

Twelfth National School in Park Management

JULY 6 TO 11, 2008, QUEEN'S COLLEGE, PARKVILLE, MELBOURNE



THE UNIVERSITY OF
MELBOURNE



Balancing
the Evolving
Needs of
Parks



THE SCHOOL

Now in its twelfth year the popular National School in Park Management will once again be held in Melbourne, from July 6 – 11, 2008.

The school engages with current and emerging issues in managing parks and public open space. Real-world management responses, research findings and policy direction are all introduced as tools to enable participants to expand their thinking in relation to their profession.

BALANCING THE EVOLVING NEEDS OF PARKS, PARK USERS AND PARK MANAGERS

This year's theme has been chosen in response to the increasing demands being placed on parks, park users and park managers.

The demands on parks are altering dramatically as visitor demographic, conservation needs, aesthetic requirements, user expectations and resource cost and availability increasingly compete for precedence in management's consideration.

Balancing these needs is one of the greatest challenges to park management.

The theme will be explored through three key streams, to ensure that all facets are considered, at both the operational and corporate levels.

1. VISITOR EXPECTATIONS AND EXPERIENCE

Meeting the needs of park visitors is crucial. How does the park manager manage visitor expectations? What are the experiences that visitors want in their parks? How do you manage the needs of different interest groups or cultural groups for the same park or site? How do you plan for future community and visitor needs?

2. VEGETATION, CONSERVATION AND RECREATION

In an era of climate change how do we continue to have sustainable vegetation and still meet the needs of park users and the environment? How do we manage the often contrasting demands of different users in parks and public open space? What is the most current thinking in water management and planning for parks into the future?

3. POLICY OBJECTIVES AND MANAGEMENT REALITIES

Planning for the future requires good policy to guide development and management of parks. How do park managers balance these policy objectives with management realities? What are the new challenges in meeting the needs of public open space users? How should planners respond to outside and private use activities within a park?

OBJECTIVES OF THE PROGRAM

The National School in Park Management provides best practice strategies and approaches for frontline, emerging and aspiring park managers. The content is delivered through a mix of lectures, tutorials, interactive workshops, field visits, and syndicate group meetings.

The School involves leading park industry professionals & academics. The program is intensive and operates for the entire week, including evening sessions. Participants will be encouraged to explore issues in park management, enhance their communication and debating skills, and network with each other in a facilitated environment. To ensure an interactive approach the School will be limited to 30 participants and is residential in nature.

Past participants have come from various backgrounds that include private and public industry, local and state government, and from diverse areas such as landscape, recreation, conservation, horticulture, parks, leisure and tourism. Organisations have frequently sent staff to the school each year, a clear indication of the school's value corporately, as well as for individual professional development.

THE CASE STUDIES

Participants are required to work within a syndicate group on a case study while at the course. The syndicate groups present their case studies on the Friday, with the best case studies receiving awards.

Case studies are determined by the school and on enrolment participants will be required to nominate their selection. Case studies are worked on in a syndicate group of 7-8 people. Please see the website (detailed opposite) for further information.

THE PRESENTERS

The School has been developed through a unique partnership between the University of Melbourne, Parks Victoria and the City of Melbourne.

This year the presenters will include:

Prof Nigel Stork (Head of School for Resource Management, The University of Melbourne)

Dr Gary Crilley (Director, Centre for tourism and leisure management, The University of South Australia)

John Senior (Manager, Strategic Partnerships, Parks Victoria)

Mary Chapman (Project Manager, City Projects, City of Melbourne)

John Rayner (Lecturer in Urban Horticulture, University of Melbourne)

Lt. Col. Nick Faughy (Australian Army)

Rob Adams (Director Design and Urban Environment, City of Melbourne)

Gerard Delaney (Team Leader Recreation Planning, Parks Victoria)

Phil Edwards (Program Leader, Lower Yarra Stormwater Quality, Melbourne Water)

Dr Nick Williams (Lecturer in Urban Horticulture and Plant Ecology, The University of Melbourne)

Claire Evans (Strategic Planner, Parks Victoria)



THE VENUE – QUEENS COLLEGE, THE UNIVERSITY OF MELBOURNE

Accommodation is in single, student study bedrooms with shared bathroom facilities. All bed linen and towels are provided. Queen's College at The University of Melbourne (Melways reference 2B:D4) is a residential college providing accommodation for 218 students during University semester time. It was built in 1887 and named in honour of Queen Victoria's jubilee.

Some lectures and workshops will be held in the Lade Conference Room at the college, others will be presented at relevant open space sites.

Free car parking is available for participants at Queen's College.

FURTHER INFORMATION

If you have any questions, or would like more information, you can visit the School's web page at:

www.landfood.unimelb.edu.au/courses/shortcourse

and select the *National School in Park Management, 2008* link.

Or contact:

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Parks School Coordinator
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Email: kraynor@unimelb.edu.au
Burnley Campus
The University of Melbourne
500 Yarra Boulevard
Richmond VIC 3121

REGISTRATION

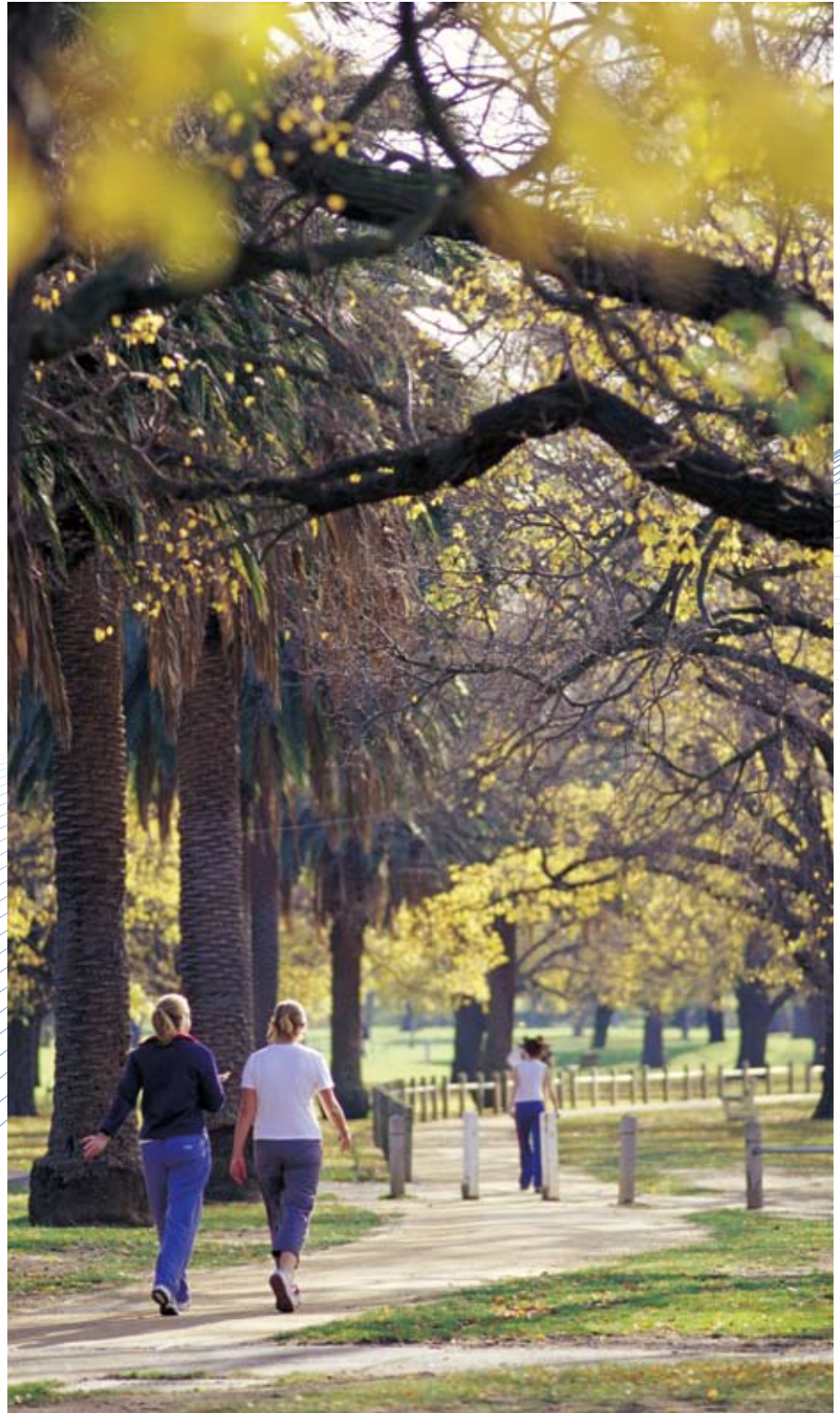
Inclusive in the School registration are all meals, accommodation, morning and afternoon teas, welcome reception, evening dinner, transport to and from field sites, and working papers. The program includes a number of evening sessions and presentations.

School registration: \$2,250.00 (inclusive of GST).

To register, please send the completed registration form, with payment, to:

Kirsten Raynor
Parks School Coordinator
Burnley Campus
The University of Melbourne
500 Yarra Boulevard
Richmond VIC 3121

Registration closes on July 3, 2008. The school is limited to 30 participants, so to ensure a place please register early. Registration must be accompanied by payment.



ORGANISATION PROFILES



The University of Melbourne

The Department of Resource Management and Geography aims to be an international leader in a number of strategic disciplines including horticulture and resource management. Burnley Campus has established an international and local leadership in this field and is well placed to assist in the design and delivery of the National School in Park Management.



Parks Victoria

Parks Victoria is a unique organisation that manages a range of outstanding regional, State and National Parks, heritage and ornamental garden properties, major waterways and Port Phillip and Westernport Bays. Parks Victoria is responsible for the management of 9.95 million hectares which is 17% of the state. The parks alone attract over 73.5 million visitors per year. The organisation has an annual budget of approximately \$1.48 million, and approximately 1000 staff. Parks Victoria is acclaimed throughout the parks industry both in Australia and overseas, as a leading edge organisation.



The City of Melbourne

Melbourne's parks and gardens are one of the City's most endearing features. Renowned internationally for their scale, diverse qualities and horticultural excellence, the parks make a unique contribution to the City's identity. With their wide range of heritage features, recreation and entertainment activities, the parks and gardens are a major attraction for visitors and locals alike. The City of Melbourne also recognises that the natural and human elements within parks, gardens and reserves are continuously changing and is aware of the importance of the open spaces, reserves and recreational facilities. The City of Melbourne continues to be a leader in open space management contributing to Melbourne's status as one of the world's most livable cities.

THE PROGRAM

SUNDAY (AFTERNOON)

- Registration and Welcome
- Establishment of Syndicate Groups
- Dinner

MONDAY

Case Studies and Syndicate Groups

- Introduction and Welcome to Country
- Team Development and Management of Effective Syndicate Groups
- Excursion: Site Visits for Case Studies

MONDAY EVENING

- Conference Dinner

TUESDAY

Stream: Visitor Experience and Expectations

- Parks and Social Well Being
- Knowing and Monitoring Visitor Service Quality
- Balancing Needs of Park User Groups
- Excursion: Managing User Experience

TUESDAY EVENING

- Dinner and Syndicate Group Meetings

WEDNESDAY

Stream: Vegetation, Conservation and Recreation

- Planning for Open Space Needs
- Conservation Values in Urban Parks
- Excursion: Sustainable building and green roof landscapes
- Water Sensitive Urban Design
- Managing Vegetation for Climate Change

WEDNESDAY EVENING

- Dinner at Docklands and Feature Presentation

THURSDAY

Stream: Policy Objectives and Management Realities

- Resource Management and Strategic Planning
- Challenges in Park and Recreation Management
- Parks Management and Politics
- Not the hypothetical - Parks School Panel!
- Syndicate Group Meetings
- Excursion: Tour of University of Melbourne Landscape

THURSDAY EVENING

- Syndicate Group Meetings

FRIDAY

Syndicate Presentations and Judging Panel Discussion

- Delivering the Verdict
- Program Evaluation
- Presentation Ceremony: Awards and Certificates

