

The Economic DNA of Placemaking

The art and science of creating communities

Building communities



Abbotsford Convent

Mixed modes of transport and travel



Supporting small, independent business



High Street, Northcote

Celebrating different cultures



Experimenting with new ideas



Testing Grounds. Southbank

Supporting local food markets



Preston Markets

Active night economy



The Toff in Town

Artistic and beautiful



**But economies are being
driven by new stories**

Generative communities

**Yackandandah,
plans to be
100% powered
by renewable
energy by
2022.**



Participatory democracy



Sharing Economy



Paynesville Men's Shed

Relocalisation



Community-led Investment Cooperative



Minneapolis, USA

No waste and sustainable businesses



Silo by Joost

Doing good is good for business



Innovation Districts



Carlton Connect - Lab 14

Cohousing and coworking



Community lead quick wins



City as commons



Bologna, Italy

Learning and skill sharing



How Placemaking drives the economy of place

New destinations and experiences



ADE 5
LEMON 5
N BERRY 5
FREE APPLE 3
MS 3
cally Grown
fresh

Fresh
**LEMON
ADE**
SOLD HERE

Fresh
**LEMON
ADE**

Grounds of Alexandria, Sydney

Anchor Traders



Beautify with colour and greenery



Grub Food Van, Fitzroy

Traders make places



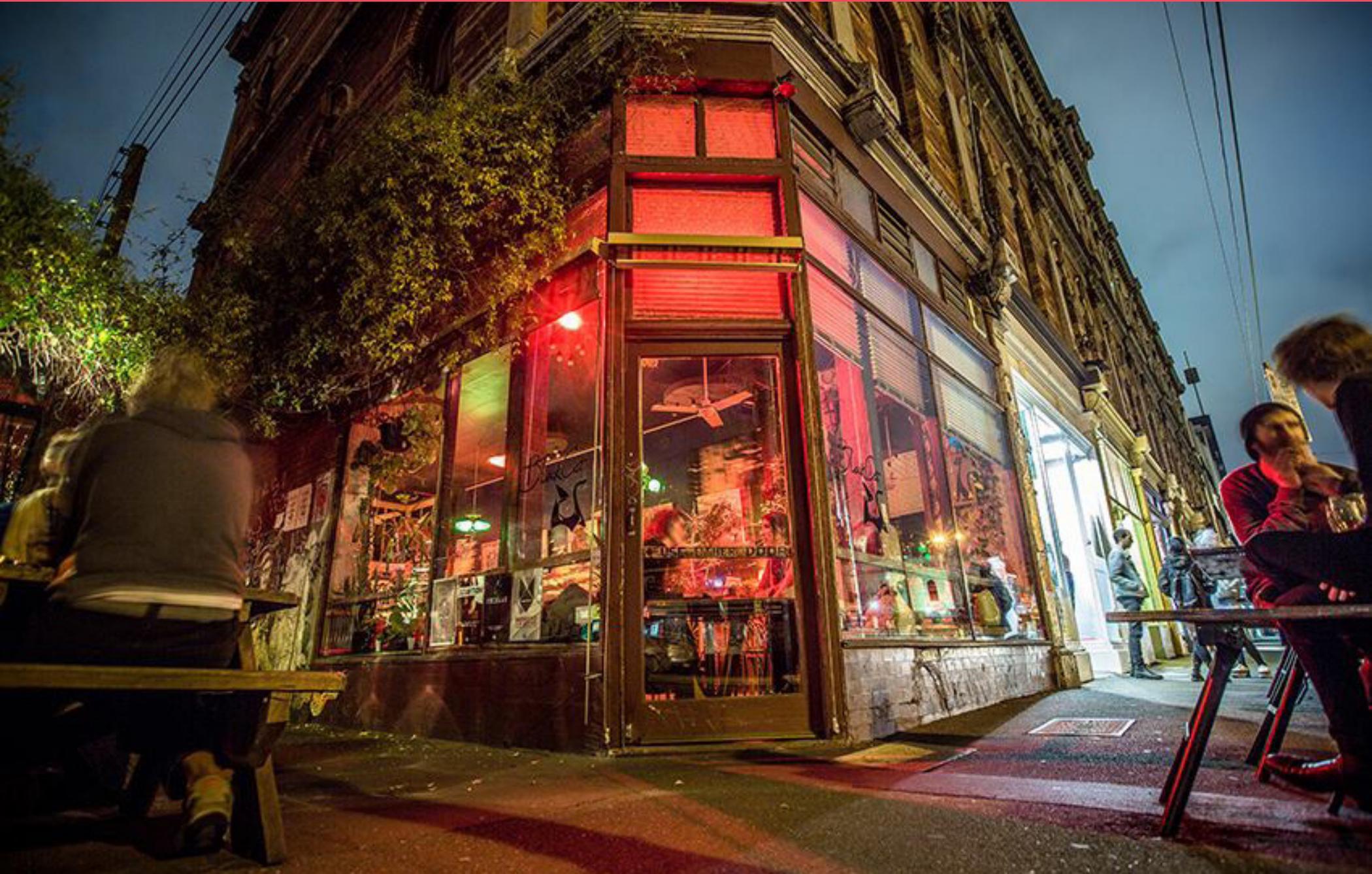
The Village Larder, Woodend

Capitalise on unique attractions and amenity



Hundertwasser Toilets, Kawakawa

Create vibrant night economies



Celebrate cultural retail



Little Africa, Footscray

Retail and business clustering



Gertrude Street, Boutique Fashion

Events based programming



Ballarat Summer Beer Festival

New tourism drivers



Lake Taupo

**“Another world is not only possible, she is
on her way. On a quiet day, I can hear
her breathing”
– Arundhati Roy**