





AUSTRALIAN PLACEMAKING SUMMIT

17-18 June 2025
Melbourne Convention & Exhibition Centre

 placemakingsummit.com.au

Conference Agenda

Day 1 - 17th June 2025

 **07:50 - 08:50**
REGISTRATION

 **08:50 - 09:00**
MC OPENS

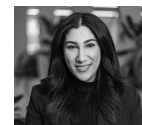
 **09:00 - 09:30**

Speed Networking

This speed networking session will allow delegates to introduce themselves and swap business cards with other conference attendees.

 **09:30 - 10:00**

License to Play: How to Fast-Track Placemaking, Get Stakeholder Buy-In and Boost Creativity



- Discover how Burwood's innovative "License to Play" initiative has redefined placemaking by cutting red tape and fuelling community creativity
- This session explores how streamlined processes and flexible policies empower residents and businesses to rapidly activate public spaces with innovative ideas
- By fast-tracking projects and enhancing creative freedom, Burwood's approach shows how placemaking can be transformed into a dynamic, community-driven force for lasting urban change

Miriam Wassef, Executive Manager – Place Management & Communication, Burwood Council

🕒 10:00 - 10:30

Talking in Three Tongues: Creative Placemaking that speaks to Communities, Culture and Infrastructure

Meaningful creative placemaking projects require a close engagement with the specifics of place: its built and natural character, its communities and its histories and social memories. Unfortunately in the past, some placemaking practice has been quite generic - 'lighter, quicker, cheaper' has sometimes made for same, same, same.

We know that the particularities of place are tied up in communities of wonderful / wondrous people, messy tangles of local politics and spreadsheets of unrealistic timeframes.

So how do we succeed in such a context?

With difficulty.
And patience.
And conviction.

Michael will discuss three of City People's recent projects that traverse the spectrum of high level policy (Singapore's 10-year public art plan), through to curatorial strategy and implementation (in three NSW hospital redevelopments); and to a temporary living heritage installation by Auntie Lola Ryan (a NSW Uptown / CID initiative).

Focusing on challenges and learnings, these case studies will highlight the need for an ability to 'speak to' the needs of communities, arts/culture and infrastructure.

Dr Michael Cohen, Director, City People



🕒 10:30 - 11:00

Regenerative Placemaking: The New Wave of Placemaking – A Call to Action

Regenerative Placemaking is a call to action for our times. Given we are in a time of multiple tipping points, the next five years are crucial to create change. We are looking to transform our cultures from business as usual to a story that nourishes life. In this keynote, we will unpack how we can embrace the innovations of our time to help strengthen our places and bring joy, meaning and beauty to our places and communities.

Through exploring five meta-trends, we will look at how Regenerative Placemaking can help us think and act in much more integral and holistic ways. With the aim to mobilise hearts and minds, this approach brings in people power to mobilise local action and systemic change, creating more Regenerative cultures, behaviours and rituals of place.

Gilbert Rochecouste, Founder and Director, Village Well



🕒 11:00 - 11:30
TEA BREAK

🕒 11:30 - 11:50

Putting Placemaking at the Heart of Designing Public Infrastructure such as Stadia



- Planning for the Brisbane 2032 Olympic Games
- Opportunities and impacts that the Games can have on a city and country over the long term

Shaun Gallagher, Senior Principal/Architect, Populous

🕒 11:50 - 12:10

Digital Foundations for Placemaking: Connecting Vision, Delivery, and Sustainability



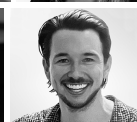
- Explore how digital tools improve transparency and coordination from early planning through to construction and handover
- Understand how cloud-based collaboration platforms improve coordination, speed up approvals, and support stakeholder engagement
- Learn how embodied carbon tracking and lifecycle data can be integrated into early design workflows to support sustainability goals
- Hear how digital delivery processes can help project teams manage risk, improve handover quality, and maintain alignment with cultural or community values
- Gain insight into how digital workflows support more transparent, accountable, and efficient project delivery

Dorota Bacal, Business Solutions Manager, ARKANCE

🕒 12:10 - 12:40

Panel Discussion: Placemaking as a Foundation for the 24-hour Economy

- NSW Uptown District Accelerator Program: The Uptown Grant Program is designed to fast-track the formation of local business communities and facilitate the growth of their districts into vibrant going-out hubs in line with the NSW Government's 24-Hour Economy Strategy



Andrew Coward, Co-Founder/ Director - Reactivate Consulting, Chair - ULI Australia Sydney District Council

Dr Anna Edwards, Founding Director, Ingenium Research

Georgie Birch, Manager City Business | Planning & Place, City of Stonnington

Peter Kaylor, Community Lead, People of Gertrude Street

Victoria Moxey, Director of Programs, Office of the 24-hour Economy Commissioner, Department of Enterprise, Investment and Trade
NSW

🕒 12:40 - 13:00

Beyond the Initial Buzz: Fostering Vibrant Sustainable Places



Bursting with energy, the hum of local street life can transform a precinct from mundane to magical. But how do we keep that spark alive after the initial buzz, ensuring a vibrant future for our beloved main streets? This presentation will:

- Explore how to foster dynamic, stakeholder-driven environments that flourish over time
- Unearth the pitfalls of top-down models or single vision-driven solutions that stifle collaboration and innovation, and discover how a successful place-governance approach can assist with capacity building and foster sustainable engagement

Drawing from global examples and real-life successes, we'll examine how storytelling, culture, art, and everyday activities interweave to leverage a precinct's unique identity. Learn how to align research, strategy, and activation to create a legacy that resonates with locals, businesses, and visitors alike.

Brooke Williams, Director, Fourfold Studio

🕒 13:00 - 14:00
LUNCH BREAK

🕒 14:00 - 14:25

Creating Great Places for Perth: Delivering a Coherent, Vibrant Place with a Sense of Community



- This presentation explores five diverse placemaking case studies from Perth and regional Western Australia, highlighting their characteristics and key lessons
- Each case study highlights the perspectives of practitioners, businesses, the community, and the local government, and how the placemaking initiatives and outcomes have fostered positive transformation
- The analysis examines the features, challenges, successes, and strategies that shaped these places, to help provide practical insights into design, policy, and collaborative approaches

Ben De Marchi, Director, Taylor Burrell Barnett

🕒 14:25 - 15:00

Panel Discussion: Role of Landscaping in the Placemaking Process

- Landscape Design and its key role in urban placemaking
- Designing for the public realm



Claire Martin, Associate Director, OCULUS

Mark Gillingham, Founding Director, GLAS Landscape Architects

Mary Jeavons, Founding Director, Jeavons Landscape Architects

Chaos or Chemistry? The Structures that Shape Innovation Precincts



- When we think of innovation, our minds often jump to Steve Jobs and Steve Wozniak tinkering away in a garage, or the scrappy beginnings of the next big tech startup. But economy-shifting innovation doesn't just emerge from isolated spaces—it requires scale, infrastructure, and a thriving ecosystem. This session explores Innovation Precincts; where research is commercialised, engineering breakthroughs take shape, and collaboration between universities, industry, and government fuels economic and social transformation

Across Australia, these precincts are on the rise. But why do some flourish while others struggle to find their identity? We'll discuss the intricacies between top-down frameworks and grassroots energy, unpacking how a precinct's identity—beyond just branding—becomes a magnet for businesses, researchers, and talent.

- More than just a name or a logo, a strong identity shapes who engages, who benefits, and who stays for the long haul. But what conditions allow this chemistry to spark? And how do economic models influence participation and long-term impact?
- Drawing insights from three major health and innovation precincts—the Health Translation Hub (Randwick Innovation Precinct), Flinders University's Health Medical Research Building (Flinders Village), and Liverpool Health and Education Research Hub (Liverpool Health and Academic Precinct)—we'll examine: - The Push and Pull of Identity – How governance structures, industry partnerships, and grassroots initiatives define a precinct's character and success. - Financing Models That Drive Growth – Examining public-private funding, anchor institutions, and real estate-led approaches—and the trade-offs they create. - Community Engagement and Co-Design in Action – Ensuring precincts serve more than just big business, fostering genuine collaboration and long-term impact
- Join us for real-world insights, candid reflections, and actionable strategies on how innovation precincts can move beyond vision to become true engines of place, culture, and economic transformation

Mark van den Enden, Principal, Group Director Communities, Architectus

Michele McSharry, Principal, Architectus

🕒 15:30 - 16:00
TEA BREAK

Designing Healthy Communities



As cities face growing challenges around climate resilience, housing affordability, and population growth - how can we design places that actively promote health and wellbeing for people of all ages?

Join Louise as she explores Hatch's evolving concept of 'Urbanity', an approach that moves beyond density to design neighbourhoods that support physical, mental, and social health. From walkable streets and green spaces to access to social infrastructure and inclusive design,

Urbanity puts human wellbeing at the centre of placemaking. Louise will share practical strategies and global insights to guide the creation of healthier, more connected, and climate-resilient places in Melbourne and beyond.

Louise Westwood, Senior Associate - Place and Engagement, Hatch

🕒 16:20 - 16:50



Chapel Street Transformation

- Chapel Street is one of Melbourne's most iconic destinations – famous for its abundance of vibrant and diverse retail, dining and entertainment offerings
- The City of Stonnington is looking to create a vision for Chapel Street that can restore the diversity and energy of what was once a world-class destination street
- Chapel Street will be transformed into a vibrant, thriving, creative and unique cultural destination, celebrating the distinctive identity of Chapel Street, and connecting people to place
- The Chapel Street transformation project provides a significant opportunity to reimagine this iconic commercial strip. With changing retail patterns, a booming night-time economy and major projects now under construction (Jam Factory), it is timely to consider its future state and what can be done to influence and steer improvements for the benefit of the various communities who visit, shop, work and live in the precinct

Georgie Birch, Manager City Business | Planning & Place, City of Stonnington

🕒 16:50 - 16:55
MC CLOSES

🕒 16:55 - 17:55
NETWORKING & DRINKS

Day 2 - 18th June 2025

🕒 08:45 - 09:15
REGISTRATION

🕒 09:15 - 09:20
MC OPENS

🕒 09:20 - 09:50



From Vision to Legacy: Delivering on the promise of place

What does it take to create places that don't just launch well, but stay relevant, loved, and meaningful over time? In this presentation, Tom Oliver Payne, Partner in Place Strategy at Hoyne, explores how a clear place vision can guide every stage of a project, from early planning to long-term stewardship. Drawing on Hoyne's work across brownfield and mixed-use developments, Tom unpacks how people-first thinking, design integrity, purposeful activation, and post-occupancy insight can ensure place purpose is not only imagined, but delivered, protected, and evolved over time.

Tom Oliver Payne, National Place Strategy Director, Hoyne

🕒 09:50 - 10:20

The SRL Journey: Creating Vibrant Communities, Liveable Precincts



Victoria's largest transport infrastructure project and Australia's largest housing project, Suburban Rail Loop (SRL) is a 90-kilometre underground rail loop connecting Melbourne's middle suburbs. The new underground stations at Cheltenham, Clayton, Monash, Glen Waverley, Burwood and Box Hill will support the delivery of 70,000 additional homes and more housing choice in the SRL East neighbourhoods – right where people want to live, work and play. As Planning Authority, Suburban Rail Loop Authority is utilising innovative land use planning and development controls to implement and amend strategic land use policy to enhance the liveability of precincts around the new SRL East stations. The unique 'SRLA model' for precinct planning means multiple urban precincts are being planned simultaneously, allowing for thoughtful, coordinated growth and change, rather than ad-hoc site development – enabling SRLA to respond to unique attributes of neighbourhoods to inform land use and development aspirations.

Dr Lissa van Camp, Executive General Manager, Land, Planning, Environment and Sustainability, Suburban Rail Loop Authority (SRLA)

🕒 10:20 - 10:40

More Than Just a Place to Rest: Reimagining Cemeteries as Public Spaces



- The Greater Metropolitan Cemeteries Trust (GMCT)'s new site at Harkness seeks to reimagine how a public memorial park can best serve a 21st century social and environmental context
- Breaking ground in mid-2025, the memorial park at Harkness will be more than a final resting place. Located in Melbourne's west, it will be a versatile space where the community can gather, reflect and celebrate life

James Reid, Chief Built Environment Officer, The Greater Metropolitan Cemeteries Trust

🕒 10:40 - 11:00

Speed Networking

Introduce yourself, swap business cards, and form new and lasting business connections during a series of one-on-one exchanges with fellow conference delegates.

🕒 11:00 - 11:30
TEA BREAK

🕒 11:30 - 12:00

Panel Discussion: Equitable and Inclusive Placemaking

- Fostering public life through the built environment
- Role of urban designers in creating spaces that are safe, welcoming, inclusive and accessible
- Gender-sensitive urban design



James Reid, Chief Built Environment Officer, The Greater Metropolitan Cemeteries Trust

Dr Michael Cohen, Director, City People

Sara Stace, Director of Cities, Vivendi Consulting

🕒 12:00 - 12:25

Decoding Urban Metrics Melbourne

Nick Bourns, Director of NH Architecture will unpack lessons from 'Decoding Urban Metrics: Melbourne' their recently released research book. The research focuses on Melbourne's laneways, an urban feature which has become integral to the city's identity. The studies vary in scale from the patterns of permeability through a city block, to the scale of a laneway and the materiality of street facing buildings.

Nick Bourns RAIA, Director, NH Architecture



🕒 12:25 - 12:50

Permeable, Enduring, Human. Designing Place Through Architecture

How can architecture be used to foster deeper connection, to create change, and enhance community wellbeing? This presentation unpacks Genton's placemaking philosophy — Permeable Edge, Human Experience, Catalyst for Change, and Longevity. These four pillars are explored through key projects including Morris Moor, Glenroy Station, Powerhouse Parramatta, and Frankston Station. Together, they reveal how thoughtful design can transform the urban realm into meaningful places that endure.

Marc Debney, Principal, Genton



🕒 12:50 - 13:50

LUNCH BREAK

🕒 13:50 - 14:10

What Are The Most Important Ingredients to Making a Successful Public Place?



Stephen Burton is the host of Spotify's only dedicated placemaking podcast - The Placemakers. He is also Founder and Design Director of POMO, a creative placemaking practice working at the intersection of art, design and storytelling in public places. He will share with us the top 10 insights from guests on his podcast, each of whom answers the question "what are the most important ingredients to making a successful public place?" In doing so, we will discover some of the keys to successful placemaking, as told by leaders and practitioners in the field here in Australia and overseas.

Stephen Burton, Design Director, POMO

🕒 14:10 - 14:30

The Six-Second City: Placemaking in the Age of Distraction



The average human attention span has fallen to just 47 seconds and continues to shrink. In an age defined by digital overload, algorithmic optimism and rapid-fire scrolling, how do we design places that help people notice again

Placemakers face an urgent task: to create spaces that stretch, rather than splinter our attention. In this presentation, Catherine will explore the radical potential of noticing as the first act of placemaking.

With case-studies spanning Canberra's slowly-unfurling Dairy Road Precinct to the bold vertical ambition of Parramatta Square, Catherine will reframe placemaking as an antidote to digital distraction.

Catherine Carter, Chief Executive Officer, DJAS Architecture

🕒 14:30 - 15:00

Panel Discussion: Attention, Meaning and Place



Following the keynote, Catherine will lead a wide-ranging panel conversation exploring:

- What are the consequences of shrinking attention spans for public space and how can placemakers respond?
- If we only have six seconds to capture someone's attention in a place, what should we prioritise?
- Can placemaking become a civic mindfulness practice?
- How can large-scale developments still make space for the local, the playful and the idiosyncratic?
- What does it mean to hold shared and contested memories in public space in the Era of Distraction?

This session invites practitioners, policymakers and placemakers to reflect on their role not just as activators of space, but as custodians of attention, care and meaning.

Catherine Carter, Chief Executive Officer, DJAS Architecture

Nicole Allen, Senior Designer | Architecture and Urban Design, Arup

Nikos Kalogeropoulos, Director, Molonglo

Ron Jones FAILA, Director, Jones & Whitehead Pty Ltd

🕒 15:30 - 16:20

Workshop: Creating Positive Change through Regenerative Placemaking



This is a participatory and reflective experience designed to awaken your senses, deepen your understanding of place, and expand your capacity for regenerative action. Through a carefully curated sequence of activities, you'll engage your body, mind, and imagination.

This is a 1-hour workshop that will help people identify the synergies of their placemaking work with the regenerative pillars of ecosystems, cultures, people, built environment, and economies.

Activities:

Primarily, the participants will learn about Village Well's regenerative placemaking model and identify ways to incorporate this model into their work.

They will also learn about various facilitation techniques for systems thinking; however, this is an experiential workshop so these techniques will be experienced rather than presented.

- 'It takes a village' on collaboration and finding wisdom in each other | Milling: From Disconnection to Presence
A movement-based exercise to embody the shift from busyness to connection. Participants start by moving rapidly and randomly, simulating the disconnection of daily life. Gradually, the pace slows. You are invited to notice others, pause, and witness. A powerful moment of stillness reminds us of the care each person carries in their work and life.
- Radical Interconnection: systems game
Experience how everything is in relationship. This dynamic group activity makes systems thinking tangible, playful and unforgettable. You'll physically feel the truth of regenerative design: places are living systems.
- Understanding places as systems: Village Well Regenerative Placemaking Model
Get a taste of our signature Regenerative Place Model and reflect on your own placemaking work. The Regenerative Placemaking model understands places through five key pillars; while time constraints will not allow us for a full exploration of the model, this quick introduction will help you explore strengths, blind spots and the opportunities to elevate your work through the lens of our five regenerative pillars.

Dr. Cris Hernandez-Santin, Placemaker and Biodiversity Inclusive Designer, Village Well

Emma Hall, Director of Placemaking, Village Well



300,000 streets

300,000 Streets is one of Regen Melbourne's three Earthshots sharing a view of the 300,000 streets across Greater Melbourne as an interconnected living system, and a powerful network for transformative change.

The ambition is for the people of Greater Melbourne to have the agency to regenerate their streets and actively participate in decision-making and the ongoing care of their neighbourhoods. We live in a time of intense and increasing interconnected challenges globally. We are in the midst of a loneliness epidemic, brought about by the erosion of community spaces and social engagement. Our streets offer a solution. Many government plans already point to the need for street-level transformation, often prioritising the hard infrastructure over the lived experience of the street. By centering the people for whom decisions are being made in the process of transformation, the impact will be lasting and collectively distributed.

Success for the 300,000 Streets Earthshot means every Melburnian has agency to participate in street-level activity and in decisions relating to their streets.

Nina Sharpe, Lead Convenor, Regen Streets

🕒 16:40 - 16:45
MC CLOSES

Agenda is subject to change
*Speakers to be confirmed

An Event by:



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