

HAIG PARK
ACTIVATION 2020





INTRODUCTION

Haig Park Activations 2020 ran from 18 June (relaunch of social media collateral as 'Haig Park') to 12 December (Haig Park Paw Party – Santa Paws Edition) with the majority of the activations occurring in Zone 3 (with three activities leveraging the infrastructure in Zone 4 (labyrinth day); and in Zone 2 (Come and Try Orienteering/orienteering course) and (Fairy Garden Workshop/nature play space).

The 2020 Haig Park program was designed to:

- Build on the Haig Park Place Plan, and the momentum, infrastructure and success of 2019 Haig Park Experiments (HPE).
- Leverage the park as 'large open green space' by providing community with a safer option for return to the public realm than indoor venues during COVID-19 restrictions.
- Build and support community-led or partnered projects in Haig Park.

The Haig Park Activation program included 34 COVID-19-compliant diverse small-scale activities with:

- over 2,000 registered attendees at these events, and 1000s of other visitors enjoying the park during events at a safe social distance.
- Over 6,500 people using the dog agility equipment (based on daily average), and 10s
- of thousands of people using picnic tables and street furniture.
- 1000s of park users enjoying the revitalised Ngala signs, Tree Talk and Flight of the Fancies
- 2 installations delivered (Tree Talk; Flight of the Fancies).
- 20 wicking beds installed.
- Key Haig Park infrastructure repaired and/or upgraded:
 - Ngala sign
 - 4 x Ngannawal cultural interpretation signs
 - Dog agility equipment
 - Street furniture
 - Labyrinth (by members of Canberra's labyrinth community).

I love seeing the [Flight of the Fancies] as I walk through Haig Park. They must be liked by everyone because even the vandals have left them alone. Please have more than this.
(HP Facebook post)

KEY OUTCOMES

1. HAIG PARK IS NOW PERCEIVED AS A SAFE, WELCOMING, POPULAR AND NOVEL SITE FOR HOLDING COMMUNITY-LED ACTIVITIES.

While in 2019, all activities in Zone 3 were led by Haig Park Experiments, in 2020, a range of individuals, groups and organisations approached the Activation team for support to deliver activities in the park.

This included:

- Pet Assisted Walking Service, Northside Community Service (\$8,000 for sponsorship of Haig Park Paw Parties).
- Domestic Violence Crisis Service's 'Charity Wine in the Park'.
- ANU School of Art and Design's 'Haig Park Student Takeover'.



The Activation team also supported the new round of City Renewal Authority (CRA) Grants in the City Haig Park, including:

- A Taste of Sunday in the Park
- Beer, Beats and Yoga
- FlowYoga.

2. HAIG PARK HAS SIGNIFICANTLY MORE INCIDENTAL VISITATION THAN IN 2019.

While no funding was allocated for spot audits during this project, members of the activation team as well as regular and non-regular users of Haig Park noted the significant increase in numbers of visitors. Spot audits that mirror the 2019 audits will be carried out in Zone 3 in 2021.



Incidental activity in Haig Park

I ride through Haig Park every day and I can't believe the number of people I see there now. There's always groups at the tables, having picnics, sitting under the trees. It's great! (*anonymous*)

When I went to Haig Park the other day there were people scattered everywhere. Who would have thought a couple of years ago that it would be so busy? It felt like a safe community place.

3. COMMUNITY-LED AND SMALL BUSINESS PARTNERSHIPS CONTINUE TO BUILD IN MOMENTUM IN THE PARK

All activities delivered in 2020 were run with community groups and/or small businesses.

- The 2020 program provided activity shells within which small businesses and creatives could partner with each other for mutual benefit. For example:
 - 4 x Pop Inn Bar partnered with 1 artist and 3 musicians/bands
 - 4 x Haig Park Paw Party – partnership of PAWS, A Pooch Affair, Bean Culture Coffee Van, Louie Loves 'Em dog treats, the Piano Rescuer and pianists. A pastry vendor utilised the Art Cart to sell their pastries.

Haig Park activities provided opportunities for community groups and small businesses to promote their activities, for example:

- 4 x Haig Park Paw Parties – PAWS, Northside Veterinary Service, ACT Dog Companion Club, Pets and Positive Ageing
- Orienteering in Haig Park – Orienteering ACT
- How to Build a Wicking System – Canberra Environment Service



ACT Dog Companions, PAWS volunteer and client, and Northside Veterinary Service at the Spring Spritz Paw Party



POST REACH	49,599
ENGAGEMENT	3,086

- 32 diverse small-scale activities were directly delivered as part of the Haig Park 2020 Activation program between September and December
- 2 installations were delivered (Tree Talk; Flight of the Fancies)
- Key Haig Park infrastructure was repaired and/or upgraded
 - Ngala sign
 - 4 x Ngunnawal cultural interpretation signs
 - Dog agility equipment
 - Street furniture
- Picnic tables and street furniture were reintroduced and frequently used



OBJECTIVE 1

Maintain the momentum and goodwill created by the Haig Park Experiments and address the findings and recommendations from the Haig Park Experiments evaluation report.



Dog agility equipment upgraded and signage introduced in 2020 to leverage 2019 program

MAINTAIN MOMENTUM AND GOODWILL OF HAIG PARK EXPERIMENTS

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">STRATEGY</p>	<p>Our interim Communication Plan will:</p> <ul style="list-style-type: none"> - Restart the conversation with the Haig Park community via the Haig Park Experiment social media channels (Facebook and Instagram) using some of the same collateral, positive messaging and narrative threads employed during the Experiments phase. - Transition community into the current phase of activation replacing Haig Park Experiments with the broader banner of 'Haig Park.'
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">OUTPUT, OUTCOME & IMPACT</p>	<p>COMMUNICATION</p> <ul style="list-style-type: none"> - Haig Park Experiments Facebook and Instagram relaunched on June 18 2020 as 'Haig Park'. - 9 posts to 'restart the conversation' including: Haig Park Experiment activities and infrastructure; Haig Park community; City Renewal Authority initiatives; Braddon (FB reach 8,200). - 2 x 20 Tree Talk signs to gently welcome people back into the park and the program.
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">STRATEGY</p>	<p>The program and community development plans will:</p> <ul style="list-style-type: none"> - build on the successes of the equivalent plans in Haig Park Experiments to reconnect community with the momentum and goodwill generated by the more popular of the Haig Park Experiment activations.
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">OUTPUT, OUTCOME & IMPACT</p>	<p>HAIG PARK EXPERIMENT MOMENTUM</p> <ul style="list-style-type: none"> - 15 activities utilised either the HPE activity model (e.g., Pop Inn Pairings; Paw Parties; Fairy Garden Workshop; Trash Gather events) and/or the infrastructure (Paw Parties, Labyrinth Walk on Mental Health Day) to reconnect community with the successful smaller-scale experiments.

ADDRESS THE FINDINGS AND RECOMMENDATIONS FROM THE HAIG PARK EXPERIMENTS EVALUATION REPORT

This project will build on the many positive findings from Haig Park Experiments (see Objectives 2-8 for further explanation). It also seeks to address some of the recommendations from the Report including:

STRATEGY	<p>RECOMMENDATION 1: FIRST NATIONS COMMUNITY AND CULTURAL LEADERSHIP</p> <ul style="list-style-type: none"> - Launch of the United Ngunnawal Elders Council (UNEC) Charter sign in the park. - Launch of key landmark cultural interpretation signs by Ngunnawal elder Wally Bell. - First Nations-led installation (which will then be rolled out to include locals/children/ Culturally and Linguistically Diverse (CALD) populations.
OUTPUT, OUTCOME & IMPACT	<ul style="list-style-type: none"> - UNEC charter sign launched with media coverage. - Signs upgraded for greater lifespan. - Ngala Trail initiated but deferred to 2021.
STRATEGY	<p>RECOMMENDATION 2: HAIG PARK AS A KEY COMMUNITY HUB</p> <ul style="list-style-type: none"> - See Objectives 2-4
OUTPUT, OUTCOME & IMPACT	<ul style="list-style-type: none"> - See objectives 2 – 4
STRATEGY	<p>RECOMMENDATION 3: PRIMARY ACTIVATION OF ZONES 2 AND 3</p> <ul style="list-style-type: none"> - The program will focus primarily on Zones 2 and 3 to support the installation of permanent renewal in these two zones. - Note that where possible program items will be deliverable in Zones 1 and 4 <i>if construction of permanent renewal precludes delivery in Zones 2 and 3.</i>
OUTPUT, OUTCOME & IMPACT	<p>Most activities focussed on Zone 3, with events that activated infrastructure in Zone 2 (Fairy Garden Workshop to activate nature play; orienteering event to activate Haig Park orienteering course) and Zone 4 (Labyrinth Day activating the labyrinth).</p>

STRATEGY	<p>RECOMMENDATION 5: IMPROVED UNIVERSAL INCLUSION</p> <ul style="list-style-type: none"> - Delivery of a comprehensive How to Haig Park: Events and Activities All Abilities Guide , which will be transferable to <i>all Authority public places</i>. This guide is designed to facilitate the inclusion of (a) older adults and (b) people with disabilities in Haig Park as both producers and consumers of activations. - Create a Haig Park Inclusion Advisory Committee to assist in the design of more universally inclusive permanent renewal.
OUTPUT, OUTCOME & IMPACT	<ul style="list-style-type: none"> - Inclusion Guide developed for Haig Park but no feedback yet from the Authority. - Inclusion Advisory Committee – not formed due to lack of capacity in disability sector. Recommend CRA develops a CRA-wider inclusion committee with invitations from CEO Malcolm Snow to join.
STRATEGY	<p>RECOMMENDATION 9: A COMMUNITY-LED PARK</p> <ul style="list-style-type: none"> - See Objective 4
OUTPUT, OUTCOME & IMPACT	<ul style="list-style-type: none"> - See Objective 4
STRATEGY	<p>RECOMMENDATION 10: SUPPORTING AND SHOWCASING THE LOCAL</p> <ul style="list-style-type: none"> - See Objective 8
OUTPUT, OUTCOME & IMPACT	<ul style="list-style-type: none"> - See Objective 8
STRATEGY	<p>RECOMMENDATION 18: MAINTENANCE OF CURRENT HAIG PARK SOCIAL MEDIA CHANNELS</p> <p>See our Interim Communication Plan (attached) and Communication Plan (due 15 June).</p>
OUTPUT, OUTCOME & IMPACT	<p>Both social media channels (HP facebook; HP Instagram) were maintained throughout Haig Park Activations 2020.</p>

Wicking beds planted with
Floride in the City flowers



OBJECTIVE 2

Align with the Haig Park
Place Plan

ALIGNMENT WITH THE PLACE PLAN VALUES

As with Haig Park Experiments, the program will align with the four Haig Park Place Plan values. We will focus on making the park:

STRATEGY	<p>1. SAFE</p> <ul style="list-style-type: none"> - Continue to enhance the sense of safety in the park through activations that encourage greater and more diverse community use and thus passive surveillance of the park. - Deliver activations in accordance with the requirements relating to COVID-19 requirements. - Work with community groups and peak bodies as part of community that can assist in improving sense of safety in the park (e.g., Women’s Centre for Health Matters; ACT Inclusion Council; Council on the Ageing ACT).
OUTPUT, OUTCOME & IMPACT	<ul style="list-style-type: none"> - Diverse activities provided enhanced sense of safety. Independent evidence of improved sense of safety: Canberra Safety Map for Women from Women’s Centre for Health Matters. CEO for WCHM claims that in 2017 Haig Park comprised 50% of all reports from women who felt unsafe in Canberra. In 2020 (at the time of the map’s release) there were no reports of feeling unsafe in Haig Park. - All activities delivered according to project’s safety plan and compliance to ACT Health evolving COVID-19 evolving restrictions, including contact tracing, social distancing. - The open space in Haig Park combined with COVID-19 requirements assisted community in reintegrating into the public realm.
STRATEGY	<p>2. VIBRANT</p> <ul style="list-style-type: none"> - Develop a program that offers diversity of experiences for a range of users including First Nations, young people, older adults, people with disabilities, CALD and LGBTQI groups. - Trial more evening/after dark activations.

OUTPUT, OUTCOME & IMPACT	<p>Older adults</p> <ul style="list-style-type: none"> - PAWS parties targeted older adults and incentivised attendance. Numbers were very small but did increase over the course of the 4 paw parties. We will grow this in 2021. - 2 x physical activities for older adults as part of Movement Month (Dance for Over 55s; longevity with Praxis). <p>First Nations</p> <ul style="list-style-type: none"> - COVID-19 made it difficult to engage with First Nations as elders are in high risk category and did not want to engage in public space. <p>Young people</p> <ul style="list-style-type: none"> - Graffiti project in HP did not eventuate. Working with City Place Management team on improving youth engagement with the city in 2021. <p>Disability</p> <ul style="list-style-type: none"> - Overstretched disability sector made it difficult to build a program for a range of abilities in the park. <p>CALD</p> <ul style="list-style-type: none"> - Intercultural craft day: engagement from 3 artists of various cultural backgrounds. Difficult program to build, highlighting the lack of knowledge about/access to CALD artists. <p>LGBTIQ+</p> <ul style="list-style-type: none"> - Queer Zumba – most popular activity in Movement Month (30 pax).
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STRATEGY	<p>3. ACCESSIBLE</p> <ul style="list-style-type: none"> - Develop a program for all abilities, applying our learnings from the How to Haig Park All Abilities Guide to the design and delivery of activations. - Connect activities and installations across the park through online maps and signage to strengthen linkages. - Establish Haig Park as an outdoor site for small-group NDIS-funded programs.
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OUTPUT, OUTCOME & IMPACT	<ul style="list-style-type: none"> - Overstretched disability sector made it difficult to build a program for a range of abilities in the park. - No feedback yet received from CRA on How to Haig Park Inclusion Guide. - Funding for map re-distributed to other parts of program (approved by project manager).
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<p style="writing-mode: vertical-rl; transform: rotate(180deg);">STRATEGY</p>	<p>4. HEALTHY</p> <ul style="list-style-type: none"> - Encourage physical activity for a range of ages and abilities in the program. - Address mental health and wellbeing issues in our program. - Continue the work of the Haig Park Sustainability Committee in improving biodiversity in the park.
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">OUTPUT, OUTCOME & IMPACT</p>	<ul style="list-style-type: none"> - 'Movement Month' contained 7 small group physical activities across 4 weekends (8th activity cancelled due to weather) and attracted 160 people. - Movement month launched at the labyrinth by a labyrinth community group on Mental Health Day. - 20 wicking beds placed in Zone 3, planted by community for Floriade. - Video on "How To Make a Wicking System" produced in partnership with Canberra Environment Centre and made available through Haig Park Facebook (1,400 views); and "Perfect Plants for the Canberra Climate" (posted 8 January – 320 people reached; 130 views).



OBJECTIVE 3


Continue to improve public perceptions of and community connection to Haig Park.

CONTINUE TO IMPROVE PUBLIC PERCEPTIONS OF HAIG PARK

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">STRATEGY</p>	<p>The HP team will redeploy our successful Haig Park Experiment strategies to improve public perceptions of the park including:</p> <ul style="list-style-type: none"> - Positive social media narratives that highlight the vibrancy and community orientation of the park. - Connecting Haig Park activities with broader Canberra activities and community days (e.g., Reconciliation Week; Floriade, delayed Tree Week activities). - Assisting community to return to the park through a program of scaled activities that are sensitive to COVID-19 requirements and community perceptions of safety.
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">OUTPUT, OUTCOME & IMPACT</p>	<ul style="list-style-type: none"> - 98 FB posts that promoted HP 2020 activities and CRA Grant in the City (yoga, beats and beer) and City activities (Warehouse Circus; loose parts) in HP; reminded people about popular HP 2019 activities to build HP narrative, as well as activities and people in the local community (e.g., a story on the HP bagpiper, Mandalay bus, Braddon bike racks, improved safety in HP, CRA community consultation about community centre) - HP activities and/or communications connected to Floriade (planting), Mental Health Day, World Kindness Day, Christmas. - Tree Talk signage welcoming people back into the park; small Pop Inn/art event leading to mid-scale events. Fairy Garden Workshop run twice in one morning to comply with COVID-19 restrictions. All participants in activities required to register with Haig Park staff. All activities

CONTINUE TO IMPROVE COMMUNITY CONNECTION TO THE PARK

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">STRATEGY</p>	<p>Create a program of activations and an accompanying communication strategy that:</p> <ul style="list-style-type: none"> - Captures and shares established local community activities in the park and via social media - Targets local niche users and businesses (e.g., dog owners; schools; Braddon businesses) - Is designed and delivered where possible with and for community - Brings a range of community groups into the park via community activities <p>Develop an annual Haig Park Activities Calendar in consultation with the Authority's City Place Management Team and City Activation Team.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">OUTPUT, OUTCOME & IMPACT</p>	<ul style="list-style-type: none"> - Projects run with Ainslie Primary School, Northside Community Service, inner north hound gang and Girrahween Lodge (Spielwelt and Canberra Seniors Center unwilling to participate because of COVID-19). - Haig Park Paw Parties x 4 to attract local dog owners. Worked in partnership with 'A Pooch Affair' to deliver a range of new activities during the Paw Parties. - Community activities organised and/or delivered with community where possible including: inner hound north gang walk x 2, Trash Gather x 2; labyrinth tour on World Mental Health Day with ACT Labyrinth community; orienteering trial with Orienteering ACT; Floriade wicking bed planting undertaken by community; Flight of the Fancies installation included production and installation of critters with Ainslie Primary School, Girrahween Lodge and community; ANU Student Design Intervention in Haig Park; Canberra Environment Centre; Piano Rescuers and music for Haig Park Paw Party. - Calendar not developed because of uncertainty about dates and times stemming from COVID-19.

A group of elderly residents are seated at several white tables in a bright room with large windows. They are engaged in a craft workshop, working on paper-based projects. One woman in the foreground is wearing a black shirt and is focused on a purple paper shape. Other participants are seen in the background, some leaning over their work. The room is well-lit, and the atmosphere appears to be a community activity.

Residents of Girrahween Lodge build 'critters'
in Flight of the Fancies workshop

OBJECTIVE 4

Maintain stakeholder relations
and build community capacity
to play an active role in park
custodianship.

MAINTAIN HAIG PARK STAKEHOLDER RELATIONS

STRATEGY	<p>To maintain stakeholder relations we will:</p> <ul style="list-style-type: none">- reconnect with spectrum of key Haig Park stakeholders including (but not exhaustively):<ul style="list-style-type: none">• City Services, TCCS• Urban Treescapes, TCCS• Heritage ACT• Braddon Town Team• Braddon local businesses• AIDS Action Council ACT• Ainslie Primary School• Turner Primary School• Merici College• Spielwelt Childcare and Preschool• Turner Scouts• Turner Tennis Club• The RUC• Canberra Seniors Centre• Girrahween Lodge• 100 Swords• Northside Community Centre.- Develop a Haig Park stakeholder list and share this list with the Authority.- Connect with Haig Park community stakeholder list developed by the Authority and, with their approval, provide these stakeholders with a monthly update.
OUTPUT, OUTCOME & IMPACT	<p>Haig Park stakeholder relations were maintained to some extent. However, COVID-19 impacted these relations:</p> <ul style="list-style-type: none">- Government organisations were under pressure and having to deliver/double service delivery.- Some educational institutions and seniors centre were not prepared to participate in activities.- A community stakeholder list was provided to the Authority communication team for the Haig park community centre community consultation session.- A comprehensive stakeholder list will be developed in the 2021 program for the CRA.

BUILD COMMUNITY CAPACITY TO PLAY AN ACTIVE ROLE IN PARK CUSTODIANSHIP

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">STRATEGY</p>	<p>To build community capacity and custodianship we will:</p> <ul style="list-style-type: none"> • produce a strategy and education package for handover of Haig Park communication collateral • establish a Haig Park Custodian group that will act as an advisory and network for positive and diverse community action in the park • continue to run the Haig Park Sustainability Committee and seek community members to participate at some level (if such participation is approved by the Authority) • work with the Haig Park permanent renewal team to identify opportunities for meaningful community participation in renewal to enhance custodianship (e.g., naming of buildings or lawns) • produce two How-to Haig Guides (a) Events and Activities and (b) All Abilities Events and Activities.
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">OUTPUT, OUTCOME & IMPACT</p>	<ul style="list-style-type: none"> - The Authority decided that it did not want to hand over the FB to community during the permanent renewal phase in Zone 3. - The Authority decided that a Custodian Group was not required during the permanent renewal phase in Zone 3. - The Haig Park sustainability group did not continue because Cathy Hope was on leave. - Cathy Hope worked with the permanent renewal team on connecting community organisations with the community centre project; on community engagement strategies and has recommended that the community centre be called 'Ngala'. - These two guides were submitted to the Authority.

OBJECTIVE 5

Develop a program of projects specific to Haig Park, of various types and scales, capable of being delivered at short notice, and deliver the program as is appropriate considering all requirements relating to COVID-19 public health emergency and its impact.

Hey Everybody!
Let's have a
COVIDSAFE
Paw Party

Check in

Stay 1.5m apart

Grab a sticker
from staff in
hi-vis

If you feel unwell, please take
yourself home straight away.
Thanks for helping events to
safely return.

@HaigParkCBB

COVID-safe HP 2020 event registration sign



Explore more of the
program @HaigParkCBB
Getting Social?
#HaigParkCBB

DEVELOP A PROGRAM OF PROJECTS SPECIFIC TO HAIG PARK, OF VARIOUS TYPES AND SCALES, CAPABLE OF BEING DELIVERED AT SHORT NOTICE

In response to COVID-19 we will develop a phased program scheduled for delivery by December 21, 2021 (unless circumstances arise that negatively impact delivery capability in which case there may be need for a variation).

The program will consist of:

- new activations that respond to Haig Park within the context of COVID-19 (e.g., Tree week, new installations)
- successful Haig Park Experiment activations that have capacity to be reconfigured for delivery within COVID-19 requirements
- community activities that build community connection with and custodianship of the park

PHASE 1: RETURN

The first phase will assist in the transition back to the park (Month 1 – September to mid-October). Activities might include (for example):

- Welcome back/return signage
- Light installation in the park to acknowledge and celebrate the return
- Pop Inn + partnered with creative performance (e.g., musician; night-time circus) EVENING
- Small scale, playful social encounter activity
- Small scale physical activities (yoga; pilates, orienteering) DAYTIME AND EVENING
- Small scale creative activities for families and older adults e.g. (musical performance, making activities, dance)
- Intergenerational activity between Canberra Seniors Centre and Ainslie Primary
- Modular physical activity installations (wayfinding prompts for running path, games, etc.)
- Dogs of Haig community walk (led by pawprints)
- Ngala walk installation Phase 1
- NDIS funded workshops
- Outdoor classroom

PHASE 2: CELEBRATE (MONTHS 2-4 – MID-OCTOBER TO DECEMBER)

More extensive program with larger small-scale activations. Examples might include:

- Parkour course
- 'Back in the Hood' party (Community Welcome style)
- Haig Park Paw Party
- Ngala walk installation phase 2
- Fairy Garden workshop
- Launch of How to Haig Park: Events and Activities All Abilities Guide with inclusive event
- Augmented reality tour using Haig Park Foraged Stories
- Seniors event
- Small-scale market/music (to support food stalls) + music and performance (scaled-back Festival of Forest).

OUTPUT, OUTCOME & IMPACT	<p>Program contained new activities and installations:</p> <ul style="list-style-type: none"> - Flight of the Fancies installation - Orienteering - Movement month - Intercultural craft circle - Labyrinth Day - Floriade in Haig Park - How to make and plant a wicking bed videos. <p>Program also contained popular 2019 HPE activities and infrastructure:</p> <ul style="list-style-type: none"> - Tree talk signage - Haig Park Paw Parties - Pop Inn pairing - Fairy Garden workshop - Trash Gather - Inner Hound North Gang - Dog agility equipment - Chairs and tables. <p>Evening activities were not trialled during this phase.</p> <ul style="list-style-type: none"> - A planned general larger scale event was not held as COVID-19 shutdowns occurred in Victoria and then Sydney raised concerns about a second wave; and in keeping with the ACT Government approach to events.
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Deliver the program as is appropriate considering all requirements relating to COVID-19 public health emergency and its impact.

STRATEGY	<p>All activations will be designed in accordance with the advice made available on the ACT Covid Public Health Emergency site. We will also revisit and update any activation plans in discussion with the Authority and the ACT COVID-19 advice.</p> <p>Where an activation is usefully scalable, we will plan that activation for delivery at two scales (small and mid) to ensure they can be responsive to the changing requirements and environment arising from COVID-19 (e.g., a Haig Park Paw Party for groups of 10-20 and a Haig Park Paw Party for 100 people at a social distance)</p>
OUTPUT, OUTCOME & IMPACT	<ul style="list-style-type: none"> - All participants to be registered prior to the event or on site. - Each activity had a Covid-19 safety plan, which was updated in accordance with changing restrictions

Signage reigniting people's relationship with the park

SHHHHHH

what's
that
sound
?

4:33

OBJECTIVE 6

Safely encourage increased visitation, dwell times, and user diversity, as is appropriate considering all requirements relating to COVID-19 public health emergency and its impact

SAFELY ENCOURAGE INCREASED VISITATION, DWELL TIMES, AND USER DIVERSITY AS IS APPROPRIATE CONSIDERING ALL REQUIREMENTS RELATING TO COVID-19 PUBLIC HEALTH EMERGENCY AND ITS IMPACT.

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">STRATEGY</p>	<p>Our program will gradually increase safe visitation to, and dwell times in, the park:</p> <ul style="list-style-type: none"> - with the rollout of a series of activations that increase and/or decrease in scale in response to the changing ACT COVID-19 public health emergency requirements - by including activations from Haig Park Experiments with a proven track record of success (See Objective 7) - in Phase 2 that encourage longer dwell time than in phase 1, in response to warmer weather and daylight savings (including evening programs) - with the dissemination of our two How to Haig guides <p>Our program will seek to build on the success of Haig Park Experiments with a program that encourages user diversity including:</p> <ul style="list-style-type: none"> - women - families and children - young people - people with disabilities - culturally and linguistically diverse groups (CALD) - older adults - LGBTQI groups.
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">OUTPUT, OUTCOME & IMPACT</p>	<ul style="list-style-type: none"> - Activations remained at similar scale (numbers and time) throughout program due to concerns about second wave of COVID-19 in the ACT - Picnic tables and then street furniture were rolled out and distributed throughout zone 3 in line with COVID-19-restrictions - Activations with proven track record were successful in Haig Park 2020 program: <ul style="list-style-type: none"> - Haig Park Paw Parties – 525 pax - Fairy Garden Workshop – 250 pax - Pop Inn Pairing – 900 pax - Dog agility equipment – 6750 pax - Haig Park How to Guides have not been approved by the CRA. <p>All groups listed were targeted except for people with disabilities due to pressure on the sector and concerns about vulnerability during COVID-19.</p> <p>Three groups were targeted in particular with new activities:</p> <ul style="list-style-type: none"> - Older adults through movement month activities - LGBTQI groups through movement month activity (Queer Zumba) - Culturally and linguistically diverse groups with Bollywood Dance in movement month and intercultural craft group. Numbers were small for this latter activity – more thinking needs to go into targeting CALD community groups.

OBJECTIVE 7

Consider events that proved successful in the Haig Park Experiments program, and how, through this program, to continue to establish them as part of a long-term event and activation program for Haig Park.



CONSIDER EVENTS THAT PROVED SUCCESSFUL IN THE HAIG PARK EXPERIMENTS PROGRAM

STRATEGY	<p>Our program will include a range of small-mid scale events that proved successful in the Haig Park Experiments program, including (at this stage and dependent upon COVID-19):</p> <ul style="list-style-type: none"> - Haig Park Paw Parties (ACT and region dog owners) - Fairy Garden Workshop (targeting families and young children) - Pop-Inn partnering with activities (musician, art activities) - Food and market stalls (as per Festival of the Forest/Big Spring Picnic) - Music in the park (as per Festival of the Forest/Big Spring Picnic).
OUTPUT, OUTCOME & IMPACT	<ul style="list-style-type: none"> - Activations with proven track record were successful in Haig Park 2020 program: <ul style="list-style-type: none"> • Haig Park Paw Parties – 525 pax • Fairy Garden Workshop – 250 pax • Pop Inn Pairing – 900 pax • Dog agility equipment – 6750 pax. - Food and market stalls were not available because of concerns with COVID-19. - Music in the park was integrated with other events (Haig Park Paw Party and piano/DJ; Pop Inn pairing).

CONTINUE TO ESTABLISH SUCCESSFUL EVENTS AS PART OF A LONG-TERM EVENT AND ACTIVATION PROGRAM FOR HAIG PARK

STRATEGY	<p>We will work with the Haig Park Custodians in consultation with the Authority and the City Place Management Team to develop an annual calendar of events in Haig Park.</p>
OUTPUT, OUTCOME & IMPACT	<p>CRA did not support the creation of a Haig Park custodian group during the permanent renewal phase. However, a model for community-led activation is being trialled in 2021 program.</p>

OBJECTIVE 8

Support local industry and
the local economy.



City Renewal Authority
community consultation
at Haig Park Furry
Fashion Party

SUPPORT LOCAL INDUSTRY AND THE LOCAL ECONOMY

STRATEGY	<p>Our program will exclusively procure local artists and creatives, tradespeople, producers, physical fitness and wellbeing providers.</p> <p>Our program will include pop-up activities such as market stalls, coffee vans and Pop Inn Bar.</p> <p>Our communication plan will focus on supporting the local organisations in Braddon and Haig Park suburbs (Turner, Ainslie, O'Connor) through promotion of special events and activities.</p>
OUTPUT, OUTCOME & IMPACT	<ul style="list-style-type: none">- All contractors/suppliers/volunteers/event managers for Haig Park 2020 program were local.- Employed 58 local people and promoted 100s of community organisations and local businesses.- FB posts promoted inner north activities and built inner north narratives.