

# BUILDING BETTER TOWNS



A SERIES OF  
TALKS &  
WORKSHOPS  
THROUGHOUT  
APRIL





# JOIN US FOR A SERIES OF EVENTS TO HELP CREATE SUSTAINABLE AND VIBRANT TOWNS.

Guest Speakers include:

**Chris Sands** (from UK) is a designer, marketer and branding expert. He is the creator of the free, multi-award winning **Totally Locally Town Kit**, which is now used in over 50 towns in the UK & has spread to France, USA, Austria, Australia & New Zealand and has had a big impact on local economies.

Chris has created campaigns for many big organisations, arts & music companies and businesses. He has also delivered place branding for educational organisations and regions of the UK.

He has spoken at conferences and conducted workshops on engaging communities, branding, place making, town regeneration and sense of place.

**Craig Grocke**, RDA Barossa, is a Place Management Researcher and Practitioner.

**Maz McGann** has many years experience in community and cultural development, and provides insight into how creativity and the arts can enhance communities and support growth and sustainability. Maz has worked both locally and nationally, managing and developing festivals and events, strategic and cultural planning, exhibitions, and sector growth and collective marketing initiatives.

Talks will be informal, fun and maybe a bit radical!

## WEDNESDAY 15TH APRIL 6:00-8:00PM \*

### Connecting People to Place

#### Two Wells Workshop and Network Drinks

Ways to develop and enhance place attachment. Tools and tactics to connect new residents and build pride and identity.

#### Two Wells Football and Netball Clubrooms

## MONDAY 20TH APRIL 6:00-8:00PM

### Engaging Community and Building Membership

Workshop for Town and Community Groups to develop tools and tactics to engage business and residents in community development and events.

#### Lyndoch Oval Clubrooms

## TUESDAY 21ST APRIL 6:00-8:00PM

### Making Markets Matter

Sharing ideas and examples of what makes markets work and finding your niche.

#### Murray Street Vineyards, Greenock

## THURSDAY 23RD APRIL 5:30-7:30PM

### Totally Locally Kapunda Launch and Social Media Workshop

#### Kapunda Tourism Information Centre

## MONDAY 27TH APRIL 6:00-8:00PM \*

### Tanunda Town Forum

Forming a new Town Inc. and scope community and business interest and ideas.

#### Tanunda Club

## TUESDAY 28TH APRIL 5.30-7.30PM \*\*

### Creative Communities – Engaging Creative People in Everyday Business.

Extending from the Art, Music, Design Website – look at ways businesses can engage the creative class in everyday business.

#### Barossa Regional Gallery Tanunda

## WEDNESDAY 29TH APRIL 5.30-7.30PM

### 'Totally Locally – New Ideas and Opportunities'

Taste on Main, 95 Murray Street, Gawler

#### Gawler Business Development Group

## ECONOMIES THAT THRIVE ARE BUILT AROUND COMMUNITIES THAT COLLABORATE

Chris Sands at all talks.

Maz McGann\*\* Craig Grocke \*

ALL EVENTS ARE FREE  
AND BOOKING IS ESSENTIAL AT  
[WWW.BAROSSA.ORG.AU](http://WWW.BAROSSA.ORG.AU)

FOR MOR INFO ON TOTALLY LOCALLY VISIT  
[WWW.TOTALLYLOCALLY.ORG](http://WWW.TOTALLYLOCALLY.ORG)



**Gawler**



**Totally Locally**

