ICT Project Nomination Form 2012

**Project Title:** (Working titles until you replace them with your own).
KINGBOROUGH HEART: **Open Heart** (Project A) and/or
KINGBOROUGH HEART: **Game On!** (Project B)

**Client retains Intellectual Property:** No. This has the potential to be highly commercialisable. Everyone involved shares in the benefits. **Confidentiality Agreement required:** This is up to you, depending on your social conscience and views on commercialisation. The project will attract significant attention

**Project Description:**
I am a Kingston mum (business owner, researcher, social advocate) concerned about the rapid growth of Kingborough, its haphazard sprawl and commercial development, and the absence of community input into the decision-making that is shaping our built environment. Our social problems are increasing and our business and tourism sectors are under-performing (with employment implications). Strong local communities are being replaced by demographic ghettos (underprivileged, aged, ‘exclusive beach-front’ dwellers, ‘new arrivals’, etc) with high-density social isolation a reality for many.
Kingborough is the fastest-growing municipality in Tasmania. Its population (34,000) is spread over a large geographic footprint, with Kingston at its centre. The community lacks a civic heart. Kingborough desperately needs a place where **everyone** can meet and interact outside their own groups, without the expectation that money has to be spent or that they need to belong to a club. There is no central place for our young people to “hang” without pressure to buy or move on. There is nowhere for our elders to stop and chat comfortably between shopping and visits to the doctors. There is nowhere for mums and dads to take a break from banking, paying bills and buying groceries to give their toddlers a chance to play. A civic heart is like a community matrix that also supports those at risk of falling through the cracks (something that can happen to us all) and prevents the social problems that fester in larger towns and cities.
The community is calling for a civic heart at the former Kingston High School site, a vast 11 hectare space in Kingston CBD. Many have an opinion, most want a say, some voices are louder than others and, from state and local government perspective, it is shaping up to be a big problem for this massive development. (See **Additional Information**, below).

KINGBOROUGH HEART is a project in two parts. You can do **Part A** or **Part B**. Or both. Either way, the project seeks to engage the minds, imaginations and involvement of the entire community. The challenge will be to find a way to do this which is both attractive and relevant to young and old, to the digital natives and the Luddites, and everyone in between. The aim is to help the people of Kingborough create and achieve their civic heart.
The task in **Part A (KINGBOROUGH HEART: Open Heart)** is to develop a website and a tool/set of tools to help the community collect and collate information, share it amongst itself, discuss and decide on outcomes, and make a unified and rigorous presentation to decision makers, politicians, local government, developers, and so on. It involves capturing data and turning it into information to create and share knowledge that can turn peoples’ lives around. I’ve made a start with things like Wordpress, wikis, MiniGroups and other open source platforms but my Dummies books only go so far. I’m very happy for you to use these resources, to pick up where I left off or to work with whatever you would like to, just so long as everyone else can use it too and that it enables rather than alienates. There is endless scope for creativity but user-friendliness and excellent data-management capacity are equally vital. I have a design background (disclaimer: I still write with a quilled pen) and I would be delighted to work with you in that capacity - at your own risk!
The task in **Part B (KINGBOROUGH HEART: Game On!)** is to develop an online game in the style of
“Cityville” or “WorldPlay” and the like. It is up to you to choose the style and its ‘look’. Its main objective is to help people imagine a future they cannot envisage, to help them value-add to their own ideas and ultimately, to help them work collaboratively towards a collective vision. It could look and feel like a competitive “Monopoly” type board game complete with utilities tokens, budgets, infrastructure requirements, population etc or it could be a sophisticated 3D Kingborough civic heart unfolding in real time with each new contribution. Or something else entirely!

The online **KINGBOROUGH HEART** will have a physical counterpart - a drop-in centre - at a central location in Kingston CBD (for those who do not have computer access), as well as an outreach service for people who are isolated through illness or other reasons. All information collected will be entered into **Part A** by volunteers. There will be similar **Part B** game-based activities to stimulate discussion, which will also have some tie-in to activity online. Schools, the business community, Council, State Government, community groups and so on, will also be involved through wikis, website links, CSR and volunteer registries, goods and services donations, many of which will be self-managed or internally moderated.

---

**Project Technical Information:**

I’m open to your recommendations. Open source software sounds good. It has to be very user-friendly, attractive to everyone in the community (!) and reliable.

---

**Contact Information:**

Client Name: JENNY MAZZELLA  
Phone Number: 6229 7180  
Mobile Number: 0409 544 105  
Twitter: @cuppaTlady  
Email Address: jennymazzella@gmail.com  
Website: [kingboroughheart.wordpress.com](http://kingboroughheart.wordpress.com) awaits your development and/or significant input

Address: 1179 Channel Highway, Kingston . . . but we should have a Kingston CBD “home” soon. (I call it a place-based social networking platform - aka “drop-in centre” - to tie in with the on-line one you guys will (hopefully!) create).

**Additional Information:**

In 2011 Kingston High School was relocated, leaving an 11 hectare development opportunity in the middle of Kingston CBD. The sale of the site from the State Government to Kingborough Council is currently being negotiated, with the condition that a large parcel of land be retained for the construction of a Government Health Centre.

The community is very concerned about the development of the site and about the ‘community consultation’ promised by both state and local governments. Although the community is calling for ‘wide open spaces’ and development that is people (rather than commerce) friendly, it is becoming increasingly divided as to what that should actually entail. Some want to retain the old school buildings, some want a green-fill site, for example.

Several individuals and interest groups have been monitoring the progress of the sale and are lobbying for community involvement in the development process. Whilst the community is largely supportive of the proposed Government Health Centre, it is concerned that its independent construction will compromise the holistic development of the overall site. The community-building potential to value-add via resource-sharing, and other opportunities for initiatives like social enterprise created through integrated development, will be lost without collaboration between all stakeholders.

This project seeks to facilitate this collaboration, and enable community-led consultation. In the process, it will engage and unify the community, help it to develop and coordinate its own vision and, critically, allow it to advocate for itself.

It should be noted that the State Government and the Kingborough Council are very supportive of these efforts to get this project off the ground. The Premier and her office, the Mayor and GM, and many others, have all expressed interest and continue to enquire as to its progress. It seems to me that it has
captured the imagination of community and stakeholders precisely because it is driven by the community itself, and operates outside of bureaucracy and formal protocols. It allows the traditional ‘community consultation’ process to be reversed. It enables the community to engage in the planning for its future instead of merely being on the receiving end of a predetermined outcome.

There is also keen interest because communities everywhere struggle with this sort of problem. It is not just the residents, either. When active local groups vigorously lobby government, council, politicians, the media (especially through social media) it creates substantial headaches. There are no systems (that I am aware of) that capture this information, let alone collate it or turn it into something useful. People have their say, but the pervasive feeling that it is hopeless anyway because “no one listens so why should I bother”. Newspapers run voxpops or simple polls, communities rally behind placards and banners to support a choice of (usually) two outcomes in a binary bunfight. Sometimes consultants are engaged to conduct a formal community consultation process. The outcome will depend on the size of the consultancy fee. It will also be significantly informed by the number, capacity and agenda of those participating.

So this project has the potential to change the shape of ‘community consultation’ for the benefit of all stakeholders, and enable genuine ‘community engagement’ instead. No wonder people are watching this space.