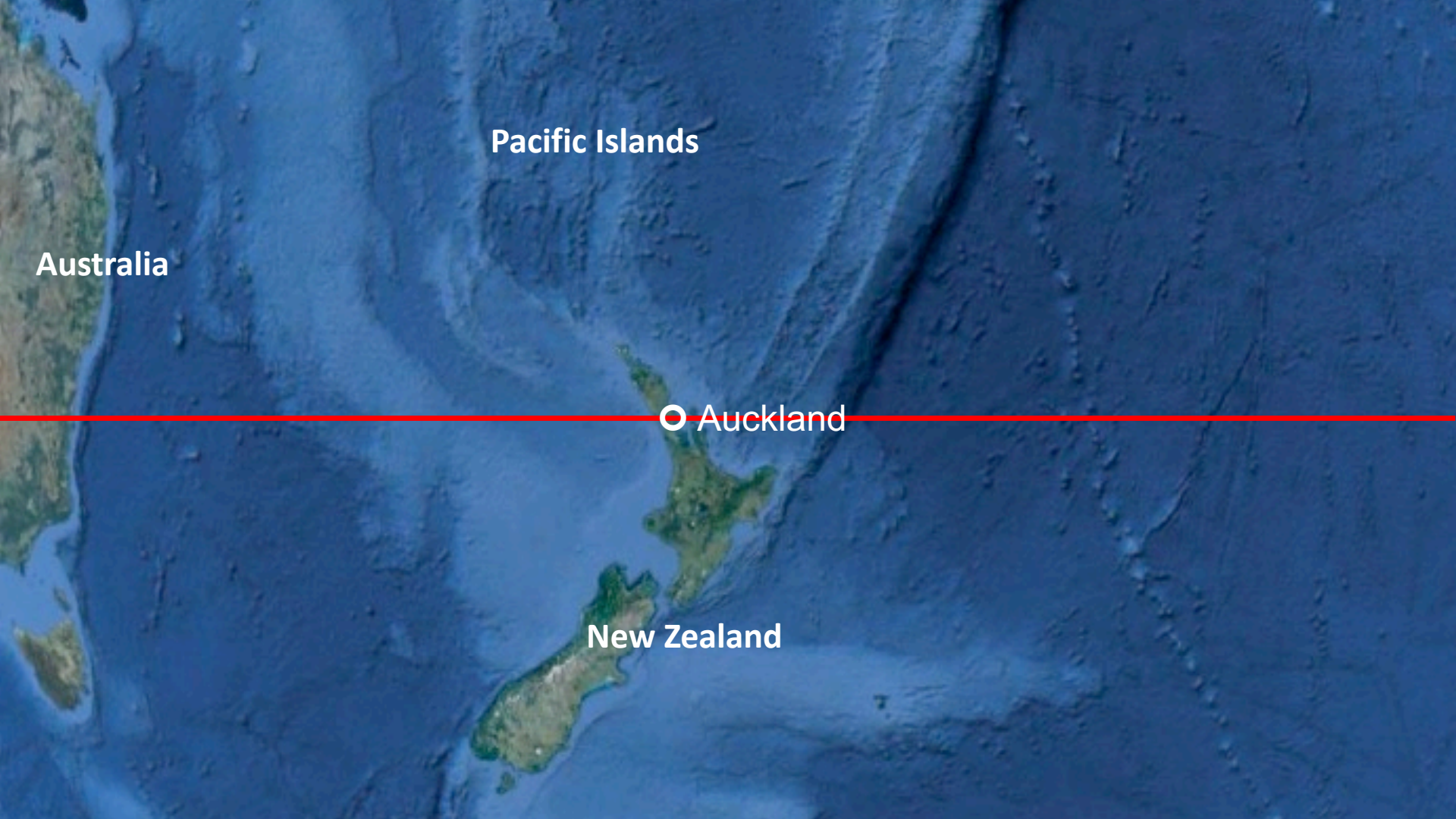


# Ko Waitematā te moana/ The Waitematā is my sea

Frith Walker  
Manager Placemaking  
Panuku Development Auckland, NZ

Firstly:

# Where I Come From



Australia

Pacific Islands

○ Auckland

New Zealand

# Eke Panuku Eke Tangaroa





# Transform



# Unlock



# Support



### Transform

Significant long-term regeneration



### Unlock

Creating development opportunities with others



### Support

Enabling housing development on council-owned land



## How we do it: a different approach

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We collaborate with the private sector, government, iwi and not-for-profit agencies



We use our scale, skills, knowledge and connections to identify and leverage opportunities, land and resources

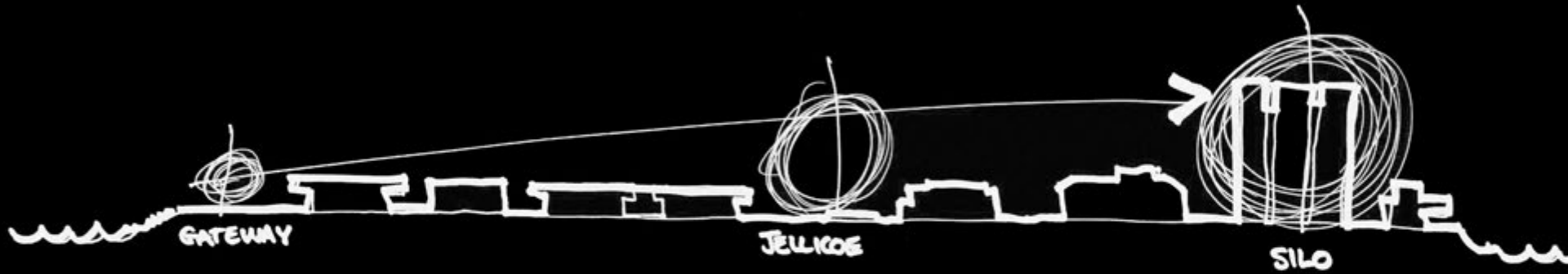


We take a holistic approach to regenerate town centres – creating the best outcome for Auckland communities

Wynyard  
Quarter  
2008







“**Placemaking** consciously introduces strategies of enticement, encouragement and reinforcement sufficient to ensure that strong patterns of public use take hold of, and gradually possess, a specific physical setting.”

Stuart Niven



**WOF**  
309 6618

Fall  
👍

RENTALCAR

Wilson  
From \$4  
per day  
incl. GST  
P →

HATRED

1	7
3	4
5	6



**“We are in danger of destroying ourselves by our greed and stupidity. We cannot remain looking inwards at ourselves on a small and increasingly polluted and overcrowded planet”**

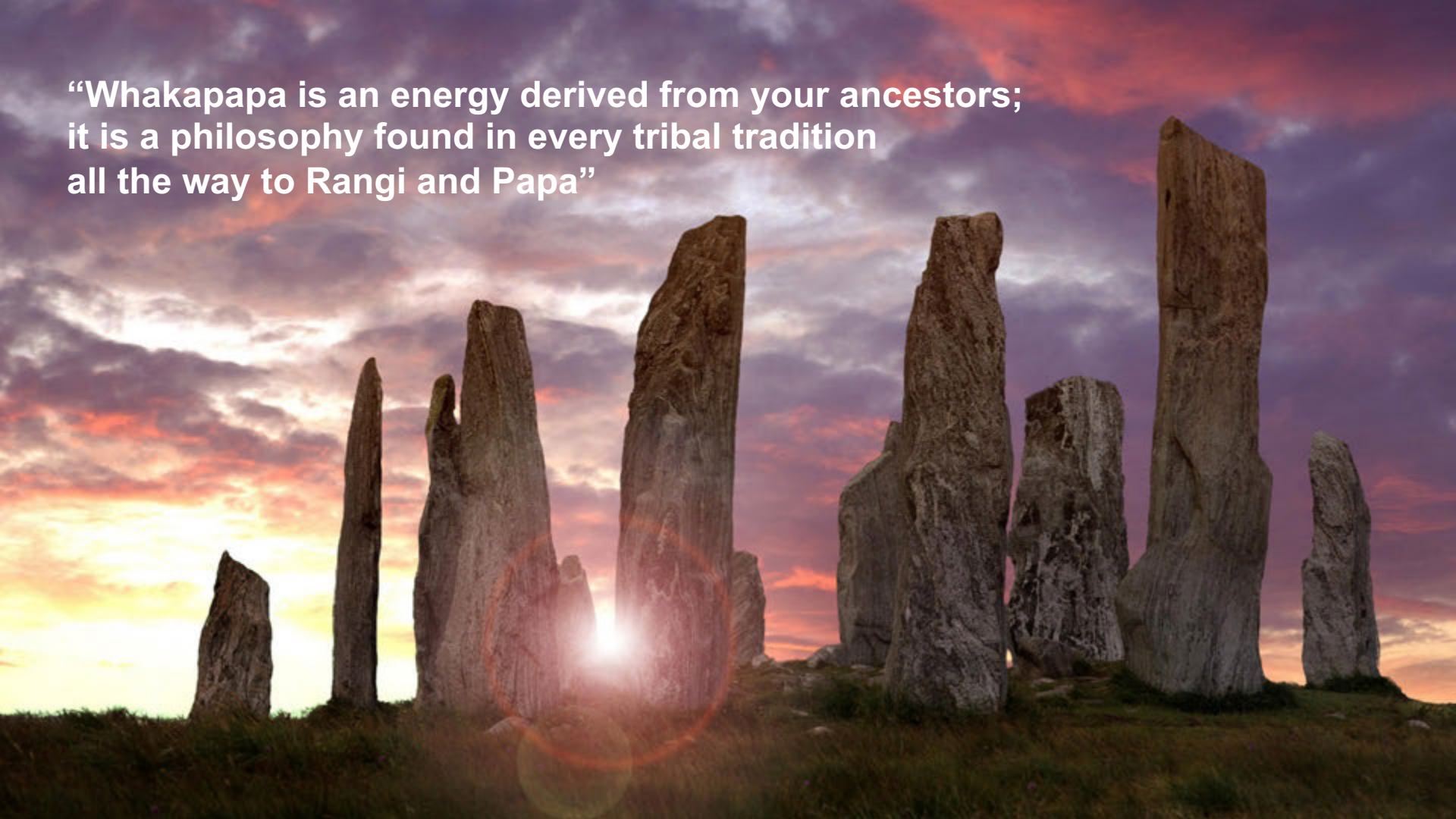
**Prof. Stephen Hawking**



## **Manaakitanga:**

**Hospitality, kindness, generosity.  
The process of showing  
respect and care  
for others**

**“Whakapapa is an energy derived from your ancestors;  
it is a philosophy found in every tribal tradition  
all the way to Rangi and Papa”**





# Aroha

Love for all things, living and otherwise

## Kaitiakitanga

Guardianship, authority and charisma

## Manaakitanga

Hospitality, kindness and compassion

## Wairuatanga

Spirituality, mindfulness and soul

## Kotahitanga

Unity, cohesion and collaboration

## Whanaungatanga

Relationships, accountability and reciprocity

## Tātai-Whakapapa

Identity is imprinted in place, people and practice

## Mātauranga Māori

Knowledge and understanding based upon a Māori world-view

## Aroha

Love for all things, living and otherwise

## Forethought

Where the possibilities of a place are explored – what it could look like, how it should feel, and who would want to be there.

## Research

Truly understand the place you are working with: observe, research and critique everything – both built and human.

## Do-learn-do

Trialling ideas in nimble, flexible and low cost ways before undertaking significant investment.

## Curation

Everything that goes into our places impacts on our audiences' experience. Everything is chosen with care.

## Little things

We focus on things that tend to be smaller in scale, easy to deploy and cost effective.

## Play

Children enjoy and need play, and so do adults. Play makes us all happy. And being happy is good for you.

## Honouring the placemaking themes

Taking time to sit with the place, to carefully listen to its people, to respectfully hear and consider what is being said, and adjust our references accordingly.

## Long-range thinking

With an eye to future growth, we work on the understanding that with small, considered moves we have time to get things right.

## Resilience

The creation as well as the enhancement of communities, including papakāinga, that are connected, robust and able to work through disruption – large or small in scale, planned or otherwise.

## Equity

Finding all the people that should be involved in a place and engaging with them in an authentic, enthusiastic and respectful manner.