



# Vital Places – Overview

## VITAL PLACES – WHO WE ARE

- > Vital Places is Robert Prestipino – Australia’s first ‘place-based enterprise’ consultant specialising in the shaping of town centres to support strong, vibrant communities.
- > An independent specialist advisor with more than 25 years’ experience in guiding place-based enterprise projects, Robert founded Vital Places in 1996.

## THE VITAL PLACES CHARTER

- > Helping to shape town centres to support strong, vibrant communities with healthy economic, social and cultural futures.
- > Providing expert assistance in delivering ‘place-based’ enterprise projects ie. regionally significant infrastructure projects that help grow jobs, strengthen community identity, enhance the appeal of the town and create long-term sustainability.
- > Putting the “public back into public infrastructure” to transform local communities into better places.
- > Providing the catalyst for achieving great things in communities.
- > Bringing experience, new ideas and creative thinking to existing infrastructure projects and funding programs, to deliver even greater outcomes from the same level of investment.

## APPROACH

- > Working hand-in-hand with community leaders, assisting them in the development of focused strategies and action plans that will deliver a better place for all community stakeholder groups.
- > Adopting a strong partnership process that is designed to break down communication barriers and empower communities with local ownership, leadership support and stakeholder buy-in for infrastructure projects.

## SKILLS AND CAPABILITIES

- > Strong track record of creative place-based catalyst projects
- > Best practice skills in stakeholder communication, leadership, coaching and taskforce management.
- > Additional specialist skills in strategy development, urban design, master planning, stakeholder communication and place-based enterprise.

## CORE SPECIALIST SERVICES

- > Triple bottom line delivery through full project integration
- > Focusing project design briefs to ensure outcomes support community visions and local values
- > Formulating robust action plans to help create better places for people and business
- > Structure planning that leverages public and private sector infrastructure
- > Strategic placemaking and branding of community precincts
- > Facilitation of action workshops to bring stakeholders together and move projects forward
- > Improvement reviews on revitalisation or new projects
- > Communication strategies for project teams
- > Success mentoring.

## POINTS OF DIFFERENCE

- > Customised approach to guiding place-based enterprise projects, working with the intrinsic character and issues of each community as the foundation for shaping long-term vitality.
- > Ability to build a project team that features the strongest possible collection of specialist skills and creativity needed to make each unique community stronger.
- > Flexibility to work on place-based projects as the director of a purpose-built team, as an in-house specialist, or as a specialist team member within larger consultant teams delivering public infrastructure projects.

## KEY PROJECTS

**Vital Places works on both greenfield and brownfield projects, and has guided more than 40 town centre improvement projects in local communities around Queensland. Key projects include:**

- > Multi-award winning Ingham Revitalisation Strategy
- > Beenleigh Revitalisation Action Plan
- > Broadbeach Broadway Master Plan
- > Gympie Town Centre Revitalisation & Civic Art Project
- > Crows Nest Streetscape Master Plan
- > Highfields Identity Project, Crows Nest Shire
- > Short Street Centre Improvement Project, Southport
- > More than 20 of Brisbane City Council’s Suburban Centre Improvement Projects.