

Program - Thursday 26 October 2017

Session 1 Conference Opening and Keynote Presentations		<i>Proudly sponsored by City of Stonnington</i>			
Room: Promenade Chair: Duncan Gilchrist, ICTC Society					
8:30-8:35	Conference Opening and Welcome				
8:35-8:40	Robert Doyle AC, Lord Mayor, City of Melbourne				
8:40-8:45	Jami Klisaris, Mayor, City of Stonnington				
8:45-9:35	Jessica Lappin, President, Alliance for Downtown New York, USA #DownIsWhatsUp: How collaboration and innovation brought downtown NYC back				
9:35-10:25	Professor Rob Adams, Director City Design and Projects, City of Melbourne The art of incremental city transformation				
10:25-10:55	Refreshment Break & Exhibition				
Session 2A Keynote Presentations			Session 2B Keynote Presentations		
Room: Promenade Chair: Nicole Maslin, Mainstreet Australia			Room: M3/4 Chair: Steve Bentley, Mainstreet Australia		
10:55-11:25	Robbie Robertson, Partner, Spatial & Brand Experience, Deloitte Innovation in Digital and Physical: Two worlds becoming one	Stuart Moseley, CEO, Victorian Planning Authority The importance of collaboration, innovation and leadership when transforming key precincts in an urban environment			
11:25-11:55	Brian Haratsis, Executive Chairman, MacroPlan Dimasi Big Cities vs Regions: Is it the end for regional cities?	Peter Smith, CEO, City of Port Phillip Public Sector Leadership: Creating new value for cities			
Session 3A Co-working & Incubators		Session 3B Revitalisation		Session 3C Regional Collaboration & Activation	
Room: Promenade Chair: Wendy Dinning, City of Darebin		Room: M3/4 Chair: David Cooke, City Collective		Room: M1/2 Chair: Stephanie Kelly, City of Canada Bay Council	
11:55-12:25	Culture Clash: Flexible workspace, coworking and the future Kimberley Paterson, Associate Director, Knight Frank	Lismore city CBD revitalisation – An award winning case study Brent McAlister, Executive Director, Sustainable Development & Isaac Smith, Mayor, Lismore City Council	Cut the red tape and the benefits for communities will keep flowing Robyn Hobbs, NSW Small Business Commissioner, Office of the NSW Small Business Commission	Session 3D Investment & Development Room: M7/8 Chair: Steve Bentley, Mainstreet Australia	
12:25-12:55	Small business in the fast lane (Newtown business accelerator) Duncan Gilchrist, Economic Development Manager, Inner West Council	Queanbeyan CBD transformation - a mash up of opportunities Martin Darcy, Service Manager - Business and Innovation, Queanbeyan-Palerang Regional Council	Future proofing regional towns Kylie Legge, Director, Place Partners	Can councils stimulate private investment through catalyst sites? Kate Roffey, Director, City Economy Innovation and Liveability, City of Wyndham	
12:55-13:50	Lunch & Exhibition				QVM tour departs 1.45pm
Session 4A Future Places/Creative Places		Session 4B Pop Up	Session 4C Main Streets	Session 4D Regional Collaboration	Session 4E Workshop
Room: Promenade Chair: Matt Comport, City of Stonnington		Room: M3/4 Chair: Sarah Poole, Thriving Places	Room: M1/2 Chair: Robyn Hobbs, Office of NSW Small Business Commissioner	Room: M7/8 Chair: Beth Andean, City of Parramatta	Room: M5/6
13:50-14:20	Place, Proximity, Partnerships - fostering a culture of innovation in cities and communities Jacyl Shaw, Corporate Liaison Director, University of Melbourne	Shopfronts & Place – simple improvements that transforms and activates a shopping precinct Ching Ching Lee, Founder, POP Creative Collective	Bridge Rd - case study of marketing and managing an activity centre in transition Herschel Landes, President, Bridge Rd Mainstreet inc	#imagnetomorrow – West Toowoomba local plan collaboration, techniques and tools Michelle Milton, Senior Planner, Strategic Planning and Economic Development, Toowoomba Regional Council & Michael McKeown, Director, Jensen PLUS	Design for social innovation Julia Suh, Urban Strategist, Urban Toolbox

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14:20-14:50	Liveability and productivity in the future mega metro regions of Australia in 2057 David Barnard, Technical Director - Urban Design and Master Planning, AECOM	Places for people - Moreland Parklet Program Munir Vahanvati, Unit Manager, Urban Design & Sarah Borg, Senior Urban Designer, Moreland City Council	What is real innovation and creativity in a modern mainstreet - it's not just about apps and technology Ali Uren, Founder & Director, Kiikstart Pty Ltd	Can a collaborative plan for the delivery of infrastructure help shape the future growth of a regional city? Bridget Maplestone, Strategic Planner - Projects, City of Greater Bendigo	Workshop continued
14:50-15:20	Sydney Road, Brunswick – Exploring our future: the Siteworks Story Will Coogan, Place Manager, Moreland City Council & Joseph Norster, Creative Director Programming, These Are The Projects We Do Together	Place-making, Identity & Pride: How a suburban shopping centre pop-Up park reconnected a community Fae Ballingall, Strategic Planner, Banyule City Council & Sam Walsh, Director, Chatterbox Projects	Resilience of neighbourhood main streets Jackie Fristacky, Councillor, City of Yarra	Connecting communities: place making in a regional context Anne Cleverley, Community Development Coordinator & Simon Schweitzer, Manager Community Culture and Information, Bega Valley Shire Council	
15:20-15:50	Refreshment Break & Exhibition				<i>Proudly sponsored by City of Stonnington</i>
	Session 5A Main Street Panel Session Room: Promenade Moderator: Nicole Maslin, Mainstreet Australia	Session 5B Waterfront Revitalisation Room: M3/4 Chair: Tim Short, Hobart City Council	Session 5C Engagement & Collaboration Room: M1/2 Chair: Munir Vahanvati, Moreland City Council	Session 5D Tourism & Economic Development Room: M7/8 Chair: Siu Chan, Yarra City Council	Session 5E Food/Heritage Room: M5/6 Chair: Carmel Boyce, Equity Justice Access
15:50-16:15	Leading by example Heidi Crundwell, Centre Manager, Victoria; Graeme Cullen, President, Carnegie Traders Association; Louise Zelenich, Owner, Pallino bar, Thornbury; John Rae, President, Portarlington Business Association; Joseph Tabacco, Manager Property & Economic Development, Banyule City Council; Peter McNabb, Peter McNabb and Associates	Place-making: a shared approach Paola McCarthy, Events and Marketing Manager & Samuel Burke, General Manager, Darwin Waterfront Corporation	Imagine Ermington Nicole Carnegie, Place Manager, City of Parramatta Council	Short term games, long term gains David Cooke, Director, City Collective	Why some F & B tenders TANK Suzee Brain, Director, Brain&Poulter
16:15-16:40		Redcliffe Foreshore master plan and activation strategy Chris Isles, Executive Director Planning, place design group	Adaptive community engagement: an agile approach to rebuild community trust and confidence Lily Wang, Place Manager, City of Parramatta Council	The Elton effect Gerald Carlyon, Director Development Services & Samantha Self, City Centre Coordinator, Mackay Regional Council	Down on mainstreet – adaptive reuse of Auckland's heritage buildings Lloyd Macomber, Director, Salmond Reed Architects
	Session 6 Panel				<i>Proudly sponsored by Victorian Planning Authority</i>
	Room: Promenade Moderator: Jacyl Shaw, University of Melbourne				
16:40-17:20	Innovation, collaboration and leadership in cities: What's the big deal? Jessica Lappin, Alliance for Downtown New York, Mike Lydon, Street Plans Collaborative, Brian Haratsis, MacroPlan Dimasi, Prof. Rob Adams, City of Melbourne, Rachel Dapiran, Victorian Planning Authority				
17:30-19:00	Networking Function Boat Builders Yard (ticket holders only)				

Thank you to sponsors who hosted field trips:



Wednesday 25 October
9:30am - 4:30pm



Wednesday 25 October
10:00am - 4:30pm



Program - Friday 27 October 2017

Session 7 Keynote Presentations

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Room: Promenade Chair: Chris Isles, place design group

8:45-9:38	Mike Lydon, Principal, The Street Plans Collaborative, Miami, USA Tactical Urbanism: A community changemaker's guide to collaboration in the 21st century city
9:38-10:20	Gary Horwitz, Head of Retail, Investment Management, Lendlease & Board Member, Shopping Centre Council of Australia Creating Streets in Malls - the new normal

10:20-10:50 Refreshment Break & Exhibition Proudly sponsored by Brain&Poulter

	Session 8A Innovation & Technology	Session 8B Investment & Sustainability	Session 8C Place Making	Session 8D Main Street Marketing
	Room: Promenade Chair: Gary Cattran, City of Darebin	Room: M3/4 Chair: Lily Wang, City of Parramatta Council	Room: M1/2 Chair: Julia Suh, Urban Toolbox	Room: M7/8 Chair: Andrew Hoyne, Hoyne
10:50-11:20	Using technology to engage and improve your communities Rob Kyne, Senior Consultant, Pracsys/Culture Counts	Open space reinvestment – recycling open space for community benefit Natalie Boyd, Practice Director, KJA & Amanda McMurtrie, Strategic Property Officer, Penrith City Council	Is it worth the effort? Honest perspectives on placemaking, tactical urbanism and community-led approaches to building urban resilience Lucinda Hartley, CEO/CoFounder, CoDesign Studio	Creating a better business mix David West, Principal Consultant, Premier Retail Marketing
11:20-11:50	Virtual Moreland Project Munir Vahanvati, Unit Manager Urban Design, Moreland City Council	Embarking on building the world's most sustainable shopping centre Jack Davis, Development Manager, Retail at Frasers Property Australia	The art of place leadership, innovation & curation of place to the commons: From Carlton Connect to the Adelaide laneways Gilbert Rochecoste, Managing Director, Village Well	You get more bees with honey -harnessing the collective energy of people who work in city centres Jodie Reyntjes, Executive Officer, Central Geelong Marketing/ City of Greater Geelong
11:50-12:20	Free Wi-Fi in retail centres, what works, what doesn't and what's needed Phill Loader, Economic Development Coordinator, Maribyrnong City Council	It's too darn hot – a sustainable solution in the city Tara Wilkinson, Place Management Corodinator, City of Canada Bay Council	Building creative infrastructure to maintain cultural capital Siu Chan, Unit Manager, Arts Culture and Venues & Amanda Stone, Mayor, City Of Yarra	How main streets and local businesses are utilising digital; how social media supports marketing and where are the future opportunities
12:20-12:50	Incrementally smart! The story of the city of Canada Bay's journey to creating a more intelligent city Stephanie Kelly, Manager Place Management & Philip Edney, Director Community Development, City of Canada Bay	White Gum Valley: infill development that invites the eccentric and outlaws 'business as usual' Tanya Babaeff, PhD Candidate, Curtin University	Art and culture; what do they mean in urban development? Mark McClelland, Co-founder and Creative Director, Cultural Capital	Therese Ceniti, Digital Business and Tourism Officer, City of Darebin; Stavros Zikou, Centre Manager, Victoria & Maleik Edwards, Marketing Manager, 100 Burgers Group
12:50-13:45	Lunch & Exhibition			

Thank you to sponsors who hosted field trips:

	City of STONNINGTON	Wednesday 25 October 10:00am - 4:00pm		Wednesday 25 October 4:30pm - 7:30pm
	CITY OF MELBOURNE	Wednesday 25 October 5:15pm - 7:30pm		

Friday 27 October 2017

	Session 9A Innovative & Diverse Economies Room: Promenade Chair: David Barnard, AECOM	Session 9B Building Pride Room: M3/4 Chair: Lucinda Hartley, CoDesign Studio	Session 9C Transport & Activation Room: M1/2 Chair: Jodie Reyntjes, City of Greater Geelong	Session 9D Investment, Engagement & Design Room: M7/8 Chair: Lloyd Macomber, Salmond Reed Architects	Session 9E Visioning/Workshop Room: M5/6 Chair: Tanya Babaeff, Curtin University Sustainability Policy Institute
13:45-14:15	Transforming Hobart Tim Short, Group Manager, Executive + Economic Development, City of Hobart	Community pride, business investment and improved economic performance requires meaningful town & main street branding Andrew Hoyne, Principal and Founder, Hoyne	Car parking: It's more than just car parking Tim Lecky, Consultant, MRCagney	Revealing your true centre—a place-based approach to data-driven decision making in town and neighbourhood centres Beth Andean, Senior Project Officer, City of Parramatta Council	The future of visioning Justin Ray, Principal, Urban Design, Tract
14:15-14:45	Leading change and innovation – from mining to higher education Fiona Plesman, Director, Planning, Community and Corporate Services, Muswellbrook Shire Council	Tapping into community pride for place making success - Pride of Melton Project Bruce Marshall, Coordinator Economic Development and Tourism & Terri Johnston, Place Engagement and Activation, Melton City Council	Main streets... principles and innovations Peter Annand, Director, Annand Associates	Activate Ku-Ring-Gai Juliet Byrnes, Project Manager, Major Projects & Andrew Watson, Director Strategy and Environment, Ku-ring-gai Council	'No Vacancies' Workshop Sarah Poole, Director, Thriving Places
14:45-15:15	Facilitating development in a transitioning mining economy Gerard Carlyon, Director Development Services, Mackay Regional Council	A renewed approach to neighbourhood renewal Emma Price, Neighbourhood Development Officer, Maribyrnong City Council	An integrated place-based approach to one of Melbourne's most famous streets—the Acland Street up-grade David Power, Economic Development Coordinator & Craig McLean, Coordinator City Design, City of Port Phillip	Age'n'dem, age and dementia friendly streetscapes toolkit, walking environments to support older people to walk more and for longer Carmel Boyce, Director, Equity Justice Access	
15:15-15:45	Refreshment Break & Exhibition				
	Session 10A Industry Specialists Room: Promenade Chair: Steve Bentley, Mainstreet Australia		Session 10B Industry Specialists Room: M3/4 Chair: Kate Roffey, Wyndham City Council		
15:45-16:20	Smart cities still need to be good for people Kylie Legge, Director, Place Score		Putting the EAT in strEAT - re-invigorating towns through strategic use of F&B Suzee Brain, Director, Brain&Poulter Pty Ltd		
16:20-16:55	Innovative ways to create liveable neighbourhoods and activity centres Dean Landy, Architect & Urban Designer, ClarkeHopkinsClarke Architects		Retail and cultural activation that works: The DNA of vibrant and successful night economies Gilbert Rochecouste, Managing Director, Village Well		
16:55-17:05	Conference Wrap Up Room: Promenade				