Deep Place Planning:
Achieving equitable and sustainable development

Presented by Compass Housing Services Co. Ltd.
“The way it is currently, with consumption and production, and with the ever-increasing population, the planet’s resources will not sustain unless something is done to change the way we treat our planet”

Wu Hongbo, UN Under-Secretary-General for Economic and Social Affairs

The Three Agreements

The United Nations has achieved three ground-breaking agreements in recent years which, if implemented, will move the world to greater environmental sustainability and greater social justice.

**The 2014 Paris Agreement**
The Paris Agreement was signed by 197 countries. In the agreement, all countries agreed to work to limit global temperature rise to well below 2 degrees Celsius, and given the grave risks, to strive for 1.5 degrees Celsius.

**The 2015 Sustainable Development Goals (SDGs)**
The SDGs were adopted by 193 countries. They are 17 goals committed to ending poverty, protecting the planet and ensuring prosperity for all.

**The 2016 New Urban Agenda (NUA)**
The New Urban Agenda was adopted by 167 nations and sets a new global standard for how we plan, manage and live in cities.

Deep Place

Compass is playing a leading role in promoting, advocating for and implementing the SDGs and the New Urban Agenda in Australia and globally. To assist us we use the Deep Place method and we are developing it for use throughout Australasia and the Pacific region.

The Deep Place method identifies the uniqueness and key challenges faced at national, regional, city, town or neighbourhood level and creates an Action Plan to achieve the SDGs and the NUA.

The method comes from the viewpoint that the greatest asset of any place is its people. Connecting people and place is the starting point to create liveable and inclusive places.

The Deep Place method is a conscious and planned approach that identifies what makes places unique. It identifies their assets and challenges, and the specific combination of opportunities that can revitalise communities to create equitable and sustainable places of constant renewal. It was developed in the context of highly disadvantaged post-industrial communities in Wales, UK and has since been extended with the first Australian study of Muswellbrook, NSW.
Connecting People and Places:
The Deep Place approach to equitable and sustainable places

Too often we focus only on the physical space. The Deep Place method connects the physical with the social space. This approach closely aligns with the UN Sustainable Development Goals and the UN Habitat New Urban Agenda. A Deep Place Plan provides the means for planning for equitable and sustainable cities.

The Deep Place method identifies the need for purposeful collaboration between multiple levels of government, civil society and the private sector.

Deep Place planning advocates the creation of a ‘coalition for change’ to redirect resources and services to maximize their positive impact.

The Deep Place method addresses the severity of the challenges faced in disadvantaged communities, but also recognises the opportunities that exist locally to help generate and provide employment experiences and skills development.

Deep Place Origins

The Deep Place practice was developed by working with government, third sector and private sector partners and through inclusive work with community members and organisations.

The Deep Place Centre was established in 2016 to promote adoption of the Deep Place model. www.deepplace.org

It is committed to the develop an international community of Deep Place practitioners who recognise that poverty eradication and environmental sustainability are the critical social problems of the era and that they are intricately connected. The Centre has delivered Deep Place studies in the UK and works with local authorities, government and communities to realise the objectives identified.

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The Deep Place Collaboration

The responsibility for creating sustainable places is shared by a wide range of organisations in government and in civil society. Great places emerge from collaboration, cross professional practice and multi-disciplinary approaches.

There is no silver bullet, but rather multiple combinations of practices that create good places to live, work, visit and share in a community of belonging.

Deep Place delivery in the Asia Pacific region is a collaboration between the Deep Place Centre based in the UK and Compass Housing Services based in Australia.

The two organisations are deeply committed to the achievement of Agenda 2030 and implementation of the New Urban Agenda.

The Deep Place method was developed to achieve the twin objectives of poverty eradication and environmental sustainability. This ensures that it provides an essential first stage to develop a strategy for Agenda 2030 and NUA Implementation.

Deep Place and your organisation

We are building a global community of Deep Place practitioners. We are able to support your organisation by:

• Providing Deep Place training for your teams
• Supporting your team to deliver a Deep Place study
• Conducting a Deep Place study on your behalf

Deep Place planning can be applied at regional and local government levels. It is also particularly powerful as a focus at community or neighbourhood level.

It delivers a deep analysis to fully map and understand the combination of issues and opportunities that exist to create vibrant places.

It is particularly useful in areas that experience high levels of disadvantage and social exclusion, where it is able to focus on economic integration of marginalised populations.

Why you should adopt the Deep Place method

Developing a Deep Place program enables:

• Identification of key issues and challenges at national, regional, city, and neighbourhood level
• Understanding the relationship between urban, rural and remote regions
• Mapping economic, social, cultural, community, landscape and heritage assets
• Identification of existing and innovative opportunities for economic development
• Development of a ‘foundation’ economy strategy to promote inclusive patterns of employment for marginalised populations.

Your Commitment

To fully benefit from the Deep Place approach we ask partner organisations to commit to providing data, assist identification of key stakeholders and be active partners in the research, design and delivery of the final Deep Place report.
Deep Place Core Concepts

The Deep Place method brings three core concepts together in a triangulated methodology to coordinate, curate and plan for better places.

Transition Planning
The environmental imperative demands that we find new approaches to old problems and that we neutralise, or make positive, our environmental footprint.

Total Place Practice
An innovative approach to the design and delivery of public services that focuses impact, reduces wasted effort and aligns services with citizens needs and expectations.

Foundational Economy
Recognises the economic impact and further potential of the local economy that meets our everyday needs of food, shelter, transport, energy, healthcare and education to create meaningful economic development at the local level.
About Compass

Compass Housing Services is a Tier One Community Housing Provider in Australia delivering a social regenerative approach to social and affordable housing. It delivers housing services in Australia and New Zealand and humanitarian and housing initiatives in the wider Pacific Region. Compass is a sector leader in engagement with UN programs including:
- Participation in UN Habitat III program
- Organisation of the international Implementation of the New Urban Agenda Conference (Melbourne May 2017) and subsequent development of NUA Standing Conference
- ECOSOC recognised since 2016
- World Urban Campaign Associate partner
- World Urban Forum participation
- Compass is also the founding member of the International Housing Partnership.

Key personnel

Professor Dave Adamson

Dave Adamson OBE, led the Programme for Community Regeneration at the University of South Wales for 12 years and has worked with key anti-poverty organisations such as the Joseph Rowntree Foundation. He was the founding CEO of the Centre for Regeneration Excellence Wales (CREW) an organisation centrally concerned with urban renewal and regeneration.
He is currently Co-Director of the Deep Place Centre and Knowledge Manager at Compass Housing. Professor Adamson writes internationally on a wide range of social issues that arise from poverty and related patterns of social exclusion. He is the author of Towards a National Housing Strategy (2015)
He is solution rather than problem focused and believes that recovery of even the most challenged communities is possible.
Professor Adamson has a First Class Honours Degree, Bsc(Econ) and a PhD(Wales). He is Emeritus Professor at University of South Wales (UK). He is a member of the Regional Studies Association.

Mark Lang

Mark Lang is an accomplished researcher who has held a number of key roles in the public, private and voluntary sectors over the last 15 years, including working for six years at the National Assembly for Wales.
Prior to becoming Co-Director at the Centre for Deep Place Strategies, Dr Lang most recently worked as Associate Director (Policy) at Manchester based, Centre for Local Economic Strategies (CLES).
Before this he was Senior Researcher at the Centre for Regeneration Excellence Wales (CREW), and he has significant experience in policy development and evaluation at local, regional and national levels. Dr Lang has held a number of public and voluntary service roles.
Mark is an Honorary Fellow of the Sustainable Places Research Institute at Cardiff University.
Greg Budworth

Greg has been the Group Managing Director of Compass since 2004. In that time, he has managed the growth of Compass to become one of the leading community housing providers in Australia. Greg is currently a member of PowerHousing Australia, the primary industry representative organisation for the majority of Australia’s largest CHPs and a member of various other related sector committees and panels. In 2016 he was elected Co-Chair of the United Nations Habitat General Assembly Partners and Chairs the External Relations Committee of the International Housing Partnership Network.

Greg has a Master’s Degree in Business from Newcastle University, and further tertiary qualifications in business management, project management, workplace safety and workplace training. Greg has held previous executive and senior management roles in human service organisations, and is currently completing a doctorate in business administration.

Greg is a Director of the Boards of Compass, Compass NZ, Compass Canterbury, Compass QLD, MyPlace Property. Greg is also a Director of Community Housing Industry Australia, Director of the Australasian Housing Institute, Director of Logan City Community Housing and Chair of the IHP External Relations Committee.

Greg has served as Co-Chair, UN Habitat, General Assembly of Partners, Civil Society Group and is currently the Vice Chair of the UN Habitat, General Assembly of Partners.

Lyndall Robertshaw

Lyndall is Compass’ Group Chief Corporate Services Officer and has 17 years’ experience in housing with 13 years in the community housing sector and prior in the construction industry.

Lyndall is responsible for the Corporate Services Department of Compass. In this capacity, she is responsible for Business Development, Marketing and Communications, Environmental Sustainability, Human Resource Management, WH&S, Property Acquisitions, Project Management, Complaints Management, Risk Management and Compliance.

Lyndall has been instrumental in assisting in Compass’ growth which has involved the delivery of new dwellings, a number of stock transfers, including whole of estate locations, as well as mergers with other housing providers.

Lyndall is a graduate of the Australian Institute of Company of Directors, holds a Bachelor of Business Management, Advanced Diploma in Management, Diploma in Project Management and a Diploma of Interior Design.

Lyndall is a Director of the NSW Federation of Housing, Director of MYPlace Property, Director of Logan City Community Housing, CEO representative for PowerHousing Australia and a Committee Member of the NSW Australasian Housing Industry, the UDIA Hunter Chapter and the City of Newcastle’s Building Better Cities Committee.
Key personnel

Ian Rennie

Ian oversees Compass’ financial, procurement and information technology services. He is highly skilled in the areas of financial and management accounting, project management, strategic planning, risk management, business administration, and information management.

Ian’s key responsibilities include strategic financial planning for the Compass Group, which includes treasury functions, cash flow management and forecasting, as well as budget preparation and co-ordination. Ian is responsible for Compass’ financial reporting requirements and assists in the preparation of tender submissions.

He ensures compliance with legislative, statutory and taxation requirements and acts as Compass’ external audit liaison. He also assists in the preparation of statutory accounts and the management of Compass’ governance and compliance activities, which include internal audit and controls, quality assurance, risk management, regulatory compliance and reporting functions of the Compass Group.

Ian has his BEC, Master of Management, MBA, FCPA and GAICD. Ian is also a member of the Powerhouse CFO Steering Committee.

Donald Proctor

Donald is Compass’ Group Manager Assets and Maintenance and leads the Compass team responsible for overall strategic and operational management of organisational assets. With qualifications in Architecture and Urban Planning, Donald has over 30 years’ experience working in local government and social housing, in both government and community sectors.

For 20 years Donald worked as an architect, planner, policy and asset manager for Housing NSW. Prior to working for Compass, Donald held the position of Director Asset Operations, overseeing management of 120,000 social housing dwellings valued at $30 billion with an annual maintenance budget of about $300 million. Since joining Compass in 2013, Donald has played a key role in building Compass’ asset management capability through developing its Asset Management Framework, instigating improvements to contractor management and working closely with other operational and financial arms of Compass to improve budget management and staff engagement with the asset management challenge.

Having started his career in housing through co-operatives and community housing, Donald has a strong ethic of tenant involvement, responsibility and empowerment. He is strongly committed to improving professionalism in social housing and is the current president of the NSW Australasian Housing Institute.

James Cameron

James Cameron oversees the function of tenancy engagement and strategic communications to internal and external stakeholders of Compass Housing Services. James is a community services professional with over 12 years’ experience in the youth and community development sector. Prior to joining the Compass Housing operations team, where he now serves as Executive Manager for tenant communication and engagement, James forged a high profile and successful career in the youth sector, becoming the first person to receive the prestigious ‘RYSA’ award back to back over 2 LGA’s.

James has qualifications in Community Services, Business Management, Training and Assessment, and a belief that all people have the ability to be great, from every day interactions to widespread achievement. James shares a passion for social justice and equality with his peers which is reflected in his commitment to service delivery to Compass Housing Tenants. James has a customer centered approach to service delivery and works tirelessly to promote the involvement of tenants in the Community Housing Sector.
Contact Us

To explore further how the Deep Place approach can assist you please contact:

- UK and Europe: Dr Mark Lang - marklang@deepplace.org
- Australasia and the Pacific region: Professor Dave Adamson - DavidA@compasshousing.org
- You can join the network at https://www.deepplace.org/contact