



UrbanTalk®

**Great urban  
outcomes start with  
great conversations**

[urbantalk.com.au](http://urbantalk.com.au)

# Introducing UrbanTalk

**UrbanTalk is a new multi-media production company that has one clear mission, to get the development sector and communities back talking to each other.**

UrbanTalk has been created by planners and media experts with three decades of experience working in the development sector. We believe that engagement has lost its effectiveness, and that's it's time to reframe past approaches. Development shouldn't be feared by communities; it should be celebrated.

UrbanTalk has embraced digital technology to create a series of smart engagement products that pair clear and considered information with intuitive functionality and our own unwavering belief that engagement results in better design outcomes.

We recognise that it can be difficult to start talking about a development because of the sheer quantum of information that needs to be relayed for a community to deliver meaningful input, but this is where technology steps in. It enables us to explain the complexity.

The Australian development sector has incredible design talent and is pushing boundaries in environmental sustainability, residential, mixed use, community and lifestyle projects. We recognise that many projects are undertaken by companies who may not have access to corporate communications teams. We have created our range of digital engagement products for you. Products that will help you and your design team tell your story.

Your project is your legacy and your legacy starts with the very first conversation that takes place about your project. UrbanTalk can be there each step of the way supporting your development journey with our unique digital product range.



# Our Product Range

To fulfill our purpose, UrbanTalk offers a suite of products that we've dubbed "The UrbanTalk Ecosystem". Each product fits naturally into the development timeline.



Project Listing



SiteView



Development Explainers



Q&A Webinars



Construction Updates



Hybrid Events

## What Our Products Do?

- ✓ Build development literacy
- ✓ Act as a community facing information and learning hub for your project
- ✓ Accurately and clearly explain the design thinking and planning considerations that underpin projects
- ✓ Help developers understand community concerns
- ✓ Encourage conversations about new development by providing a new line of communication
- ✓ Make community consultation convenient for everyone
- ✓ Satisfy Consent Authority requirements



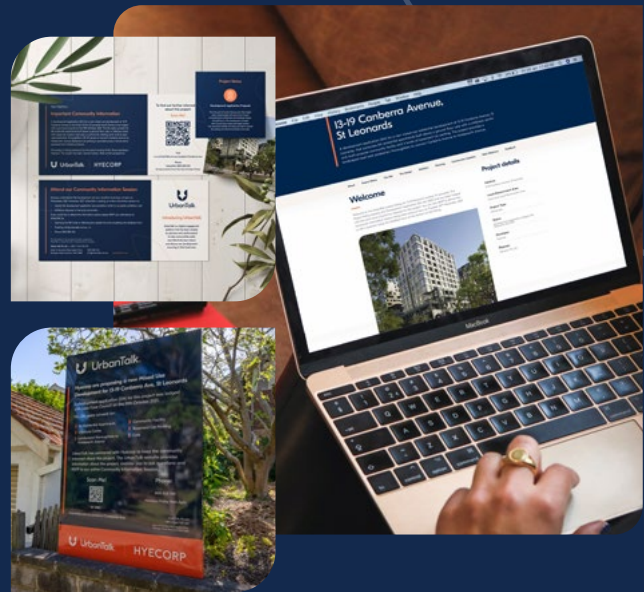
# Our Products



## Project Listing

The Project Listing is the heart of The UrbanTalk Ecosystem and becomes the centralised information hub for the life of your project, removing the need to build an entire website for every new project.

Supported by feedback forms, online surveys, QR-coded signage and postcards and engagement outcomes reporting incorporating Google analytics it delivers a seamless engagement experience. As well as hosting any other project specific UrbanTalk products, the Project Listing can also be updated, adjusted and expanded to suit your needs.



## SiteView

SiteView videos combine drone and ground level video with motion graphics to create a virtual site inspection.

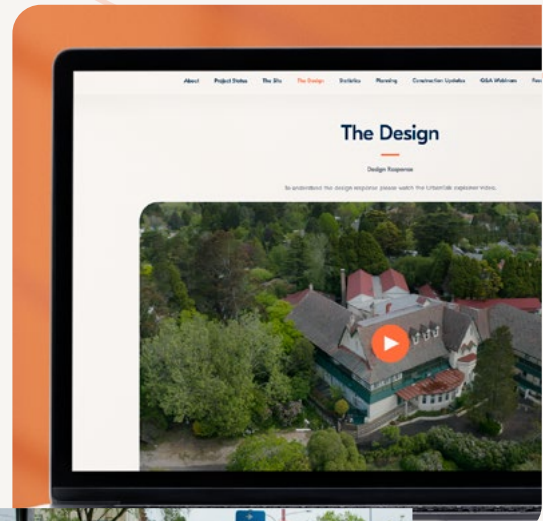
Our videos help you to explain how your project fits with the local context and character of an area, providing rarely seen footage of a site in a short video package. With Land & Environment Court, Panel Meetings and Council presentations remaining online for the foreseeable future SiteView provides a practical alternative to a site inspection.



## Development Explainers

Would you rather a community try to understand a development project by reading technical reports and complex architectural plans on a DA tracker website, or give them the opportunity to watch a 10-minute documentary style video with motion graphics, voiceover and soundtrack where the project is explained in plain English.

Filmed on site and incorporating interviews with your design team, these videos enable you to tell the story behind your project and communicate the important design and planning considerations.



## Q&A Webinars

UrbanTalk draws on 30 years of facilitation experience to ensure your events deliver exceptional outcomes.

Many people don't feel comfortable or have time to go along to live events, but taking them online provides a more convenient and comfortable setting for attendees. This also has the effect of removing some of the more hostile and confrontational elements of traditional in-person events. We prepare your presentation, host your event and provide a video recording of the event for you to supply to participants and upload to your Project Listing.

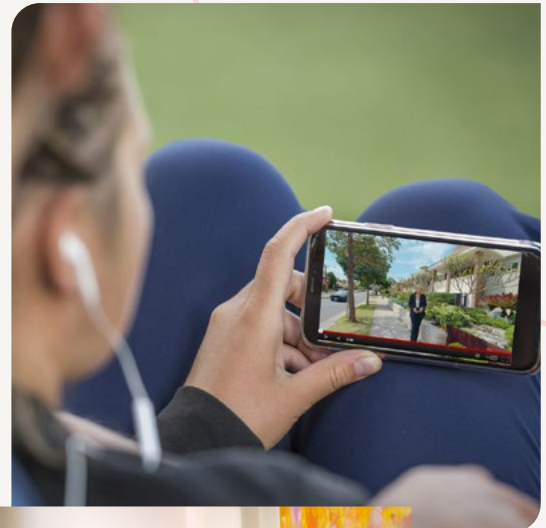


## Construction Updates

Arguably there is no greater stress for a community than living through the construction of a project.

In these situations, keeping the community informed about what's happening is critical to building trust and managing their expectations.

Construction Updates keep local residents up to date with the construction process with 15-20 minute podcasts and short videos recorded at regular intervals or at key milestones. These updates are then hosted on the Project Listing.



## Hybrid Events

We recognise that there are projects that require face-to-face events and we are pleased to offer you this flexibility.

We have over 30 years of experience in organising and facilitating face-to-face consultation events including design workshops, stakeholder roundtables, community walks and information sessions. These traditional events can form a considered hybrid engagement solution when purchased with our digital products.





## Get in touch!

We would be delighted to talk with you about your direct project needs and to take you on product tour of the UrbanTalk web platform.

If you would like to discuss your next project please contact: Belinda Barnett, Managing Director, UrbanTalk on [belinda@urbantalk.com.au](mailto:belinda@urbantalk.com.au) or phone 0438 233 022.

To book an UrbanTalk Product Tour email [hello@urbantalk.com.au](mailto:hello@urbantalk.com.au)



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UrbanTalk acknowledges the Aboriginal and Torres Strait Islander peoples as the first inhabitants of this nation and the traditional custodians of the lands where we live, learn and work.