Placemaking turning spaces into places
- Collaboration the software and hardware of place
- Outcomes of placemaking communities people want to be involved in and places people want to go
- Town centres, local economies and community wellbeing
 - · Challenges online commerce and shopping centres
- Making better places together
 - · Making places look and feel better
 - · Art and culture
 - Community activities
- Portside, heart of the West End (Port Hedland)
- Joondalup City Centre place activation

Reference group members had the opportunity to ask Ms Rosinska questions and make comments regarding the presentation. Members asked questions about Town Team Movement, Heartbeat Joondalup (local Town Team) and City Centre place activation. Members also reflected on the discussion from Activity 1 around the community's role in the design, use, activation and management of public spaces.

The slides from this presentation can be found at Appendix 2.

Activity 2 — What if we build it and they don't come?

The purpose of this activity was to explore the opportunities for community leadership and involvement in place activation projects. In small groups (different from their table groups), members rotated through stations, each with a priority project from the Joondalup City Centre Place Activation Plan.

The groups provided responses to the following prompt questions, in relation to each priority project:

- Where are the opportunities for the community to be involved in this project?
- Where are the opportunities for the community to lead in this project?

The collated responses from each station are below:

Priority A: Art in the streets	
Where are the opportunities for the community to be involved in this project?	 Local artists Virtual reality art games Invite art organisations to participate in beautifying identified assets/locations. Over[sight] committee of community → City. Design competitions "Show us your ugly" TAFE, university and local school visual arts students Different types of art eg "digital", interactive. Film community group competition Multicultural groups/intercultural Local businesses providing walls for canvases.
Where are the opportunities for the community to lead in this project?	 Let local artists take ownership of projects. Open public space for local live music and performances (ie a public square in CBD). Nature art play Performances/festival in public open space. Teachers include activities in their curriculums for TAFE, university, local schools' visual arts students. Disability access and inclusion initiatives City steps back and invite new views on art, eg graffiti is a tourist attraction in other cities, not necessarily expensive sculptures.

Priority B: Courtyard spaces (
Where are the opportunities	Testing a few options.
for the community to be	Retail incubator co-op
involved in this project?	Community groups and businesses
	Sport and recreation activities
	Registration days — close roads
	Attractive seating and shade!
	Arts and events
	Local hospitality businesses, special offers and events
	Community markets, specialty markets, farmers markets
Where are the opportunities	Community champions
for the community to lead in	Encouraging participation
this project?	Retail offerings
	Arts initiatives
	Business owners
	Multicultural events: music, art, food
	Busking
	Youth Centre
	[arrow drawn between Youth Centre and the following points]
	More activities in the park
	Programming in the City Centre
	Arts festival
	Music!

Priority C: Pedestrian-friendly	streets
Where are the opportunities	Identify community skills — artists, gardeners.
for the community to be	Good lighting, shelter/shade
involved in this project?	Street facing business/points of interest.
	Seating (multiple benches)
	Pedestrian-first road/path design
	Parklets design — based on community (street) needs
	Cycling groups
	Too hot or wet to walk distances
	E-bikes/scooters can cause hazards if not put away.
	Community buses
	Close Grand Boulevard to traffic on the weekend.
Where are the opportunities	Identification of seating areas.
for the community to lead in	Community-designed walking map/tour — online/digital.
this project?	Engage disability org[anisation]s walkability.
	What is the point of walking/access if there's no destination?
	Where are the new and interesting businesses, cafés, wine bars?

Priority D: Better connectivity	to train and bus stations
Where are the opportunities	Promote safety and lighting
for the community to be	 Local business contracts — use it as an advertising opportunity.
involved in this project?	Provided and installed lighting
	Community watch patrol
	After hours
	Active transport infrastructure
	Lighting/CCTV/seating/better paths
	Better connection between the train station and the CBD
	Poor connection having to walk through multi-storey car
	park/vacant land.
	Community activities <u>close</u> to the bus/train station.
Where are the opportunities	Local business
for the community to lead in	Food vendors/trucks
this project?	"COJ at night"
	Entertainment/wayfinding
	Community-led digital map of where Joondalup City Centre
	"spots to visit" from the train/bus station.

Priority E: Youth play spaces (facilities for teenagers) Where are the opportunities School engagement — in design for the community to be Local community engagement involved in this project? Outreach programs Community-led City of Joondalup supported Music/dance workshops WASO [Western Australian Symphony Orchestra] Western Australian Academy of Performing Arts One Mob studios [local dance studio] Performance spaces for young people Small but regular projects, able to be delivered by a few volunteers. Seating → shade Competitions (music, art, sports) Art workshops Regular movies in the park Board games in one area Interactive art (QR codes etc) Where are the opportunities LG [City of Joondalup] could go to schools/youth organisations to for the community to lead in facilitate ideation/suggestion box. this project? Youth groups in the area School engagement! Engage with universities (Edith Cowan University, TAFE)

The raw outputs can be found at Appendix 3.

Following the station round, members returned to their tables and explored the collated responses in a facilitated plenary session. The reference group's discussion included the following points:

- It can be difficult to get volunteers and to encourage the community to be engaged and activated.
 - · Community should include everyone (eg businesses and landowners too), not just those individuals who come forward as volunteers. Everyone in the community is a customer and has the opportunity to become citizens.
- It is important for the City to encourage businesses to open in the City Centre.
 - Are our local business rates comparable to other local government areas?
 - · What incentives does the City offer?
 - Why would I open my business in the City Centre, rather than elsewhere?
- It is important for the community to lead in place activation.
 - How does the community know where the gaps are? Asking the community this question is the entry point for them to lead place activation.
 - The role of the City is to provide permission this is a gear shift for the community, the City can offer opportunities to learn to lead.
- It is important that the community has a sense of empowerment. This can be achieved through the following:
 - · Issuing small community grants (incentives).
 - Having someone at the City who can step individuals and groups through the process and help them navigate the red tape.
 - Making it easier and less formal for people to act and 'get things off the ground'. Many individuals and groups find it all too hard, both in terms of the financial outlay and the time taken for confusing approvals, insurances etc that are required (you can get different answers from different people at the City).
- Community-led place activation is not just a gear shift for the community, but also a change from regular City and Council operations.
 - · The City as a facilitator/connector.
 - Language used internally in local government should change most of the conversation tonight is concerning economic development, not community development.
- How can the community be encouraged to lead and be involved in place activation?

- Everyone could be happy with everything and don't want things to change/be activated. Is it apathy?
- · There is an epidemic of loneliness people need community spaces and places.
- There is an opportunity to have a display with resources in the Joondalup Libraries to assist individuals and groups to lead and be involved in place activation. Most people do not go to the City administration building, but lots of people go to the libraries.
- Need to connect to people's personal interests the City needs to market to people in the right way so that they want to get involved.
- The City should engage with community groups, schools, TAFEs, universities, etc, and see if they want to be involved.
- Good to look at the benefits of being involved making friends, feeling connected, etc.
- Why did you get involved in volunteering to lead place activation?
 - · [Subject matter expert, Dawn Hammond, Lead Coordinator Heartbeat Joondalup] "As a business owner and landowner, I started asking questions of people in the area, there was a lot of loneliness, started by opening an empty shop and providing free dancing lessons it was a good way to meet people. It brings me joy, makes me happy, so I want to be involved".
- Why did you get involved in volunteering on the Strategic Community Reference Group?
 - Being involved in community development and future planning in local government is very important to me. It's good to learn how local government works and be a part of it.
 - It's really important that young people, in particular, participate in community activities and get involved. Helps with sense of belonging.
- Are there other jurisdictions where place activation has been done well?
 - In Western Australia, a good example is Victoria Park. The local government made it easy for the community to take action, they list what you can do without approvals, have face-to-face relations with community leaders, removed red tape, provided funding, split the local government area into "places" and have an activation person for each area. The City of Joondalup need to make it easier for community members.
 - In Australia, a good example is Newcastle. The community acted independently, got artists involved to beautify spaces, and generally had citizen-led approach to place activation.

Activity 3 — Exploring Priorities

The purpose of this activity was to identify which priorities are more likely to attract community-led place activation and inspire community involvement. Members were asked to rank the priorities from activity 2 via an online poll. Members saw 'Courtyard spaces ('piazzas') as focal points' as the most likely of the priorities to attract community involvement; and 'Better connectivity to train and bus stations' as the least likely priority to attract community involvement. The results from the poll are below:

I	Most likely to attract community involvement
1	Courtyard spaces ('piazzas') as focal points
2	Pedestrian-friendly streets
3	Youth play spaces (facilities for teenagers)
4	Art in the streets
5	Better connectivity to train and bus stations
L	east likely to attract community involvement

The raw poll results can be found at Appendix 4.

After the members completed the poll, they were presented with the results and had a group discussion with the following discussion points:

- Courtyards ('piazzas') as focal points:
 - Piazzas are good amenities and nice places go to when shopping and/or eating.
 - The City should try a courtyard space in a piazza format. What's there now doesn't work.
 - There are many opportunities for a piazza to be all-inclusive, they can be designed for lots of different people, abilities and activities.
 - A piazza-style courtyard can motivate people to come to the area vibrancy and a populated location helps people to feel safer and more secure, encouraging return visits.

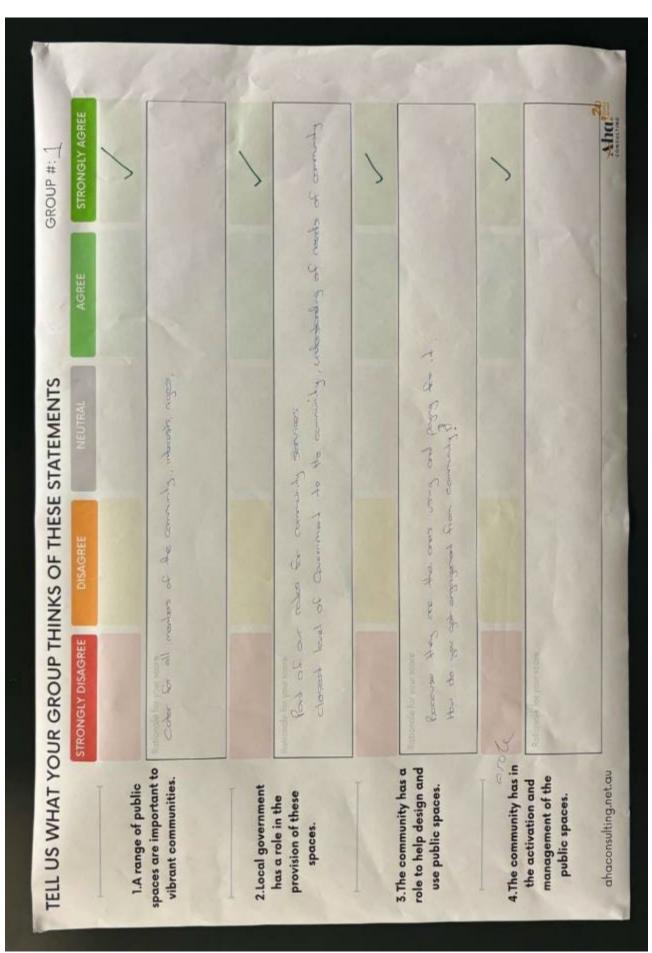
- A piazza-style courtyard has the best opportunity for the City and community to balance the hardware and software of place activation.
- It seems to be the option with the most opportunities can do more and expand place activation with a piazza eg a farmer's market. People will travel for a speciality market, people want something local, people can see the public art, find a shady area to sit etc. There is a specialty farmer's market in Brisbane City Centre that works well.
- The City should engage with the community when designing the piazza should also be aligned with CPTED (Crime Prevention Through Environmental Design) principles.

Youth spaces:

- It is important for youth to have designated areas, but there are already lots of skate parks, BMX pump tracks, bike places, basketball courts, etc, throughout the City of Joondalup, so teenagers are catered for in other suburbs of the local government area.
- Is it the place that determines the activation, or the people? the people need to have the hardware to use it and foster the software.
- Department of Local Government, Sport and Cultural Industries are offering free online training for Elected Members and local government staff. This training can also be made available to community members, upon request.

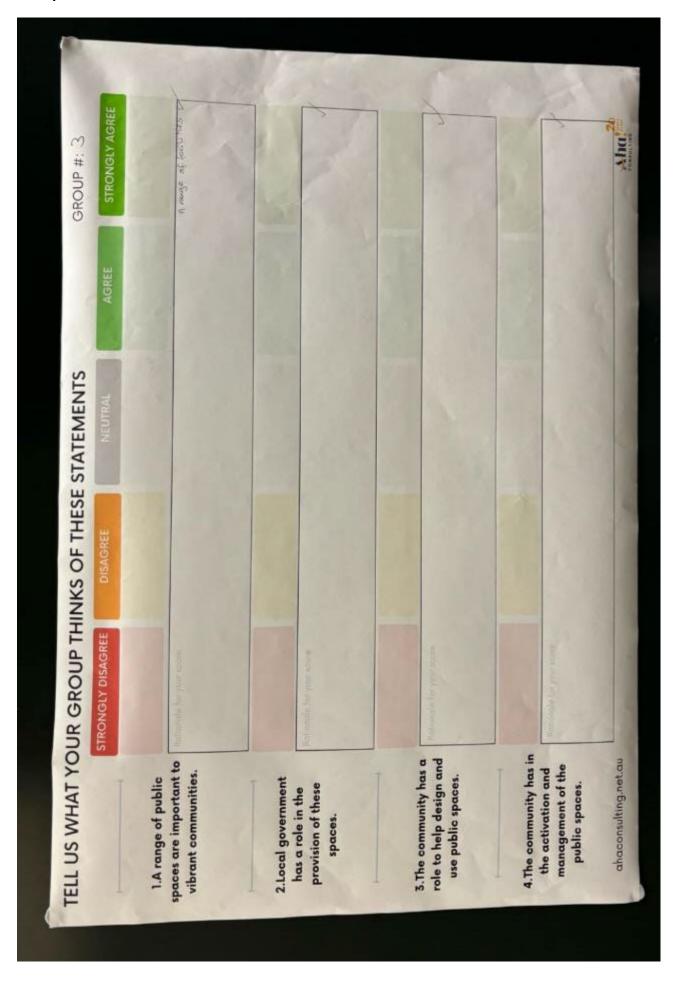
Appendix 1 — Who and what makes place?

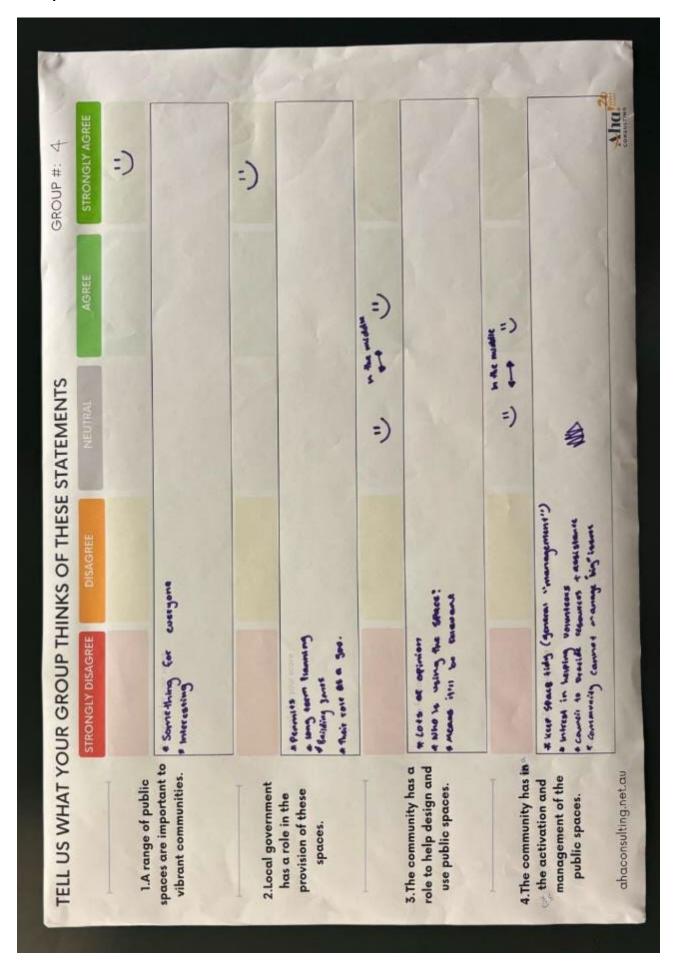
Group 1



TELL US WHAT YO	TELL US WHAT YOUR GROUP THINKS OF THESE STATEMENTS
	AGREE
1.A range of public	
spaces are important to vibrant communities.	Brings the community together. Spaces for different seasons/whenler, there to cater for community diversity to unique nows of space to cater for community of the community.
2.Local government	* * * * * * * * * * * * * * * * * * *
provision of these spaces.	Want evengae to be able to enjay vibrant spaces across the alty.
7 The community has	No. of the second secon
role to help design and use public spaces.	input not mandate so people seel awareship. Can only mobilise people is there's a space/space to mobilise in.
.5	
the activation and management of the public spaces.	Depute on place + type out Utilisation ey SLC / Llono.
ahaconsulting.net.au	Support for Stonn kg.

Group 3





Appendix 2 — Subject matter expert presentation



Placemaking, active citizenship and great places





We acknowledge the traditional custodians of the land on which we meet today, the Whadjuk Noongar people.

We respect and acknowledge their continuing culture, contribution and connection to country that enhances the life of this city and this region.

We pay our respect to elders past and present, and celebrate the diversity of Aboriginal peoples and their ongoing culture, and connection to country.



About me



Patrycja Rosinska Community and Place Specialist

Community and Place Specialist at Town Team Movement Co-founder Portside Town Team patrycja@townteammovement.com

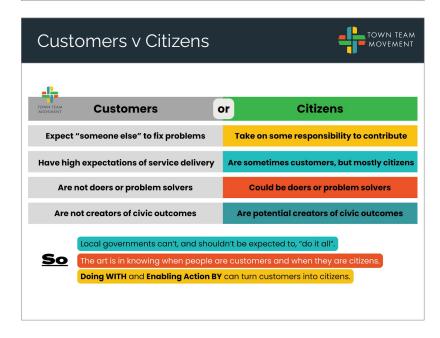


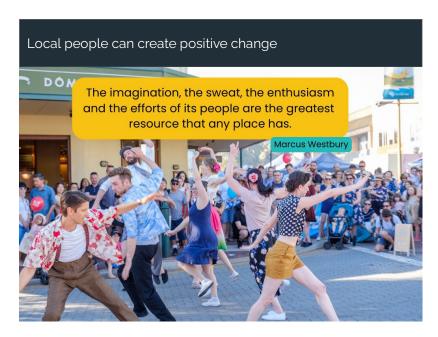
Arts and Culture, Community Engagement, Community Development and Place Activation specialist with two decades of experience spanning across private, not -for-profit and public sectors in Europe and Australia.

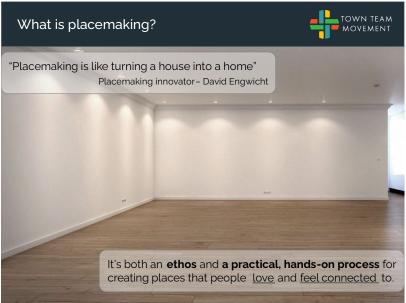
Passionate about improving liveability of local communities and creating exciting opportunities for the community to connect and engage.

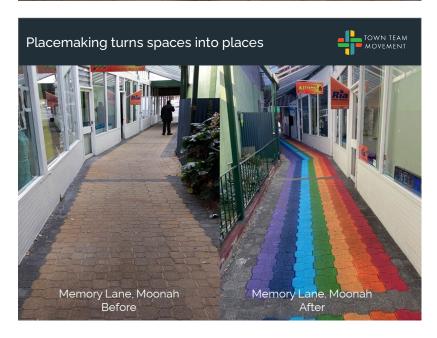






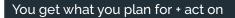




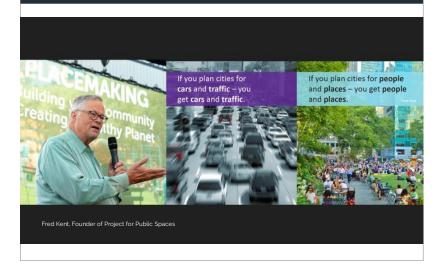


TOWN TEAM Placemaking is... Placemaking is Placemaking is not About delivering a masterplan About creating places people love Policy-led nor design-driven People-focused Inclusive and collaborative Just based on what experts think Visionary, but also practical Just about the outcomes Controlling nor one-dimensional etting go and sharing responsibility Flexible and adaptable Static and unchanging

Placemaking is flexible and adaptable. It's about finding and working with the strengths and opportunities in each place.







You get what you plan for + act on





If you authentically engage and empower local people, you'll get engaged and empowered local people.



If you aim and plan for active people and thriving places, you'll get active people and thriving places.

Adapted from a famous quote from Project for Public Spaces

It's all about collaboration



Just like a computer, we need to upgrade the software as well as the hardware of places



The software of a place is less tangible: the people; activity; vibrancy; the 'vibe'; the personality of the place; feelings; confidence and enthusiasm. The software is provided by local businesses, landowners, residents and visitors. Whilst critical, the software can't always paper over major hardware faults or missing pieces.



hardware

The hardware of a place is the physical attributes It is usually delivered by urban designers, landscape architects and engineers and includes roads, trees, footpaths, utilities, services etc. Whilst vital, the hardware can't give a place soul, character or feeling.

The outcomes of placemaking









50% is about the changes to people's thinking and becoming more active and involved in their community.

Placemaking is both an ethos and hands-on approach to improving places. It needs to be done with the community being involved.

Town Centres, local economies and community wellbeing





Online Commerce

- Price
- Range
- Global market
- Few regulations

Shopping Centres

- Single ownership
- Safe and clean
- Control and programming
- Car parking

Town Centres

- Authenticity
- Character & vibrancy
- Passionate local people
- Public spaces

Т

Placemaking can

build on these

Town Centres, local economies and community wellbeing



Town Centres

- · Character & vibrancy
- Passionate local people, local businesses
- Community meeting place
- Opportunity to connect and engage
- · Sense of belonging



Town Centres, local economies and community wellbeing



Great places can improve physical and mental health.

Great places can drive local economic development.

Great places creates opportunities for the community to **connect and engage**

Great places need: seating, shade, greenery, art



Together we can make better places



Great places need the involvement, care and input of **local people**.

People shape places, and from then on, **places** have a **huge influence on our lives.**

"Everyone has the right to live in a great place. More importantly, everyone has the right to contribute to making the place where they already live great." - Fred Kent

Together we can!



















Joondalup City Centre Place Activation













Joondalup City Centre Place Activation



The City of Joondalup is building trust and positive working relationship with local residents, landlords and businesses

The City and locals work together to develop natural environment, social connection and loveable spaces

The City and locals are showcasing the pride of the City Centre through community-led beautification and activation

Feedback from businesses and residents is really positive, they feel they have some direct contact and interaction with City staff and impact on decision making

Sense of pride and belonging within the locals and City staff is observed

Landlords, businesses and residents are keen to take ownership of public realm, they just need more guidance and support





Joondalup City Centre Place Activation











Joondalup City Centre Place Activation











Joondalup City Centre Place Activation











Joondalup City Centre Place Activation













"If you want to go fast, go alone, if you want to go far, go together".

African Proverb



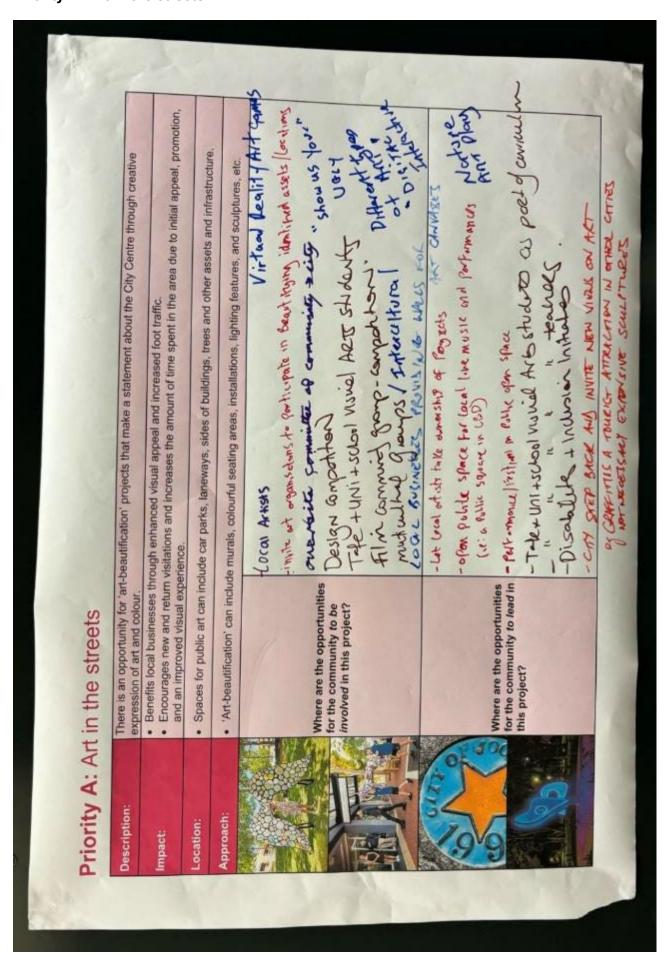
Thank you and happy placemaking!

www.townteammovement.com placemaking.education

Find us on Facebook, Instagram, Youtube and LinkedIn: @townteammovement

Appendix 3 — What if we build it and they don't come?

Priority A: Art in the streets



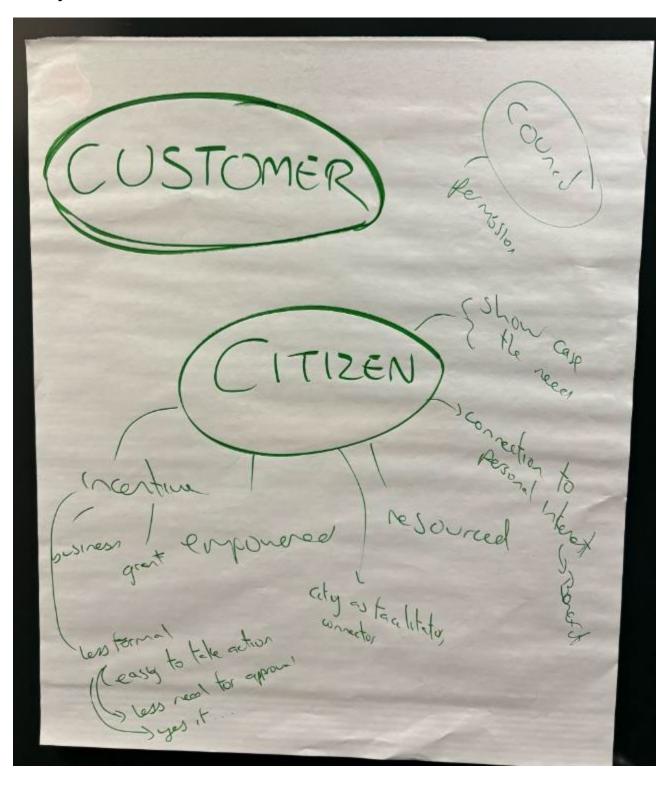
Description:	There is an opportunity to create a	There is an opportunity to create a courtvard space, or biazza, for the local community and visitors to stay and play in the City Centre
Impact:	 Supports local businesses through incre- restaurants and other amenity providers Encourages new and return visitations a community and vibrancy. 	Supports local businesses through increased foot traffic and consequential service provision, such as coffee carts, restaurants and other amenity providers. Encourages new and return visitations and increases the amount of time spent in the area due to an enhanced sense of community and vibrancy.
Location:	 Open areas within the City Ce 	Open areas within the City Centre are prospective courtyard spaces and focal points for the community and visitors.
Approach:	 Courtyard spaces can be large busker's steps, or bike parking Potential for events and actival 	Courtyard spaces can be large-scale like 'European-style piazzas', or small-scale like parklets, street furniture, greenery, busker's steps, or bike parking. Potential for events and activations at/within the courtyard spaces.
		testing a few oftens retail in cuboton
	Where are the opportunities	COMMUNITY Grown se Businesses.
	for the community to be involved in this project?	Sport + RECREPTION ACTIVITIES (+ Shade:
		APTS + EVENTS - registration duys - close has
		Local maspitality bisinesses special offers & words
		Community charriols Redail offerings bonness
		ENCOURAGING PARTICIPATION Ants initiodives
000000000000000000000000000000000000000	Where are the opportunities	
	for the community to lead in this project?	YOUTH CENTER A Prosuremine in the aidy condin
一時の		business burners & Art Festival
		Multicustand events: Husic!

- Constitution	There are opportunities to imp	There are opportunities to improve pedestrian access and enjoyment in the City Centre, including through enhancing
Description:	walkability, wayfinding, and pe	pedestrian amenities and safety.
Impact:	 Promotes diversity in types of visitors to the City Centre Encourages new and return visitations and increases th accessibility and safety provisions in the public domain. 	 Promotes diversity in types of visitors to the City Centre which contributes to vibrancy and a sense of community. Encourages new and return visitations and increases the amount of time spent in the area due to improved connectivity, accessibility and safety provisions in the public domain.
Location:	Wide roadways and footpatt Central Walk, a pedestrian-	Wide roadways and footpaths in the City Centre have the potential to be more pedestrian-friendly. Central Walk, a pedestrian-only laneway, has capacity for enhancements.
Approach:	 Can establish pedestrian crewayfinding for pedestrians. 	Can establish pedestrian crossings, shade, benches/furniture, water fountains or other amenities and points of interest and wayfinding for pedestrians.
	Where are the opportunities for the community to be Involved in this project?	identify commenty stills, - with a goddenes certify the state of the still state of when the state of the sta
	Where are the opportunities for the community to lead in this project?	-connection of soling ones -connection of soling factors of soling from the conting factors of soling from the
C. C. Landenberg) what is the point of walking faccess if there's no deshnation? Where are the new + interesting businesses cafes, wine bass?

Description:	There is an opportunity to impre and safety in the City Centre.	There is an opportunity to improve access conditions to and from public transport stations to enhance walkability, wayfinding and safety in the City Centre.
mpact:	Supports or links to other City Centre place activation pre Encourages new and return visitations and increases the accessibility and safety provisions in the public domain.	Supports or links to other City Centre place activation priorities. Encourages new and return visitations and increases the amount of time spent in the area due to improved connectivity, accessibility and safety provisions in the public domain.
ocation:	 Access to and from the static exit into the courtyard and the 	Access to and from the stations to the City Centre core requires people to enter and navigate Lakeside Shopping Centre, exit into the courtyard and then take the stairs or elevator up to Boas Avenue.
(pproach:	Can make improvements to a	Can make improvements to signage, wayfinding, lighting and security conditions after hours, and universal access.
	Where are the opportunities for the community to be involved in this project?	- PROMOTE SAFETY + LICHTING - LAGAL BUSINESS CONTRACTS - UDE IT AS ADVECTISINGS - LAGAL BUSINESS CONTRACTS - UDE IT AS ADVECTISINGS - PROVIDED & INSTALLED LICHTINGS - OPPOATIONITY - COMMUNITY WATCH PATEOL CAN FED FOOT CANADIO LONG TO CANADIO CONTRACTOR LAND - ACAINE TI CAN PAT IN FIRST LICHTIC CONTRACTOR LAND - LIGHT-TO CALV SEADING RETTO CONTRACTOR LAND - LIGHT-TO CALVA SEADING R
	Where are the opportunities for the community to lead in this project?	- Local Business - 1000 Vendoes/TRUCES - Coy AT Micht" - Coy AT Micht" - community-led digital map of where Joandalup city corte "sport to work" me from the trainfour station

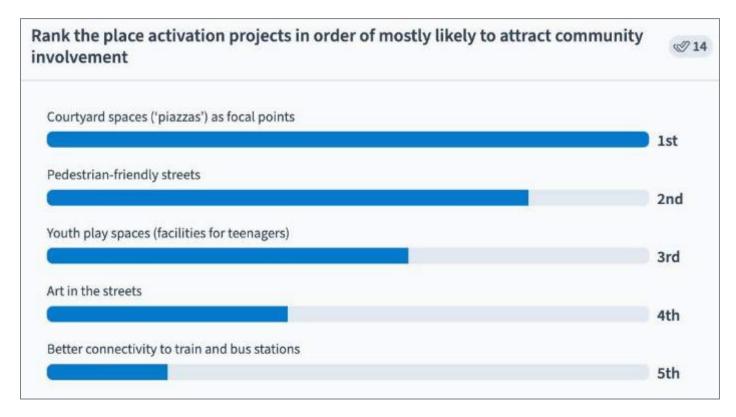
Description:	There is an opportunity to incent	There is an opportunity to incentivise young people to use the areas in the City Centre by establishing facilities suitable for
mpact:	 Enhances vibrancy and a sense of commu- Encourages new and return visitations, and facilities that support positive experiences. 	Enhances vibrancy and a sense of community through new destinations and events. Encourages new and return visitations, and increases the amount of time spent in the area through provision of suitable facilities that support positive experiences.
Location:	Appropriate locations should stations and food options.	Appropriate locations should be universally accessible and have nearby/co-located amenities like public toilets, water stations and food options.
Approach:	 Facilities for young people can include play spaces, such a Potential for events and activations at/around the facilities. 	as a street skate plaza, basketball hoops, skate p
	Where are the opportunities for the community to be involved in this project?	School engagement - in design. Seating - shade community led the workshop section of community led the workshop was was wappe one mos bank music / dance workshops was wappe one mos in the performance spaces for young people against in the section of ST REGULAR PRILEGES ABLE TO SE SELVERED SY FEW VOLKHTERES MARROWS ON COR COR COR CORD CORD CORD CORD CORD CO
	Where are the opportunities for the community to lead in this project?	LG- could geto schools/youth organs arius to facilitate identuring Suggestion Brx youth grows in the accompangement! School engagement! Louris (Eco. Theo)

Plenary discussion notes

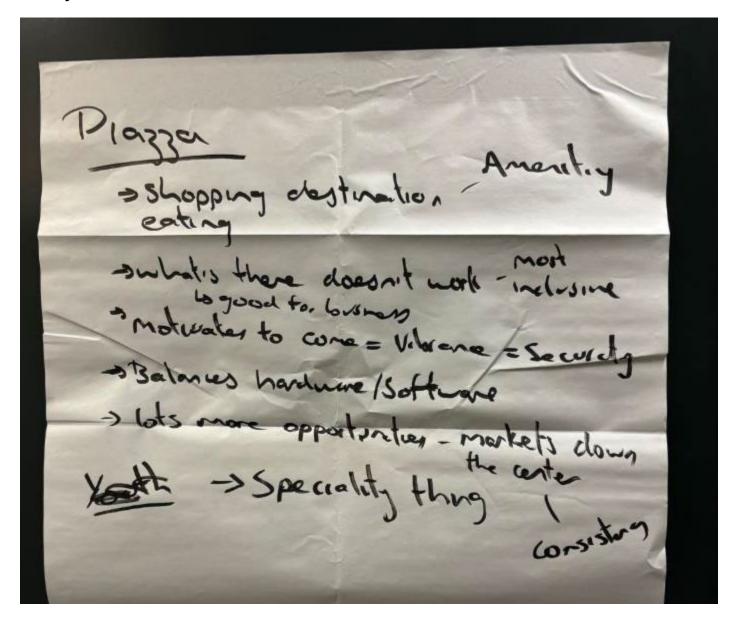


Appendix 4 — Exploring priorities

Online poll results

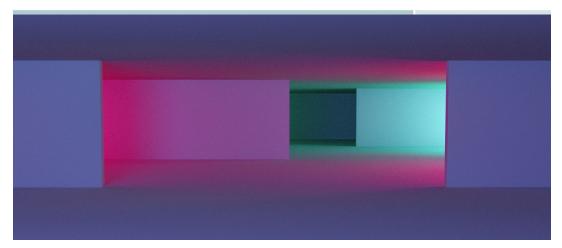


Plenary discussion notes



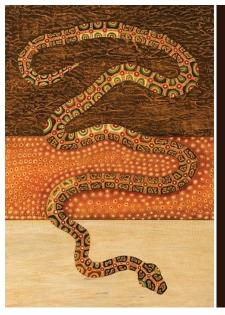
Welcome







Strategic Community Reference Group Place activation



The City of Joondalup acknowledges the Traditional Custodians of this land, the Whadjuk people of the Noongar nation. We recognise the culture of the Noongar people and the unique contribution they make to the Joondalup region and Australia. We pay our respects to Elders past and present and all Aboriginal and Torres Strait Islander peoples.

Image: Sandra Hill, Wautt Paadalaininy (Moving Camp Together), 2008 (detail)





To explore the role of placemaking and place activation within the City of Joondalup. The meeting will review what place activation means and investigate areas and themes of community significance, particularly in relation to the City's Place Activation Strategy.

Objectives:

- To explore perceptions and challenges of place activation in the Joondalup City Centre.
- To identify how the City can support the community to take the lead in place activation in the Joondalup City Centre.
- To prioritise the identified projects in the Joondalup City Centre Place Activation Plan.





This evening, we will:

- · explore the meaning of place
- consider how to advance community-led place activation
- · discuss and prioritise place activation projects.









Coming together is the beginning.

Keeping together is progress.

Working together is success.

- Henry Ford



How have I arrived?

How will I invite others in?







Respect



Be mindful of people's time.

Agree to disagree.

Listen to quieter voices and do not dominate the conversation.

Active listening



Prioritise consent, not consensus.

Listen to all and endeavour to understand the views of others.

Open mindedness



Remain open-minded to all opinions.

Be community-minded.

Do not judge others' opinions or experiences.

Participation



Promote a safe space for all.

Share your views with others and do not keep your thoughts to yourself.



What and who make a place?



In pairs, take turns to ask each other these questions:

- 1. What are some public spaces in your life that have meant something to you?
 - Especially spaces in and around a town/city centre
- 2. What makes these spaces important to you?
 - Think about the physical characteristics and who/what else was there.
- 3. What would it mean if those spaces weren't there?
 - Think about what the spaces provide and the effect if it were absent

What and who make a place?

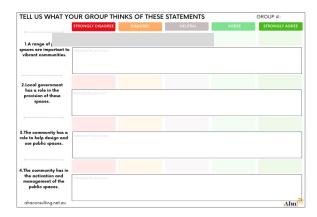


Based on your discussions, how would you score the following statements?

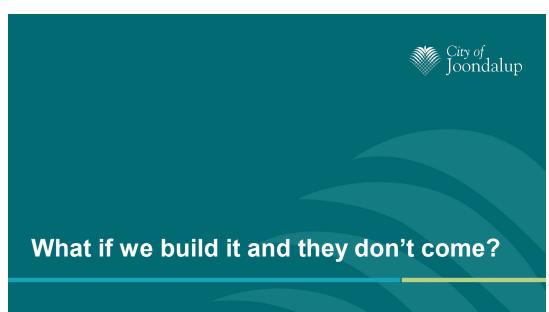
- A range of public spaces are important to vibrant communities.
- The community has a role to help design and use public spaces.
- Local governments have a role in the provision of public spaces.
- The community has a role in activating and managing public spaces.



In your table groups, give each of these statements a score on the template provided:





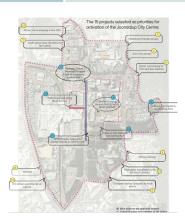




What if we build it and they don't come?







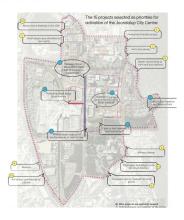


What if we build it and they don't come?



In small groups, discuss how the community can lead and/or be involved in these priority projects:

- A. Art in the streets
- B. Courtyard spaces ('piazzas') as focal points
- C. Pedestrian-friendly streets
- D. Better connectivity to train and bus stations
- E. Youth play spaces (facilities for teenagers)





Exploring priorities



Scan the QR code opposite and complete the online poll to rank the place activation projects in order of most likely to attract community involvement.

Please let the City of Joondalup staff know if you need to borrow a device.

QR CODE





Place activation?

Roles/expectations?

General information?





2024 workplan



Item	Date
Development of the Dog Management Plan	27 May 2024
Exploration of Place Activation	12 Aug 2024
Development of the Bike Plan	18 Nov 2024

