

IS YOUR  
**TOWN CENTRE**  
STRUGGLING?



---

S P O N S O R S   G U I D E

---

# CONTENTS

WHAT WE DELIVER	3
IS OUR APPROACH RIGHT FOR YOU?	4
AVOIDING THE PITFALLS	6
THE FATAL FLAW IN COUNCIL PLANNING	7
AN ALTERNATIVE APPROACH	8
TIME LINE FOR TOTAL PACKAGE	9
TIME LINE FOR THE 7 DAY MAKEOVER	10
<i>LESS TALK, MORE ACTION SYSTEM</i>	11
CROWD FUNDING CAMPAIGN	13
UP-SKILL YOUR COMMUNITY	16
TURN YOUR NAYSAYERS INTO DOERS	17
COMMUNITY WELL-BEING	18
MEET THE MAKEOVER CREW	19
COST	20
YOUR RESPONSIBILITIES	21
OUR HEALTH & SAFETY STRATEGY	22
GLOSSARY OF TERMS	23



# WHAT WE DELIVER



## KICK-START REVITALISATION

We help the community to totally transform the look and feel of the town centre in just 7 days.

## TRAIN COUNCIL TEAM

During the 7 Day Makeover we mentor a team of Council staff in how to use a model that has taken us 30 years to perfect.

## CHANGE THE TOWN STORY

Often communities are blaming Council, or some other factor (such as lack of parking) for the state

of their town centre. The makeover shifts this story significantly, as people learn to take civic responsibility.

## BUILD COMMUNITY WELL-BEING

The 7 Day Makeover creates a stronger sense of community and builds resilience. It also identifies and empowers a new group of community leaders.

## 'LESS TALK MORE ACTION' SYSTEM + SUPPORT

After a makeover, communities have a tendency to go back to endless committee meetings. We have

developed an entire system that enables them to run mini-makeovers more efficiently. We give both Council and the community, two years of support and mentoring in applying this more agile approach.

## BUSINESS BOOSTERS

An optional extra where we work with retailers to help them benefit from better engagement with public space and by offering visitors a more engaging experience.

# IS OUR APPROACH RIGHT FOR YOU?

We can reinvigorate your Town Centres in just 7 days\*.

We know this sounds impossible.

Decision makers, and the people in your town, are highly likely to be sceptical.

So we designed an approach that reduces the risk for you and your Council, plus builds support and enthusiasm with businesses and the community. In fact, it is an essential part of the overall program.

- You host a half-day workshop – *Exploring Possibilities*. We explain the entire *7 Day Makeover System*, and what other places have achieved. You can add other activities such as a business breakfast or evening presentation for the public.
- At the end of the workshop you decide if our approach is right for your town.
- If the answer is YES, we get started on planning.
- If the answer is NO, we shake hands and part friends. We send you a bill for \$4300 to cover our costs... but you keep all the secrets to revitalising your Town Centre that we have shared.

\* There is a minimum of 10 weeks planning prior to the makeover.





# EXPLORING POSSIBILITIES FOR OUR TOWN CENTRE

A HALF DAY WORKSHOP

## DISCOVER THE SECRETS | BUILD SUPPORT

DAVID ENGWICHT is one of the world's leading experts on resuscitating dysfunctional and dying Town Centres.

In this half-day workshop he will inspire you with examples of how cities and towns have rejuvenated whole precincts in just seven days, and on a shoe-string budget.

Learn how simple it is to bring a Town Centre back into life.

Hear about the '*Less Talk, More Action*' System that took us 30 years to develop

**Learn why too much planning and community engagement is killing our public spaces.**

**This workshop includes a walk through your Town Centre,** with David exploring the possibilities of what could be achieved in seven days.

**FREE if you proceed with a makeover**

Just \$4,300 + GST (all inclusive of travel) if you decide not to proceed with makeover.



**David Engwicht**  
Creator of the 7 Day Makeover

**“**One of the world's most inventive thinkers on creating vibrant public places.**”**

Project for Public Spaces – New York

**BOOK NOW! [david@7day.com.au](mailto:david@7day.com.au)**

# AVOIDING THE PITFALLS

You have a Town Centre that needs reinvigorating. Here are the pitfalls to avoid.

The traditional approach starts by creating a master plan, and then consulting the community. But this often gets bogged down in endless debate, or the report ends up on a shelf gathering dust, or if anything does happen, it can take years, and the result is often disappointing.

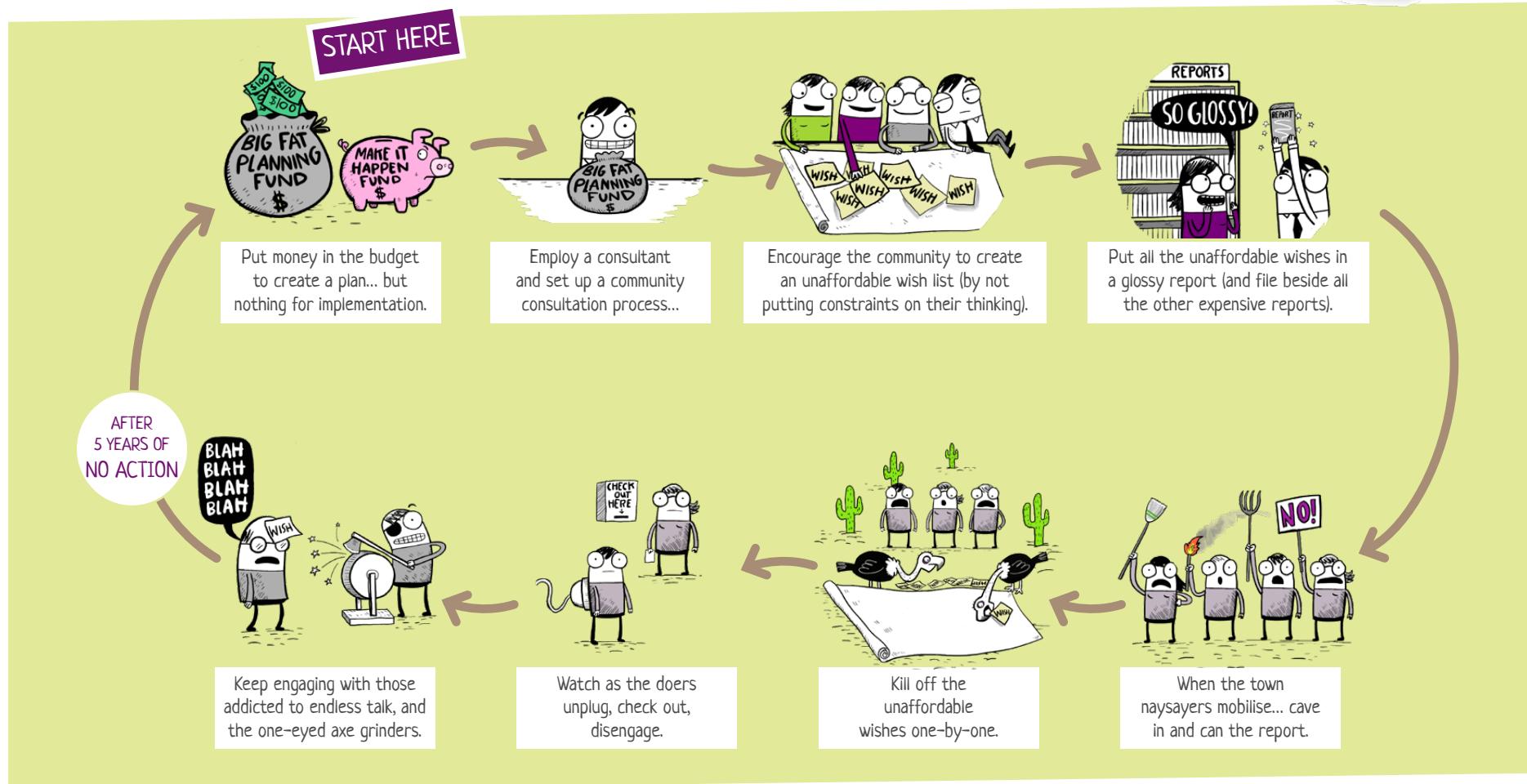
Our approach avoids all these pitfalls. The total process, from when you sign a contract till the makeover is complete, is usually around 10-12 weeks. **You are guaranteed a great Town Centre at the end of this time, not just a glossy report.** And the community will have participated intimately with the design and implementation, and feel a deep sense of pride in what they have created.

*This space in Westport, NZ, was made over in seven days on a materials budget of just \$35,000*



# THE FATAL FLAW IN COUNCIL PLANNING

WHY A TON OF MONEY GETS SPENT, AND A LOT OF ENERGY BURNED, BUT NOTHING GETS DONE



# AN ALTERNATIVE APPROACH



ORDINARY PEOPLE CREATING  
EXTRAORDINARY PLACES IN JUST 7 DAYS

WITHOUT ENDLESS  
TALK

WHERE WISH LISTS  
ARE BANNED

AND ALL THE MONEY GOES INTO  
MAKING IT HAPPEN



Days 1–2: Plan & Form Project Teams

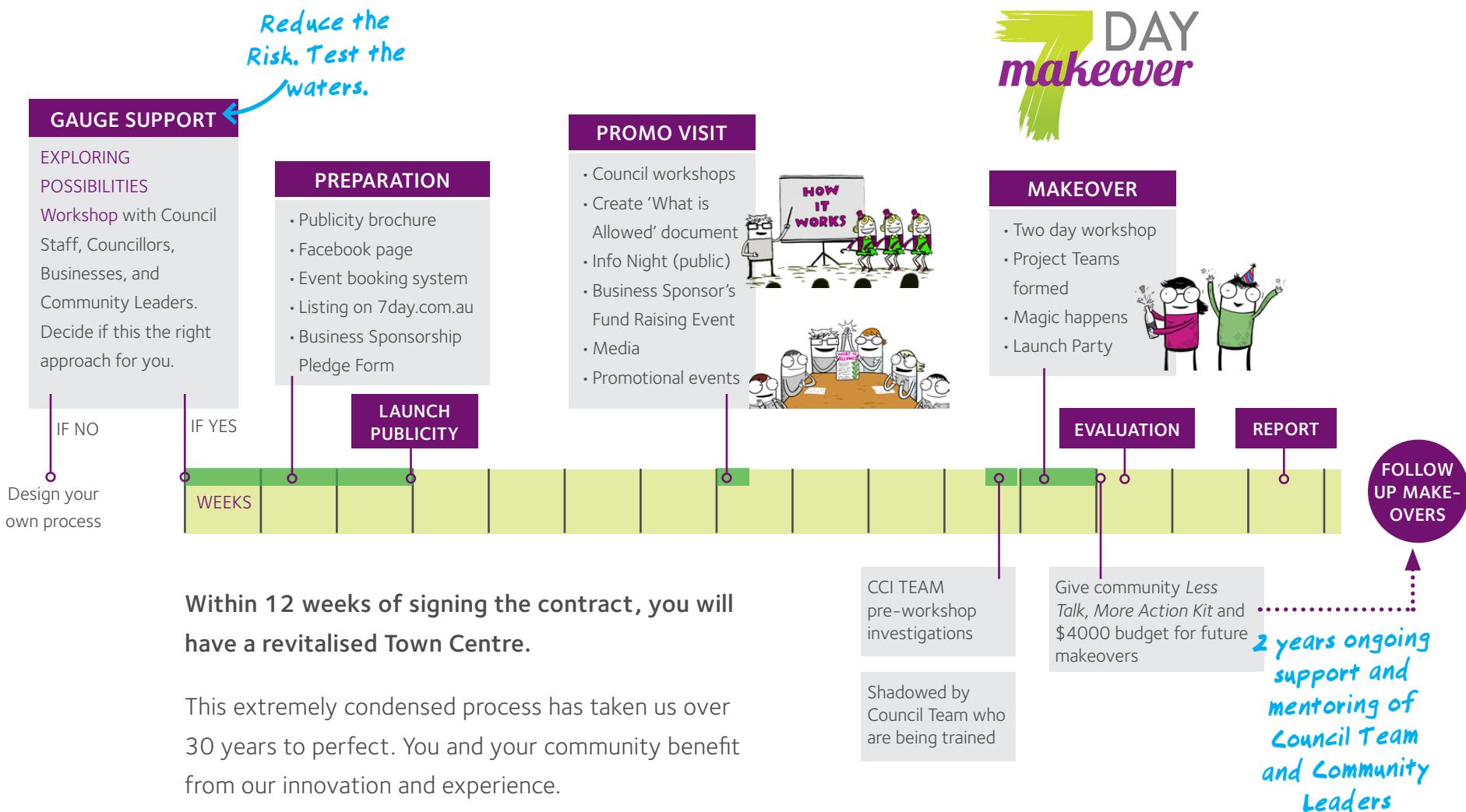


Days 3–7: Make it happen

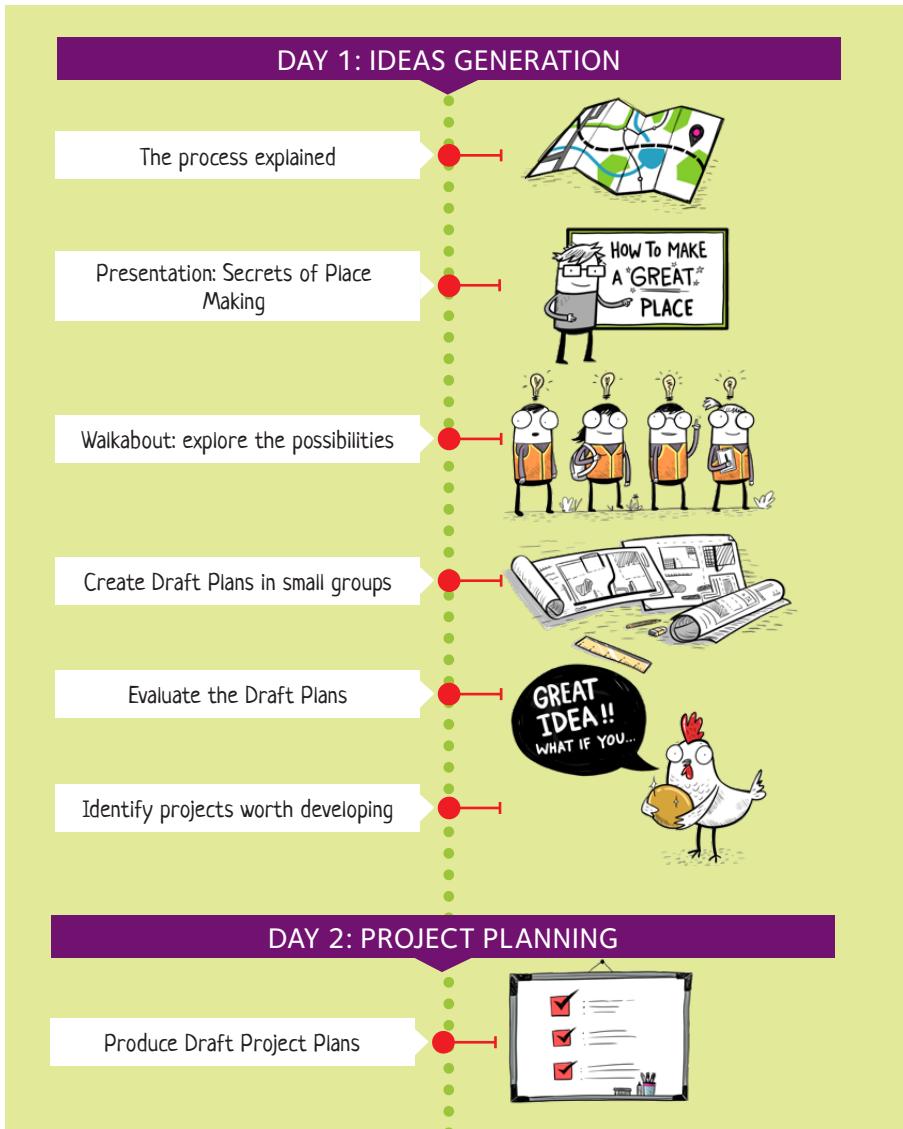


Days 8: Celebrate and watch life return!

# TIME LINE for TOTAL PACKAGE



# TIME LINE for 7 DAY MAKEOVER



# LESS TALK, MORE ACTION SYSTEM

After a 7 Day Makeover, the biggest risk is that the community will go back to having endless meetings and trying to master-plan their future actions.

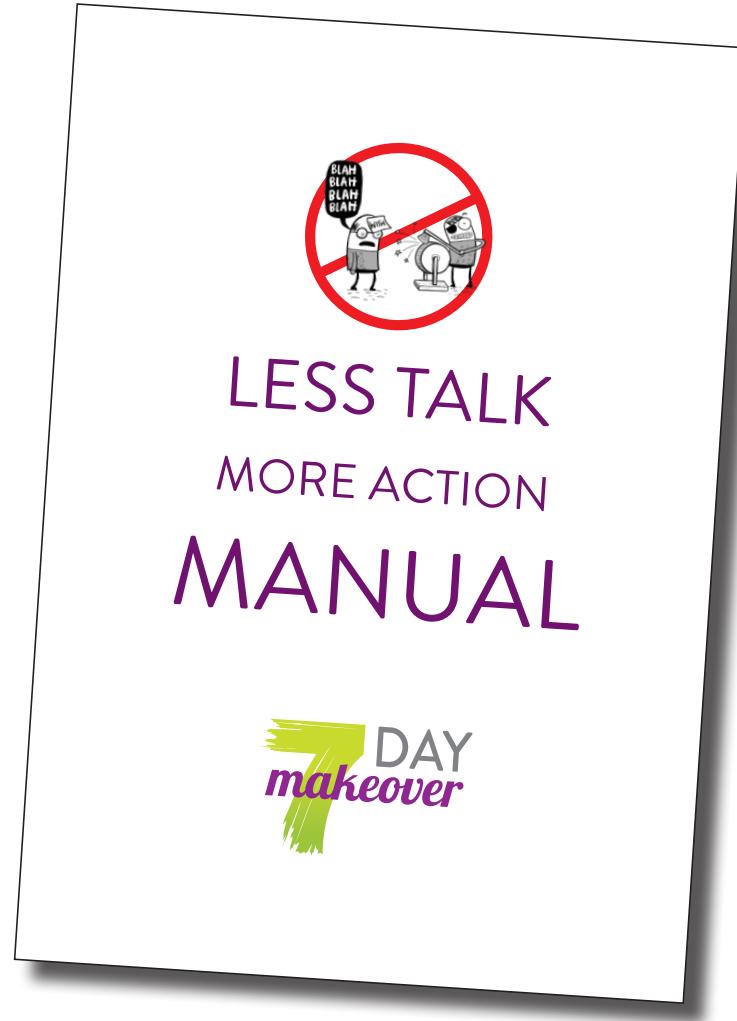
The result will be a lot of talk and very little action.

The doers will check out.

The process will get bogged down in subcommittees and petty squabbles.

So we have designed an entire system to keep your community on track... and kicking endless goals.

We skill them in using this system during the 7 Day Makeover... then support and mentor them for up to two years.



The Manual gives very clear guidelines on every single step of the SYSTEM.

It will be easy for the Council Team to see where the process is going wrong if it gets off track.

## SOME KEY ELEMENTS OF THE SYSTEM



## PUBLIC NOTICE BOARD

Suitable for outdoors.

Used to display all the documents on this page

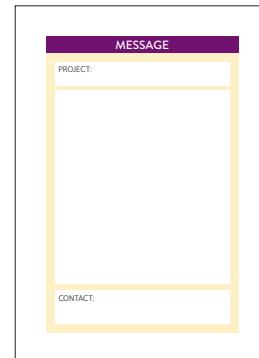
SAVE THE DATES

For up to three Makeovers

SAVE THE DATES!	
PLANNING SESSION:	PLANNING SESSION:
TEAM LEADERS MEET:	TEAM LEADERS MEET:
MAKEOVER:	MAKEOVER:

## MESSAGE SHEETS

For Project Leaders to post  
messages



## HOW ARE IDEAS SELECTED AND GENERATED

Makes the entire process transparent. To be permanently displayed on notice board.

## HOW ARE IDEAS SELECTED & IMPLEMENTED?



1. Around six weeks before a makeover, there is a WALKABOUT, where ideas are generated and maintenance issues noted.
  2. This is followed by a PLANNING SESSION.

PLANNING SESSION AGENDA

1. Each of the ideas discussed on the Walkabout are presented and the audience asked, "Does anyone want to drive this idea - be the Team Leader?"
  2. Participants can add additional ideas; provided they are willing to be the Team Leader.
  3. Projects that have a Project Team, but were held over from previous rounds for various reasons, report on their progress.
  4. Each idea, that has a Team Leader, is discussed in turn, with the audience invited to make suggestions for improving that idea.
  5. The audience votes on whether that idea should be further developed, parked, or discontinued.
  6. Audience votes on whether held over projects are continued with, parked or discontinued.
  7. Team Leaders of the ideas that are to be developed, stand at the front with a sign bearing the name of their project. Everyone in the audience, who wants to be part of a Project Team, stands with the Team Leader for that project.
  8. Each Project Team decides when and where they will meet to develop their Project Plan. (They are give a Project Planning White Board.)
  9. Close Planning Session.  
  3. Those Project Teams given the green light commit to developing a budget and implementation plan before the next TEAM LEADERS MEET. This includes applying for, or raising, the necessary funding.
  4. Project Team Leaders meet before the Makeover to coordinate their plans for the Makeover. (Those Project Teams who do not have funding organised will be held over to the next makeover.)
  5. Project Team leaders present their vision during the actual MAKEOVER.

ACTIVE IDEAS

A public record of all your live ideas and their status. Includes contact details for Team Leaders.

ACTIVE IDEAS

# CROWD FUNDING CAMPAIGN

Our most successful 7 Day Makeovers have been where we have invited businesses and the community to make a financial contribution, via a Crowd Funding campaign.

## They have more skin in the game.

We set up and manage the Crowd Funding campaign. We will even invoice companies and hold all monies in trust for the community.

In Tuncurry, NSW, the community raised \$52,850



Before and after photos from the Tuncurry Makeover. This was just a fraction of the work undertaken.

“

*It was a no-brainer for me to pledge money to the makeover in Tuncurry.*

*If I placed an advert in a newspaper it would only work for a couple of days. But the makeover would be a lifetime “advertisement” that would give us a return for years to come...*

*The finished product, delivered by David Engwicht and his team, was nothing short of outstanding. We have already seen an increase in visitors and trade.*

Michele Chapman, Michele's Jewellers. Tuncurry

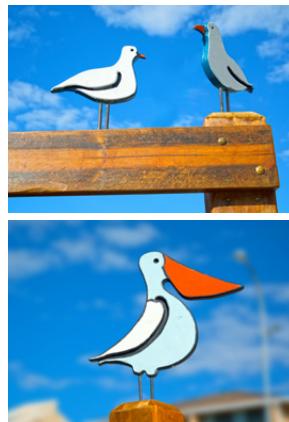
”



**“** The 7 Day Makeover is a truly amazing process which has breathed new life into Tuncurry. As business owners, the small monetary contributions that we all made enabled us to revitalise the main shopping area in ways we could never have imagined. The 7 Day Makeover created a very close and friendly working group of local business owners who are now educated in place making and armed with all the tools they need to keep our town moving forward.

Luke and Katrina Austin, Great Lakes Tackle, Tuncurry

**”**



# BUSINESS SPONSORSHIP

Creative Communities invoices Sponsors directly, and holds the funds in a dedicated bank account. All Sponsors get a detailed Final Report. We produce a Pledge Form and run a fund-raising event.

Council is promoted as the Platinum Sponsor.

All Sponsors can potentially claim their contribution as an advertising cost. They will get:

1. A credit at the end of the documentary about the makeover
2. A thank you on the Facebook page

**WHY YOU SHOULD INVEST IN THE 7 DAY MAKEOVER**

**“**It was a no-brainer for me to pledge money to the makeover in Tuncurry. If I placed an advert in a newspaper it would only work for a couple of days. But the makeover would be a lifetime “advertisement” that would give us a return for years to come...

The finished product, delivered by David Engwicht and his team, was nothing short of outstanding. We have already seen an increase in visitors and trade.

Michele Chapman, Michele's Jewellers, Tuncurry

**PLATINUM SPONSOR**  
**Latrobe Council**  
★ \$25,000 towards Makeover Budget  
★ Facilitation Costs

**YES!** I want the satisfaction of helping to make this makeover happen. I pledge:

GOLD \$5,000 and above  
 SILVER \$2,500-\$4999  
 BRONZE \$100-\$2,499

My pledge \$

Business Name:   
Contact person:   
Email:   
Mobile:

**ACCOUNTABILITY AGREEMENT**

1. Creative Communities will send you an invoice.
2. You will pay your money into an account set up specifically for your makeover.
3. We will send you a final report.
4. Money left over from the makeover will be made available for follow-up makeovers.

**RETURN TO:**  
Jenny Archer  
Latrobe Council  
PO Box 63 Latrobe 7307  
Or Lyndsey Holmes

**SHEARWATER**  
**7 DAY**  
**makeover**  
9-16 NOV. 2019

All Sponsors can potentially claim their Contribution as an advertising cost. You will get:

1. A credit at the end of the documentary about the makeover
2. A thank you on the Facebook page
3. Your name displayed in the Coordination Point.

MAKEOVER FACILITATED BY:  
Creative Communities International  
ABN: 30 101 235 223  
7 Fletcher Pde, Bardon Q 4065  
07 3366 7746

**creative communities**  
INTERNATIONAL

# UP-SKILL YOUR COMMUNITY

## PENGUIN, TASMANIA, A CASE STUDY

We measure the success of a makeover by whether we have empowered the community to continue reinvigorating their town, long after we leave.

Over the years we have been testing systems to make this happen. Take Penguin, in Tasmania, as an example.

We left them everything they needed to do a follow-up makeover – safety vests, project white-boards, health and safety systems, financial management system, and left over materials.

We also offered them \$4000 in grants to do follow-up projects. With this money they completed five new projects under their own steam.

They were so fired up they began fundraising and undertaking more projects. They have now incorporated so they can take on even bigger projects.

We also gave them control of the Makeover Facebook page, which they have used to organise fundraising events, organise makeovers and generally promote their town. As a result, they have attracted visitors from across the region, who now stay much longer because there is more to see and do.



*One of the first projects funded by us after the makeover was this free book exchange, created by Dr Simon Hutchinson. The Facebook post went viral with over 37K + views and 9,604 people engaged*

*As part of the makeover, we created this Penguin Adventure Trail. It has proved so popular with weekend visitors, that one retailer has been putting vouchers for free coffees and other goodies in the Penguin's backpack. Retailers are finding clever ways to trade on the success of the makeover.*

# TURN YOUR NAYSAYERS INTO DOERS

With the traditional master-planning approach, the naysayers and axe-grinders often sit on the sideline and throw rocks at Council. We have seen the 7 Day Makeover silence these critics and even turn some into doers.

“ They say “the stories we tell is the culture we create” and the new conversations here in Westport are full of pride, hope and positivity.  
All thanks to 7 days.

Michael Duff,  
Group Manager, Assets & Infrastructure



“ The 7 Day Makeover has given me a sense of belonging and I am very grateful to the Central Coast Council for providing us with the opportunity to work with the amazing Creative Communities Team who brought out the best in all of us with the end result far exceeding our expectations.

Janelle Gilbert – Volunteer, Penguin

# COMMUNITY WELL BEING

The incredible bonding experience that people share on a 7 Day Makeover is invaluable.

Businesses and community members continue working together long after the makeover is finished.

These bonds are at the heart of building community well-being and resilience.



# MEET THE MAKEOVER CREW

We bring an experienced team\* to help you and your community get the most out of your 7 Day Makeover.

## Rick Barry - Project Groups Coordinator

- Health & Safety Manager
- Job Allocation on site
- Tools and Equipment Manager

## Steve Green - Construction Coordinator

## Daimon Schwalger - Video Producer

## Rodney Hargraves - Construction Coordinator

## Jodi Stojanov - Administration and Finance Coordinator

- Manages Coordination Point (Volunteer sign in and induction)
- Business pledges, and makeover budget
- Catering

## David Engwicht - Project Manager & Artistic Director

- Facilitation of makeover process
- Manager of Makeover Crew
- Resolving issues that can't be resolved by Crew
- Graphic design and overall aesthetics.

\*If a team member is not available for a makeover, we have replacements who have the necessary experience.



“

The 7 Day Makeover team are absolutely amazing! Their knowledge and passion for what they do is brilliant. Volunteering plays a big part in these makeovers but I can honestly say that without this team of awesome people it could never have happened! They are some of the most down to earth and genuine people I have ever met.

A 7 Day Makeover is more than just a makeover!

Sean Gilbert - Volunteer Penguin

”

# COSTS

## ENTIRE PROGRAM & SYSTEM: \$93K

All inclusive flat fee\*

Plus contribution to the Materials Budget.

\* Covers catering for up to 200 volunteer days. Each additional 50 volunteer days will be charged at \$900. (Volunteer days is the number of volunteers signing in each day, totalled for the 7 days.)



## PREPARATION

Set up and manage Facebook Page with regular posts to inspire	✓
Publish event on 7day.com.au with downloadable brochure and links	✓
Design of all promotional materials	✓
Facebook advertising to promote event (paid by us)	✓
Set up and manage booking system with reminder emails (Eventbrite)	✓
Implementation Manual (a step-by-step guide for your organisation)	✓
Sample press releases (fill in the blanks)	✓
Sample communications plan (fill in the blanks)	✓

## MAKEOVER

Mentoring of Council Team in how to run the 7 Day Makeover System	✓
H&S Management System - Induction video + quiz + volunteer badges	✓
Manuals for all participants in workshops	✓
Safety vests for all participants	✓
Makeover Starter Kit (brushes, protective eye-wear, ear plugs, gloves, sunscreen, first-aid kit, etc.)	✓
Basic Tool Kit (drills, saw, grinder, etc.)	✓
Project Whiteboards for each Project Team	✓
Makeover Budget Management System	✓
Pre-Start Checklist for each project for each day	✓
Morning tea, lunch and afternoon tea for participants during makeover	✓
Certificate of Appreciation for every participant	✓
Professional facilitation of every aspect of the makeover	✓
Makeover Support Team with previous experience to help with implementation (minimum of four people)	✓
All travel costs and living expenses for Facilitator and Makeover Crew	✓
Filming of all aspects of Makeover	✓
Launch Party	✓

## PROMO VISIT

Produce pledge forms for business sponsorship	✓
Run fund-raising event for businesses	✓
Run Info Night for general public to explain process	✓
Media interviews	✓
Do audit of Town Centre in preparation for What is Allowed Workshop	✓
Council Staff workshop - what will be happening and what to expect	✓
What Is Allowed Workshop (decides what is allowed during makeover)	✓
All travel and accommodation for David	✓

## POST MAKEOVER

The entire <i>Less Talk, More Action</i> System	✓
\$4000 in grants for follow-up makeovers administered by us	✓
Mentoring of community for up to two years	✓
Evaluation of program	✓
Balance the books (draw up accounts)	✓
Produce a Final Report	✓
Send Final Report to all Sponsors	✓
Professionally edited short video of 7 Day Makeover	✓

# YOUR RESPONSIBILITIES

## We will provide you with four documents:

- Implementation Task List with detailed time line
- Sample Communications Plan
- Sample Press Releases
- Draft “What is Allowed?” Document

## In broad terms you responsibilities are:

- Provide a *Council Makeover Liaison Person* who will undertake the tasks below.
- A team of at least 3 Council staff who will be trained in how to use the 7 Day Makeover System. They must be available, full time, for the two days prior to the makeover and during the seven days of the makeover.
- Organise a briefing session with Council Staff 3-4 weeks prior to makeover. This will be followed by a *What is Allowed Workshop* with key staff to establish the ground rules for the makeover.
- Sign the *What is Allowed* document prior to the makeover.
- Approve advertising materials in a timely fashion.
- Book venues for events and provide a projector and screen for some events.
- Produce a communications plan that your media department will implement (we provide sample media releases, brochures, etc.).
- Provide some “craft materials” for the *Planning Workshop* (we will give you exact details for this).
- Check with your Council depot to see what resources they may be able to make available to the *Resources Bank*.
- Give feedback on your experience of the *7 Day Makeover*.



A signed WHAT IS ALLOWED Document is one of the keys to a successful makeover. We require this document before starting the makeover.



# OUR HEALTH & SAFETY STRATEGY



RICK BARRY is our dedicated Health & Safety Manager. He has designed our H&S Program and oversees its implementation on site.

Rick has had extensive experience as a H&S Officer in the mining industry in NZ and currently works for Buller District Council as the Property Coordinator, so he has an intimate knowledge of the H&S requirements of Councils. Rick understands the legislative requirements to help keep volunteers safe.

## IN DETAIL

- All volunteers must watch a 7 Day Makeover Volunteers' Induction video and pass a short quiz before they can participate in any activities. They must also sign that they will abide by the H&S plan outlined in the induction.
- Creative Communities will have a Health and Safety Manager who will take primary responsibility for ensuring that volunteers are complying. All members of the Makeover Crew will take responsibility for enforcing our H&S rules.
- Project Teams are asked to consider OHS issues when developing their project plan. If OHS issues cannot be adequately addressed, then the project must be parked.
- All participants must register, and provide their mobile number, and an emergency contact name and number. There will be a dedicated volunteer sign in table at the Coordination Point, and this will be staffed at all times.
- Makeover Crew members will all carry two-way radios that will be turned on at all times.
- Each project team leader must prepare a HS plan for each day, detailing scope of work, HS issues and concerns and an HS plan for that day.
- When volunteers check in each day, they are required to read the HS plan for their team, sign that they agree to abide by the plan, and register their start and finish time.



- All volunteers must wear a safety vest, supplied by Creative Communities, along with enclosed shoes.
- There will be a laminated card explaining the sign in process for anyone who assists in signing in volunteers to ensure consistency in the process.
- Creative Communities will supply basic safety equipment at the sign-in desk including ear plugs, safety glasses, and gloves.
- Creative Communities supplies sunscreen, water and a first-aid kit which will be available at the sign-in desk.
- There will be an Incident Response sheet displayed prominently in the Coordination point outlining the actions that must be taken if there is an accident or incident of any kind.
- There will be Accident and Incident Report sheets on the sign-in desk which volunteers will be instructed to fill in should there be any accident or incident.
- The H&S Manager and the Facilitator will make regular inspections of all projects, and raise any safety concerns with the team leader for that project.
- The H&S Manager will liaise with Council to ensure there are adequate safety control devices on site to cover the needs of all the various projects. Safety control devices include cones, barriers and safety tape.

# GLOSSARY OF TERMS

## Coordination Point

The nerve centre of the Makeover. A space where the *Project Teams* work out of. Staffed by the *Facilitator* and the Support Team. This needs to be as close as possible to the makeover space. If the actual makeover space is not known, then something portable, such as a marquee or portable office is an option.

## Facilitator

The *7 Day Makeover Facilitator* ensures the entire process runs smoothly. They work with the Project Team Leaders to maximise the benefits of their project and to ensure that all the projects contribute to delivering the best possible sense of place.

## Info Night

A public meeting where the *7 Day Makeover* process is explained and people are invited to register to participate. Ideas for the makeover are not discussed at this meeting.

## Less Talk, More Action System

An easy to follow process that helps the community continue to do makeovers without getting bogged down in endless talk. We supply everything needed to run the system.

## Planning Workshop

On day one of the makeover, participants select the makeover space and generate potential projects. On day two they develop and test the viability of these projects and then form into *Project Teams*.

## Project Team

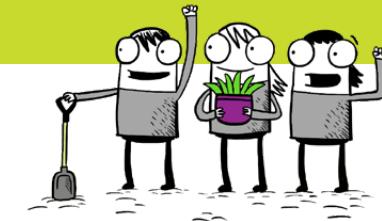
*Project Teams* undertake a particular project, developed during the *Planning Workshop*. They have a nominated *Team Leader* and are responsible for managing their own budget and delivering the agreed project. They have a high level of autonomy but must coordinate with other *Project Teams*.

## Resources Bank

This is the pool of resources that participants have to draw on in planning the makeover and includes the makeover budget as well as other resources and "junk" - for example, things laying around a Council Depot or in someone's garage. Often it is the up-cycling of these items that adds the most value to the makeover.

## Staff Seminar

A short presentation to Council staff and Councillors explaining how the *7 Day Makeover* works and how they can support the process.



## What is Allowed Workshop

A meeting with relevant Council staff to work out how Council can deal with issues of permits, approvals, and OHS in a way that supports the makeover and lays out a very clear "field of play" for participants. This may involve trials of new, innovative approaches. This workshop results in a signed document.

## Team Action Plan

Project Teams must develop their own implementation plan – who is doing what when and how much it will cost. Each team has their own *Project Plan Whiteboard*.

## Volunteers' Briefing

A public meeting on the second day of the Makeover. Participants are invited to join a *Project Team*, and help develop the *Team Action Plan*.

