



# SUSTAINABLE & INVESTIBLE MAIN STREETS

FORMING AND PERFORMING

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**BUSINESS  
NSW**



# DISCLAIMER

fine print

## WARNING

**EXTREMELY PASSIONATE  
ECONOMIC DEVELOPMENT  
PROFESSIONAL**

Advocates for business, loves placemaking  
not afraid to challenge the status quo,  
loves to think differently, solve the painful  
problems and insists on collaboration.

Great town centres  
(sustainable &  
investible town centres)  
don't just happen  
on their own

It takes  
a village  
...

... to  
raise a  
village

# Looking under the rug creating change, embracing challenges



## What we've seen and what we've heard ...

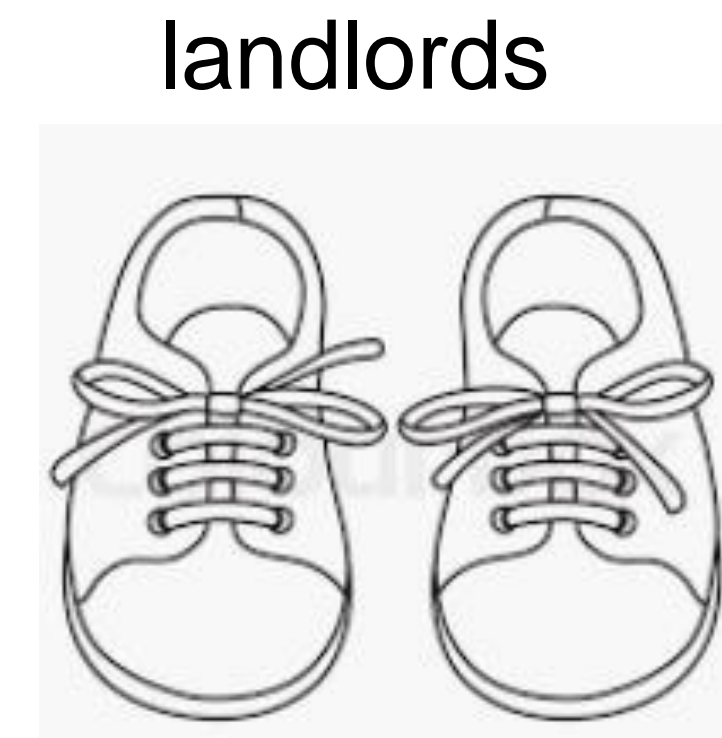
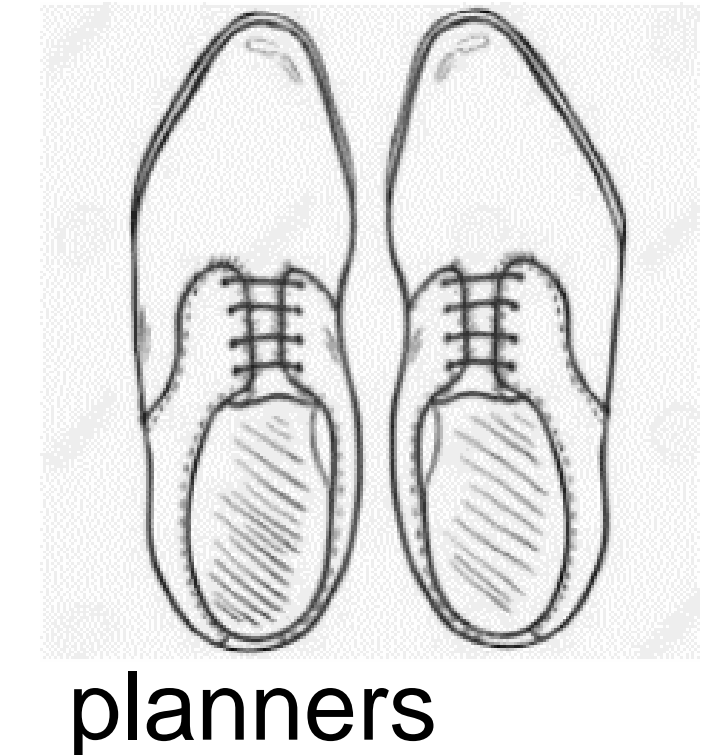
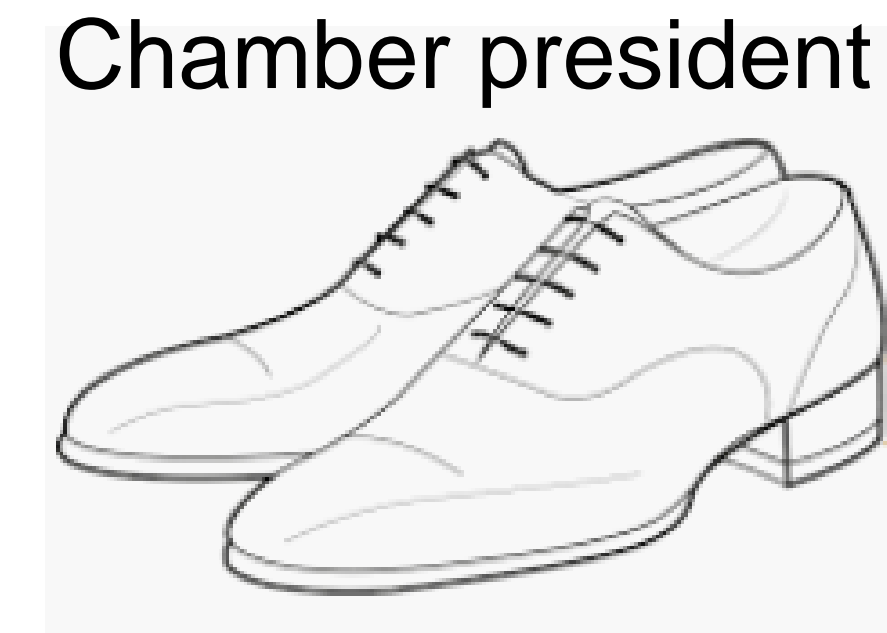
- **Lack of leadership** (not about ownership, but a champion for the big picture)
- Collaboration and **partnerships** - a practice misunderstood
- The belief that Government money is a **silver bullet**
- **No vision**, no aspirations and too many assumptions
- Held back by the past and **resistant to change**
- Everyone is too busy – but **not too busy to complain**
- The logic of the **envelope game**
- No one is **listening** and everyone is saying '**they** should'



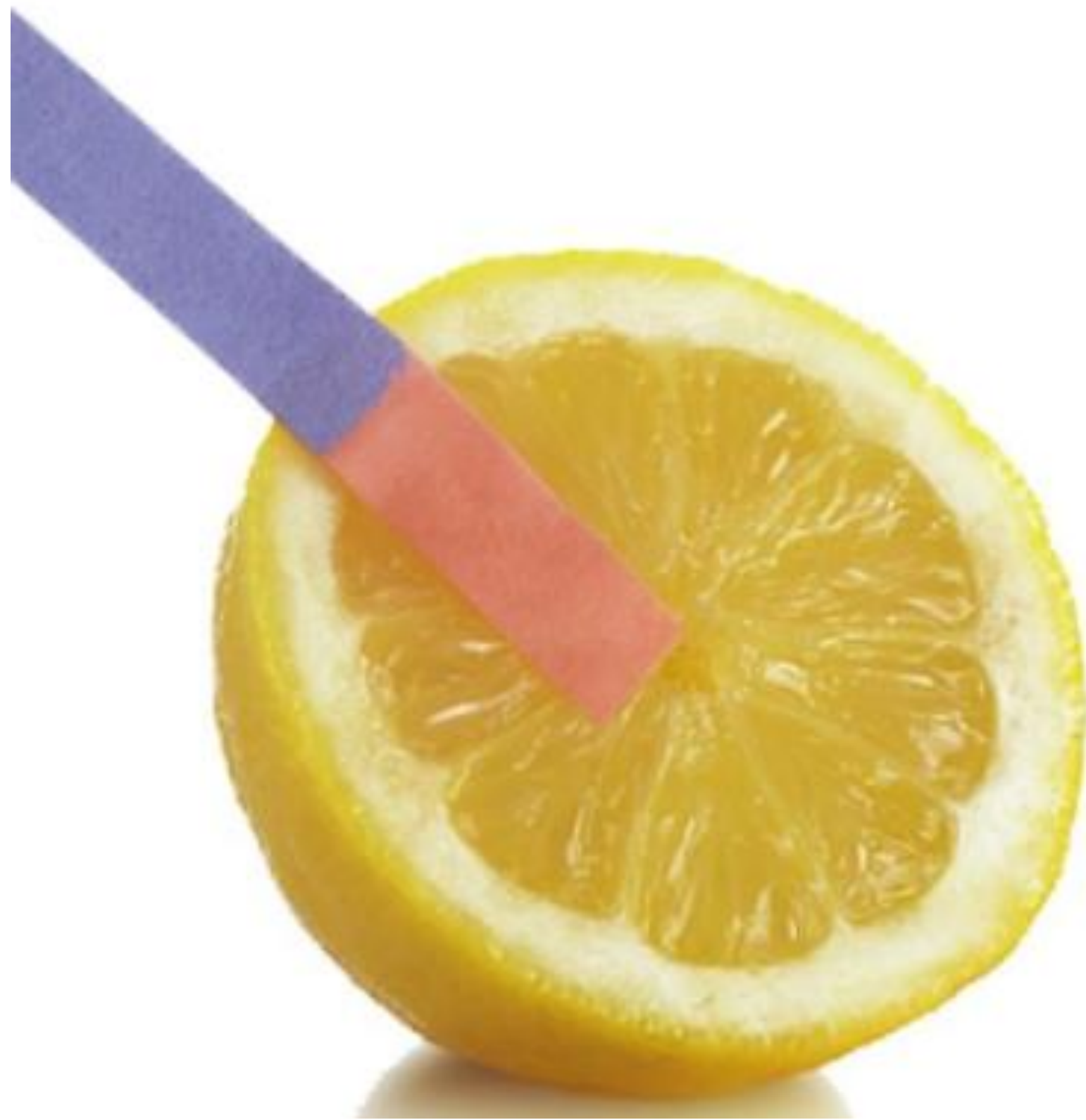
# Unpacking perspectives the stakeholder journey

## Design thinking mindset...

- Empathy
- Shared Vision
- Partnerships
- Pilots
- Champions
- X Factor



# Main Streets are a limit test engagement and investment



Investible
Vibrant
Connected
Lots of promise
Refreshing
A nice hum
Comfortable
Fixer upper – good bones
Lights on Nobody home
Just a pulse
Flat Line

Business confidence starts  
here ...

- Flat line to Investible
- Fake it till you make it
- Everyone has a role to play in economic development
- Who is working with you and who is working against you
- Call in the troops

# Success attracts success

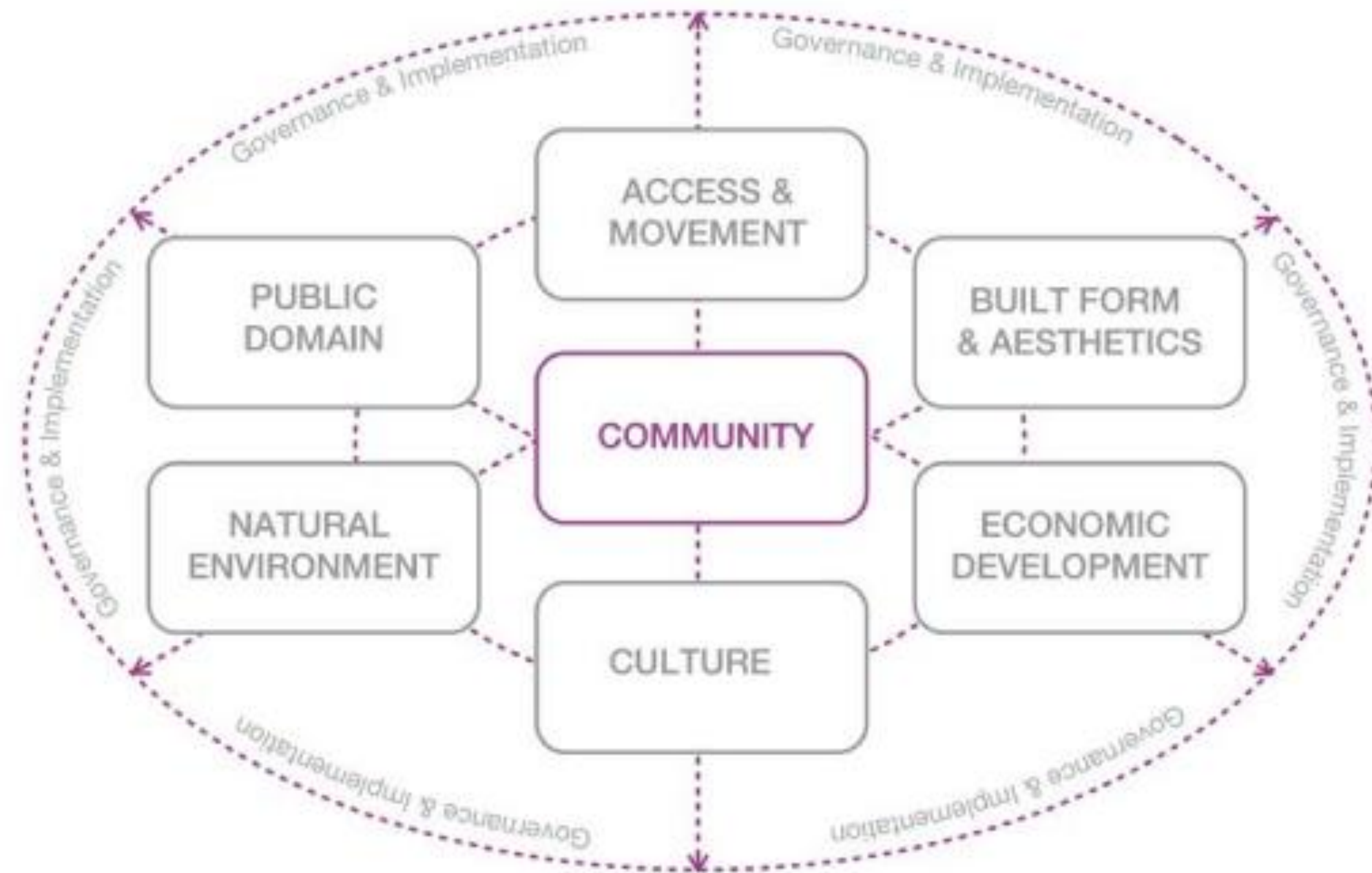
## how invested is this community?

What is your investment culture?

<b>NO-NO</b> No Investment – no options	<b>GO-GO</b> Good Networks – Good Company	<b>PPAC</b> Passionate People Against Council	<b>PPDC</b> Passionate People Driving Change	<b>Invested</b> New investment & Re-investment
<ul style="list-style-type: none"> <li>• Council is not investing and businesses are not investing – cracked footpaths, faded signage, old fittings</li> </ul>	<ul style="list-style-type: none"> <li>• Strong sense of community with active businesses and civic activities with engaged and participating range of stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Negative stories in press, lots of ‘no’, - too hard, too much sandpaper, poor perceptions, delays and costs</li> </ul>	<ul style="list-style-type: none"> <li>• Economic development projects promoted, partnerships secured, positive updates – champions</li> </ul>	<ul style="list-style-type: none"> <li>• Government investment, business and landlord investment with patterns of investment visible (3 x new signs)</li> </ul>

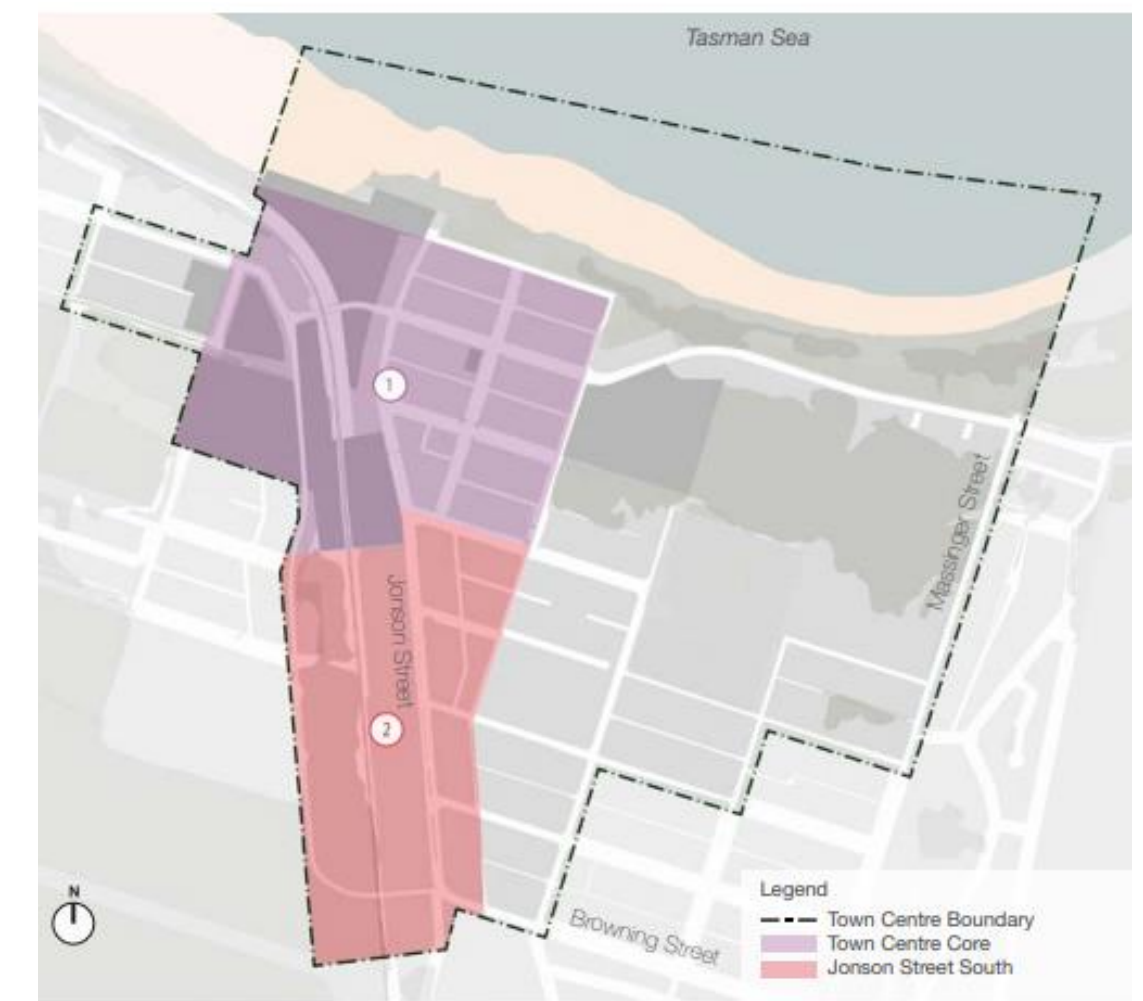


# Ribbons, crosses and squares shaping town centre opportunities



## A place that reflects who you are

- Supports community building and connections
- Shapes our image and tone of voice
- Creates inclusivity across generations and diverse groups
- Sets a direction for policy and investment



Source: Byron Bay Town Centre Masterplan Place Vitality Criteria and Place Principles  
Credit: McGregor Coxall



# Stretching ourselves and thinking differently



Looking at your town centre with fresh eyes ...

- What have you been missing?
- How does it feel at 6am, 12noon, 6pm and 10pm?
- Is there space that is underutilised?
- Are there spaces that are over crowded?
- What's your community to commercial ratio?
- What does it sound like?
- Who is there and who is not there?
- What could you do differently?



# crush assumptions ramp up positive culture



Don't leave all of your good conversations to the consultants ...

- Spend time with people who use or who you want to use the town to its maximum capacity
- You don't have to be a specialist to listen well
- Talk up your town – towns build brands and place brands build communities, opportunities and economies

“We can shape the business environment together”

“We can shape the places and spaces and the themes in which our businesses can survive – and thrive”

“We do this best ...”



# Placemaking partnerships a sign of the times



## Goal

- Encourage residents to ride rather than drive to the town centre
- Show our creative spirit and connectedness to the environment
- Make it fun, easy and popular – behaviour change theory



## HAPPY HOOPS BYRON BIKE RACK PROJECT



# symbiotic partnership benefits sustainable town centres



## Places that work for everyone

- Do more with what you have – people, place, natural and built form
- Be good at conversations – conversations for generating possibility, generating opportunity, generating action, generating completion
- Make your partnership mindset and strategy known – built on trust, remember it's 'a long game with lots of innings'
- Think differently – leverage funds, get creative, look for multiple partners who can also work together for a common purpose
- Your 'value add' element and offering
- Placemaking is community development – create partnerships specific to activation zones, celebrate community building outcomes



A society grows  
when we  
plant trees  
for shade we  
know we  
may never  
sit under



**stretch ourselves**



**listen carefully**



**crush assumptions**

# Thank you

I'm always happy to connect with like minded people, or  
anyone who wants to change my mind

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