

## SPONSORS GUIDE



7 Day Makeover Medowie, NSW

# HOW TO REVITALISE YOUR **TOWN CENTRE**



7 Day Makeover Westport, NZ

**IN JUST 7 DAYS!**

# CONTENTS

WHAT WE DELIVER	4
IS OUR APPROACH RIGHT FOR YOU?	5
AVOIDING THE PITFALLS	7
THE FATAL FLAW IN COUNCIL PLANNING	8
AN ALTERNATIVE APPROACH	9
TIMELINE FOR TOTAL PACKAGE	10
TIMELINE FOR THE 7 DAY MAKEOVER	11
<i>LESS TALK, MORE ACTION</i> SYSTEM	12
CROWD FUNDING CAMPAIGN	14
UP-SKILL YOUR COMMUNITY	16
TURN YOUR NAYSAYERS INTO DOERS	17
COMMUNITY WELL-BEING	18
MEET THE CREATORS	19
COST	20
YOUR RESPONSIBILITIES	21
OUR HEALTH & SAFETY STRATEGY	22
GLOSSARY OF TERMS	23
WHAT DO YOU DO NEXT?	24

# WHAT WE DELIVER



## KICK-STARTS YOUR REVITALISATION

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



## GIVES EXPERIENCE OF AGILE PLANNING

Council and the community experience, first hand, a new way of working together.



## CHANGES 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.



## BUILDS 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.



## CREATES ONGOING MOMENTUM

We leave behind an entire system that enables the community to run mini-makeovers, without getting bogged down in endless talk. We provide two years of support to help the community keep kicking goals!



# IS OUR APPROACH RIGHT FOR YOU?



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

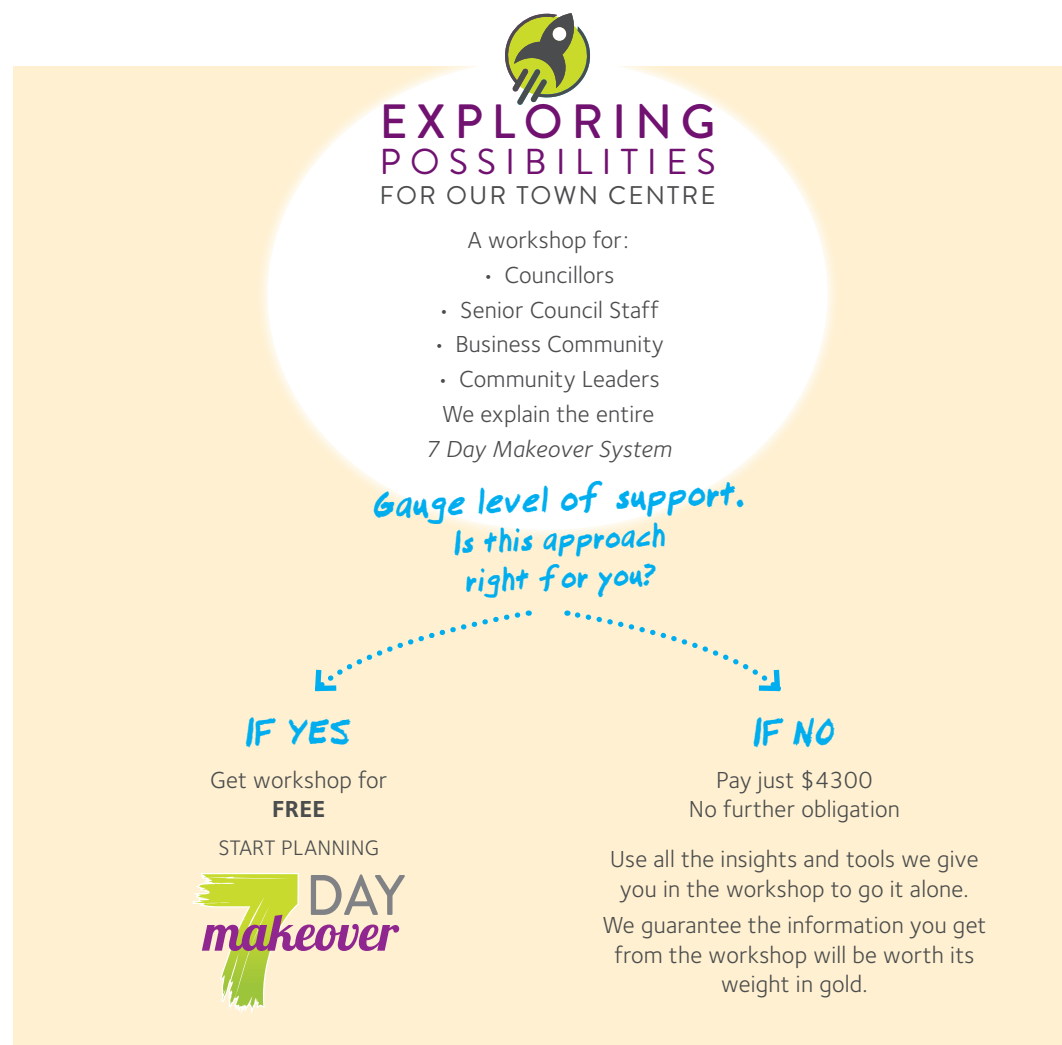
We know this sounds impossible.

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.



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

Project for Public Spaces – New York

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

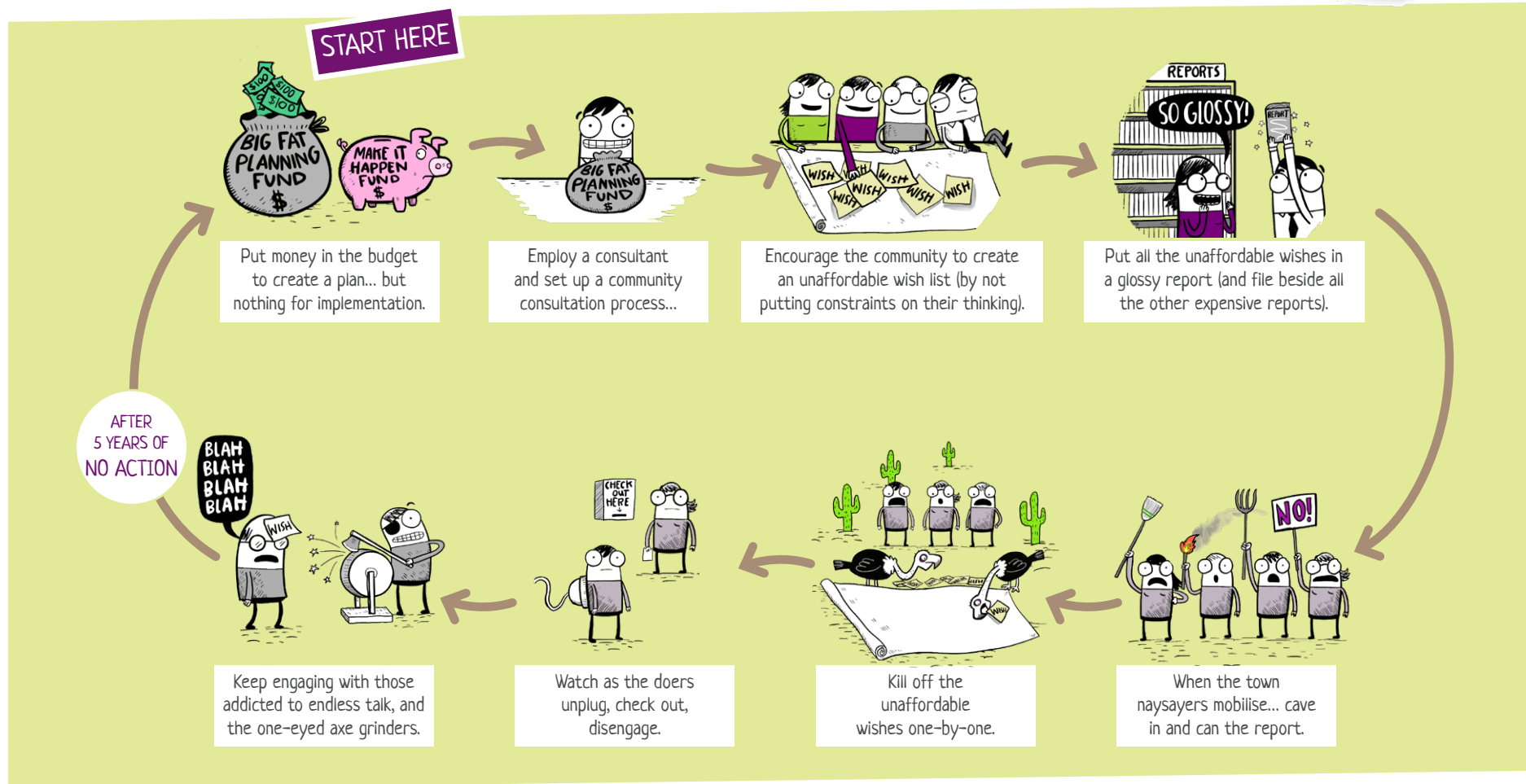
Our approach avoids all these pitfalls. The total process, from when you sign a contract till the makeover is complete, is usually around 10–12 weeks. **You are guaranteed a great Town Centre at the end of this time, not just a glossy report.** And the community will have participated intimately with 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



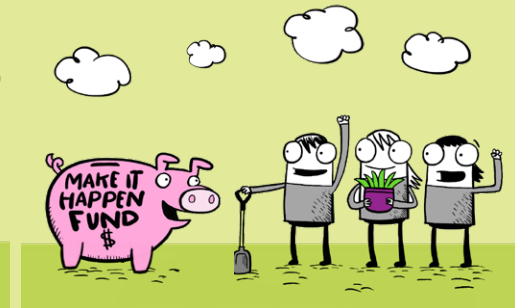
ORDINARY PEOPLE CREATING  
EXTRAORDINARY PLACES IN JUST 7 DAYS



WITHOUT ENDLESS  
TALK



WHERE WISH LISTS  
ARE BANNED



AND ALL THE MONEY GOES INTO  
MAKING IT HAPPEN



**Days 1–2:** Plan & Form Project Teams

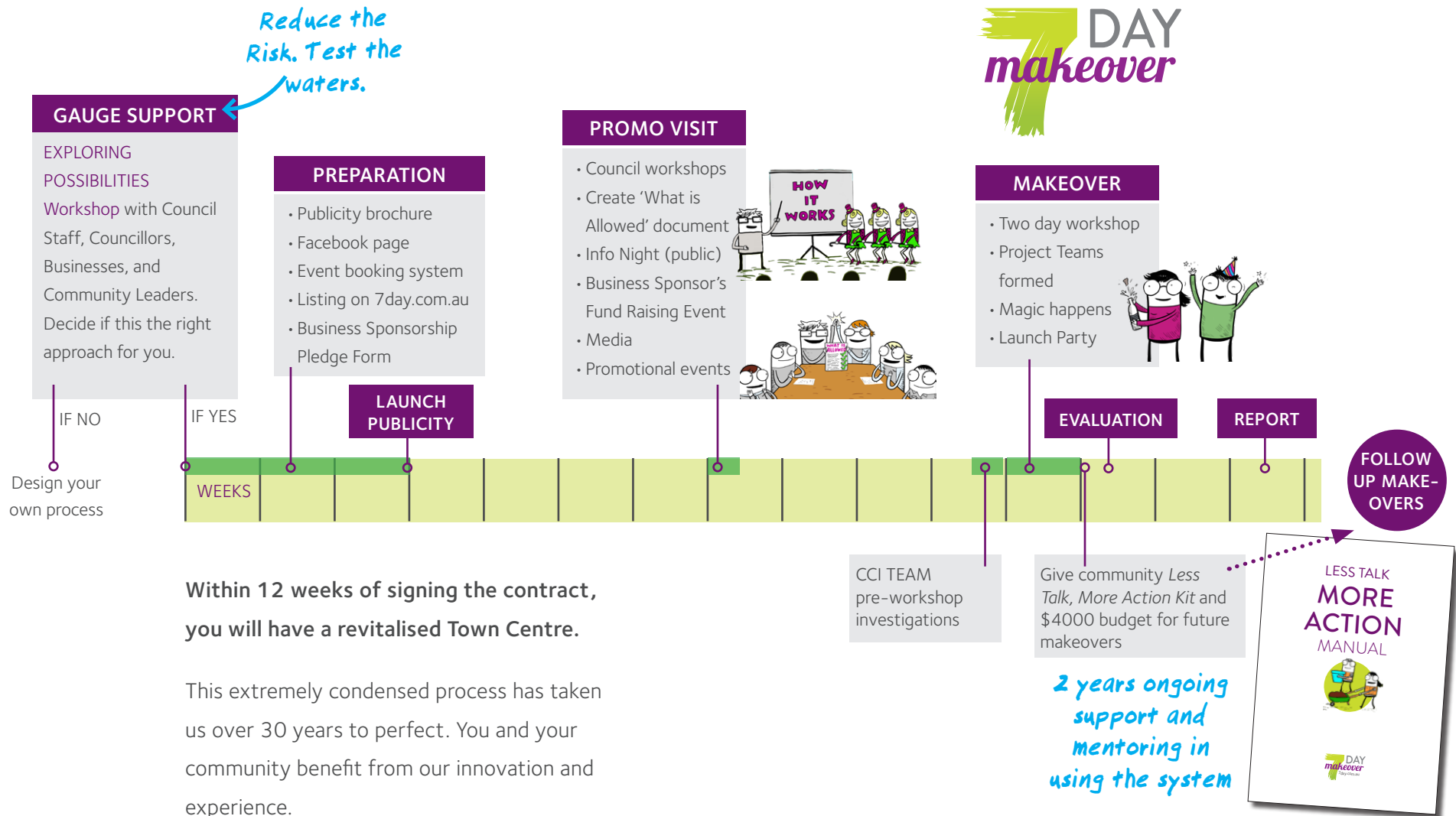


**Days 3–7:** Make it happen



**Days 8:** Celebrate and watch life return!

# TIMELINE for TOTAL PACKAGE



# TIMELINE for 7 DAY MAKEOVER

## DAY 1: IDEAS GENERATION

The process explained



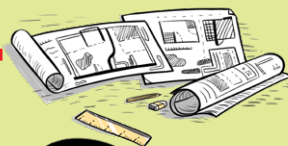
Presentation: Secrets of Place Making



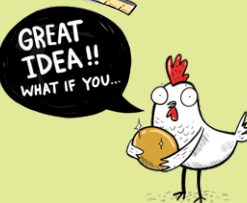
Walkabout: explore the possibilities



Create Draft Plans in small groups



Evaluate the Draft Plans



Identify projects worth developing

## DAY 2: PROJECT PLANNING

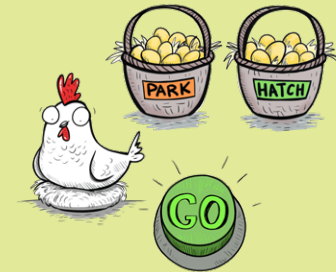
Produce Draft Project Plans



Review 1: Park this project or hatch it?

Fine tune Project Plans

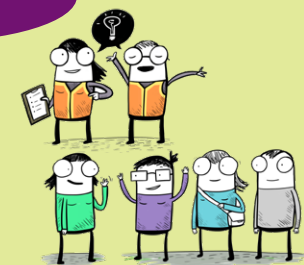
Review 2: Do we park it or press GO?



## VOLUNTEERS' BRIEFING

Project Teams present their Plan

Volunteers join a team & help plan



## DAYS 3-7: MAKEOVER

Each Project Team manages their own project, work hours and budget



## LAUNCH PARTY

Well done teams! CHEERS!

When do you want to do the next makeover? Here's your KIT...



# 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.

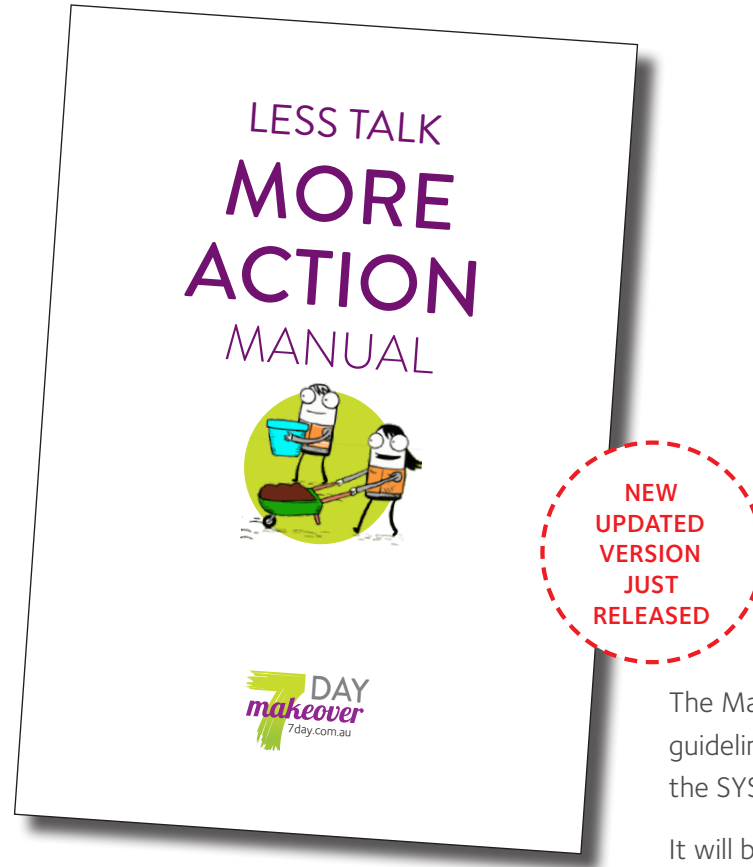
The result will be a lot of talk and very little action.

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



## WHAT'S NEXT?

Keeps everyone informed of what is happening next

WHAT'S NEXT?

NEXT MAKEOVER:

Date:

PUBLIC MEETING:

Date:  
Time:  
Location:

TEAM LEADERS MEETING:

Date:  
Time:  
Location:

## MESSAGE SHEETS

For Project Leaders to post messages

MESSAGE

PROJECT:

CONTACT:


## HOW ARE IDEAS SELECTED AND GENERATED

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

## ACTIVE IDEAS

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

# 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 PUBLIC MEETING.

**PUBLIC MEETING AGENDA**

- IDEAS LIST:** All potential ideas are documented on **Project Ideas sheets**. This includes ideas from the Walkabout, previously parked ideas, or ideas from people attending the session.
- MEETING OPENING:** Rules of the meeting explained and agreed to.
- PROCESS EXPLAINED:** The chair will explain the process for the meeting, as designed by Creative Communities, to maximise what is achieved and minimise fails.
- LAST MAKEOVER REPORT:** What was achieved. When projects were parked and why.
- PROJECT LEADER/S NOMINATE:** Each idea on the **Project Ideas sheet** is held up one at a time and the audience asked if one or more people would like to be the Team Leader/s for that idea. If one or more people volunteers, they are given that **Project Ideas sheet**.
- AUDIENCE VOTE 1:** For ideas without a Team Leader, the audience votes if they should be parked till the next planning session, or discontinued.
- AUDIENCE VOTE 2:** For ideas with a Team Leader, the audience votes on whether that project is investigated by a Project Team, developed, parked or discontinued.
- IDEAS:** The audience brainstorm ideas for the projects that have been given a green light.
- FORM PROJECT TEAMS:** Everyone in the audience, who wants to be part of a Project Team, meets with their Team Leader/s for that project and decide where and when they want to start planning. Team Leaders are given a Team Leaders Pack to help them manage their team.

3. The Project Teams commit to developing a budget and implementation plan. This includes applying for, or raising, the necessary funding.

4. Project Teams share their plans with all stakeholders and get their approval or disapproval.

5. A few weeks before the makeover, there is a **TEAM LEADERS MEET** to coordinate their plans for the Makeover. (Those Project Teams who do not have funding organised will be held over to the next Makeover.)

6. Project Team Leaders manage their project during the actual **MAKEOVER**.

[illegible]

# 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 Medowie, NSW, the community raised \$66,125.**



The amount raised in Medowie allowed for very substantial works to be done in the seven days.





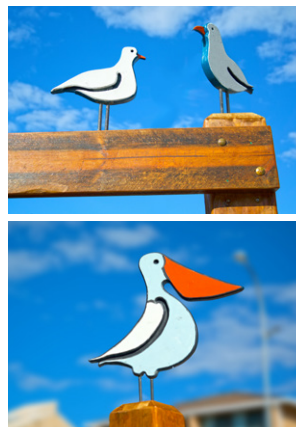
“ The 7 Day Makeover is a truly amazing process which has breathed new life into Tuncurry. As business owners, the small monetary contributions that we all made enabled us to revitalise the main shopping area in ways we could never have imagined. The 7 Day Makeover created a very close and friendly working 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

“ 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



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



# UPSKILL 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.

We have spent years developing a system 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





# 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 CREATORS

David Engwicht and Jodi Stojanov are the creators of the 7 Day Makeover and they have continually refined the process through dozens of makeovers across Australia and NZ.

The very first makeovers were facilitated by David on his own and with a materials budget of just \$5,000. He was then joined by Jodi who added her own brand of magic.

Today they bring a team of six and manage budgets over \$60,000, large enough to significantly transform a town center.

David is the Project Manager and Artistic Director while Jodi manages the Coordination Point, budget and catering. Other team members include professional builders and designers.

Today, Jodi and David have an emphasis on delivering high-quality elements that will be loved by the community for decades.

They are also passionate about empowering communities to keep kicking goals long after they have left town. They have just released the latest version of the *Less Talk More Action System* which helps communities continue doing mini-makeovers.



“

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)	✓

## 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	✓

## MAKEOVER

Giving Council staff know-how in running 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.)	✓
Use of a 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	✓

## 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

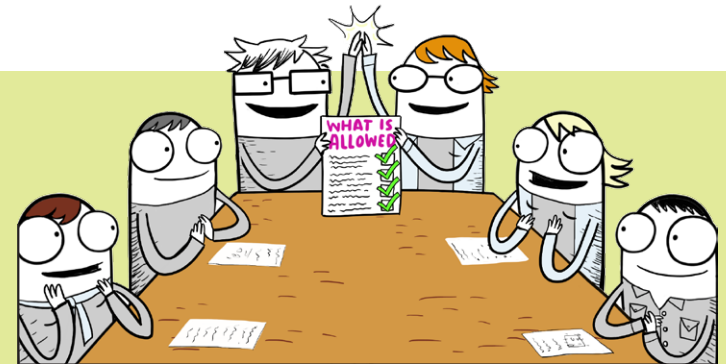
## We will provide you with four documents:

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

## In broad terms your responsibilities are:

- Provide a *Council Makeover Liaison Person* who will undertake the tasks below.
- 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



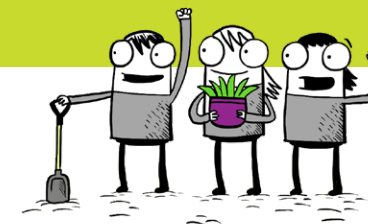
The Coordination Point is an important part of our H&S System



## 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.
- 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

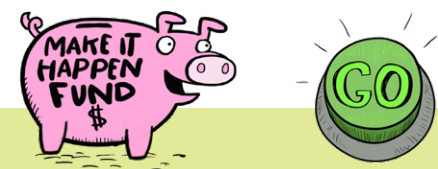
A meeting with relevant Council staff to work out how Council can deal with issues of permits, approvals, and OHS in a way that supports the makeover and lays out a very clear “field of play” for participants. This may involve trials of new, innovative approaches. This workshop results in a signed document. We provide a draft “What is Allowed” document that the meeting uses as a template for an agreement.

## 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*.



## WHAT DO YOU DO NEXT?

See if the 7 Day Makeover is the right approach for your town



**FREE** if you decide to proceed.

Only \$4,300 if you decide to go it alone, but use the insights you get from the workshop.

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



“

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

”