



Placemaking. Education

the online place to learn about placemaking

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PLACEMAKING X



PLACEMAKING: MAKING IT HAPPEN IN LOCAL GOVERNMENTS

This online course will provide you with ideas and tools for making placemaking happen in a local government context, plus practical, street-level secrets from placemakers with decades of experience of working with local governments.

WHY DO THIS ONLINE COURSE?

This course will enable you to:

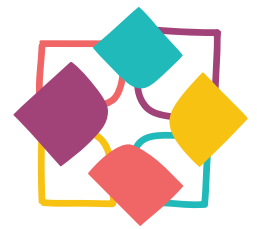
- **Think** like a placemaker
- **See** the opportunities for placemaking in a local government context
- **Learn** the what, why, who, how and where of placemaking

By the end of this course, you will be able to:

- **Communicate** the opportunities and benefits of a placemaking process
- **Confidently** lead a placemaking project
- **Deliver** amazing results, even with a small budget

Plus get a personalised **Certificate of Completion**, endorsed by placemaking leaders Town Team Movement and PlacemakingX!

www.placemaking.education
hello@placemaking.education



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TIME COMMITMENT

Most students will take around 5 hours to complete the course, but there are personal tasks and additional readings should you wish to extend your learning. Learn at your own pace, when you want, where you want!

LEARN THE KEY CONCEPTS

- What placemaking is and is not
- Why placemaking is so important for local governments?
- How placemaking builds social capital, activates town centres and stimulates economic development
- How to engage stakeholders and the local community
- Implementation advice

DISCOVER THE STREET-LEVEL SECRETS

- How to get wins with a small budget
- Common challenges and how you might solve them
- How to set up and manage a placemaking process
- Easy to use templates that you can start using straight away!
- Real examples and inspiring ideas

This course features ideas and insights from some of the leaders of the placemaking movement in Australasia:

- David Engwicht – Creative Communities International
- Joanne Taylor – Place Leaders Asia Pacific
- Brooke Williams – Fourfold Studio
- Gilbert Rochecouste – Village Well
- Mike Fisher – Activation Manager
- David Snyder and Dean Cracknell at Town Team Movement

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excl. GST

TOPICS COVERED

We have distilled the best knowledge into 9 online lessons:

1. What are placemaking and the Place-led approach?
2. Why is placemaking important for local governments
3. The placemaking mindset
4. Key placemaking concepts
5. What are some of the important skills required?
6. Engaging the community
7. Placemaking on a small budget
8. Facilitating a placemaking process
9. Implementation

GET STARTED

Find out more and get started at:
www.placemaking.education/p/makingithappen
hello@placemaking.education