## Program - Thursday 26 October 2017

**Session 1 Conference Opening and Keynote Presentations**

### 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 Kilsaris, Mayor, City of Stonnington

**Proudly sponsored by City of Stonnington**

- **8:45-9:05** 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**

- **Room: Promenade  Chair: Nicole Maslin, Mainstreet Australia**
  
  - **10:55-11:25** Robbie Robertson, Partner, Spatial & Brand Experience, Deloitte
    
    Innovation in Digital and Physical: Two worlds becoming one

### Session 2B Keynote Presentations

- **Room: M3/4 Chair: Steve Bentley, Mainstreet Australia**
  
  - **11:25-11:55** Brian Haratsis, Executive Chairman, MacroPlan Dimasi
    
    Big Cities vs Regions: Is it the end for regional cities?

### Session 3A Co-working & Incubators

- **Room: Promenade  Chair: Wendy Dinning, City of Darebin**
  
  - **11:55-12:25** Culture Clash: Flexible workspace, coworking and the future
    
    Kimberley Paterson, Associate Director, Knight Frank

### Session 3B Revitalisation

- **Room: M3/4 Chair: David Cooke, City Collective**
  
  - **11:55-12:25** Lismore city CBD revitalisation – An award winning case study
    
    Brent McAlister, Executive Director, Sustainable Development & Isaac Smith, Mayor, Lismore City Council

### Session 3C Regional Collaboration & Activation

- **Room: M1/2 Chair: Stephanie Kelly, City of Canada Bay Council**
  
  - **11:55-12:25** 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**
  
  - **11:55-12:25** The ups and downs of planning and creating places
    
    David Hall, Chief Operating Officer, MAB Corporation

### Session 4A Future Places/Creative Places

- **Room: Promenade  Chair: Matt Comport, City of Stonnington**
  
  - **13:50-14:20** Place, Proximity, Partnerships - fostering a culture of innovation in cities and communities
    
    Jacyl Shaw, Corporate Liaison Director, University of Melbourne

### Session 4B Pop Up

- **Room: M3/4 Chair: Sarah Poole, Thriving Places**
  
  - **13:50-14:20** Shopfronts & Place – simple improvements that transforms and activates a shopping precinct
    
    Ching Ching Lee, Founder, POP Creative Collective

### Session 4C Main Streets

- **Room: M1/2 Chair: Robyn Hobbs, Office of NSW Small Business Commissioner**
  
  - **13:50-14:20** Bridge Rd - case study of marketing and managing an activity centre in transition
    
    Herschel Landes, President, Bridge Rd Mainstreet inc

### Session 4D Regional Collaboration

- **Room: M7/8 Chair: Beth Andean, City of Parramatta**
  
  - **13:50-14:20** #imaginetomorrow – 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

### Session 4E Workshop

- **Room: M5/6**
  
  - **13:50-14:20** Design for social innovation
    
    Julia Suh, Urban Strategist, Urban Toolbox
### Thursday 26 October 2017

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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 |
| 14:20-14:50   | Places for people - Moreland Parklet Program  
Munir Vahanvati, Unit Manager, Urban Design & Sarah Borg, Senior Urban Designer, Moreland City Council |
| 14:20-14:50   | What is real innovation and creativity in a modern mainstreet - it's not just about apps and technology  
Ali Uren, Founder & Director, Klikstart Pty Ltd |
| 14:20-14:50   | 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 |
| 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 |
| 14:50-15:20   | 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 |
| 14:50-15:20   | Resilience of neighbourhood main streets  
Jackie Fristacky, Councillor, City of Yarra |
| 14:50-15:20   | 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  
Session 5A Main Street Panel Session  
Room: Promenade  
Moderator: Nicole Maslin, Mainstreet Australia |
| 15:20-15:50   | Session 5B Waterfront Revitalisation  
Room: M3/4  
Chair: Tim Short, Hobart City Council |
| 15:20-15:50   | Session 5C Engagement & Collaboration  
Room: M1/2  
Chair: Munir Vahanvati, Moreland City Council |
| 15:20-15:50   | Session 5D Tourism & Economic Development  
Room: M7/8  
Chair: Siu Chan, Yarra City Council |
| 15:20-15:50   | 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 & Economic Development, Banyule City Council; Peter McNabb, Peter McNabb and Associates |
| 15:50-16:15   | Place-making: a shared approach  
Paola McCarthy, Events and Marketing Manager & Samuel Burke, General Manager, Darwin Waterfront Corporation |
| 15:50-16:15   | Imagine Ermington  
Nicole Carnegie, Place Manager, City of Parramatta Council |
| 15:50-16:15   | Short term games, long term gains  
David Cooke, Director, City Collective |
| 15:50-16:15   | 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 |
| 16:15-16:40   | Adaptive community engagement: an agile approach to rebuild community trust and confidence  
Lily Wang, Place Manager, City of Parramatta Council |
| 16:15-16:40   | The Elton effect  
Gerald Carlyon, Director Development Services & Samantha Self, City Centre Coordinator, Mackay Regional Council |
| 16:15-16:40   | Down on mainstreet – adaptive reuse of Auckland’s heritage buildings  
Lloyd Macomber, Director, Salmond Reed Architects |
| 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:

**City of Greater Geelong**
9:30am - 4:30pm

**Greater Dandenong**
10:00am - 4:30pm
Session 7  Keynote Presentations

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

Session 8A Innovation & Technology
Room: Promenade Chair: Gary Cattran, City of Darebin

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 Rochecouste, 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 Coordinator, 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
Therese Ceniti, Digital Business and Tourism Officer, City of Darebin; Stavros Zikou, Centre Manager, Victoria & Maleik Edwards, Marketing Manager,100 Burgers Group

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

12:50-13:45 Lunch & Exhibition

Thank you to sponsors who hosted field trips:

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

City of Stonnington

Wednesday 25 October
4:30pm - 7:30pm

City of Darebin

Wednesday 25 October
5:15pm - 7:30pm

City of Melbourne
# ICTC Mainstreet Conference 2017

**Friday 27 October 2017**

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<th>Session 9B Building Pride</th>
<th>Session 9C Transport &amp; Activation</th>
<th>Session 9D Investment, Engagement &amp; Design</th>
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<td>13:45-14:15</td>
<td>Transforming Hobart</td>
<td>Tim Short, Group Manager, Executive + Economic Development, City of Hobart</td>
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<td>Community pride, business investment and improved economic performance requires meaningful town &amp; main street branding</td>
<td>Andrew Hoyne, Principal and Founder, Hoyne</td>
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<td>Car parking: It's more than just car parking</td>
<td>Tim Lecky, Consultant, MRCagney</td>
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<td>Revealing your true centre—a place-based approach to data-driven decision making in town and neighbourhood centres</td>
<td>Beth Andean, Senior Project Officer, City of Parramatta Council</td>
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<td>The future of visioning</td>
<td>Justin Ray, Principal, Urban Design, Tract</td>
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| 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 | 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 upgrade | 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 | Kyle 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 Rocheouste, Managing Director, Village Well |

| 16:55-17:05    | Conference Wrap Up | Room: Promenade |

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