

### **What is the precinct activation project?**

In early July 2019, The Junction Co. commenced management of the Port Hedland Courthouse Gallery+Studio and placed the organisation in a strong position to advocate and connect with the surrounding community. Through conversations and observations with our neighbours and visitors, we identified a need to:

- + Develop a common, positive language and narrative for our immediate local area (specifically between McKay Street, The Esplanade, Richardson Street and Anderson Street)
- + Encourage longer visitation to the area from a broader segment of the community
- + Improve image and perceptions of the area
- + Build a sense of community among our neighbours, and broader community

In November 2019, the Junction team commenced a project of collective community action to transform and reinvigorate the precinct, and started a place activation project lead by a precinct town team.

### **What is placemaking and place activation?**

Placemaking is an approach and an ethos, which places community participation at the forefront of creating vibrant public spaces that contribute to the health, happiness and wellbeing of that community.

Place activation is the goal of the placemaking process and it impacts all aspects of planning, development and ongoing management.

Learn more here:

<http://www.parklandwa.org.au/news/30/vibrant-activation--an-introduction-to-space-activation-and-placemaking>

<https://www.pps.org/article/what-is-placemaking>

### **What is a town team?**

Town teams are positive and proactive organisations that include businesses, landowners and residents working collaboratively with their local government to improve a place or area, often a town centre or 'main street'. Town teams are 'doers'. They provide vision and leadership for their place.

### **What is the place vision for the precinct activation project?**

Bringing together Hedland's innovative future with its storied past, [INSERT PRECINT NAME] is the town's melting pot, imbued with the legacies of the Kariyarra and Ngarla people, and the Town's distinctive maritime history.

[INSERT PRECINT NAME] is the centre of Hedland's thriving community, bringing people together over shared experiences and histories, sparking connections and inviting exploration.

### **What are the primary objectives of the precinct activation project?**

- + Develop a common language when referring to the precinct, what is on offer, and the kind of place it is. This language is adopted by stakeholder and the wider community.
- + Encourage longer visitation both day and night throughout the precinct through a mix of uses, events and programming.
- + Improve reputation, image and perceptions of place encouraging return visitation and new audiences.
- + Build sense of community within the precinct and attracting new businesses and individuals.

### Secondary Objectives

- + Attract further visitation including new demographics and user groups.
- + Encourage sense of local pride in the public realm and services on offer.
- + Develop a welcoming, safe place for all community to utilise.
- + Improve vacancy rates throughout the three major thoroughfares.
- + Provide a range of uses, both passive and active.

### **How will you activate the precinct?**

A place activation strategy has been developed and identifies priority activation concepts which underpin and reinforce the place vision meaningfully. The place activation strategy is the implementation guide for the Vision.

The concepts will focus on the following categories:

- + Naming and brand (initial concepts utilising benchmark imagery)
- + Signage and wayfinding (locations, benchmark imagery, approx. budgets, funding suggestions, project partners)
- + Infrastructure upgrades and maintenance (locations, benchmark imagery, approx.. budgets, funding suggestions, project partners)
- + Events and programming (locations, benchmark imagery, approx.. budgets, funding suggestions, project partners)
- + Marketing, promotions and partnerships (benchmark imagery where relevant approx.. budgets, project partners)

### **Who is involved in the activation project?**

Energised and invested community organisations, precinct businesses, and government agencies are involved in the activation project. The Junction Co. coordinates the project, and the town team ensures the project vision is on track. To date, the following organisations are part of the project (but the list keeps growing!):

- HARTZ
- Dalgety House (historical society)
- The Port Hedland Visitor's Centre + Seafarers
- Hedland Collective
- Category 5
- Town of Port Hedland
- Pilbara Development Commission
- 777 Pharmacy
- BHP
- Pilbara Copy Service
- Care for Hedland
- WEB Business Hub
- Courthouse Gallery+Studio
- Health Hub

**How can I be involved in the project?**

Fill in an EOI and The Junction Co. will be in touch.

<https://www.cognitoforms.com/TheJunctionCo1/EOIActivationProject>