PLACE MAKING
WHERE COMMUNITY MEETS THE VISITOR ECONOMY
CHRISTMAS 2019
CASE STUDIES COURTESY OF

SYDNEY OLYMPIC PARK AUTHORITY &
THE HILLS SHIRE COUNCIL

CASE STUDIES WERE UNDER THE LEADERSHIP OF LORI MODDE
PLACE-MAKING BEST PRACTISE

• BE THE HOST, DON’T BE THE LIFE OF THE PARTY
• ITS PLACE-MAKING, YOU CAN NEVER PLACE MADE
• ALLOW COMMUNITY TO EXPRESS, BE HEARD, CONNECT
• EMPOWER THEN FACILITATE
VISITOR EXPERIENCE BEST PRACTISE

• EXPERIENCE DEFINES THE OPPORTUNITY & SUCCESS
• TO ENGAGE IS TO CONQUER
• IT IS THE MEETING BETWEEN PLACE AND VISITORS
• IF TOURISTS DIDN’T WANT TO EXPERIENCE A DIFFERENT PLACE, THEY WOULD STAY HOME
TOURISM BEST PRACTISE

WHERE COMMUNITY ARE EMPOWERED TO SHOWCASE THEIR CULTURE WHICH THEN ENGAGES VISITORS TO MAKE MEMORABLE EXPERIENCES
PROVIDE A PLATFORM

• SPACE FOR COMMUNITY TO SHOWCASE;
  • BUSINESS
  • MARKETS
  • PERFORMANCE
  • CONNECTION
  • EDUCATION

• PROVIDE AN EXPERIENCE PACKAGE

• BE INNOVATIVE

• BE INCLUSIVE
MY TOWN MY PARK
& CHRISTMAS MAGIC
CHRISTMAS SKY SHOW
CHRISTMAS SKY SHOW
“The potential of tourism to a place is not explored until there is Visitor engagement, understanding and connection to the community of the place”

– LORI MODDE
Other examples;

Convict Road stories
Heritage Cache App