

**TUESDAY 21 JULY 2015**

<b>14:30-16:00</b>	Arrival coffee & registration			
<b>Session 1 Special interest group sessions and workshop</b>				
<b>15:00-17:00</b>	<p><b>Activation</b> - what works and where? Explore initiatives that work with creatives to help energise places. Reimagining places for people to stay and play - drums, chalk, boxes, gardens, food trucks and ping pong. What will pop up next?</p>	<p><b>Smart Cities</b> - Have you developed a digital strategy for your place? Are your systems and infrastructure working smarter for your city? Should Australian and New Zealand cities embrace the smart city technologies being used in Europe, US and Asia? What's within our reach and how do we start?</p>	<p><b>Business Improvement Districts</b> Is there potential for them in Australia? They're common in US and Europe - Is there opportunity or desire to have similar programs here?</p>	<p><b>Place Branding Workshop</b> Malcom Allan, Managing Director, Place Matters, UK</p>

**WEDNESDAY 22 JULY 2015**

<b>Plenary</b>	<b>Session 2 Keynote Grand ballroom</b>			
<b>08:30-08:45</b>	Official conference opening & welcome			
<b>08:45-09:40</b>	<b>Molly Alexander, Associate Director, Downtown Austin Alliance, Texas, U.S.</b> Presentation: Downtown Austin. Youth, music, innovation and tacos.			
<b>09:40-10:30</b>	<b>Professor Edward Blakely, Founder and Chair, Future Cities Collaborative</b> Presentation: Bringing Wollongong Back			
<b>10:30-11:00</b>	Morning tea			
<b>Concurrent sessions</b>	<b>SESSION 3A PLACE MAKING</b> Room: Throsby	<b>SESSION 3B ACTIVATION</b> Room: McCabe	<b>SESSION 3C TRANSPORT/ACCESSIBILITY</b> Room: Hoskins	<b>SESSION 3D CITY/URBAN REVITALISATION</b> Room: Belmore
<b>11:00-11:30</b>	<p><b>Vital Signs - how to get the local edge</b> Jo Kelly, Director, People, Place and Partnership</p>	<p><b>Backlanes, Bars &amp; Bespoke Businesses - Nurturing the success of a city's Finegrain</b> Robyn Simon, Business Precincts Manager, City of Sydney</p>	<p><b>Parking: its influence on People, Places and Prosperity</b> Steven Burgess, Principal Consultant, MRCagney</p>	<p><b>Revitalising Geelong: Making grand ideas reality</b> Hilary Rutledge, Manager Central Geelong Action Plan &amp; Tim Hellsten, Manager Planning Strategy &amp; Urban Growth, City of Greater Geelong</p>
<b>11:30-12:00</b>	<p><b>Is place measurable? The value proposition for place making.</b> Kylie Legge, Director, Place Partners</p>	<p><b>Setting the structure for successful place activation</b> Alisha Baker, Senior Placemaker &amp; Ai Ogawa, Senior Placemaker, Village Well</p>	<p><b>New travel behaviours don't just happen: residential and workplace travel planning</b> Alice Woodruff, Senior Sustainable Transport Planner, Urban Trans ANZ</p>	<p><b>Filling the "Hole in the Donut" - Creating a Heart and Soul for Ku-ring-gai's Town Centres</b> Andrew Watson, Director Strategy And Environment, Ku-Ring-Gai Council</p>
<b>12:00-12:30</b>	<p><b>The nuts &amp; bolts of creating high performing and well loved places</b> Gilbert Rochecouste, Placemaker, Village Well</p>	<p><b>Active Spaces in Darebin</b> Sarah Poole, Business Development Unit, City of Darebin</p>	<p><b>Creating Streets for People: Evidence + Partners = Boldness</b> Nigel Smith, Precinct Designer &amp; Karen Mildren, Acting Coordinator Community Safety, Yarra Ranges Council</p>	<p><b>Collaborative Revitalisation - The Story of Wollongong City Centre</b> Renee Campbell, Manager Environmental Strategy and Planning, Wollongong City Council</p>
<b>12:30-13:00</b>	<p><b>Get your Arts into Gear: How to Maximise Place Value using Arts and Technology</b> Jason McFarlane, Principal Consultant, Pracsys Economics</p>	<p><b>Port Macquarie Council: a journey in Place Making</b> Lucilla Marshall, Group Manager Community Place &amp; Julie Priest, Place Facilitator, Port Macquarie Hastings Council</p>	<p><b>Understanding the changing nature of Passive Recreation</b> Conrad Grayson, Landscape Architect /Director, sym. studio</p>	<p><b>Recreating the heart of Melbourne's East</b> Councillor Nora Lamont, City of Maroondah</p>
<b>13:00-14:00</b>	Lunch			
<b>Concurrent sessions</b>	<b>SESSION 4A ENGAGEMENT AND PARTNERSHIPS</b> Room: Throsby	<b>SESSION 4B MARKETING AND MANAGING MAIN STREETS</b> Room: McCabe	<b>SESSION 4C BUSINESS IMPROVEMENT / FUNDING PARTNERSHIPS</b> Room: Hoskins	<b>SESSION 4D TOWN REVITALISATION</b> Room: Belmore
<b>14:00-14:25</b>	<p><b>Translating Beautiful Dreams into Messy Reality: Marrying Creativity, Conversation, Strategy and Action to Make Liveable, Loveable Places</b> Sunny Haynes, Partner, Hello City</p>	<p><b>Delivering and measuring digital success</b> Jodie Reyntjes, Executive Officer, Greater City of Geelong</p>	<p><b>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</b> Jane Easthope, CEO, Canberra CBD Limited</p>	<p><b>Burt Street Heritage Precinct Project</b> Don Burnett, CEO, City of Kalgoorlie-Boulder</p>
<b>14:25-14:50</b>	<p><b>Place and the disengaged majority</b> Vivviene Holloway, Manager, Economic Development and Tourism, City of Victor Harbour &amp; Greg Mackie OAM</p>	<p><b>Sunshine Short Film Festival - creating successful events with no money or grant</b> Bruce White, President, Sunshine Business Association</p>	<p><b>Absolutely Positively Suburban - A journey in WELLINGTON NZ</b> Roger Tweedy, Principal, Enterprising People</p>	<p><b>Small towns revitalisation: Golden Plains, Golden Streets</b> Perry Mills, Principal, Perry Mills &amp; Associates Landscape Architects &amp; Paul Ryan, Community Projects Officer, Golden Plains Shire</p>

<b>14:50-15:15</b>	<b>Community Planning: How two diverse suburbs created their communities.</b> Kym Murphy, Executive Officer Community Planning and Engagement & Samantha Press, CDO Urban Region, Yarra Ranges Council	<b>Collective approaches to marketing and management of main streets-Getting it right!</b> Nicole Maslin, Executive Officer, Mainstreet Australia & Economic Development Officer, Banyule City Council	<b>Transition to successful partnerships with Business Improvement Associations in the City of Newcastle</b> Gregory Fenwick, Economic Development Coordinator, The City of Newcastle	<b>Urban Revitalisation &amp; Place Making in a Regional Town - Anzac Albany</b> Tom Wenbourne, Jan Van Der Mescht & Anthony McEwan, Planning Services & Major Projects, City of Albany
<b>15:15-15:45</b>	<b>Afternoon tea</b>			
<b>Guest speakers</b>	<b>Session 5A Room: Throsby</b>		<b>Session 5B Room: Belmore</b>	
<b>15:45-16:25</b>	<b>Stephen Moore, Partner, RobertsDay</b> The Loveable City: How great places lead to great lives		<b>Suzee Brain, Director, Brain &amp; Poulter</b> Food to Activate The Main Street – 5 Critical Success Factors for Making Food A Strong Anchor	
<b>Panel debate</b>	<b>Session 6 Room: Grand ballroom</b>			
<b>16:25-17:15</b>	<b>Creating liveable and loveable places - The debate on how to create</b> Panelists: Paul Donegan, Cities Program, The Grattan Institute, Professor Edward Blakely Future Cities Collaborative, Steven Burgess, MRCagney, Sunny Haynes, Hello City and other invited panelists			
<b>17:30-19:00</b>	<b>Networking function - Lagoon Seafood Restaurant</b>			
<b>THURSDAY 23 JULY 2015</b>				
<b>Plenary</b>	<b>Session 7 Keynote Room: Grand Ballroom</b>			
<b>8:45 - 08:50</b>	Announcements			
<b>08:50 - 9:40</b>	<b>Malcom Allan, Managing Director, Place Matters, England UK</b> Presentation: Using Place Brand Strategy to Create Livable and Lovable Cities			
<b>09:40-10:30</b>	<b>Anthony McNulty, Head of Development - Retail &amp; Major Projects, The GPT Group</b> Presentation: Connecting with People			
<b>10:30-11:00</b>	<b>Morning Tea</b>			
<b>Concurrent sessions</b>	<b>SESSION 8A CREATIVE AND CULTURAL CITIES</b> Room: Throsby	<b>SESSION 8B MAIN STREET REVITALISATION</b> Room: McCabe	<b>SESSION 8C PLACE: COLLABORATION AND MANAGEMENT</b> Room: Hoskins	<b>SESSION 8D CENTRE PERFORMANCE /STRATEGIES</b> Room: Belmore
<b>11:00-11:30</b>	<b>planARTplace: planning the integration of public art</b> Richard Brecknock, Director, Brecknock Consulting	<b>The Curated Street</b> Mary Papaioannou, Principal, Landscape Architect, HASSELL	<b>Mind the Gap-The Art of Transitional Placemaking</b> Felicity Morey, Senior Urban Regeneration Advisor, Christchurch City Council	<b>RE-CREATING the NEIGHBOURHOOD centre</b> Diana Griffiths, Director Urban Design, Studio GL
<b>11:30-12:00</b>	<b>Dunedin's Warehouse Precinct: Revitalisation in a Low Growth Environment</b> Glen Hazelton, Policy Planner & Dr Anna Johnson, City Development Manager, Dunedin City Council	<b>The Main Street Cycle: A Co-ordinated Urban Design, Retail Architecture and Economic Solution</b> Geoff Parnell, Director Strategic Services & Michelle Cramer, Director Urban Development, Hames Sharley	<b>Collaborative Governance – How Everyone Becomes a Place Manager</b> Aidan Mullen, Place Manager, Activity Centres, Kingston City Council	<b>Revitalising the 21st Century Urban Centre   Unplanning the Planned</b> Michael Cowdy, Head of Urban Design, McGregor Coxall
<b>12:00-12:30</b>	<b>A Beautiful Collision in a Community Garden</b> Karen Summerhays, Environmental Programme Advisor, Auckland Council	<b>The Urban Centres Program in Marrickville Or How an Urban Village Recovered its Mojo (but don't call it Place Making!)</b> John Whelan, Economic Development Unit, Marrickville Council	<b>Let's Do It Together...but how?</b> Naomi Barun, Senior Urban Designer & Munir Vahanvati, Urban Design Unit Manager, Moreland City Council	<b>A spotlight on centre performance – looking beyond streetscape beautification and pretty facades</b> Elle Clouston, Senior Town Planner, Place Design Group
<b>12:30-13:00</b>	<b>Canada Bay Place Culture: How cultural development has been used to promote participation, prosperity and a sense of place</b> Stephanie Kelly, Manager Place Management, City Of Canada Bay Council	<b>Urban Renewal: The transformation of the historic town centre of Maroochydore</b> Bronwyn Buksh, Executive Manager, Maroochydore Revitalisation Association	<b>Taupo's Tale of Transformation</b> Gareth Green, Group Manager, Policy & Operations, Taupo District Council & Chris Johnston, Chairman, Towncentre Taupo Inc	<b>Retail as a Catalyst for Successful Placemaking in Town Centres</b> Jeff Greig, Director of Projects and Business Development, Thomas Consultants, Canada
<b>13:00-14:00</b>	<b>Lunch</b>			

Concurrent sessions	SESSION 9A REVITALISATION AND ACTIVATION Room: Throsby	SESSION 9B MARKETING AND BRANDING Room: McCabe	SESSION 9C DEVELOPMENT AND DESIGN Room: Hoskins	SESSION 9D ECONOMIC DEVELOPMENT & INVESTMENT Room: Belmore
14:00-14:25	<b>Rethinking the strip - building resilience in main street strips</b> Deiter Lim, Managing Director, Tract Consultants	<b>The power of place branding - how it can catalyse renewal and unleash confidence</b> Tamara Coles, Visual Communications Manager & Gilbert Rochecoste, Placemaker, Village Well	<b>Going beyond trends in place creation</b> Jody Summers, National Design Manager Place Making, Stockland	<b>How 'Economics' adds value to our Main Streets and Communities through Streetscape Improvements</b> John Henshall, Director, Essential Economics
14:25-14:50	<b>Rethinking the strip presentation continued</b> Deiter Lim, Managing Director, Tract Consultants	<b>Sunshine Pho Fever – turning a town centre's weaknesses into strengths</b> Simon McCuskey, Place Manager Sunshine Town Centre, Brimbank City Council	<b>The Place Evolution Process: A new way of creating vibrant communities</b> Bart Curnow, Urban Designer, ClarkeHopkinsClarke	<b>Advantage Wollongong - a best practise approach to regional economic development</b> Mark Grimson, Economic Development Manager, Wollongong City Council & Nigel McKinnon, Regional Director, NSW Trade & Investment
14:50-15:15	<b>Activation: how can things pop-up or pop-in to a local centre day or night?</b> Jo Kelly, Director, People, Place & Partnership	<b>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?</b> Evelyn King, Creative Industries Coordinator, Newcastle NOW	<b>Parramatta – Building Australia's next great city</b> Bruce Mills, Manager Places Services, Parramatta City Council	<b>Regional Planning and Development: RDA Illawarra</b> David Muscio, Project Officer Natalie Burroughs, CEO, Regional Development Australia Illawarra
15:15-15:40	<b>From car park to people park: Penrith Trial Park - De-risking infrastructure delivery</b> Elise O'Ryan, Place Maker & Kylie Legge, Director, Place Partners	<b>PLACE MATTERS: BRANDING</b> Katherine O'Regan, Councillor, Woollahra Municipal Council	<b>Innovations in Public works – An International Perspective on Place Making</b> Alison Leighton, Director - Infrastructure, Mornington Peninsula Shire	<b>Partnering: A way forward for Business Development</b> Ben Harnwell, Manningham City Council
15:40-16:10	<b>Afternoon Tea</b>			
Concurrent sessions	SESSION 10A PLACE PLANNING Room: Throsby	SESSION 10B SAFER, CLEANER, GREENER CITIES Room: McCabe	SESSION 10C SUSTAINABLE PLACES Room: Hoskins	SESSION 10D FUNDING REVITALISATION/ EVENING ECONOMY Room: Belmore
16:10-16:30	<b>Revitalising St Leonards. Lane Cove Council's Public Domain and Transport Oriented Development Opportunities</b> Wayne Rylands, Executive Manager, Open Space & Urban Services & Simon Fenton, Urban Design Planner, Lane Cove Municipal Council	<b>Creating New Parks in the Middle Ring Suburbs – Expensive but Not Impossible Ku-ring-gai's Award Winning Open Space Acquisition Strategy</b> Andrew Watson, Director Strategy And Environment, Ku-Ring-Gai Council	<b>If you want to create beautiful and sustainable public buildings then sack the architect</b> John Warburton, Deputy General Manager Community, Warringah Council	<b>Creative Destruction: Innovations in community resiliency in Detroit</b> Alex Frankcombe, Planner & Urban Designer, Hames Sharley
16:30-16:50	<b>Mona Vale Place Planning</b> Paul William-Smith, Economic Development Coordinator, Pittwater Council	<b>Does a conversation with the community help change littering behaviours</b> Daniela Santucci, Manager, Resource Recovery, Bankstown City Council	<b>"BLaKc IS THE NEW GREEN": THE BANKSTOWN LIBRARY AND KNOWLEDGE CENTRE - Creating a Sustainable Building and a Great Place</b> James Carey, Manager, Sustainable Development, Bankstown City Council	<b>Revitalising Fremantle</b> Tom Griffiths, Manager Economic Development & Marketing, City of Fremantle
16:50-17:10	<b>Spaces between buildings: street retail precincts as outdoor restorative and transition spaces</b> Mary Myla Andamon, Lecturer, School of Property, Construction and Project Management, RMIT University	<b>Roads, rats, rubbish and removing graffiti: Local Governments role in managing graffiti</b> Rick Wiezel, Coordinator Graffiti Removal, Blacktown City Council	<b>Sustainable Rhodes: Community partnerships for a better future</b> Helen Laverty, Place Manager Rhodes & Belinda Koytz, Sustainability Projects Co-ordinator, City of Canada Bay	<b>Changing Rhythms: Wollongong City Centre's Evening Economy &amp; Cultural Plan presentation followed by walking tour</b> Angela Perkovic & Sue Savage, Wollongong City Council
17:10	<b>Close of Educational Sessions</b>			
17.20-18:40	<b>Evening economy walking tour:</b> 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. For registered delegates only. Departs from Novotel finishes in CBD.			
<b>FRIDAY 24 JULY 2015</b>				
9:00 - onwards	Wollongong Field Trip - Proudly sponsored by Wollongong City Council Departs Novotel Wollongong at <b>9am</b> Field trip returns to Novotel Wollongong at <b>3.15pm</b>		Parramatta Field Trip - Proudly sponsored by Parramatta City Council Departs Novotel Wollongong at <b>9am</b> Kingsgrove train station drop off for delegates (15 min taxi or train ride to Sydney Airport) at <b>3.15pm</b> Field trip returns to Novotel Wollongong at <b>5.00pm</b>	