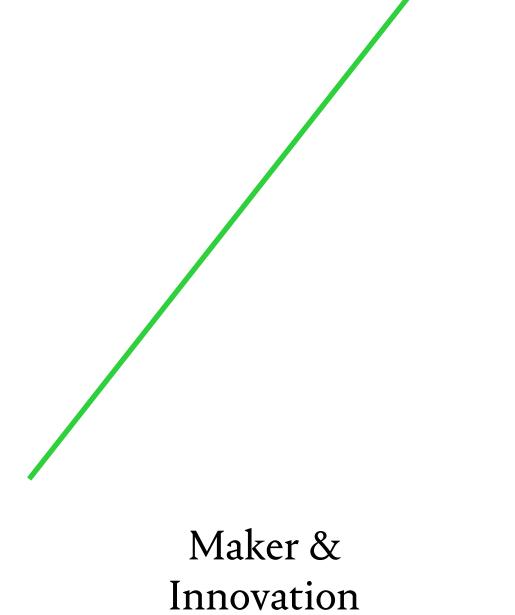
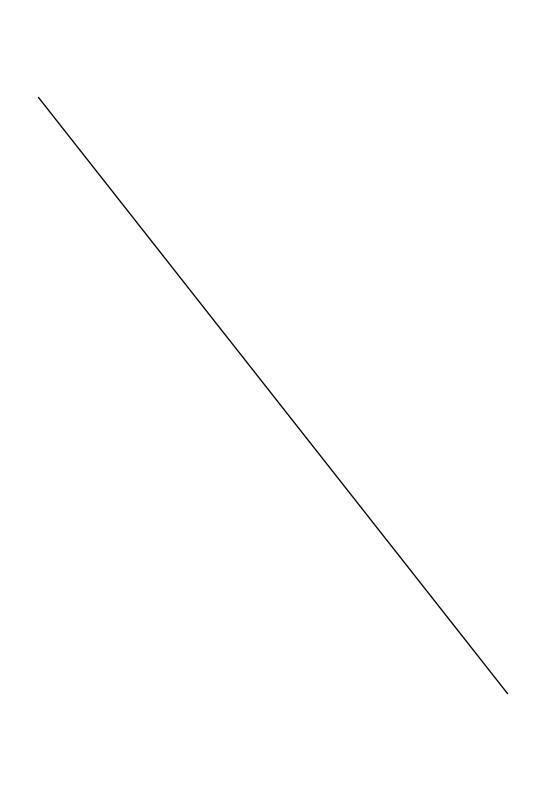
MTNS MADE



Space



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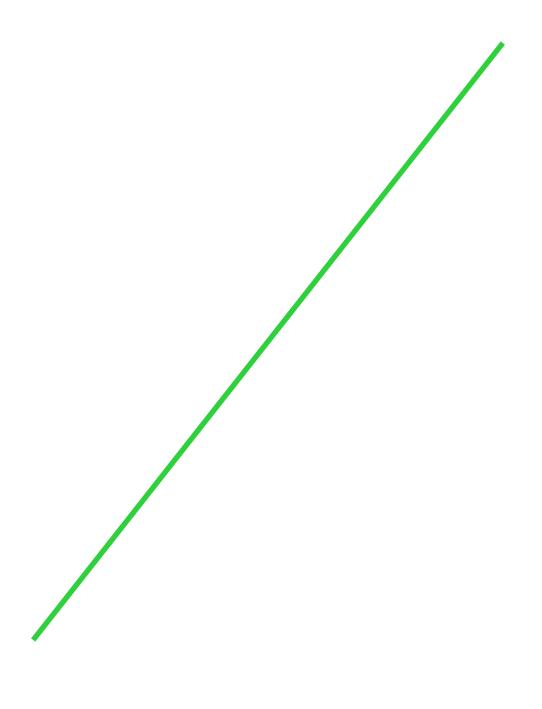
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Introduction



1. A co-working space

> 2. A maker space

3. An education space

The MTNS MADE Maker and Innovation Space represents one of the most important urban revitalisation initiatives for the Blue Mountains

Blue Mountains Economic Enterprise (BMEE) has been asked by Blue Mountains City Council to submit a proposal for the short term use of Civic Place, Katoomba. BMEE proposes Civic Place be transformed into the MTNS MADE Maker and Innovation Space. This will be a multi-purpose community facility, comprising three main functions:

- I. A co-working space
- 2. A maker space
- 3. An education space.

The MTNS MADE Maker and Innovation Space will be a centre for collaboration, inspiration and entrepreneurialism. It is a place for home based businesses and professionals to grow and connect; a place where commuters can work closer to home. It is a place for quality education and life-long learning. It is a place for individuals and organisations to share equipment, tools, work space, ideas and opportunities; for students, retirees and hobbyists to work alongside professionals to create long term social, cultural and economic benefits for the Blue Mountains community. The MTNS MADE Maker and Innovation Space has the potential to become a transformative community asset for the Blue Mountains.

The facility will activate Civic Place, providing indemand resources and collaborative opportunities for the creative industries, the local business community, home-based businesses, commuters and members of the local community more broadly.

The MTNS MADE Maker and Innovation Space represents one of the most important urban revitalisation initiatives for the Blue Mountains and can be achieved at low cost by revitalising an under-utilised Council asset in the centre of Katoomba. By activating Civic Place in this way, the flow on benefits to Katoomba will be significant, including activation of the main street, beautification of common areas and increased trade for shop owners. The MTNS MADE Maker and Innovation Space will bring users of the facility into the centre of Katoomba every day, will attract customers and clients, and has the opportunity to become a tourism attraction with the myriad of activity on display within the maker space. The site is well situated next to the Blue Mountains Cultural Centre and an ideal connection point between the Cultural Centre, the cafes and retail shops of Katoomba Street and the highly popular Street Art Walk. The MTNS MADE Maker and Innovation Space will be the nexus for the diverse cultural and creative activities in Katoomba.

KEY DIRECTIONS

The MTNS MADE Maker and Innovation Space assists Blue Mountains City Council meet the following objectives contained in its City Community Strategic Plan, Sustainable Blue Mountains 2025:



Key Direction

Using Land

Objective 2.1.

Priority Action 9:

Enhance place-based approaches to improving and maintaining town centres, including social outcomes and collaboration with the local community.



Key Direction

Looking After People

Objective 4.3:

The City is recognised as a centre of culture, creativity and life-long learning.



Key Direction

Sustainable Economy

Objective 5.1:

The Blue Mountains

Economy is vibrant and

strong, with increased local

employment.

Objective 5.2:

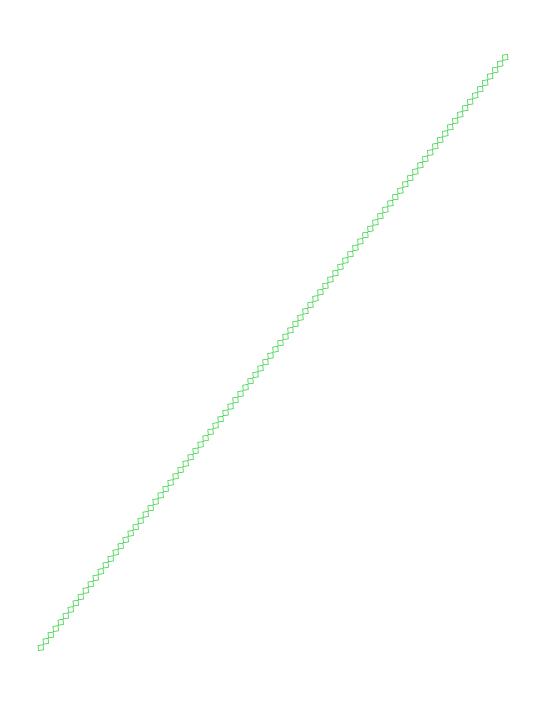
The City is recognised nationally as an innovative learning region within a World Heritage Area

Objective 5.1, 5.2.

Priority Action 28:

Promote development of the City as a centre for art, culture, creative industry, heritage and nature based learning.

What Will It Look Like?





Some leading examples of maker spaces

makerspace.org.au adxportland.com makersplace.org.au Some leading examples of co-working spaces

hubaustralia.com cohoots.info cohoots.com





The MTNS MADE Maker and Innovation Space will be a multi-purpose community facility, comprising three main functions: a co-working space, maker space and education space. The space will be accessed by members. Various membership packages will be available to suit the needs of the various user groups. A limited number of anchor tenancies will also be part of the MTNS MADE Maker and Innovation Space.

There are numerous examples of successful maker spaces and co-working spaces globally and throughout Australia. Some common outcomes include: helping grow businesses, create jobs, stimulate collaboration and innovation, increase access to training and education and build social inclusion and capital.





Co-working Space

The co-working space provides a dynamic, professional work environment for freelancers, small firms and home-based businesses who wish to make the transition to affordable premises. The coworking space also provides for commuters seeking to telework from a professional environment.

Hosted by a concierge, the co-working space provides a productive, connected and efficient professional environment. The space will provide the flexibility to allow workers to engage in open plan, collaborative or more private work spaces. There will be spaces designed for individual freelancers or small teams. The co-working space will provide high speed digital connectivity, state of the art teleconferencing facilities, professional meeting spaces, printing, scanning and networking areas.

A calendar of social and professional development events will be developed for members to network, connect and grow their businesses. The co-working space has the potential to support and accelerate innovative start-up businesses through introductions, facilitated networking, mentorships and access to academic and research support from university partners.

Education Space

The MTNS MADE Maker and Innovation Space combines digital connectivity with high quality face-to-face interaction for tertiary students, providing supported distance education platforms to Blue Mountains residents. Based on distributed learning models now prevalent in many Australian and international universities, The MTNS MADE Maker and Innovation Space will grow as a future campus for tertiary students who are currently required to travel outside the region for undergraduate or postgraduate studies.

The education space could provide digital learning labs, access to remote lectures through AV facilities, study hubs, supported classrooms and small group meeting spaces. The MTNS MADE Maker and Innovation Space is the ideal location for current and prospective research initiatives, including the Blue Mountains World Heritage Institute (BMWHI), a research centre related to bushfire building and innovation and / or a research centre focused on creative industries and cultural economy.

The education space would also double as a workshop room for hire by members and community users who wish to run training courses according to their own interests, needs and areas of expertise.





Maker Space

The maker space provides a professional and collaborative facility for artisans, fabricators and designers wishing to grow their practice and businesses. It reduces the barriers of entry for individuals wishing to establish themselves in the trade / craft field by providing tooling, space, education and resources that are generally unaffordable to individuals and start-ups. This facility allows the Blue Mountains creative industries community to share resources, collaborate on projects, and increase success, skills and business.

The maker space provides a tangible community benefit with far-reaching social impacts. In addition, the economic benefits are vast, with the centre providing the opportunity to boost the creative industries, a key economic driver for the Blue Mountains; and activate a central piece of civic infrastructure that has been underutilised for many years. A maker space will create new small businesses, grow existing businesses, generate new collaborations and jobs, train future creative professionals and revitalise a key site in the centre of Katoomba.

Additionally, by hosting the maker space in Civic Place, the facility will be a vibrant hub of visual activity which will attract local and visitor audiences, becoming a tourism attraction complementing the various local galleries, the Blue Mountains Cultural Centre and the Street Art Walk, thus adding to the Blue Mountains' growing reputation as a creative community.

Anchor Tenants

BMEE has received expressions of interest from a variety of community and educational groups who are interested in becoming anchor tenants at the MTNS MADE Maker and Innovation Space, including Central Queensland University, SAE Creative Media Institute, MAP (Modern Art Projects) a non-profit, incorporated, Blue Mountains-based arts association, and the Illustration Lounge, a new training and professional development organisation proposed by a group of Blue Mountains illustrators.

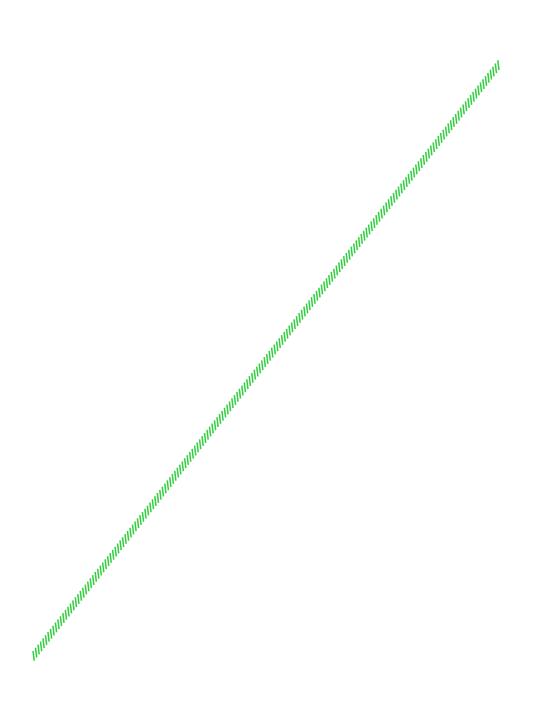
The space would also provide facilities for complementary community groups through the provision of training rooms, workshops and meetings rooms. This could include groups such as Radio Blue Mountains and Nepean Community College, or a University of the Third Age.

The co-working

space will provide

high speed digital connectivity, state of the art teleconferencing facilities, professional meeting spaces, printing, scanning and networking areas 2010

Who Will Use It?



82.58



of respondents indicated they would pay to use the maker or co-working space.

85.58



of respondents thought the facility should be located in the mid or upper Blue Mountains.

The majority of respondents indicated a desire to use BOTH the maker and co-working spaces.

WHAT THE BLUE MOUNTAINS COMMUNITY TOLD US

To determine demand for the MTNS MADE Maker and Innovation Space, Blue Mountains Economic Enterprise conducted an online survey, with close to 300 respondents. The results confirmed clear demand for a maker space and a co-working space.

For respondents who are interested in using the maker space, the 5 most in demand facilities are:

- Workshop room to deliver training
- Artisan hub, with tools for sewing, jewellery making, screen printing, pottery, etc.
- Meeting room to meet with clients
- 4. Digital hub, with high capacity data upload, design/audio/ visual editing software
- Photography studio and editing suite

For respondents who are interested in using the co-working space, the top 5 desired facilities are:

- Seated desks with BYOD (bring your own device)
- 2. Lounge area/casual work space
- Workshop room to deliver training
- Meeting room to meet with clients
- 5. High capacity data upload



Economic & demographic considerations

The Blue Mountains Creative Industries

The Creative Industries represents 8% of local jobs in the Blue Mountains. The Creative Industries is the third greatest contributor to the Blue Mountains economy, representing \$592 million to economic output. The Creative Industries Sector employs an estimated 2,696 working residents. This equates to approximately 7.6% of the total working residential population (double state and national averages) positioning the Creative Industries sector in the top five of all employing sectors.

With the launch of the new cultural identity, MTNS MADE, a Creative Industries Cluster Manager employed and a critical mass of engagement achieved, the Blue Mountains Creative Industries Cluster is encouraging regional and industrial competitiveness. Industry interviews, surveys and in depth consultation have identified a maker space and a co-working space as a critical factor in the development of industry. The interviews indicate strong need within a core market.

The Creative Industries
Sector employs an
estimated 2,696 working
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of the total working
residential population
(double state and
national averages)
positioning the Creative
Industries sector



Local professionals

Professional, Scientific and Technical Services (Knowledge intensive sector) is one of the top five employing sectors of Blue Mountains residents. This constitutes 45% of the total number of people employed. ABS Census 2011.

Local businesses

Of the 5,607 registered businesses within the Blue Mountains LGA in 2011, 97% are categorised as small business, employing less than 20 people each. The high knowledge industry sectors underpinning the economy of the Blue Mountains are an ideal market for a coworking space offering the opportunity to collaborate, network close to a retail centre and public transport.

Residents working from home

Home-based business operators represent 6.3% of the total resident workforce in the Blue Mountains LGA (Census data 2011). There are 2,181 home-based workers in the Blue Mountains. The Census also indicates that there is an annual growth rate for home-based business operators in the Blue Mountains of 2.1%. These figures have increased by 10.5% since 2006.

As a result of 2,181 home-based workers, it is estimated that the Gross Regional Product of the Blue Mountains is boosted by \$520.626 million (21.95%). Contributing to this is:

- A direct increase in output of \$629.779 million
- 2,183 additional jobs
- \$166.043 million more in wages and salaries
- A boost in value-added of \$304.564 million

From this direct expansion in the economy, when the flowon industrial effects in terms of local purchases of goods and services and increased employment are considered, it is estimated that home-based business operation contributes \$1,067 billion to total output to the Blue Mountains economy. Corresponding to this are anticipated increases in employment of:

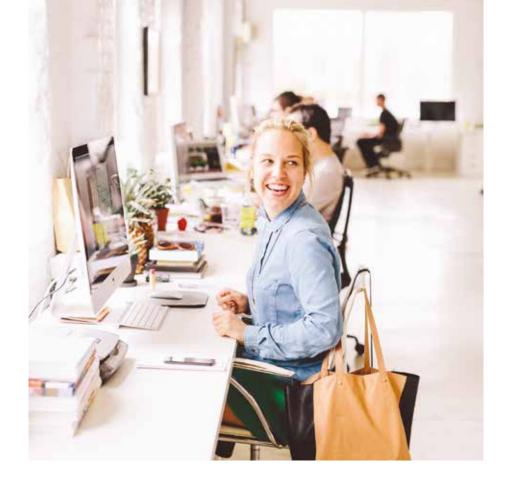
- 3,795 jobs,
- \$277.836 million wages and salaries,
- \$520.626 million in terms of value-added.

Residents currently commuting out of the Blue Mountains

Over 59% of the Blue Mountains workforce commutes outside the region to work/ The high commuter population has a negative impact on the local economy of the Blue Mountains, with less of the working populations' expenditure occurring within the region. It also has a negative impact on social capital, reducing the time and energy of the working population to support their families and local community organisations.

As the Draft Metropolitan Strategy for Sydney 2031 indicates, although the majority of the population increase in Sydney will be located west and southwest of Parramatta, the vast majority of jobs will be generated in the corridor that stretches from Port Botany to Sydney Airport, to Sydney CBD and north to Chatswood and Ryde. This will continue to mean long commutes for people living in the Blue Mountains unless new urban infrastructure, such as the MTNS MADE Maker and Innovation Space are established.

The ability to telework or study from the MTNS MADE Maker and Innovation Space will reduce the time, stress and cost of long daily commutes to places of employment or education, as well as reducing pressure on roads and rail transport services and resulting congestion on the Great Western Highway. It will provide a viable alternative to teleworking or completing distance learning from home for those people who require a greater separation between their domestic and working lives or do not have suitable space in their homes. The MTNS MADE Maker and Innovation Space would also help teleworkers, students and home-based businesses overcome social isolation and provide a means for leveraging collaboration to grow the local economy and its social and cultural vitality.



With widespread support for the concept amongst respondents, included below is a selection of user comments from the survey conducted by Blue Mountains Economic Enterprise in May 2016.

"I'm strongly supportive of the idea, had great experience in Canberra for several years in ANCA studio shared facility. I think this one of the most important initiatives that could be developed in the mountains and it would help attract more artists to the area."

"Both maker and co-working spaces are fantastic ideas and will definitely fill a niche that is missing in the Blue Mountains. I personally think it would be hugely valuable to creatives who want to explore different styles using different materials but don't have the

space or resources to do so easily. I believe that something like this has the potential to become a creative hub, not only in the Blue Mountains, but Australia in overall."

"Contact with real live humans is a draw card for work-alone consultants like me. I have all I need to work otherwise. A work space that is cheap (as that's all you'd use) that is more casual alongside more dedicated spaces would be great."

"Greatly needed! Keen to get behind this!!!"

"VERY INTERESTED IN THIS IDEA! Have been involved in co-working spaces in upper mountains previously and they have generally been successful, conceptually and financially."

"I have a home studio but would love to be able to access a space where other creatives work as well, and access to a workshop would be very useful."

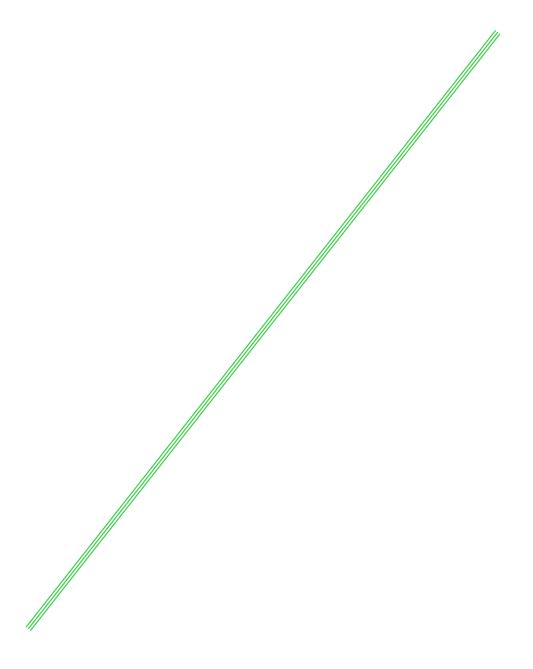
"I'm particularly attracted to the idea of formal meeting spaces that could be hired by the hour or two."

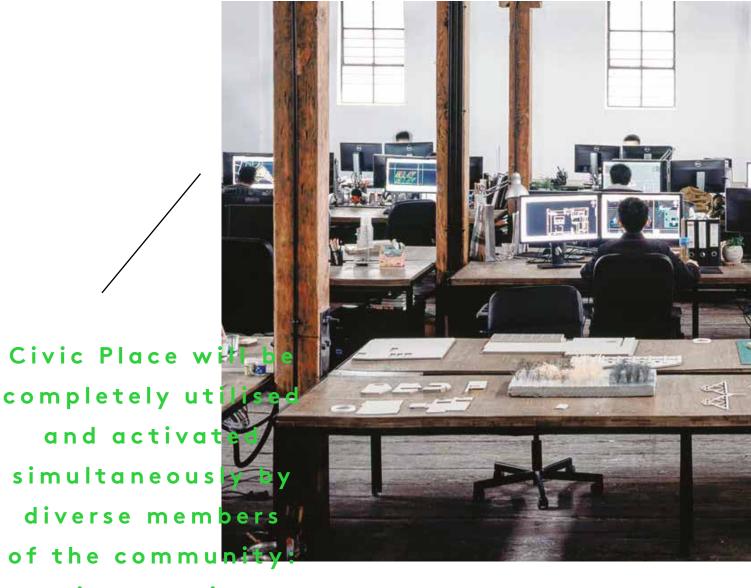
"I teach my art classes from home, I would love a more atmospheric environment."

"I'm a writer working from a home office, so for me, it would be great to have the opportunity to work out of home in a nice environment, around other living humans!"

"Physical co-location of businesses is fundamental to the success of the creative industries cluster."

The Civic Place Brief





artists, seniors,
students,
professionals, small
business, non-profits,
commercial entities.





Civic Place

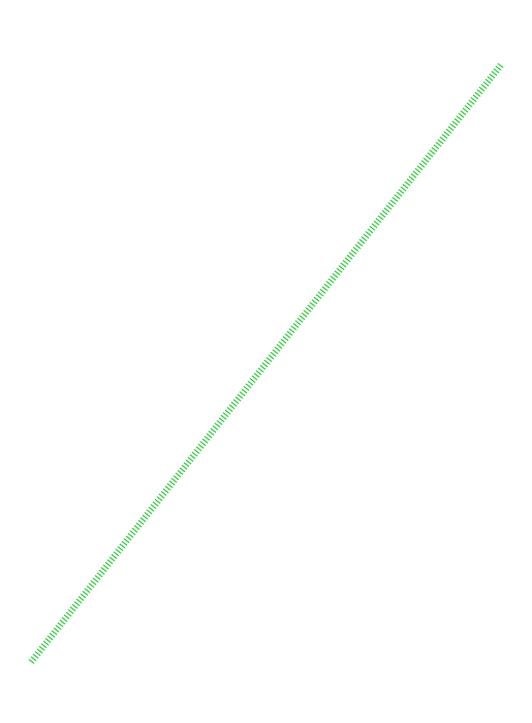
Located in the centre of Katoomba as the pedestrian link between the Blue Mountains Cultural Centre and the retail strip of Katoomba Street, Civic Place has the opportunity to become a site of activity, community and vibrancy. It is the understanding of BMEE that BMCC seeks short-medium term use for the site which has been identified as requiring a significant construction upgrade / rebuild in the longer term. Various issues and constraints have been identified in the site which have made securing a critical mass of viable, commercial tenancies difficult. It is widely accepted that Civic Place is currently a highly under-utilised, depressed space.

The MTNS MADE Maker and Innovation Space meets Council's brief in the following ways:



- The maker space (lower level) will feature
 workshop environments, which do not demand
 high end fit out and maintenance. The current
 constraints and challenges that exist within the
 building will not affect the user co-hort.
- The co-working space (upper level) will be a light footed design with largely non-permanent fixtures.
- The maker space (lower level) and co-working space (upper level) can be fitted out with minimal cost and minimal building reconfiguration.
 No major building works are required.
- The two levels of Civic Place will be completely utilised and activated simultaneously by diverse members of the community: artists, seniors, students, professionals, small business, non-profits, commercial entities.
- The artistic activity is visual and will draw visitors to the site and generate a boost to local shops and cafes.
- The activity in the MTNS MADE Maker and Innovation Space is complementary and noncompetitive to the retail sector of Katoomba Street.
- There is an identified demand for the MTNS Made Maker and Innovation Space (identified through surveys, research and non-solicited approaches through BMEE). Expressions of interest from end users, anchor tenants already identified.
- If required, the site could be vacated and returned to original state easily as maker spaces and co-working spaces are of a transportable, impermanent nature as opposed to traditional tenants such as professional services, Government or Community agencies on long term leases and high need client bases.
- The positive and vibrant nature of activity proposed will remove the vandalism, blight and negative social aspects associated with the site in its current form.

How Will It Work?





BMEE predicts the

MTNS MADE Maker
and Innovation
Space will generate
a positive return
within the first three
years of operation.



Profitability

BMEE has undertaken feasibility and business modelling, based on survey responses, interviews and information sharing with commercial and non-profit operators of smart work hubs, maker spaces and co-working spaces. Using membership prices stated in this proposal, user ramp up assumptions and full operational costs, BMEE predicts the MTNS MADE Maker and Innovation Space will generate a positive return within the first three years of operation.

Operations

The MTNS MADE Maker and Innovation Space could be run in one of three ways:

- I. Run by Blue Mountains City Council as a new business unit or within a current operating department similar to the Blue Mountains Cultural Centre or the Theatre and Community Hub.
- 2. Put to tender to be run by a commercial entity.
- 3. Delegated by Council to be run by a third party, such as Blue Mountains Economic Enterprise.

Functionality

Details

 Capture member details and process payment Recurring Billing and Ad-hoc Payment Platform
Push files from member database to accounting platform to reconcile
Change Membership Type
Suspend / Cancel MembershipDownload and keep tax invoices
Electronic check-in process (e.g. webform, using RFID or system like LobbyTrac) and public
Create a profile
Browse other profilesCommunicate to other members
Advertise Events CalendarBrowse and Register For an Event
 Quickly and easily allow members to book a meeting room Allow non-members or casual members to book a drop-
in workspace
 Capture feedback from members and visitors, preferably through a short survey delivered via email or mobile phone within 24 hours of access to space
Capture and demonstrate leads
Tool to communicate directly to members and wider public with regular informative update (e.g. Weekly What's On)
Individual access to printing, preferably through automated system (such a PIN entry or swipe card)
Individual log-in to Wi-Fi network with usage tracking
Capture data about individual usage of the space, including purpose and frequency of usage



- High speed ICT connections based on next generation broadband. Data capacity through the NBN is currently being reviewed. In addition, BMEE is in discussions with Telstra regarding the opportunities to feed a fibre connection from the Katoomba Telstra Exchange to Civic Place. This would provide a key selling point for the space as teleworkers and homebased businesses would be able to access much higher broadband upload and download speeds than currently available from commercial / residential premises.
- Wifi and cable connections for bring your own device (BYOD) co-workers and teleworkers.
- IT support to resolve any ITC issues.

Critical ICT considerations:

- Membership Management Platform
- 2. Reliable and Secure Wi-Fi
- Large data packs available for uploading files in a suitable timeframe
- 4. Communications Tools

Membership Management

Critical success factors of the membership management platform are:

- Attractive and easy-to-use interface for both members and administrators
- Opportunity to automate and provide self-service features to reduce overhead / administration work
- Seamless experience across activities and spaces
- Wifi and cable connections for Bring your own device (BYOD) co-workers and teleworkers.
- IT support to resolve any ITC issues.

Communications Tools

Key hardware provisions that must be made to support communications for flexible workspaces:

Telepresence Facilities

- 55" LCD screen on cart with Skype Camera inbuilt
- 40" LCD for Infinity Table with Skype Camera with skype camera inbuilt
- Membership Connectivity
- Projector or LCD screen for Membership
 Connection Platform
- Computer to run Membership Connection Platform

Printing

- Colour printer from Fuji Xerox
- HP4000 BW Duplex printer

Presentation

- Projector or LCD screen for event space
- Sound setup by Tectonic for main space
- Sound and microphone setup for event space by tectonic

Member Check-In and Experience

- Two iPads for membership sign-up and check-in
- iPod for music

Maker Space considerations

- Fabrication hub and equipment
- Photography hub and equipment
- Artisan Hub and equipment
- Wet room
- Ventilation

CRITICAL SUCCESS FACTORS

Through rigorous research and engagement with commercial and non-profit operators of smart work hubs, maker spaces and co-working spaces BMEE has identified the key critical success factors that need to be fulfilled in order for the MTNS MADE Maker and Innovation Space to be successful.

Location

- Transport Within five minutes of public transport or free parking
- Signage Clear signage to find location
 - Accessibility Easily accessible for wheelchairs, travel suitcases and other accessibility requirements
- Services Close proximity to other services (including cafes and post office)

Staffing

- One employed person per 300m2 space
- Community engagement staff begins three months before opening space
 - Concierge staff begins one month before opening space
 - OH&S Training

Engagement

- Connect personally with at least 300 local influencers, innovators, business owners and entrepreneurs before opening space
 - Host a public co-working event in a nearby location to promote awareness two months prior to opening
- Honour early-adopters of flexible workspace through Founding Membership and rewarding them (either through financial discount, recognition within space)

Fit-out

- Dedicated space for general coworking, informal connectivity, private phone calls, and individual work
- Ergonomic work chairs at all work stations
 - Central lounge / social area
 - ICT capabilities provided to customers
- **Maker Space requires:**Sufficient tools and equipment within each Hub
 - Sufficient ventilation
 - Wet Room
 - Sufficient safety equipment

Membership

The following membership model is based on local survey results, focus groups and comparative reviews of Australian and international examples of similar models.

Maker Space

Unlimited Access:

\$259 per month (\$13 / visit)

- Unlimited access to the maker space
- Unlimited access to tools (bookable)
- Super-fast wi-fi
- Access to meeting rooms
- VIP invitation to events

Regular Access:

8 visits per month:

\$144 per month (\$18 / visit)

- 8 day passes to the maker space (valid 30 days)
- Unlimited access to tools
- Super-fast wi-fi
- Access to meeting rooms

Casual Access:

\$22 per visit (\$22 / visit)

- Full day access pass to the maker space
- Super-fast wi-fi
- Unlimited access to tools
- Access to meeting rooms
- VIP invitation to events

Co-working Space

Unlimited Access:

\$299 per month (\$15/visit)

- Unlimited access to the co-working space
- Business mailing address
- Concierge reception service (meet and greet your clients / guests)
- Super-fast wi-fi
- Access to meeting rooms
- Access to whiteboards
- Access to presentation rooms
- VIP invitation to events

Regular Access:

8 Visits per month:

\$159 (\$20 / visit)

- 8 full day access passes to the co-working space (valid 30 days)
- Super-fast wi-fi
- Access to meeting rooms
- Access to whiteboards
- Access to presentation rooms

Casual Access:

\$30 per visit (\$30 per visit)

- Full day access pass to the co-working space
- Super-fast wi-fi
- Access to meeting rooms
- Access to whiteboards
- Access to presentation rooms

Combined Membership

Unlimited Access - \$359

per month (\$18 / visit)

- Unlimited access to the co-working space
- Business mailing address
- Concierge reception service (meet and greet your clients / guests)
- Super-fast wi-fi
- Access to whiteboards
- Access to presentation rooms
- Unlimited access to the maker space
- Unlimited access to tools
- Access to meeting rooms
- VIP invitation to events

Regular Access: 8 visits per month:

\$185 per month (\$23 / visit)

- 8 full day access passes to the co-working space (valid 30 days)
- 8 day passes to the maker space (valid 30 days)
- Unlimited access to tools
- Super-fast wi-fi
- Access to meeting rooms
- Access to whiteboards
- Access to presentation rooms

Casual Access: \$33 per

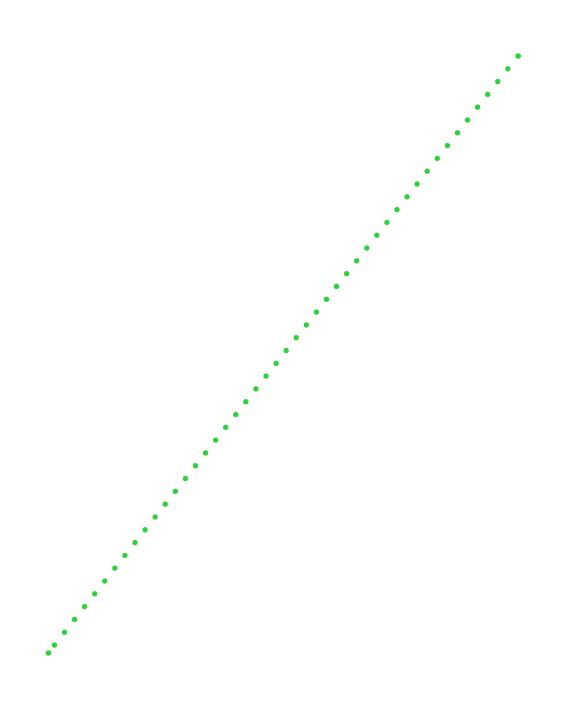
visit (\$33 / visit)

- Full day access pass to the co-working space
- Full day access pass to the maker space
- Unlimited access to tools
- Super-fast wi-fi
- Access to meeting rooms
- Access to whiteboards
- Access to presentation rooms

The facility will be a vibrant hub of visual activity which will attract local and visitor audiences,



Summary



THIS IS AN OPPORTUNITY
TO BUILD SOCIAL CAPITAL,
ACTIVATE A DEPRESSED BUT
IMPORTANT TOWN CENTRE
LOCATION AND MEET THE
IDENTIFIED NEEDS OF A
WIDE RANGE OF RESIDENTS,
BUSINESSES AND COMMUNITY
STAKEHOLDERS.



Establishing the
MTNS MADE Maker
and Innovation Space
is an opportunity
for Blue Mountains
City Council to
illustrate bold,
strategic leadership.

Civic areas in the centre of town should build activity, support commercial endeavour and reflect the local community.
Civic Place has the opportunity to cement Katoomba's reputation as the creative capital of the Blue Mountains through the maker space and the co-working Space.

Establishing the MTNS MADE
Maker and Innovation Space
provides Blue Mountains City
Council with the opportunity to
illustrate its backing for the creative
community, the tourism industry

and the retail sector of Katoomba. This project does not require building regeneration. The users of the MTNS MADE Maker and Innovation Space will become the place makers. This is an opportunity to build social capital, activate a depressed but important town centre location and meet the identified needs of a wide range of residents, businesses and community stakeholders.





This document was prepared for Blue Mountains City Council by Blue Mountains Economic Enterprise.

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