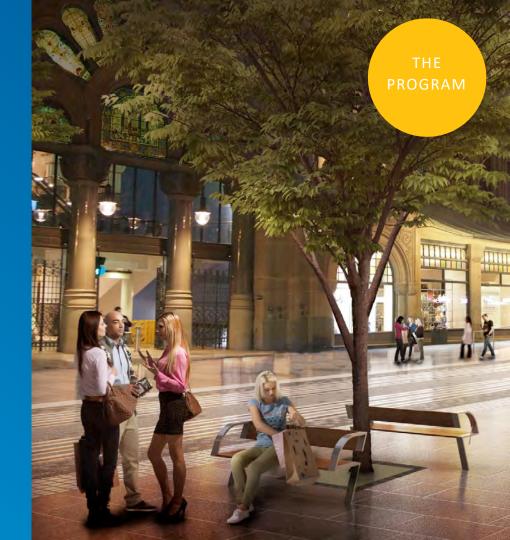
ACTIVATION PROGRAM

OVERVIEW JUNE 2018





- An extensive activation program launched in September 2015
- Designed to support and stimulate retail activity and local businesses during construction of the Sydney CBD and South East Light Rail
- Produced by Transport for NSW Sydney
 Coordination Office
- Developed in partnership with key business groups, City of Sydney, Randwick City Council, Office of the NSW Small Business Commissioner and retailers.





- Support retail activity
- Develop innovative programs to maintain patronage levels and pedestrian footfall
- Develop targeted initiatives to stimulate retail activity in areas of construction
- Communicate effectively with businesses and the community regarding changes
- Seek feedback from businesses and the community responding with appropriate actions
- Develop a rolling program of activations, events and communication activities tailored to communities

Ideas & initiatives are scalable & transplantable covering some, if not all of the following categories:

- Local Area Marketing & Wayfinding
- + Place Making & Urban Design
- + Art, Craft & Sculpture
- Cultural Celebrations
- Major Events & Festival Extension
- Music & Entertainment
- Temporary Stores
- + Fashion
- **+** Exercise
- + Food
- **+** Promotions







The Sightery Harming Seralls

good food MONTH











URBAN WALKABOUT

Social Media









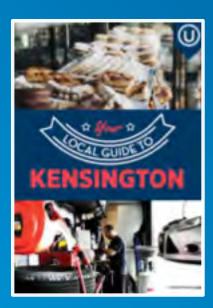




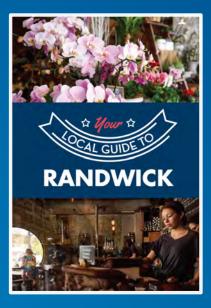
SHOPPING AND DINING GUIDES

- Kingsford
- Devonshire Street
- Kensington
- Randwick
- Custom designed and produced local area shopping and dining guides
 50,000 copies printed and distributed for each area























INFLUENCER VIDEO SERIES

September 2016 to July 2018

- Influencer video program
 broadcast on TfNSW social
 media channels using
 # liveituplocally
- 17 video episodes featuring precincts and businesses impacted by construction
- Over 2,988,000 views to date across Facebook, Instagram and YouTube



CHRISTMAS 2015 & 2016

- Large scale activation program during the peak pre-Christmas retail period
- Executed on George Street in the heart of the CBD retail precinct
- Pop up retail spaces, live entertainment program, Christmas décor, promotional staff
- Outdoor seating, shade, landscaping and fun activities for kids









CHRISTMAS 2015 & 2016





















ANZAC DAY

16 April to 26 April 2016



Working in partnership with NSW Department of Premier and Cabinet, Office of Veteran Affairs, the Greek Consulate and the Joint Committee for the Commemoration of the Battle of Crete and the Greek Campaign to create an exhibition to mark the 75th anniversary of the campaigns and create a space for quiet reflection.













- Working with City of Sydney, as an extension of Head On Photographic Festival
- Large format photographic prints attached to the exterior of 4 shipping containers and casual furniture to create a space to pause and enjoy George Street
- Concrete barriers decorated by local artists



4 May to 22 May 2016













VIVID

27 May to 18 June 2016

- The installation of the Totem Forest was a highly visual contribution by Transport for New South Wales
- → 18 pillars, reused from the Christmas on George activation, were interactively controlled via pressure pads
- ★ At least 500,000 passers by saw the installation, almost a quarter of the total VIVID audience
- The pillars were coloured pink following events in Orlando, Florida on 13 July 2016













- The closure of George Street, between Hunter and Kings streets, for construction has meant fewer traffic lanes are required on Hunter Street. This has made road space available for activation, maintaining the vibrancy of the CBD.
- ♣ 8 street artists over two weeks, plus a one week exhibition

HUNTER STREET URBAN ART INTERVENTION

11 July to 31 July 2016













MEEKS STREET TEMPORARY 'ZIGZAG' OUTDOOR FURNITURE

1 August 2016 to current

- Mobile set of outdoor furniture items (seats, planter boxes, exhibition screens) for temporary placemaking projects
- Designed and commissioned to activate available spaces through placemaking on short notice
- Outdoor exhibition space with changing artwork installations
- Variable number of items and layout options to adapt to sites











- Light up monkeys installed on LED pillars in zones 10-11
- ♣ Furniture & inviting site design
- Light up Monkeys installed in trees for six months



MONKEYS ON GEORGE ST

10 August to 25 September 2016



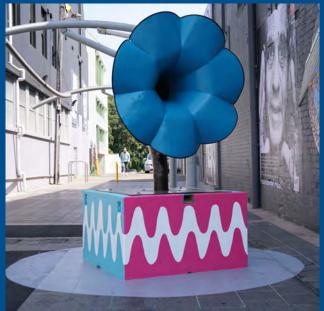




ART MOVES

3 August 2017 to 31 May 2018

- Public art project to activate 5 sites along
 Anzac Parade in Kensington and Kingsford
- Expressions of Interest received from over 70 nationally and internationally acclaimed artists
- ♣ Panel of expert judged reviewed and shortlisted 7 artworks for installation
- Artworks on exhibition between August 2017 and May 2018







- Competition to win \$100 voucher for one of 89 participating businesses
- Daily draw of winners in partnership with Surry Hills Creative Precinct
- + 840,000 people reached through accompanying social media campaigns
- Profiles of businesses in Surry Hills raised throughout the campaign

HEAD TO SURRY HILLS

5 Sept - 25 Nov 2017

5 Mar – 29 Apr 2018 30 Jul – 23 Sept 2018











DOUBLE TAKE

23 September to15 October 2017

- Lighting projections and pop up installations along Devonshire Street
- Extension of the Surry Hills Festival to celebrate art, culture and creativity over a three week period
- Delivered in partnership with Surry Hills Neighbourhood Centre and Surry Hills Creative Precinct
- Over 40 sites activated along Devonshire Street







- Installation of 18 LED pillars in Ward Park, Surry Hills
- Changing colours during the day and evening
- Community activation to add some vibrancy, colour and sparkle to the neighbourhood





WARD PARK LIGHTING INSTALLATION

14 December 2017 to 1 February 2018





DEVONSHIRE STREET PLACEMAKING

27 December 2017 to current



- Placemaking in a construction zone where construction was temporarily demobilised between different construction stages
- Setup of Zigzag furniture to provide artwork display, seating and planting to give back to local businesses and residents
- City of Sydney provided large scale planter displays as part of their eight week 'Living Colour' program









OTHER PLACEMAKING ACTIVATIONS

- Use of landscaping elements, seating and lighting to transform underutilised spaces into community places
- Adaptation of the 'Lighter, Quicker, Cheaper' concept developed by Project for Public Spaces
- Flexible and nimble approach to tailored placemaking



