

TUESDAY 21 JULY 2015

14:30-16:00	Arrival coffee & registration				
	SESSION 1A ACTIVATION SIG Room: Throsby	SESSION 1B SMART CITIES Room: Hoskins	SESSION 1C: PLACE BRANDING WORKSHOP Room: McCabe	SESSION 1D: YOU'VE ATTRACTED NEW RETAIL. NOW WHAT? Room: Belmore	SESSION 1E: BUSINESS IMPROVEMENT DISTRICTS SIG Room: Keria
15:00-17:00	Activation - What works and where? Explore initiatives that work with creatives to help energise places. Reimagining places for people to stay and play. Moderated by: Kylie Legge	Smart Cities - Have you developed a digital strategy for your place? Are your systems and infrastructure working smarter for your city? Moderated by: Evelyn King	Place Branding Workshop Malcom Allan, Managing Director, Place Matters, UK	You've attracted new retail. Now what? Molly Alexander, Associate Director, Downtown Austin Alliance, Texas, US	Business Improvement Districts Is there potential for them in Australia? They're common in US and Europe - Is there opportunity or desire to have similar programs here? Moderated by: Steve Bentley

WEDNESDAY 22 JULY 2015

Session 2 Grand Ballroom					
08:30-08:45	Official conference opening & welcome Chair: Rob Henshaw, CEO, ICTC Society				
08:45-09:40	Molly Alexander, Vice President, Downtown Austin Alliance, Texas, U.S. Presentation: Downtown Austin: Youth, Music, Innovation and Tacos		Proudly sponsored by Wollongong City Council		
09:40-10:30	Professor Edward Blakely, Founder and Chair, Future Cities Collaborative Presentation: The Ten Elements of Great City Public Spaces				
10:30-11:00	Morning tea				
Concurrent sessions	SESSION 3A PLACE MAKING Room: Throsby Chair: Bart Curnow, ClarkeHopkinsClarke	SESSION 3B ACTIVATION Room: McCabe Chair: Gary Cattran, Mainstreet Australia	SESSION 3C TRANSPORT/ACCESSIBILITY Room: Hoskins Chair: Diana Griffiths, Studio GL	SESSION 3D CITY/URBAN REVITALISATION Room: Belmore Chair: John Warburton, Warringah Council	
11:00-11:30	Vital Signs - How to get the local edge Jo Kelly, Director, People, Place and Partnership	Backlanes, Bars & Bespoke Businesses - Nurturing the success of a city's Finegrain Robyn Simon, Business Precincts Manager, City of Sydney	People, Places and Parking Steven Burgess, Principal Consultant, MRCagney	#revitalise geelong – A creative approach to market adversity Hilary Rutledge, Manager Central Geelong Action Plan & Tim Hellsten, Manager Planning Strategy & Urban Growth, City of Greater Geelong & Virginia Todd, Regional Development Victoria	
11:30-12:00	Is place measurable? The value proposition for place making Kylie Legge, Director, Place Partners	Setting the structure for successful place activation Alisha Baker, Senior Placemaker Ai Ogawa, Senior Placemaker, Village Well	New travel behaviours don't just happen: Residential and workplace travel planning Alice Woodruff, Senior Sustainable Transport Planner, Urban Trans ANZ	Filling the "Hole in the Donut" – Creating a Heart and Soul for Ku-ring-gai's Town Centres Bill Royal, Team Leader, Urban Design, Ku-Ring-Gai Council	
12:00-12:30	The nuts & bolts of creating high performing and well loved places Gilbert Rochecouste, Placemaker, Village Well	Active spaces in Darebin: Bringing creative & economic vitality to our vacant shops and properties Sarah Poole, Project Officer & Wendy Dinning, Coordinator, Business Development Unit, City of Darebin	Creating Streets for People: Evidence + Partners = Boldness Nigel Smith, Precinct Designer & Karen Mildren, Acting Coordinator Community Safety, Yarra Ranges Council	Collaborative Revitalisation - The Story of Wollongong City Centre Andrew Carfield, Director Planning and Environment & Bridget Jarvis, Senior Strategic Project Officer, Wollongong City Council	
12:30-13:00	Get your Arts into Gear: How to Maximise Place Value using Arts and Technology Jason McFarlane, Principal Consultant, Pracsys Economics	Port Macquarie Council: A journey in Place Making Lucilla Marshall, Group Manager Community Place & Julie Priest, Place Facilitator, Port Macquarie Hastings Council	Understanding the changing nature of Passive Recreation Conrad Grayson, Landscape Architect / Director, sym. studio	Recreating the heart of Melbourne's East Councillor Nora Lamont, City of Maroondah	
13:00-14:00	Lunch				
Concurrent sessions	SESSION 4A ENGAGEMENT AND PARTNERSHIPS Room: Throsby Chair: Steven Burgess, MRCagney	SESSION 4B MARKETING AND MANAGING MAIN STREETS Room: McCabe Chair: John Whelan, Marrickville Council	SESSION 4C BUSINESS IMPROVEMENT /FUNDING PARTNERSHIPS Room: Hoskins Chair: Stephen Sully, Brimbank City Council	SESSION 4D TOWN REVITALISATION Room: Belmore Chair: Jo Kelly, People Place & Partnership	
14:00-14:25	Translating Beautiful Dreams into Messy Reality: Marrying Creativity, Conversation, Strategy and Action to Make Liveable, Loveable Places Sunny Haynes, Partner, Hello City	Delivering and measuring digital success Jodie Reyntjes, Executive Officer, City of Greater Geelong	Projects and services in partnership in Canberra's CBD – How the City Centre Marketing and Improvements Grant benefits the CBD of the nation's capital Jane Easthope, CEO, Canberra CBD Limited	Burt Street Heritage Precinct Project Don Burnett, CEO, City of Kalgoorlie-Boulder	
14:25-14:50	Place and the disengaged majority Vivienne Holloway, Manager, Economic Development and Tourism, City of Victor Harbour	Sunshine Short Film Festival – Creating successful events with no money or grant Bruce White, President, Sunshine Business Association	Absolutely Positively Suburban - A journey in WELLINGTON NZ Roger Tweedy, Principal, Enterprising People	Small towns revitalisation: Golden Plains, Golden Streets Perry Mills, Principal, Perry Mills & Associates Landscape Architects & Paul Ryan, Community Projects Officer, Golden Plains Shire	

14:50-15:15	What Makes Towns Tick - Understanding the DNA of what makes a successful place in the new era of urbanisation Susanne Pini, Principal / Director of Retail + Mixed Use + Urban Living, HDR Rice Daubney	Collective approaches to marketing and management of main streets - Getting it right! Nicole Maslin, Executive Officer, Mainstreet Australia & Economic Development Officer, Banyule City Council	Transition to successful partnerships with Business Improvement Associations in the City of Newcastle Gregory Fenwick, Economic Development Coordinator, The City of Newcastle	Storytelling and Urban Evolution: Anzac Albany Tom Wenbourne, Jan Van Der Mescht & Anthony McEwan, Planning Services & Major Projects, City of Albany
15:15-15:45	Afternoon tea			
Guest speakers	Session 5A Room: Throsby Chair: Richard Brecknock, Brecknock Consulting		Session 5B Room: Belmore Chair: Michael Cowdy, McGregor-Coxall	
15:45-16:25	Stephen Moore, Partner, RobertsDay The Loveable City: How great places lead to great lives	Suzee Brain, Director, Brain & Poulter Food to Activate The Main Street – 5 Critical Success Factors for Making Food A Strong Anchor		
Panel debate	Session 6 Room: Grand Ballroom			
16:25-17:15	Can you build it and they will come? Moderator: Jo Kelly, People, Place and Partnership Join in for an interactive discussion on what makes a great place. What lessons are we learning from how Australian cities and towns are evolving? How do some of the leading thinkers on this topic believe we can create great places that are 'loved' and 'lived in'?		Proudly sponsored by POPP	
17:30-19:00	Networking function - Lagoon Seafood Restaurant			
THURSDAY 23 JULY 2015				
Plenary	Session 7 Room: Grand Ballroom Chair: Steve Bentley, Mainstreet Australia			
08:45 - 08:50	Announcements			
08:50 - 09:40	Malcom Allan, Managing Director, Place Matters, England UK Presentation: Using Place Brand Strategy to Create Liveable and Loveable Cities			
09:40-10:30	Anthony McNulty, Head of Development - Retail & Major Projects, The GPT Group Presentation: Connecting with People			
10:30-11:00	Morning Tea Proudly sponsored by Wollongong City Council			
Concurrent sessions	SESSION 8A CREATIVE AND CULTURAL CITIES Room: Throsby Chair: Claude Ullin, Mainstreet Australia	SESSION 8B MAIN STREET REVITALISATION Room: McCabe Chair: Richard Uglov, Mainstreet Australia	SESSION 8C PLACE: COLLABORATION AND MANAGEMENT Room: Hoskins Chair: Kylie Legge, Place Partners	SESSION 8D CENTRE PERFORMANCE/STRATEGIES Room: Belmore Chair: Jane Easthope, Canberra CBD
11:00-11:30	planARTplace: planning the integration of public art Richard Brecknock, Director, Brecknock Consulting	The Curated Street Matthew Mackay, Practice Leader Landscape Architecture, HASSELL	Mind the Gap - The Art of Transitional Placemaking Felicity Morey, Senior Urban Regeneration Advisor, Christchurch City Council	Revitalising the 21st Century Urban Centre Unplanning the Planned Michael Cowdy, Head of Urban Design, McGregor Coxall
11:30-12:00	Dunedin's Warehouse Precinct: Revitalisation in a Low Growth Environment Glen Hazelton, Policy Planner & Dr Anna Johnson, City Development Manager, Dunedin City Council	The Main Street Cycle: A Co-ordinated Urban Design, Retail Architecture and Economic Solution Michelle Cramer, Director Urban Development, Hames Sharley	Creating vibrant mainstreets and thwarting decaying mainheaps Daniel Gannon, SA Executive Director, Property Council of Australia	Re-thinking the centre Diana Griffiths, Director Urban Design, Studio GL
12:00-12:30	A Beautiful Collision in a Community Garden Karen Summerhays, Environmental Programme Advisor, Auckland Council	The Urban Centres Program in Marrickville Or How an Urban Village Recovered its Mojo (but don't call it Place Making!) John Whelan, Economic Development Unit, Marrickville Council	Reinventing Public Practice through Tactical Agency Naomi Barun, PhD Candidate	A spotlight on centre performance – Looking beyond streetscape beautification and pretty facades Elle Clouston, Senior Consultant, Hill PDA
12:30-13:00	Canada Bay Place Culture: How cultural development has been used to promote participation, prosperity and a sense of place Stephanie Kelly, Manager Place Management, City Of Canada Bay	Urban Renewal: The transformation of the historic town centre of Maroochydore Bronwyn Buksh, Executive Manager, Maroochydore Revitalisation Association	Taupo's Tale of Transformation Gareth Green, Group Manager, Policy & Operations, Taupo District Council & Chris Johnston, Chairman, Towncentre Taupo Inc	Retail as a Catalyst for Successful Placemaking in Town Centres Jeff Greig, Director of Projects and Business Development, Thomas Consultants, Canada
13:00-14:00	Lunch			
Concurrent sessions	SESSION 9A REVITALISATION AND ACTIVATION Room: Throsby Chair: Vivienne Holloway, City of Victor Harbor	SESSION 9B ONLINE AND MARKETING Room: McCabe Chair: Helen Laverty, City of Canada Bay	SESSION 9C DEVELOPMENT AND DESIGN/REVITALISATION Room: Hoskins Chair: Sunny Haynes, Hello City	SESSION 9D ECONOMIC DEVELOPMENT & INVESTMENT Room: Belmore Chair: Jeff Greig, Thomas Consultants

14:00-14:25	Rethinking the strip - Building resilience in main street strips Deiter Lim, Managing Director, Tract Consultants	The Impact of Online Retail Yilong Shi, Senior Consultant, SGS Economics and Planning	Going beyond trends in place creation Jody Summers, National Design Manager Place Making, Stockland	How 'Economics' adds value to our Main Streets and Communities through Streetscape Improvements John Henshall, Director, Essential Economics
14:25-14:50	Rethinking the strip presentation continued Deiter Lim, Managing Director, Tract Consultants	Sunshine Pho Fever – Turning a town centre's weaknesses into strengths Simon McCuskey, Place Manager Sunshine Town Centre, Brimbank City Council	The Place Evolution Process: A new way of creating vibrant communities Bart Curnow, Urban Designer, ClarkeHopkinsClarke	Advantage Wollongong - A best practise approach to regional economic development Mark Grimson, Economic Development Manager, Wollongong City Council & Nigel McKinnon, Regional Director, NSW Trade & Investment
14:50-15:15	Activation: how can things pop-up or pop-in to a local centre day or night? Jo Kelly, Director, People, Place & Partnership	What about me? In the overbearing shadow of Sydney, what has Newcastle NOW's strategy been to leverage the benefits of the creative/digital economy, broadband and free Wi-Fi to build local business outcomes? Evelyn King, Creative Industries Coordinator, Newcastle NOW	Parramatta – Building Australia's next great city: Reversing a cycle of public place decline - Transforming Church Street mall into Centenary Square Bruce Mills, Manager Places Services, Parramatta City Council	Regional Planning and Development: RDA Illawarra David Muscio, Project Officer & Natalie Burroughs, CEO, Regional Development Australia Illawarra
15:15-15:40	From car park to people park: Penrith Trial Park de-risking infrastructure delivery Elise O'Ryan, Place Maker & Kylie Legge, Director, Place Partners	PLACE MATTERS: BRANDING Katherine O'Regan, Councillor, Woollahra Municipal Council	Innovations in Public works – An International Perspective on Place Making Alison Leighton, Director - Infrastructure, Mornington Peninsula Shire	Partnering: A way forward for Business Development Ben Harnwell, Manningham City Council
15:40-16:10	Afternoon Tea			
Concurrent sessions	SESSION 10A PLACE PLANNING Room: Throsby Chair: Lucilla Marshall, Port Macquarie Hastings Council	SESSION 10B SAFER, CLEANER, GREENER CITIES Room: McCabe Chair: Nigel Smith, Yarra Ranges Council	SESSION 10C SUSTAINABLE PLACES Room: Hoskins Chair: Roger Tweedy, Enterprising People	SESSION 10D FUNDING REVITALISATION/EVENING ECONOMY Room: Belmore Chair: Ben Harnwell, Manningham City Council
16:10-16:30	Revitalising St Leonards. Lane Cove Council's Public Domain and Transport Oriented Development Opportunities Wayne Rylands, Formerly Executive Manager, Open Space & Urban Services & Simon Fenton, Urban Design Planner, Lane Cove Municipal Council	Creating New Parks in the Middle Ring Suburbs – Expensive but Not Impossible Ku-ring-gai's Award Winning Open Space Acquisition Strategy Bill Royal, Team Leader, Urban Design Ku-Ring-Gai Council	If you want to create beautiful and sustainable public buildings then sack the architect Dr John Warburton, Deputy General Manager Community, Warringah Council	Creative Destruction: Innovations in community resiliency in Detroit Alex Frankcombe, Town Planner Stakeholder Engagement, TPG WA
16:30-16:50	Mona Vale Place Planning Paul William-Smith, Economic Development Officer & Melinda Hewitt Manager Place Management, Pittwater Council	Does a conversation with the community help change littering behaviours Daniela Santucci, Manager, Resource Recovery, Bankstown City Council	"BLaKC IS THE NEW GREEN": THE BANKSTOWN LIBRARY AND KNOWLEDGE CENTRE - Creating a Sustainable Building and a Great Place James Carey, Manager, Sustainable Development, Bankstown City Council	Revitalising Fremantle Tom Griffiths, Manager Economic Development & Marketing, City of Fremantle
16:50-17:10	Spaces between buildings: Street retail precincts as outdoor restorative and transition spaces Mary Myla Andamon, Lecturer, School of Property, Construction and Project Management, RMIT University	Roads, rats, rubbish and removing graffiti: Local Governments role in managing graffiti Rick Wiesel, Coordinator Graffiti Removal & Joseph Butita, Manager, Civil and Park Maintenance, Blacktown City Council	Sustainable Rhodes: Community partnerships for a better future Helen Laverty, Place Manager Rhodes & Belinda Koytz, Sustainability Projects Co-ordinator, City of Canada Bay	Changing Rhythms: Wollongong City Centre's Evening Economy & Cultural Plan presentation followed by walking tour Angela Perkovic & Sue Savage, Wollongong City Council
17:10	Close of Educational Sessions			
17.20-18:40	Evening economy walking tour: Visit lane way bars and boutique cafes, talk from business owners about why they are choosing Wollongong, Wollongong Central, new mall lighting. See the evening markets in action. Departs from Novotel lobby - finishes at Humber Bar in CBD.			
FRIDAY 24 JULY 2015				
Wollongong Field Trip - Proudly sponsored by Wollongong City Council Departs Chifley 8.35am Departs Novotel 9.00am Returns to Novotel at 3.15pm			Parramatta Field Trip - Proudly sponsored by Parramatta City Council Departs Chifley 8.35am Departs Novotel 8.45am Returns to Novotel by 5.00pm Airport drop offs: Delegates depart Parramatta at 3pm arriving approximately 3.45 pm at Sydney airport. Note: Traffic congestion may delay airport drop off arrival times	

Note: Program is correct at time of printing