



Activation Matrix.

Introduction

The Activation Matrix provides a starting point from which to create a unique and individual response to each particular town centre, pairing an activity with a desired social outcome, nurturing social capital and building upon the identified skills base of the local residents. When tailoring your own community's Activation Matrix, it is also a good idea to begin considering possible locations for activities.

		Desired Outcome							
		Identity	Social inclusion	Creates networks	Wellbeing	Local economy	Health	Environment	Temporary solution
Retail and Economy	Activity								
	Community markets	●	●	●	●	●	●		
	Food trucks		●	●	●	●			●
	Pop-up shops / Temporary rental			●		●			●
	Community bank			●		●			
Art and Culture	Community festivals	●	●	●	●	●			
	Create a community calendar featuring local and seasonal activities eg. Christmas, Easter, ANZAC Day, etc.	●	●	●	●				
	Community art initiatives eg. murals, sculpture	●	●	●	●				
	Trails eg. art, food etc.	●		●		●	●		
	Street gatherings and parties eg. lunches	●	●	●		●			●
	Performances eg. concerts, shows etc.	●	●	●	●	●			
	Dinner clubs		●	●	●				
	Moonlight Cinema		●	●	●				
	Oral history register	●	●	●	●				
	Book groups		●	●	●				
	Mobile library / Mini library			●	●				●
	Community section in local paper	●	●						
	Community construction initiatives		●						

		Desired Outcome							
Activity		Identity	Social inclusion	Creates networks	Wellbeing	Local economy	Health	Environment	Temporary solution
Recreation and Open Space	Tree register			●			●	●	
	Pop up parks	●		●	●	●	●	●	●
	Tree planting ceremonies			●			●	●	
	Community Garden	●	●	●	●		●	●	
	Eco activities eg. recycling and compost classes		●	●				●	
	Dog Park days			●	●		●		
	Walk / run events for charity			●	●		●		
	Walking buses			●	●		●		
	Bike share scheme			●			●	●	●
	Clean Up Australia Day			●			●	●	
	Public exercise equipment				●		●		
	Dance events eg. competitions, silent discos, etc.		●	●	●		●		
	Sports clubs		●	●	●		●		
	(Park)ing Day							●	●
Games night		●	●	●					
Connection	Public outdoor ping pong and chess				●		●		
	Street furniture building		●	●	●		●		●
	Clubs eg. car club, chess club		●	●	●				
	Family days			●					
	Carpooling			●				●	●
	Resource sharing eg. Open Sheds		●	●		●			
	Men's Shed		●	●	●		●		
	International sister town partnerships	●		●					
	Clothes swap market days			●		●			
	Car sharing		●	●				●	●
	Volunteering			●	●				
	Charity awareness days			●					
	Time capsule	●	●						