

Activation Principles



Every year community groups, organisations and professional event organisers host an array of events that activate spaces across our City. The City of PAE supports these through its Grant Programs, advice and support to event organisers, and through the issuing of permits. We also host our own events and activations, delivered principally by our Placemaking and Activation team in collaboration with, and with support from, other teams across Council. Activations include but are not limited to events.

The following principles will guide the selection of an annual program of Council-led activations, partnerships and support to event organisers. Not every activation will meet all principles.

1. Destination Desirability

We will program activations and attract event partners that enhance the reputation of the City of PAE as a vibrant, desirable metropolitan destination. These activations will drive perception of the PAE brand as creative, quirky and interesting. In so doing we will increase visitation, economic impact, and a sense of pride in our City. We will consider our visitor economy but also service the needs of our local community and businesses. Our activations will be varied in size and target demographics.

2. Uniqueness

We will ask, 'Is this activation unique and does it add value to the PAE story?' We will consider what we are known and respected for, and how we turn the volume up on these opportunities to create a sense of place.

Our activation program will consider:

- What do we have that forms a point of difference? e.g. the Port River, heritage architecture, industrial landscape, developed street art culture
- Can we use new spaces and places — or can we use them differently?
- Are we being innovative and taking a creative risk?
- Is there an opportunity to align with Festival partners?

3. Thriving Communities

Our activation program will be accessible, inclusive and varied. It will build community connectedness or assist with community cohesion. It will actively assist with delivery of PAE's Inclusive Communities, reconciliation and Welcoming Cities commitments.

4. Community Capacity and Place Use

Our places will be regarded as safe and accessible and the community will know they are welcome. As well as actively participating in Council-led activations we will actively encourage and support our community to creatively use places and spaces across the City. We will demonstrate this through telling stories in our media and marketing, working with existing community champions and providing learning opportunities for new ones, and demonstrating innovative uses of existing spaces.

We will break down barriers for community and business to deliver their own activations. Grants, partnerships, permits and support from our Placemaking and Activation team, Economic Development team and others across Council will build capacity for community-led placemaking.

5. Consideration of Our Resources

We operate within budget and staffing constraints and this will be reflected in our activation programming. We will consider when the community is most likely to host their activations (warmer but milder weather months) and schedule Council-led activations accordingly. Our programming will consider when local business will benefit from activations as a driver of night-time economy or in slower months. To help us use our resources efficiently and effectively, teams across Council will actively partner to produce activations that deliver on multiple strategic outcomes.

6. Delivery on Strategy

Our annual program of activations will deliver on strategic objectives and actions across a range of strategic and management plans. In addition to advancing our Placemaking Model, our annual program of activations will support delivery of strategic objectives and outcomes from the Arts & Culture, Tourism and Economic Development strategies. Wherever possible, our program will also support the delivery of wider strategies including the Living Landscapes, Libraries, Waste Management, and Integrated Transport strategies.