

SNAPSHOT

Over recent decades the construction of new places has yielded many beautiful bricks and mortar assets, both in the public and private domain. These lovely buildings form the backdrop to the expected emergence of vibrant, functional and resilient communities. However, all too often this fails to occur, leaving residents longing for that sense of community connection that human beings are hard-wired for.

An emphasis upon the delivery of physical infrastructure has left little room for investment in social capital, inadvertently selling new communities short. Without engaged people within it, a “place” exists in name only.

My Neighbourhood’s guiding philosophy is that “a sense of belonging” is a fundamental human building block and our mission is to work with new communities to deliver upon this for residents.

WHY My Neighbourhood?

We deliver common-sense outcomes for the benefit of the community in new places, whilst adding economic value to those that invest in the development of them.

Resourcing of community development within new communities has been historically problematic. Whilst many understand the deficiencies of a response centred around shallow marketing-led “activation”, the challenge has been the availability of specialist community development resources that can scale-up at a rate that matches project development. My Neighbourhood fills this space without requiring a full-time commitment before project scale can justify it.

We are driven to ensure that at project maturity, developer withdrawal does not represent a cliff-edge for the community. Our objective is to empower communities to take control of their own destiny, which ensures a positive long-term legacy for the developer. Our work enhances project reputation.

HOW do we approach our work?

Our approach is anchored in the importance of being present with the communities we support. We know that true community stems from the development of trusted grass-roots relationships and that remote delivery does not work. Via partnership or directly, we commit to the engagement of community-based place-makers who are present on the ground with the residents. This ensures that a true and sustainable community fabric emerges from within.

We can also help at the front end with needs assessment and strategy development, prior to constructing a fully-resourced response.

WHO are we?

My Neighbourhood is led by Chris Bracher; a Community Development specialist with industry-leading experience in the planning and management of residential green-field communities. Chris's dossier also includes recreation and community service delivery within both local government, golf/residential communities and green amenity provision.

Through Chris My Neighbourhood has contributed significantly to the commercial success and community fabric of landmark residential projects such as Woodlea, Sanctuary Lakes, Sandhurst, Eynesbury and La Perouse at Patterson River Country Club.

What's next?

Get in touch today to discuss your needs.

