

# Community 'Activation' = Community Building

Anthony Kelly who termed the phrase 'community building' nearly 20 years ago states "Community building is a sea of events and people, not a racetrack over a set course with a starting and a finishing line. There are many dimensions of community building and they are all important."



**COMMUNITY INFORMATION** ensuring people have the information they need to manage and enhance their own lives and those of their families and communities

**IDEA: seminars & noticeboards**

**SOCIAL (SERVICES) DEVELOPMENT**

maximize availability of services

**IDEA: working with a range of government and private agencies to ensure more local health services**

(Muirhead 2002)

## What does this look like?

**COMMUNITY SERVICE** providing targeted services for residents

**IDEA: small business club & interim mini-shop**

**COMMUNITY ACTIVITY (EVENTS)**

creating activity that can build a sense of place (where we are) or community (who we are), or simply brings residents together

**IDEA: community parks programs**

**COMMUNITY INVOLVEMENT**

involving people in decisions that affect their lives

**IDEA: consulting with residents on community assets**

**COMMUNITY ACTION**

communities acting to change or defend their interests

**IDEA: resident action to increase public transport**



**Hive...**

The logo features a stylized illustration of a beehive with a single bee flying above it. Below the illustration, the word "Hive..." is written in a bold, black, sans-serif font.

**Its about  
building  
great  
places to  
live...**



Placemaking is a multi-faceted approach to the planning, design and management of public spaces. Put simply, it involves **LOOKING AT, LISTENING TO, AND ASKING QUESTIONS** of the people who live, work and play in a particular space, to **DISCOVER THEIR NEEDS AND ASPIRATIONS**. This information is then used to **CREATE A COMMON VISION** for that place. The vision can evolve quickly into an implementation strategy, beginning with small-scale, do-able improvements that can immediately bring benefits to public spaces and the people who use them.

(from the Project for Public Spaces  
founded in 1975 in America)

