

Gawler



# Activation Strategy

2018 - 2024



## Contents

<b>Introduction</b>	<b>1</b>
<b>Vision</b>	<b>1</b>
<b>Philosophy</b>	<b>1</b>
<b>Our Partners</b>	<b>1</b>
<b>Strategic Context</b>	<b>1</b>
Positioning	1
Activation Events and Activities	3
Locations	4
<b>Outcomes</b>	<b>5</b>
Cultural Vitality	5
Recognition	5
Increased Community Capacity	5
Community Safety	6
<b>Objectives &amp; Strategies</b>	<b>6</b>
<b>Operational Guidelines</b>	<b>8</b>
Guiding Principles	8
Activation Activity or Event Criteria	9
Requirements for Community Activation delivery	9
<b>Financial Model</b>	<b>9</b>
Annual Planning of Activation Calendar	9
<b>Activation Branding</b>	<b>10</b>
<b>Evaluation</b>	<b>11</b>
<b>Appendices</b>	<b>13</b>

# Gawler Activation Strategy

## Introduction

The Gawler Activation Strategy is a strategic response to the identified aspirations of Council and the broader community for an increasingly activated local environment. Place or space activation is defined as planning for diverse human activity in a place. The intention of the strategy is to further encourage a sense of place and excitement and for increased community interaction, celebration and gathering.

This strategy will not only guide future decision making regarding place-making and activation opportunities. It is also intended to provide the basis for a 'continuous improvement process' to be applied to Council's planning, management, promotion and evaluation of activities and events in Gawler. The expectation is that the continuous improvement process will provide a consistent and more streamlined approach to service provision to community events whilst also improving the Community Event Permit Application process.

Council's current financial commitment in the 2017/2018 financial year specifically to activation initiatives is \$143,000. This funding allocation, along with further service provision and support provided in addition to these funds, demonstrates Council's commitment to creating a vibrant, connected, active community. It is a commitment which needs to continue if Council and the community are to reap the full benefit of space activation. The financial model applied to these funds provided for an 80% (\$114,500) allocation to specific identified events or activity with the remaining 20% allocated to support a proposed illumination project being investigated.

## Vision

*A vibrant and active, event filled council through the activation of designated spaces.*

## Philosophy

Town of Gawler will activate designated spaces through events and activity which celebrate Gawler's culture and diversity while delivering the community benefits of broad community participation, inclusion and collaboration. Council will *provide, partner, promote and encourage* events and activity that builds community capacity, improve community cohesion and enhance the vibrancy of the town.

## Our Partners

Space activation is only successful when embraced by the community and therefore delivery of this strategy will entail collaboration with local businesses, community organisations and service clubs. To undertake a comprehensive approach to community activation Council will continue working with and supporting local and regional community groups to deliver events and activities.

## Strategic Context

### Positioning

Council, as expressed in the Gawler Community Plan 2017-2027, has a complex role to play in the community; being a service provider, regulator, owner custodian, advocator, facilitator and leader. All of these functions of Council play a part in both 'Space Activation' and 'Place Making'. Therefore the Activation Strategy is linked to Councils key strategic documents and initiatives as indicated below in figure 1.

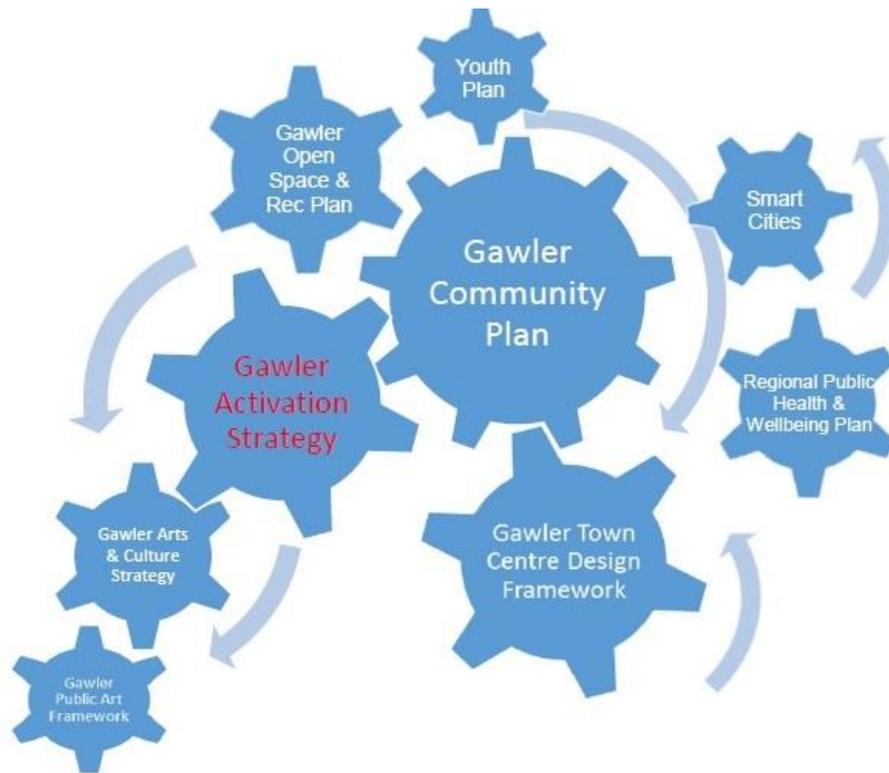


Figure1: Diagram of the relationship between the Activation Strategy and other key documents of Council.

The **Gawler Community Plan 2017-2027**, as Council’s overarching strategic document, provides direction on the Community’s future aspirations and values for the town. While the Gawler Activation Strategy supports numerous objectives within the Community Plan, the Activation Strategy is being developed to particularly address Objective 1.4 “*Foster a vibrant and active, event filled council area*”. The redevelopment of the Gawler Civic Centre is a key objective in Council’s Community Plan which once completed will be a designated space in the Activation Strategy. It will be the location of many future activation initiatives, centred on its purpose as a cultural and business centre for the Greater Gawler Region.

The Activation Strategy will support the **Gawler Arts & Culture Strategy 2016-2025** as it essentially has the aim of ‘*inclusive spaces that promote and encourage diverse community activity*’. The strategic framework of the Gawler Arts and Culture Strategy shapes the development of *cultural vitality* within the local environment while also providing direction and comment relating to the ideas of ‘Place Making’ and ‘Space Activation’ through its three themes of: development of and investment in people, activation of and investment in places and development of and investment in activity. The Gawler Activation Strategy addresses the latter of these themes but will impact on or be impacted by the other two themes as well.

The vision of the **Gawler Town Design Framework** links directly to the Activation Strategy as it identifies the Gawler Town Centre identity as being “*..based on its authentic heritage, streetscape appeal, and great accessibility to parks, events, arts, shopping, services and entertainment. It’s a vibrant, integrated, sustainable, safe, mixed use 18 hour precinct that proudly fulfils the needs of its regional community.*”

Another strategic document that links directly to the Gawler Activation Strategy is the **Gawler Public Art Framework** which provides a guide for understanding and developing public art in Gawler. It contains an action plan which outlines Council’s objectives and priorities in relation to public art over a decade. It includes plans to commission artworks that will celebrate identity, enhance local public spaces (including several priority locations) and engage the community in creative practices. Public art is an important tool which can be utilised in ‘space activation’ and ‘place making’, enhancing public spaces and increasing the community’s connection to or enjoyment of a particular location/venue.

**Gawler Open Space Sport and Recreation Plan** has been developed to guide the future provision, improvement and management of open space, sport and recreation facilities until 2025. In the key findings of the Plan it states that there is potential to create additional recreations and nature based destination and event spaces to improve existing parks to strengthen the vibrancy of the Town of Gawler and support community activity. Strategies 3.7 to 3.10 of the Plan particularly align with the Gawler Activation Strategy.

Council's **Smart City Strategy 2017-2020** identifies SMART solutions focussed on the principles of digital first, green economy, smart precincts and digitally vibrant communities. The Smart City Strategy stipulates leveraging information and communication technologies to deliver a higher quality of service delivery, interaction or engagement while also resulting in cost savings and accessibility for the community. Principle number 4 regarding 'Digitally Vibrant Communities' aligns with the Activation Strategy as it indicates Council's aspiration of supporting a vibrant art community and creative arts as well as connecting real-time with Gawler recreational strategies and activities.

The Activation Strategy affiliates with the **Youth Development Plan 2013-2018** through Outcome 1: Youth participation in community life and Outcome 2: Youth health and wellbeing. The plans envisages Gawler's young people being active citizens, leaders in the town's future, celebrating their diversity and creativity while connecting young people to the community. Events are an exceptionally effective avenue for engaging youth in the community, harnessing their energy and creativity whilst offering opportunities for personal growth and development.



The **Regional Public Health & Wellbeing Plan**, (Public Health Plan) developed in accordance with the Local Government's responsibilities under the *South Australian Public Health Act 2011* was developed in conjunction with neighbouring Councils of Light, Adelaide Plains and Barossa. The Public Health Plan promotes better community health through harnessing regional strengths such as a resilient and active community, town character and amenity as well as quality recreations facilities, open space and trails. The Activation Strategy lends itself as one piece of the puzzle in supporting the Public Health Plan vision of a healthy, happy and connected community.

#### Activation Events and Activities

An integral part of the Activation Strategy is the Activation Calendar which will identify specific events and activities deemed to align with the objectives of this strategy occurring in a particular financial year. The types of events and activities which can become part of the Activation Calendar are these that will encourage a sense of place and excitement, as well as increase community interaction, celebration of culture and gathering. These events and activities may be delivered by Council or be community driven by either local community organisations or the business sector.

Some community driven events and activities *may* be eligible for or are already provided support by Council financially, either through a monetary sponsorship or alternatively through in-kind support such as concessions on services or facilities. The Activation Calendar will be created and presented to Council for its consideration and endorsement in line with annual budget deliberations to determine how Council funds are expended. In the future Community Driven events could be provided the opportunity to be considered for inclusion in the Activation Calendar.

Events and activities may include once off or regular ongoing events and they may be cultural, sporting or active recreation (outside of regular local sports activities), educational or aimed at increasing tourism. Events and activities should have a broad community appeal and align with the local community's identity and shared values.

### Locations

The location of activation events and activities within the local government region will vary. Whilst Council has numerous venues and facilities, both indoor and outdoor, designed specifically for community events and activities the Activation Strategy is principally focussed on activation of designated spaces.

The Designated Spaces under the Activation Strategy are:

- Civic Centre
- Walker Place
- Gawler Show Grounds
- Gawler Aquatic Centre
- South Gawler Oval
- Willaston Oval
- Karbeethan Reserve
- Apex Park
- Pioneer Park
- Clonlea Reserve
- Deadmans Pass

Other locations may be considered on a case by case basis, especially as new residential estates with new open spaces are developed.

In line with the Gawler Town Design Framework Council has identified designated spaces, such as Centenary Lane, Walker Place and the new Civic Centre for space activation. Locations such as Centenary Lane do not provide scope for holding events but activation of spaces such as this can be undertaken through public art, interactive landscaped surroundings or activities such as illumination projects.

Activation which is considered 'unstructured' such as public art or some illumination projects are easily accessible to the public and hold a special place in society. These types of activations can become iconic such as the 'Silver Balls' in Rundle Mall which when recently under threat from a redevelopment evoked a rallying response from people all around the state who connected this artwork with being an iconic part of the city. Gawler, in line with the Gawler Public Art Framework is increasing its presence of Public Art. The Southern Gateway Entrance Statement 'Land Lines', a sculpture created by South Australian Artist Greg Johns provides a sense of arrival for people travelling into Gawler from a southerly direction. The recently commissioned War Memorial sculpture being created by renowned artist Robert Hannaford (AM) will be installed in Pioneer Park, one of the designated spaces within this strategy. The Pioneer Park War Memorial Project is an excellent example of Council and its Community Partners, in this instance the RSL Gawler Sub-branch, working together to activate or improve the public realm.

Planning for future activation of designated spaces has to have a high level of influence on redevelopment or future development of the public realm. It must be considered in all facets such as community safety, accessibility, flexible design for multiple functionality, amenity and aesthetics. New residential developments go through extensive development assessment negotiations between Council and Developer, which specifically address the design, positioning and functionality of new open space areas in new residential estates. As Gawler grows it is imperative that the public realm is designed to feature locations that could be included as designated spaces for activation.



## Outcomes

### Cultural Vitality

The Gawler Activation Strategy will enhance the **vibrancy of Gawler** injecting new life and colour into designated spaces, not only through people-orientated events and activities scheduled in the town but also through influencing the design and upgrade of the built environment to accommodate and encourage increased activity.

In the future, the redeveloped Gawler Civic Centre will open towards a revamped Walker Place, **redesigned specifically to host activation events and activities** thereby creating a **new heart for cultural events** and **providing a physical connection** from the Main Street to the river.

Greater participation and connection to community will positively impact **community pride**. Each activation will weave another thread into the social fabric, **strengthening community cohesion**, through increased interaction, collaboration, greater inclusivity and connectedness to place, thereby resulting in improved community wellbeing and engagement.

### Recognition

Having a vibrant, active and interactive town not only increases the pride of the local community but it also attracts investment, visitation and engagement from the broader region; thereby resulting long term in Gawler improving its position as a **regional centre**.

Through supporting events and activities which either highlight **Gawler's historic character** or locating activities in designated spaces of historic character, the town's history can continue to be part of the community's living history. The Activation Strategy allows us to continue to link with the town's past whilst looking towards building a strong and vibrant future.

The **branding** that forms part of this strategy, when utilised consistently with any events, activities or place-making infrastructure will increase awareness and **recognition of Council's support and service provision**. The activation brand will ultimately impress a positive perception of Council in the community's mindset by being associated with experiences of mental stimulation, interaction and enjoyment.

### Increased Community Capacity

The Activation Calendar will provide Council delivered or Council supported events an allocated budget well ahead of time to allow for appropriate planning to be put in place.

Activities and events being facilitated by the community will result in **increased community capacity** to plan, create and manage functions and activities. This ultimately **builds community resilience** in the long term, as the community skillset is increased through the delivery of high quality events and identification of community champions.

The Activation Calendar is focussed specifically on Council delivered events or events which are directly provided Council support through services or promotion. These events will also be featured in the monthly Community Events Calendar, produced by the Visitor Information Centre, which will remain as the communities event calendar capturing all of the events and regular activities. As part of the Activation Strategy, community groups and businesses will be encouraged to lodge their events well ahead of time, resulting in **improved coordination of event timing**.

A **standardisation of Council's approach** to supporting events will be established as part of a continuous improvement process, allowing for consistency in service delivery, streamlining of processes and community awareness of Council's role in events held in the community. The increased efficiencies will not only benefit Council financially but will also provide a **smooth and transparent process for the community** in navigating the Community Event Permit Application process. Also local community organisations holding events will be able to utilise "Access Checklists", provided by Council, that will be used to assist in assuring **events are accessible for people with a disability**.

The Activation Calendar will clearly **indicate events which Council delivers**, it will **identify the specific support Council provides to any event** it will also identify the budget allocated to events within a given financial year.

### Community Safety

Activated communities are safer communities. Greater activity, improved urban design and increased community pride all are part and parcel of place making and space activation. Intensified activity with people gathering in locations or moving between events and business venues will provide **a sense of safety to the community**.

As spaces are maintained or improved to support activation activities and sustain the new level of use, consequently there will be redevelopment of the public realm, particularly for the designated spaces. As indicated in the Gawler Town Design Framework, infrastructure such as footpaths, accessibility infrastructure and traffic planning for improved safety around shared use zones will provide **enhanced safety for the township**.



### Objectives & Strategies

The Gawler Activation Strategy seeks to utilise events and activities to provide space activation and place-making outcomes for the community, increasing vibrancy, connection, interaction and improved community wellbeing. The following two objectives and their subsequent strategies address all the facets of space activation and place-making identified previously.

The Gawler Activation Strategy is focused on providing a more effective and efficient response to the organisation and community desire for the Town, as demonstrated within the Community Plan. This objective, as previously indicated, is taken directly from the Community Plan and is to:

#### **Objective 1 - 'Foster a vibrant and active, event filled council area.'**

<b>Objective 1 Activation Strategies</b>		<b>Role of Council</b>
1.1	Develop a vibrant township which is reinforced by its historic character and variety of readily accessible parks, services, blend of activity, events and entertainment.	
1.2	Promote people-oriented activities at key town precincts.	
1.3	Encourage the use of land for cultural activities to stimulate revitalisation and social cohesion.	
1.4	Strengthen the position and promotion of Gawler as a regional centre through the use of activation events and activities.	

Table symbols:

 Facilitator  
  Leader  
  Advocator  
  Owner Custodian  
  Service Provider  
  Regulator

The second objective of the Gawler Activation Strategy is to address internal organisational efficiencies and processes:

**Objective 2 - 'Cultivate a consistent organisational approach which demonstrates appropriate levels of governance to the diverse roles council plays in activation of the community.'**

<b>Objective 2 Activation Strategies</b>		<b>Role of Council</b>
2.1.	Review the organisations approach to event management, support, service delivery and regulation processes with a view to streamlining and standardising to ensure consistency across all divisions of Council using: tandardised response to Community Event Permit applications and establish a continuous improvement process to allow for future reviews; i. Standardised response to Community Event Permit applications and establish a continuous improvement process to allow for future reviews. ii. An accurate demonstration of Council support for Community events and initiatives.e development and consistent use of an activation brand.	
2.2.	Provide input to the development or redevelopment of the public realm with a view to improving delivery of events or activity and community safety.	

**Objective 3 - 'Foster collaborative partnerships with community organisations to support community activation initiatives.'**

<b>Objective 3 Activation Strategies</b>		<b>Role of Council</b>
3.1	Build community capacity through leadership and support that responds directly to community needs.	
3.2	Encourage the community to utilise the monthly Gawler Events Calendar to better coordinate event timing.	
3.3	Encourage the use of land for cultural activities to stimulate revitalisation and social cohesion.	
3.4	Strengthen the position and promotion of Gawler as a regional centre by leveraging events facilitated by Community Organisations or the business sector.	

**Objective 4 - 'Create a process which quantifies Council's annual support for the activation of designated spaces.'**

<b>Objective 4 Activation Strategies</b>		<b>Role of Council</b>
4.1	Utilise an annual Activation Calendar to identify budget expenditure and resourcing for a financial year for consideration for funding by Council under the Activation Initiatives budget allocation.	
4.2	Develop appropriate internal processes to capture and report on detailed data on budget expenditure, service delivery and resourcing utilised to support activation events.	
4.3	Seek alternate ways to measure and report on improvements of social outcomes to enhance the understanding of the value of activated community spaces and activation events.	

Table symbols:

Facilitator
  Leader
  Advocator
  Owner Custodian
  Service Provider
  Regulator

### Objective 5 – ‘Create community awareness of Council’s support through the use of consistent activation branding.’

Objective 5 Activation Strategies		Role of Council
5.1	Develop an activation brand which will provide a consistent recognisable brand to be associated with activation activities thereby identifying publicly Council support in the community.	● ● ●
5.2	Ensure branding principles are developed and applied so that the activation brand is used consistently and for each activity Council either delivers or supports.	● ● ●
5.3	Promote awareness of Council’s investment in activation initiatives through the use of the brand including; using promotional event materials featuring the activation brand displayed at each event or activity or on promotional materials such as posters and flyers.	● ● ●
5.4	Promote awareness of Council’s full spectrum of support for activation initiatives utilising reports resulting from Objective 4 strategies.	● ● ●

## Operational Guidelines

### Guiding Principles

The Activation Strategy is structured on three pillars.

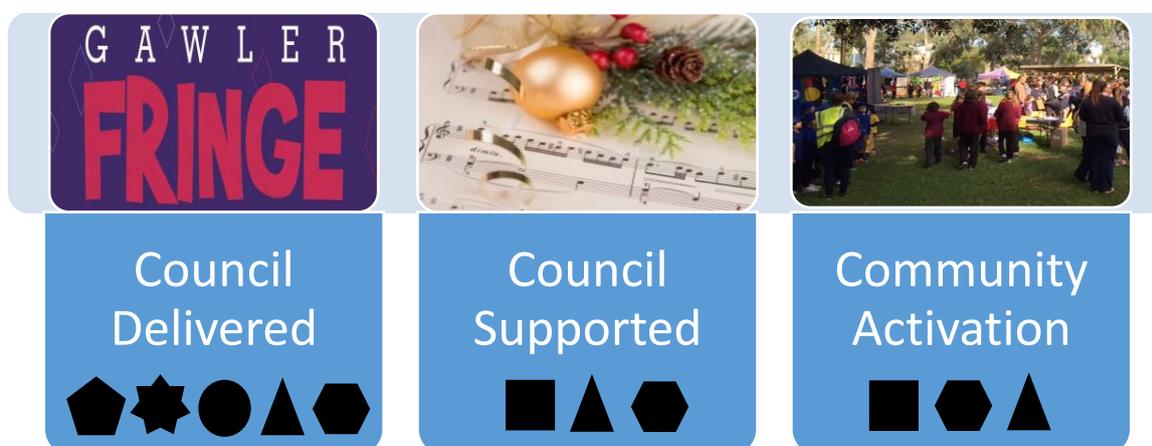


Figure symbols:

Facilitator
  Leader
  Advocator
  Owner Custodian
  Service Provider
  Regulator

The first pillar - **Council delivered** refers to events or activity facilitated by Council. Whilst Council may partner with groups, individuals and businesses to deliver the event/activity, Council is responsible for all facets of event management; allocates its own budget and resources to the event/activity and makes all major decisions in relation to the event.

The second pillar - **Council Supported** refers to events or activity facilitated by Community with Council either contributing financially through a cash sponsorship, in-kind sponsorship (service delivery), reduction in hire of designated spaces or promotion of the event on Council’s digital platforms or in Council venues.

The third pillar - **Community Activation** refers to events or activity solely undertaken by Community. Council does not support in any particular manner but the activity is occurring in an outdoor space.

The support of events and activities included in the Activation Calendar, a fundamental part of this strategy, will be based on an annual budget allocated by Council to Activation Initiatives. In principle this strategy is focussed on the activation of the town's **outdoor spaces** and will **influence the development and redevelopment of the public realm** in key areas around Gawler.

### Activation Activity or Event Criteria

For an event to be considered for inclusion in the Activation Calendar it must meet the following criteria:

- will encourage a sense of place and excitement,
- will increase community interaction/ gathering within the community,
- may provide a celebration of culture,
- may be a sport/active recreation outside of normal programmed sporting activities,
- be an event being held in a designated space in the Gawler Council area,
- be inclusive.



### Requirements for Community Activation delivery

Delivery of community activation through an event or activity, has to have a high regard for public safety, impact on nearby residents, accessibility, inclusivity and the environment.

Council, as a regulator, must ensure through the Community Event Permit Application that all of these facets of event management are addressed adequately in line with the appropriate legislations. Council is not exempt from these facets of event management either and so must adhere to the same regulatory requirements when delivering events in the community.

Legislative requirements for event management are captured in the following legislation:

- *South Australian Local Government Act 1999*
- *Food Act 2001, Food Safety Standards and Food Regulations 2002*
- *Occupational Health and Safety Act 2004*
- *Planning, Development and Infrastructure Act 2016*
- *Environmental Protection Act 1993*

### Financial Model

#### Annual Planning of Activation Calendar

Annually, in line with each financial year, staff will develop and seek Council endorsement of an Activation Calendar that allocates a minimum of 80% of the Activation Initiatives budget to specified events. The remaining percentage of the budget will be provided as a 'Responsive Residual Budget' to allow Council to embrace opportunities that arise during the year, so allowing for a balance of planned activity and responsiveness to community requests and Council needs.

Under the Activation Calendar budget model events or activities have a specific budget to allow for structured event planning, management, review and accurate reporting. This also provides a consistent method of allocating and recording Council support for activities and events whether delivered by Council, or in partnership with external

organisations.

Whilst the Activation Strategy will influence the development or redevelopment of the public realm it is envisaged that such projects would be undertaken under a separate specific project budget. This expectation is also held with regard to public art activation, unless a community activity directly results in some form of public art. The funding allocated to Activation Initiatives will be utilised in the delivery and support of events or any activity identified in the Activation Calendar, all of which will align directly with the objectives of this strategy document.

### Activation Branding

The value in applying a consistent branding/logo to Council delivered and Council supported events should not be underestimated. The benefits of a strong consistent brand include:

- Community recognition,
- Increased community awareness of Council service provision/support,
- Community engagement and shared values,
- Digital impact.

The development of an Activation Brand needs to be undertaken as a high priority. The Activation Brand development should be built upon the current Council branding layout to ensure it is easily associated with Council thereby increasing public awareness of the Council support for community in this space.

Once the brand finalised it will be used for all Council delivered activation events or activity delivering a consistent visual and high digital impact by connecting numerous events and/or activity in the community under the one umbrella.

Events or activities being managed by community that receive Council financial support, be it cash or in-kind services will be required to display the brand as part of their agreed sponsorship. Council owned designated spaces that will be used for events identified in the Activation Calendar may also, where appropriate, have the Gawler Activation Strategy brand displayed at the venue.

The awareness and immediate recognition of the brand allows for increasing exposure and introduction to new ideas and initiatives through an already engaged community who understands what the brand means and stands for.

#### Town of Gawler Brand:



#### Gawler Aquatic & Recreation Services:



#### Visitor Information Centre



## Evaluation

The Gawler Activation Strategy is intended to provide an opportunity for a continuous development process to be applied to the manner in which Council delivers and supports events and activities in Gawler. Therefore there must be a process for evaluation of the desired outcomes identified in this document.

	<b>Strategy</b>	<b>Key Performance Indicator</b>
1.1	Develop a vibrant township which is reinforced by its historic character and variety of readily accessible parks, services, blend of activity, events and entertainment.	<ul style="list-style-type: none"> <li>• Number of activation events or activities delivered by Council in designated spaces</li> <li>• Number of activation events or activities supported by Council</li> <li>• Variety of activation events and activities available in designated spaces</li> <li>• Access Checklists are developed (as part of the Disability Access &amp; Inclusion Plan) and utilised for all events to assist in ensuring community events are accessible for people with a disability.</li> </ul>
1.2	Promote people-oriented activities at key town precincts.	<ul style="list-style-type: none"> <li>• Key town precincts being utilised regularly.</li> <li>• Number of community members attending activities</li> </ul>
1.3	Encourage the use of land for cultural activities to stimulate revitalisation and social cohesion.	<ul style="list-style-type: none"> <li>• Number of community members attending cultural activities.</li> <li>• Improved community collaboration and involvement.</li> </ul>
1.4	Strengthen the position and promotion of Gawler as a regional centre through the use of activation events and activities.	<ul style="list-style-type: none"> <li>• Feedback from business on Activation Initiatives is mostly positive.</li> <li>• Attendance of Activation initiatives by people from surrounding areas</li> </ul>
2.1.	<p>Review the organisations approach to event management, support, service delivery and regulation processes with a view to streamlining and standardising to ensure consistency across all divisions of Council using: standardised response to Community Event Permit applications and establish a continuous improvement process to allow for future reviews;</p> <p>I. Standardised response to Community Event Permit applications and establish a continuous improvement process to allow for future reviews.</p> <p>II. An accurate demonstration of Council support for Community events and initiatives.</p>	<ul style="list-style-type: none"> <li>• All divisions of Council involved in events collaborating, applying a continuous improvement model to the review of required processes and procedures.</li> <li>• Continuous improvement process in place.</li> <li>• Community Event Permit Application reviewed and updated for consistent outcomes across Council divisions.</li> <li>• Smart City Principles incorporated where appropriate.</li> </ul>
2.2.	Provide input to the development or redevelopment of the public realm with a view to improving delivery of events or activity and community safety.	<ul style="list-style-type: none"> <li>• Mechanism to trigger a request for input into any development or redevelopment of the public realm is created and being utilised.</li> <li>• Evaluation of designated spaces for their functionality and “fit” for the types of</li> </ul>

		Activation Initiatives identified to ensure events are being supported and also located appropriately.
3.1	Build community capacity through leadership and support that responds directly to community needs.	<ul style="list-style-type: none"> <li>• Number of activation events or activities delivered by Council in designated spaces.</li> <li>• Number of activation events or activities supported by Council.</li> <li>• Increased number of community organisations utilising designated spaces for events or activity.</li> </ul>
3.2	Encourage the community to utilise the monthly Gawler Events Calendar to better coordinate event timing.	<ul style="list-style-type: none"> <li>• Awareness &amp; use of the calendar is high amongst the local community organisations.</li> <li>• Events Calendar is regularly updated and maintained.</li> </ul>
3.3	Encourage the use of land for cultural activities to stimulate revitalisation and social cohesion.	<ul style="list-style-type: none"> <li>• Community engagement undertaken as part of the evaluation of designated spaces for their functionality and “fit” for the types of Activation Initiatives.</li> <li>• Information on ‘event capacity’ for designated spaces available on Council website</li> </ul>
3.4	Strengthen the position and promotion of Gawler as a regional centre by leveraging events facilitated by Community Organisations or the business sector.	<ul style="list-style-type: none"> <li>• Council assists in promoting community driven events, through its digital platforms where the event meets activation event/ activity criteria.</li> <li>• Council considers supporting activation events and activity that will draw people in from the regional areas. To Gawler.</li> </ul>
4.1	Utilise an annual Activation Calendar to identify budget expenditure and resourcing for a financial year for consideration for funding by Council under the Activation Initiatives budget allocation.	<ul style="list-style-type: none"> <li>• Activation Calendar developed annually and funded appropriately.</li> </ul>
4.2	Develop appropriate internal processes to capture and report on detailed data on budget expenditure, service delivery and resourcing utilised to support activation events.	<ul style="list-style-type: none"> <li>• Event evaluation process developed and integrated with a reporting mechanism to capture key data</li> </ul>
4.3	Seek alternate ways to measure and report on improvements of social outcomes to enhance the understanding of the value of activated community spaces and activation events.	<ul style="list-style-type: none"> <li>• Alternative or improved system identified for reporting on social outcomes &amp; staff upskilled to administer adequately.</li> <li>• Social outcomes being captured and reported providing more accurate indication of value of activation initiatives.</li> </ul>
5.1	Develop an activation brand which will provide a consistent recognisable brand to be associated with activation activities thereby identifying publicly Council support of the community.	<ul style="list-style-type: none"> <li>• Activation Brand developed and being utilised for Activation Initiatives.</li> </ul>
5.2	Ensure branding principles are developed and applied so that the activation brand is used consistently and for each activity Council either delivers or supports.	<ul style="list-style-type: none"> <li>• The brand is used in a consistent format</li> <li>• Community Partners use the brand with permission on promotional materials where appropriate</li> </ul>
5.3	Promote awareness of Council’s investment in activation initiatives through the use of the brand	<ul style="list-style-type: none"> <li>• Community awareness of the brand is increased</li> </ul>

	including; using promotional event materials featuring the activation brand displayed at each event or activity or on promotional materials such as posters and flyers.	<ul style="list-style-type: none"> <li>Promotional materials developed and utilised</li> </ul>
5.4	Promote awareness of Council's full spectrum of support for activation initiatives utilising reports resulting from Objective 4 strategies.	<ul style="list-style-type: none"> <li>Regular reporting to Council are maintained</li> <li>Media release or promotions highlight each Council delivered event and provides information on overall funding in this imitative where appropriate.</li> </ul>

## Appendices

Item 1: Gawler Activation Calendar 1 July 2018-June 30 2019.