

14. The Coolum Community Placemaking Model

14.1 Description

The Coolum Community Placemaking Model sits alongside the Conceptual Art Framework, and provides the process and direction for the activities that engage Council and Community in the uptake of urban design solutions. This model provides direction for an incremental process of 'urban acupuncture' and facilitates action within the local and professional community by providing opportunity for ideas to develop and be supported within the local governing structures.

The process would involve each local group nominating a representative with regards to art and public amenity projects to form a collective 'Core Coolum Place' team. This core group of Coolum Placemakers will create an easy to follow avenue for the professional expertise of artists (Sunshine Coast) and local creative interested people, and inform an opportunity for a robust two-way collaboration, with the Place Manager and Council and the local Councillor (currently Viven Griffin).

By working together to achieve common goals (artistic, environmental, seating, access, safety, memory and so on), this group will be able to draw on and share creative skills and resources to enable projects to become a reality, so that the resulting whole can be greater than the sum of its parts. This direct connection and experience of creating successful concept outcomes will continue to enhance the vitality of Coolum's public and private spaces and create a greater sense of community proprietorship and pride.

Central to the process of the Coolum Community Placemaking Model, is the IAP2 Public Participation Spectrum (2004) of Inform; Consult; Involve; Collaborate; Empower. Consisting of two key groups, 'Council - Place Manager' and the core 'Coolum Placemaking Group', which is open to all the active groups in Coolum (Commerce, Theater, Environmental etc) to join, making it inclusive of the general collection of people who live and work or play in the district.

A gap in any Master Plan design, is that the long term planning tool is separate from the immediate reality of the people in the town, and while community understand that the "BIG" picture is important, this Model and process gives greater focus to the smaller projects that give immediate layers of meaning and vitality of place.

Community feedback of Coolum's public realm design process has highlighted the issues surrounding rapid growth and a changing community dynamic. This and recent governance restructuring are key elements within understanding and working with elements of apathy and desire from the community to be involved in tangible outcome oriented actions.

The role of the Local Coolum Place Manager is crucial to facilitating this process to and the design concepts including the 'Postcards Vision' methodology (Map ???) and working within the agreed IAP2 Spectrum that underpins community consultation.

- Inform - we will keep you informed with balanced and objective information that can help you understand problems, alternatives and proposed solutions;
- Consult - we will keep you informed and we will listen to, and acknowledge your concerns, plus provide feedback on how public input influenced our decision;
- Involve - we will work with you to ensure your concerns and aspirations are reflected in the alternatives developed;
- Collaborate - we will look to you for direct advice and innovation in formulating solutions. We will incorporate your advice and recommendations into the decision to the maximum extent possible;
- Empower - We will place the final decision in the hands of the public and will implement what you decide. (IAP2, 2004)

The 'Postcards Vision' concept is an additional process device which sits within the Model to encourage and captivate local creative ideas and aspirations and is explained graphically on page 30.

