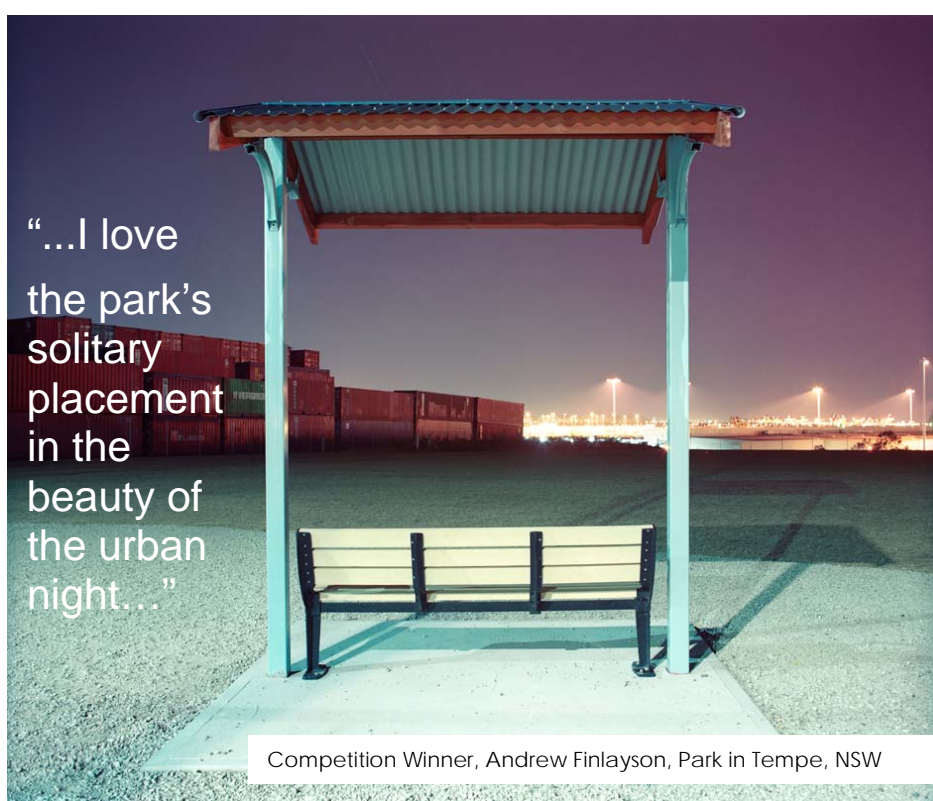


“I love this place because...”: community perceptions of built environment



A project conducted by the National Trust of Australia (NSW)
and funded by the NSW Architects Registration Board’s
2008 Research Grant

Report prepared by AnnemarieJonson, Head of Communications, National Trust (NSW), January 2009

1. EXECUTIVE SUMMARY

“I love this place because...”: community perceptions of built environment

Project outline

The National Trust of Australia (NSW) launched “I love this place because...”, funded by the NSW Architects Registration Board, on 30 June 2008 (see media release, attached).

People of all ages across Australia were invited to take a digital image of a built environment to which they feel a strong personal connection, and submit it electronically to the National Trust’s “I love this place because...” national photographic competition. A requirement of entry was submission of a vignette of 100 words or less to accompany the image, on the theme “I love this place because...”. The images and texts were captured in a weblog administered by the National Trust and run from a flickr.com platform linked to the Trust website.

A condition of entry to the project was the completion of an online questionnaire which elicited community perceptions of built environment and sustainability (see blank questionnaire, attached). The questionnaire was hosted on the surveymonkey.com platform, and linked to the National Trust and flickr.com websites.

To drive wide take-up of the competition, a cash prize of \$2000 was offered for the winner, and a runners-up prize of a \$1500 gift voucher for camera equipment was provided by sponsor Georges Electronics.

The objective of the project was to

To enhance the understanding of architectural issues in the community.

The aims of the project were to

1. To engage the community in thinking deeply about built environment, its key role in constructing sense of place, and its relationship to community and ecological sustainability.
2. To provide community-derived research which can be leveraged by the ARB, by architect industry bodies and by educators to develop programs which promote the public understanding of built environment.

3. To present the outcomes in an innovative and accessible form, utilising the leading technology of our age.

The development of the project was overseen by a project committee comprising representatives of the ARB (Kate Doyle, Registrar), media (Mark Wakely, ABC Radio National By Design), the environmental psychology discipline (Dr Mark de Teliga, Benchmark Consulting) and the National Trust (Tina Jackson, executive director (until March 2008), and Dr Annemarie Jonson, Head of Communications).

The National Trust negotiated a media partnership on the project with ABC Radio, embodied in a formal Memorandum of Understanding. As a result, the competition was publicised on-air in pre-recorded 30 second promotional pieces across the ABC's 60 radio stations nationally, on a rotation of 30-50 times per week per station, for two weeks at the beginning of the competition and week at the end. The competition was also promoted online on ABC radio's 60 websites. These sites featured an image tile and text about the competition, with links to the National Trust competition website, where the competition was co-branded with the ARB, and where a link was provided to the ARB website.

Wide advertising and promotion of the competition was conducted through the Trust's regular enews (emailed every 2-3 weeks to approximately 9000 subscribers), in the National Trust magazines (NSW and national), and on the National Trust website. A database of key contacts at universities and TAFEs was developed, and specially-designed promotional posters were distributed by email to these educational institutions to encourage student involvement. Likewise, a database of photographic clubs across the country was developed and contact was made by email to encourage club members to participate.

The competition closed on 31 August 2008, after 9 weeks.

A judging panel was convened comprising representatives of the ARB (Kate Doyle), the ABC (Mark Wakely), and the national print media (Dr Christine Westwood, photographic editor of the Weekend Australian Magazine).

Results

There were approximately 700 entries, with about 634 meeting the Terms and Conditions of entry (in some cases there were multiple entries from one person). This was an approximately 340% increase on entry numbers over the previous year's National Trust photographic

competition. On closer analysis, approximately 45 of the 634 entries were found to be predominantly landscapes or portraits, with no or extremely negligible built environment content.

A significant proportion of the images – over 60% – were, broadly speaking, of historic (non-contemporary) places. Slightly less than 40% of the images were of places dating from the second half of the 20th century or later.

The gender ratio of entrants was approximately 45% males to 55% females. Entries from NSW represented 70% of the pool with 13.5% from Victoria and less than 7% from each of the other states. 47% of entrants were aged 46 or over, with 19% aged 36-45, just over 20% aged 26-25, and 13.6% 25 years or younger (see pg 11 for details).

The judges commented on the high standard of the entries and the difficulty of choosing a winner and runner up from the wide array of quality submissions. In addition to the winner and runner up, the judges decided to name 23 highly commended entries (see media release announcing winners, attached).

Over 280 entrants completed the associated questionnaire (see separate folder of completed questionnaires, attached).

The winning entries and judges' longlist were exhibited as part of the Sydney Architecture Festival at Customs House, Circular Quay, Sydney, on World Architecture Day, 5 October 2008 (see Powerpoint presentation of exhibition, attached).

Stories about the competition and images of entries were featured in *Time Out Sydney* magazine (double page colour spread), *Daily Telegraph*, and *SMH Domain*. Australian Associated Press approached the Trust for permission to run a slideshow of the competition entries on its website.

The competition was covered in extensive colour features in the *National Trust Magazine* (NSW) distributed to the Trust's 22,000 members in NSW (it was the cover story in the February 2009 issue). The story was also placed in *Trust News Australia*, the Trust movement's national magazine, distributed to 80,000 members nationally.

The National Trust's Executive Director, John Neish, gave a formal presentation on the project to the ARB's Annual Awards night in November 2008 (see Powerpoint presentation, attached).

As noted above, ABC Radio formally partnered with the Trust on the competition, promoting it on-air on its 60 radio stations and featuring it online on its 60 websites across the country.

Reflecting the wide community interest in the project, there was an increase in hits to the National Trust's website of 75% and 47% over the same two months in the previous year (July / August). Over 8,000 hits were referred from the ABC websites to the competition site.

Outcomes (as agreed in funding application document, attached)

Project outcome i. Key messages

a. An examination of the themes of the images entered, and their associated texts, brought to light some key messages.

KEY MESSAGE 1 FROM IMAGES

Built environment is important to our sense of wellbeing, to community engagement and to individual and collective life stories.

As noted, there was a high level of response to the competition, in terms of number of entries, quality of entries, public interest, media coverage, media partnership and sponsorship. Likewise, many of the narratives that entrants wrote to accompany their images were compellingly personal, and highly charged with affect.

This level of engagement spoke to the profound impact of the built environment in the individual and collective psyche, and on our sense of wellbeing and community. (The attached Powerpoint presentation of winning and longlisted entries with associated texts illustrates this).



Catherine Hill Bay is a unique mining village on the NSW coast. I love the way the old timber cottages complement the place's natural beauty, providing an insight into a way of life that no longer exists. I love the way the village has been preserved by its residents and I love the dedication of the community which is fighting to save this magical place from unsympathetic developers.



Brickworks St Peters, NSW, Barnaby Chambers

KEY MESSAGE 2 FROM IMAGES

Historic sites were heavily featured in the entries, demonstrating the value the community places on history and built heritage

As noted, the majority of the images were of, broadly speaking, historic places. This may have been influenced by the fact that the competition was run by the National Trust, whose mission is conservation of heritage. However, it also underlines the significance of historic and heritage places in the fabric of the built environment, highlighting how this historical layering makes built environments rich and meaningful to their inhabitants.

There was great respect for our forebears and the conditions under which they laboured to produce our built heritage, as well as recognition of the contemporary cultural value of heritage. There was also concern about the risk of loss of heritage to development.

This theme was not so much about perfectly preserved, discrete historic sites, but about sensitivity to context and the sustainable co-existence of heritage, whether vestigial or intact, with contemporary aspects of the built environment.



Bogey Hole Rockpool, Newcastle, NSW, Sunni Dawson



Turiff Settler's House, Vic, Les Lane

KEY MESSAGE 3 FROM IMAGES

The places people love are exceptionally diverse

Images ranged from industrial and agricultural ruins, to graffiti walls, to historic buildings, to low-key domestic spaces in the city, suburbs and regions, to cemeteries, to lighthouses, to contemporary urban environments, to public and civic architecture, to swimming pools (see judges' top 25, attached).

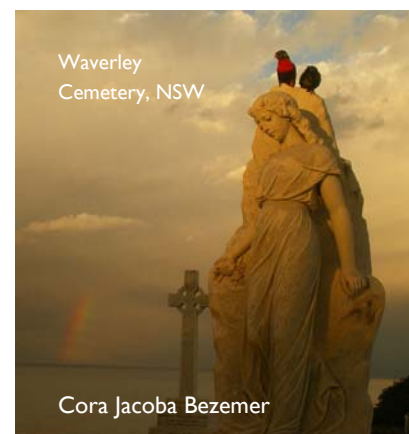


While the range of competition entries was extremely broad, many of the sites and locations represented were not stereotypically picturesque.

This goes to the point that it is the interaction between the literal features of the built environment and the more abstract associations of memory, history and sense of place, which resonate with people. This is especially the case where personal and social narratives are attached to specific sites (see next key message, below).



There was also evidence of an extremely broad interpretation of built environment, with entries ranging from places which would be colloquially considered architectural through to, for example, sculpture parks, quarries and a beach car park (see over).

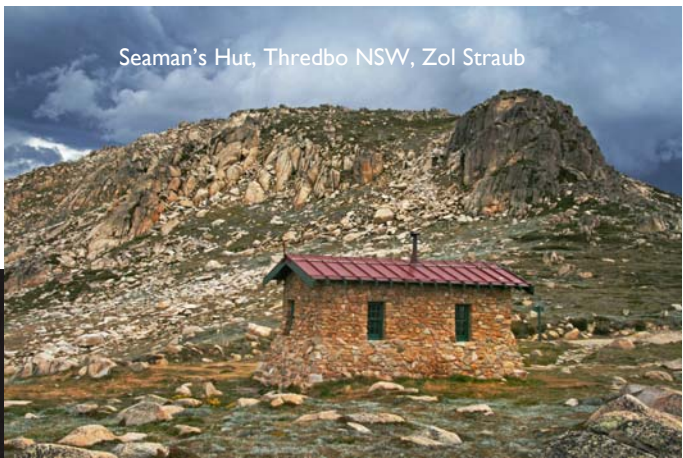




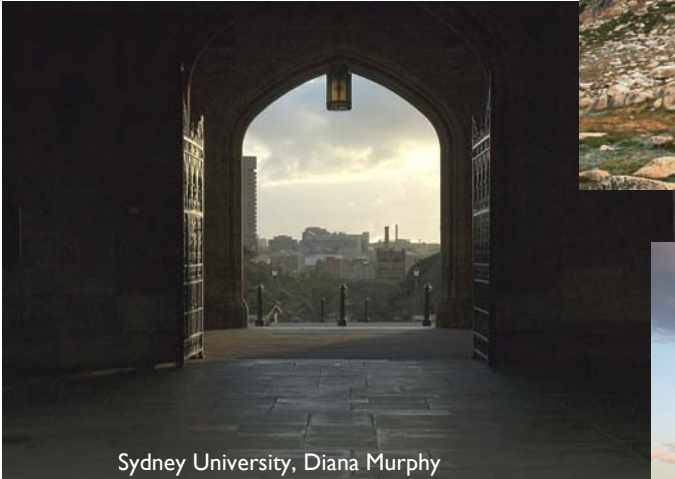
Bronte Rockpool, NSW, Chris Jallard



Flourmill, Port Adelaide, SA. William Freeland



Seaman's Hut, Thredbo NSW, Zol Straub



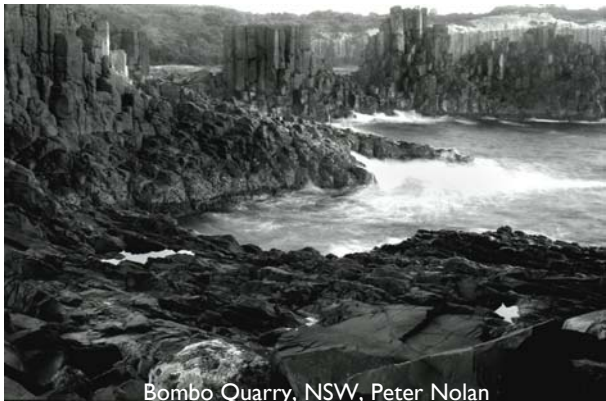
Sydney University, Diana Murphy



Broken Hill, NSW, Joshua Crase



One Mile Beach, NSW, Brandy Dahrouge



Bombo Quarry, NSW, Peter Nolan

KEY MESSAGE 4 FROM IMAGES

The human dimension constructs perceptions of built environment



Nan's House, NSW, Amy Louise Milton

I love this place, I love your house. I'll never forget Chinese takeaway on Christmas Eve. And my 4th Christmas present from you was one of those toy dogs that move and bark. You continue to buy me icecreams even through I'm 17. I love this place.

images were mini narratives about how a given built place was inextricably part of a person's, family's or community's formation, development or projected future, or linked to a particular personal passion.

In these cases, the success of a built place - ie, its selection as a place that was loved - was a product of the quality of the human interactions or passions that that place accommodates or represents.



Perth, WA, Luke McFarland

I love this place because of my passion for documenting the beauty of an often maligned facet of our day to day surroundings.

In many cases, the image submitted was not immediately outstanding in a traditional aesthetic sense, nor was the place represented of any particular architectural merit. But the stories of personal connection with the place photographed made the entries highly compelling. A significant proportion of the written vignettes accompanying the



Childhood Bush Retreat, NSW, Selina Madel

I love this place because it evokes the pleasures of the past. I can hear Grandpa's terrible jokes and see my Granny's face crease in fondness. The walls no longer stand but none of us can bear to tear it down.



School in Newcastle, NSW, Naomi Frost

I love this place because it is my life...I am a teacher, and this is where I spend my working week. It may be rough, but the students and staff make it a terrific place to be.

ii. Key messages also emerged from the research questionnaire:

KEY MESSAGES FROM QUESTIONNAIRE

(For an elaboration of these, see Section 2. Research Questionnaire.)

Respondents rated the following features of their nominated built environment as of the most value:

- good memories
- great views
- lots of history
- peacefulness
- community.

Respondents were very willing to act personally to help ensure that the built environments in which they live are sustainable, but this willingness was highly contingent on cost.

Respondents strongly believed that architects, planners and regulators need to act to ensure that built environments are sustainable, and are designed in ways that are environmentally sensitive.

There appeared to be a lack of knowledge in the community that architects, planners and governments are already sustainability-conscious with respect to the built environment.

Project outcome ii. Widespread community interest and engagement

This outcome was evidenced by the large number of entries and extensive media coverage of the competition, drawing increased attention to the built environment, and promoting greater public understanding of architectural issues in the community.

Project outcome iii. A permanent web-based pictorial archive of social-architectural history, utilising the pre-eminent technology of our time.

The winners and top entries with their accompanying texts, along with further details of the competition, remain publicly accessible on the National Trust website at:

<http://www.nationaltrust.com.au/events/festival/ilovethisplace/>

The flickr group containing all the project entries is also accessible at <http://www.flickr.com/groups/ilovethisplacebecause> (it is necessary to join flickr (at no cost) to see all the images).

2. RESEARCH QUESTIONNAIRE

A key aspect of the project was the questionnaire (described in Project outline above, and attached).

The questionnaire was designed by environmental psychologist Dr Mark de Teliga, who recommended that the online survey software [surveymonkey.com](http://www.surveymonkey.com) be used as the platform for the research. Dr de Teliga also provided an analysis of the survey outcomes, attached.

281 participants successfully completed the questionnaire. The ratio of females to males was 54.8% to 45.2%. The age breakdown was as follows:

Under 18:	4.3%
18-25:	9.3%
26-35:	20.6%
36-45:	18.9%
46-55:	23.5%
56+:	23.5%

The breakdown of entrants' locations state by state was as follows¹:

NSW:	70%
VIC:	13.5%
QLD:	6.6%
SA:	4.1%
WA:	3.8%
ACT:	1.3%
NT:	.35%
ACT:	.35%

The questionnaire required entrants to reflect on various aspects of the place they had photographed. More generally, it also probed their own willingness and capacity to make our built environments more environmentally sustainable, and their views on the role of built environment professionals and government in this regard.

Respondents were asked a series of questions requiring them to rate various features of the place that they had photographed according to the importance of each feature, on a sliding scale of predetermined increments. In addition, participants were asked open-ended free-form

¹ Breakdown of postcodes is at attachment 2.

questions about the most important features of the place photographed, what they enjoyed most about the place, and so on.

Some key messages emerged from this section, pre-eminently that:

KEY MESSAGE 1 FROM QUESTIONNAIRE

The following features of the nominated place were most highly valued:

- good memories – speaks to the way that personal histories imbue and construct relationships to built environments, as discussed above.
- great views – confirms that the contextual surroundings of a built place, its situatedness in a landscape, adds value to the quality of that place
- lots of history – as discussed above, the majority of the participants were acutely attuned to historic and heritage aspects of the built environment, and favoured places which have an historic dimension. This was reflected in the answer to a subsequent question asking respondents what they most like about their places: History, story, and sense of belonging to this history figured highly.
- peacefulness – a strong theme emerged that the places with the greatest attraction for participants were restful, regenerative and relaxing and offered some form of sanctuary from or alternative to the bustle of everyday life.
- community – people were attracted to and developed strong affiliations with built places that were pro-community, that support and nurture human interaction and connection.

Conversely, the least important aspects of the places photographed were the modernity of the place; it being an inside or private place; cutting edge design; and it being an energetic or bustling place.

(For further details on the results of the sliding scale questions, see the Powerpoint prepared by Mark de Teliga, attached.)

Two core open-ended questions raised the more general issue of environmental sustainability:

- What would you be prepared to do to make the built environments you live in and use more friendly to the environment?

- What should architects, planners and the government do to make built places more friendly to the environment?

On the first question the following key message emerged:

KEY MESSAGE 2 FROM QUESTIONNAIRE

Respondents were very willing to act personally to help ensure that the built environments in which they live are sustainable, but this willingness was highly contingent on cost.

Comments from respondents on this issue centred repeatedly around recurrent ideas and themes.

- People were willing to take practical steps, big and small, to reduce their carbon footprint and resource consumption: install rainwater tanks, solar hot water and power and insulation, reduce or eliminate use of air-conditioning, reduce water use by using water saving devices (eg dual flush toilets) and recycling grey water, use energy efficient globes, install skylights, turn off lights, turn off appliances at the wall to limit electricity use, use green products in the home, establish vegetable and herb gardens, practice permaculture, participate in community gardens, plant trees and waterwise gardens, compost, recycle, decrease non-recyclable waste, separate garbage, consider environmental principles when renovating or building (orientation, natural ventilation, eaves, shading, green space, sustainable building materials), walk and take public transport. Many were also willing to join with the community to work on environmental projects and some to lobby government and help raise community awareness of the need for sustainable design.
- Countervailing all of this was the issue of cost. Many respondents said their capacity to make the larger pro-environmental changes such as installation of solar panels and rainwater tanks was contingent on their capacity to afford these technologies. They were prepared, for example, to do "anything, depending on cost", go solar "if it was less costly", and "if I could afford it". This raised the issue of rebates, with multiple respondents reporting that improved government subsidies for green technologies would make them an affordable option that they would be keen to take up. Going green, in other words, was price sensitive. Some indicated a preparedness to pay more for the common public benefit, for example higher rates to fund more sustainability oriented services by local government.

- More broadly, an underlying philosophy of returning to basics came through in the responses. There was a strong desire to live more simply and with more consciousness about levels of consumption and our connection with each other and the natural environment - to downsize lifestyles, reduce the size of houses in future, shop locally, become involved in community gardens and tree planting, become as self-sufficient as possible in terms of food and energy, forgo the car, and so on.

On the second core open-ended question (about what architects, planners and government should be doing) the following key messages emerged:



There was also a range of recurring themes underpinning this key message:

- Respondents expressed the view that built environment professionals should routinely incorporate the principles of sustainability and green design into their designs, including practical measures such as energy and water efficiency technologies, eg rainwater tanks, solar and other renewable energy technologies, natural ventilation, north orientation, roof gardens, grey water recycling, energy efficient lighting, heating and cooling, simple design features such as eaves etc.

Respondents felt design should be attuned to the Australian environment, eg, it should incorporate adequate shading and low water use and consider impacts on native fauna and flora.

Respondents wanted design professionals to maximise green space and downsize buildings relative to space, especially homes (there were some references to McMansions).

Another focus of comment was that architects should use environmentally sustainable building materials, recycle building materials to utilise existing embodied energy, use local materials and give consideration to the energy and resource costs of materials from source to disposal. As a corollary to this, some wanted more emphasis on retaining / repairing / refurbishing / retrofitting existing structures, as opposed to knocking down and rebuilding, especially in the case of places with some historic value.

Another theme emerging in this key message was that people want urban and town planning approaches that incorporate green belts, support pedestrian access and alternative methods of transport such as bicycles, and discourage car use.

- In addition to adopting the practical principles and technologies of sustainable design, respondents felt that architects and related professionals should adopt a philosophical stance which involves treading lightly on the earth. Comments included that architects, planners and regulators should “work with nature, not against it”, “build a bridge, building or house around the environment, not over it”, “be respectful of the history and natural environment” of a location, “work with the environment instead of on it, don’t force themselves on the environment or think that we are better than the other life forces around us”, consider the “symbiosis” of the built and natural environment, retain the character of a place when building / developing, “think long term”, and plan for the environment we want in 50 or 100 years, with future generations in mind.
- A theme coming through in this message was respondents’ view that planners, governments and built environment professionals need to consult with and listen to the views of the people and the communities affected by development of the built environment.
- Reciprocally, some also felt that architects were in a position to take more of a leadership and advocacy role in lobbying government, legislators and policy makers to develop policies, practices and incentives that actively enable sustainable approaches to the built environment into the future.
- A very strong theme was the role of government policy in determining the sustainability or otherwise of our built environments. Regulators should be pulling economic and legislative levers to shape development in ways that are sustainable, said many of the respondents. For example, some respondents favoured strengthening building codes and mandating carbon neutral design, green energy ratings and / or energy efficiency measures on all new building projects and refurbishments. A majority who raised this issue cited the decisive role of incentives such as higher rebates and subsidies in enabling private homeowners to install water, energy and resource saving technologies, and in supporting measures such as the use of sustainable building materials.

This goes to the key theme that emerged when respondents were asked what they would be prepared to do personally to make built environments more sustainable: they would do anything they could -- depending on affordability.

The point was also raised that sustainable design by built environment professionals should be strongly incentivised, eg those architects who adopt sustainable best practice in their design should be rewarded.

KEY MESSAGE 4 FROM QUESTIONNAIRE

There appeared to be a lack of knowledge in the community that architects, planners and governments are already sustainability-conscious with respect to the built environment.

A couple of respondents commented that what is needed is already well known, and architects are doing the best they can. However, the tenor of the answers to the question "What should architects, planners and the government do to make built places more friendly to the environment?" suggests that the community is not fully cognisant that the green principles that (the respondents) cited as essential to a sustainable future are already a central concern of architects.

As Mark de Teliga commented in his preliminary analysis of the questionnaire: "There appeared (from the comments) to be a lack of awareness that architects often do care about the environment... Reading into their comments, there appeared to be an underlying criticism of the way modern buildings are designed, and the apparent lack of environmentally effective approaches taken by many designers and architects". (See Powerpoint of analysis, attached).

CONCLUSION ON KEY MESSAGES FROM QUESTIONNAIRE

The questionnaire findings suggest an immediate challenge - the need for better communication with and education of the public on the key role of built environment professionals in advancing sustainable design.

On the positive side, it seems that architects and the community are of the same mind with regard to treading lightly on the earth. This common thread of concern presents a timely opportunity for partnership between those who design our built environment, and those who use it, in creating sustainable built environments for current and future generations. The research undertaken suggests that this potential is contingent on government and regulators implementing policies that mitigate cost barriers and provide incentives for pro-environmental change on the part of both the community and design professionals.

3. APPENDICES AND ATTACHMENTS

APPENDICES

- APPENDIX 1: TOP 25 ENTRIES SELECTED BY THE JUDGING PANEL
- APPENDIX 2: DISTRIBUTION OF RESPONDENTS BY POSTCODE

ATTACHMENTS (PROVIDED TO ARCHITECTS REGISTRATION BOARD)

- ATTACHMENT 1: MEDIA RELEASE 1 ANNOUNCING LAUNCH; AND RELEASE 2 ANNOUNCING COMPETITION WINNERS
- ATTACHMENT 2: POWERPOINT PRESENTATION BY NATIONAL TRUST EXECUTIVE DIRECTOR TO ARB ANNUAL AWARDS NIGHT NOV, 2008
- ATTACHMENT 3: POWERPOINT PRESENTATION OF WINNING & LONGLISTED ENTRIES, DVD EXHIBITION VERSION
- ATTACHMENT 4: RESEARCH QUESTIONNAIRE
- ATTACHMENT 5: POWERPOINT PRESENTATION ON QUESTIONNAIRE RESULTS BY MARK DE TELIGA
- ATTACHMENT 6: APPLICATION TO ARB FOR FUNDING
- ATTACHMENT 7: QUESTIONNAIRE REPOSSES (SEPARATE FOLDER)

APPENDIX I:

TOP 25 ENTRIES SELECTED BY THE JUDGING PANEL



Winner. Park in Tempe, Sydney, NSW

I love this place because it considers the function of our built environment, yet there is still beauty in its solitary placement like it is itself there to contemplate the beauty of the urban night. It makes me think of the way we view our surroundings, over everyday surroundings, and consider how we interpret and take things for granted – the 'why' of the fundamental stuff of the everyday.

Andrew Finlayson



Runner-up Queensland State Library, South Brisbane

I love this place because it expresses a very postmodern reality of community. Three individuals are busily connecting with people, concepts and opportunities via wi-fi through the library wall. They participate simultaneously in several communities: the library, with many others researching facelessly, as close as 500mm away through the library wall; the cyber community, their veiled e-identities a microsecond yet perhaps a planet span away; and each other, visible, touchable – perhaps the most distant.

Marlene Foote



Tamarama, Sydney, NSW

I love this place because it is a place of no place. I love it because it is a coastal space designed for viewing the space around you, contemplating it, contemplating yourself, and letting your imagination take you somewhere else, somewhere that exists in your mind's eye where only you can go.

Andrew Finlayson



Simple pleasures, Eastwood, NSW

I love this place because it reminds me of a time when pleasures were simple. This is the family home that I have become part of, built by my father-in-law in the 1950s, when lives were less rushed and people had time to sing around the piano.

I love this cozy family home where the living environment is still comfortable but not opulent, where entertainment is not dependent upon elaborate electronics and the importance of family still runs strong.

Dilshara Hill



Pyrmont Bridge, Sydney, NSW

I love this place because it adds a touch of old world charm amid the bustle of modern Sydney. Most tourists walk across Pyrmont Bridge and barely notice this tower. It stands to one side and blends in gracefully with the painted steel and ironbark. To truly appreciate this place, I recommend that you walk across the bridge after dark, especially on a cold starry night. It reminds me of quiet moments spent here with my girlfriend.

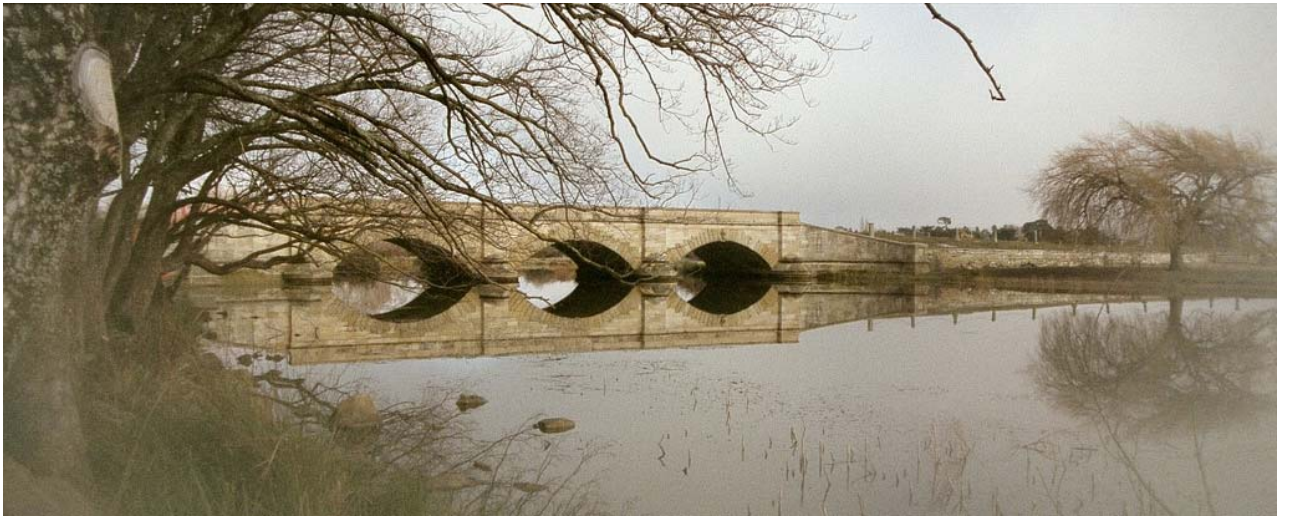
Paul Gardner



Hosier Lane, Melbourne, Vic

I love this place because it epitomises Melbourne's laneway culture. The graffiti on the old walls of the Forum Theatre, the cobblestones and the hidden galleries all represent a unique Melbourne aesthetic.

Nathan Kaso



Ross River, Tasmania

I love this place because it's the most beautiful place I have visited in the world and amazingly it is in our own back yard, it's Ross River an hour from Launceston, Tasmania. A picture preserves a moment in time and a piece of history...Stepping into Ross River is like stepping into a picture, a picture perfect picture unchanged by time and steeped in history. Ross River says to me "This is Australia".

Jeremy Rigby



Telegraph Station, Tennant Creek, NT

I love this place because...

When the Overland Telegraph line from Adelaide to Darwin was completed in 1872 it ended Australia's isolation from the rest of the world. For the first time, messages could be carried between London and Adelaide in hours, rather than months. The Telegraph Station at Tennant Creek provides a reminder of the harsh conditions experienced by the early pioneers of this remote area. I love the history of this place, and I love the limewashed stone buildings which compliment the incredible colours of the landscape. To borrow the words of Banjo Paterson, this place is truly a "vision splendid".

Patrick Kenny



Seatons Farm, NSW

I love this place because...

As you walk up the avenue of camphor laurels you know you're somewhere special. You become quiet and observant. You take your time to look at things and you wonder about the life lived here. Seaton built his farm from scratch using second hand and scavenged materials. He is present in every flattened sheet of corrugated iron, every twisted piece of wire used for a repair. Its beautiful and its crazy.

Michael Shirley



Best view in the world from a phone box, Byron Bay lighthouse, NSW

I love this place because it makes me chuckle! You would make a call just for the sake of it....but then the breathtaking vista through the mint lattice windows distracts you into absorbing every tantalising sensory stimulus. I love the beauty, the tasty smell of salt air, the wind-rush on the skin, the random echoing of gulls - and the feeling that you are not quite alone. I love this place because nature just carries on, while we look on, distracted, from the phone booth.....

Megan Thakeray



Denton Hat Mills, Abbotsford, Vic

I love this place because...it still stands majestic and proud in its now derelict and abandoned state. For nearly 100 years this steam powered hat factory dressed the heads of Melbourne – and the whole country.

I can only imagine how well-dressed Australians used to be, when they lived in an era when nobody would leave the house without a hat.

Emma Starr



Old Shearer's Quarters, Grassmere, Vic

I love this place because it's so remote that the fact that it's old, and run down only make it more enjoyable to stay in! When in the Aussie outback, who could want more than to bunk down on the floor of old Shearer's dorm in a swag, on top of a years worth of dust, with holes in the floor which you can see the stars through! When the only sound to be heard is the crackling of the campfire I know I'm at home in Australia.

Beth Thomson



Sydney Town Hall, NSW

I love this place because, while the architecture is undoubtedly brutal, there is a peace about it. If you stop and consider the space there are wonderful forms, and balance between the elements. I spent many hours photographing this escalator.

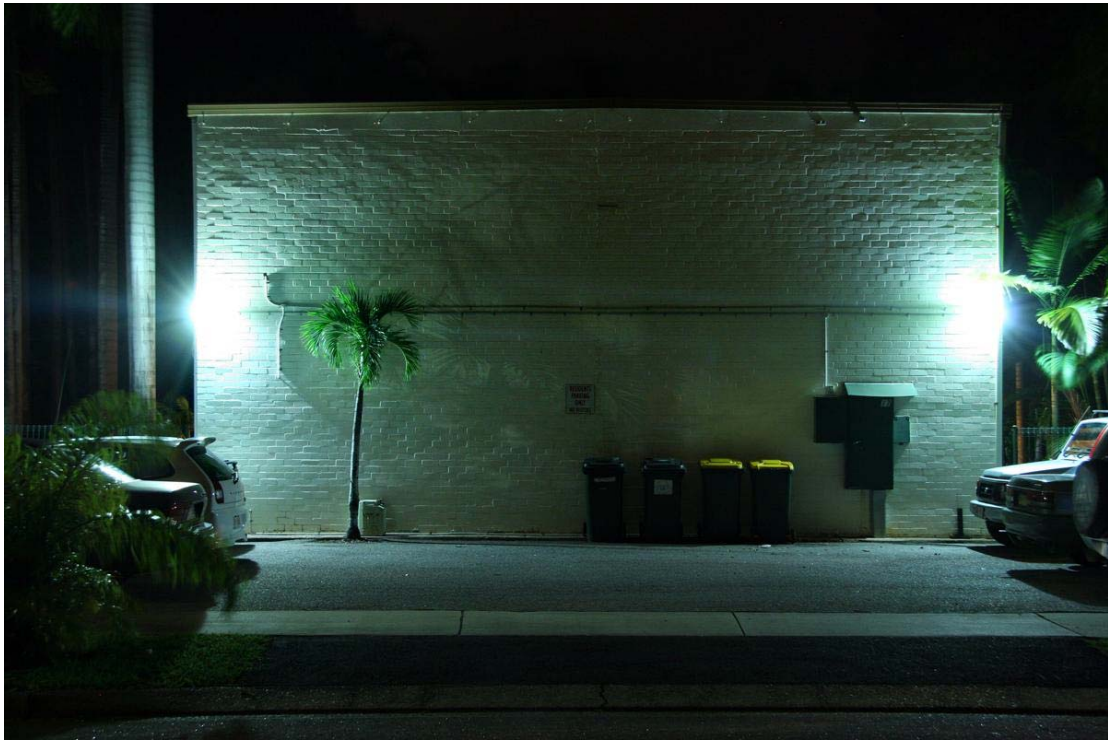
Ben Vooderhake



World Square, Sydney

I love this place because when I look up while sitting with my mum at our regular breakfast spot on our trips to Sydney, the security I feel being with mum is reflected in the solidarity of these two towers bonded by this sculptured spiral. They make me feel small and in awe coming from the country. I love the repetition of the lines and the power that it seems to hold looking down on all below.

Katrina Andrighetto



Bougainvillea Street, Nightcliff, Darwin, NT

10:17pm. I love this place because it is not what is generally expected of a "tropical" city such as Darwin. I love the irony in the fact that it is not architecturally designed for the tropics, it is an ugly brick box and Darwin is full of them. I love these spaces because they remind me of a theatre stage, the act about to begin. The traces of human presence are there, but they are small. The jerry can on the ground is for me, the punctum.

Fiona Mary Morrison



Life once lived here, Callan Park, Sydney, NSW

I love this place because...life once lived here. Wandering around the Callan Park site, there is an overwhelming sense of abandonment and intrigue here... Where have all the people gone...what were their lives like...what purpose did this place serve?

All that remains now is ramshackle and broken.

Chris Jallard



Dulwich Hill Flour Mill, Sydney, NSW

Dulwich Hill flour mill – I love this place as it is still a working factory in inner Sydney .. but not for long, it will soon be turned into characterless apartments with trite references to its previous character & history.

Robynne Hayward



My roo shed, NSW

I love this place because of its different textures and its character- it is full of the bits and pieces that have been added or removed during the restoration of our beautiful 120 year old home, the shed itself is a fantastic hodge podge of different materials from different ages and apart from housing all these old treasures, my kangaroos also live in it. I sit out there at night and give the young joeys their last bottles of the night before tucking them into their pouches, and it is a relaxing and interesting oasis for a few minutes each evening.

Necia Watson



The entrance, Parliament House, Canberra, ACT

I love this place because it's an outstanding piece of architecture. Set into the side of a hill, it can be seen for miles and looks striking from all angles. The view from the top of the building is amazing, and the surrounding city and countryside can be viewed from many angles. The Entrance is both imposing and welcoming at the same time.

Annette Blattman



Old servo, Collector, NSW

I love this place because it reminds me of holidays with my parents in the 1950s and 60s, sitting with my brother and sister on the bare vinyl back seat of an old Holden in the stifling heat without air-conditioning, getting car sick, and wishing we were there already, wherever it was. This old servo, in Collector NSW, looks as if it just closed up yesterday, but a closer examination shows that little has changed since the mid 60s.

Mark Tedeschi



Darlington War Memorial gates, Sydney, NSW

I love this place because it brings together our past and our future.

These gates commemorate the WW1 servicemen from Darlington. 288 names are engraved in the stone, including that of A. J. Shout, awarded the VC (posthumously), killed at Gallipoli 1915. Now part of Sydney University, this memorial is surrounded by ever newer buildings. Someone in their wisdom as continued to preserve this small piece of Sydney's past. As Australia's future surge past these gates daily, hopefully sometimes, someone glances in salute at this small piece of our heritage.

Shirley Doolan



Salamanca Square, Hobart, Tas

I love this place because it is bright and breezy and located on a small island which has so much to offer. There are markets, restaurants, heritage buildings and a harbour all on the doorstep.

David Anthony Spira



Shacks, North Stradbroke Island, Qld

I love this place because there is a timelessness and resilience about the clustered shacks on the North Stradbroke Island headland. This is the view from my bedroom verandah when I am on holiday and it evokes memories of carefree days, warm balcony breezes, trips to the beach, late breakfasts and the smell of coffee. I see this image and I hear the roar of the surf, the sound of cicadas and remember nights tired from days of surfing and walking. It is reassuring to find some unchanging aspects of life.

Karen Lunney



Manly House, Manly, NSW

I often play beach volleyball on Manly Beach. Because my parents dislike paying for the parking along the beachside, we park in a side street. The green house on the right has always been the main attraction for me. It feels so relaxed and laid back. Its color separates it from the dull concrete and sandy colors of the other buildings next to it. I really wished I lived there. But slowly they're demolishing all the old buildings in this street to make units... I'm disappointed, but I will always love this place.

Amy Louise Milton



Roxy, Glen Innes, NSW

I love this place because it has grown slowly around a cross-road linking it to the western plains, the pacific coast, the Queensland border and our state capital.

Now as the pressure to 'move with the times' sees this building demolished for a McDonalds drive-in I appreciate even more the generous though human scale and quality of detail which make up the unique character of the town we've inherited from our industrious forebears. Add surrounding natural landscape it would take a lifetime to explore, a climate with four distinct seasons in the year and spectacular skies night and day and it could almost be perfect.

Nola Taylor

APPENDIX 2 – DISTRIBUTION OF RESPONDENTS BY POSTCODE

Postcodes	Total sum for each PC	no postcode	same name
804	1	81	99-105
1435	1		305+307
2000	5		
2000			
2000			
2000			
2000			
2009	1		
2010	2		
2010			
2011	2		
2011			
2022	1		
2024	1		
2025	1		
2026	5		
2026			
2026			
2026			
2026			
2027	1		
2028	1		
2029	1		
2032	1		
2037	3		
2037			
2037			
2040	4		
2040			
2040			
2040			
2042	3		
2042			
2042			
2043	3		
2043			
2043			
2044	2		
2044			
2045	1		

2049	2
2049	
2060	1
2065	1
2066	4
2066	
2066	
2066	
2067	4
2067	
2067	
2067	
2068	1
2069	2
2069	
2070	1
2071	1
2074	2
2074	
2075	1
2076	1
2081	1
2082	1
2083	1
2084	1
2086	1
2088	3
2088	
2088	
2089	1
2093	1
2095	2
2095	
2096	1
2099	1
2101	1
2103	1
2105	1
2107	1
2110	2
2110	
2111	1
2114	2
2114	
2117	1

2119	3
2119	
2119	
2120	1
2121	1
2125	2
2125	
2126	1
2132	1
2153	2
2153	
2154	1
2155	2
2155	
2170	1
2173	1
2193	2
2193	
2203	1
2204	1
2205	1
2207	2
2207	
2210	1
2211	1
2216	1
2229	1
2250	2
2250	
2251	2
2251	
2257	1
2260	1
2265	1
2285	1
2289	2
2289	
2290	2
2290	
2293	1
2300	2
2300	
2315	1
2335	1
2340	2

2340	
2350	
2350	4
2350	
2350	
2370	1
2430	
2430	3
2430	
2445	1
2463	1
2477	1
2479	1
2480	
2480	4
2480	
2480	
2484	1
2500	1
2519	1
2530	1
2534	2
2534	
2535	2
2535	
2538	1
2540	2
2540	
2560	2
2560	
2570	1
2571	1
2576	1
2580	1
2594	1
2602	1
2615	2
2615	
2620	2
2620	
2630	1
2641	2
2641	
2650	2
2650	

2668	1
2749	1
2750	1
2758	1
2760	1
2767	1
2775	1
2776	1
2777	1
2787	1
2795	2
2795	
2804	1
2830	2
2830	
2850	1
2868	3
2868	
2868	
2880	1
2913	1
3000	2
3000	
3066	1
3079	1
3095	1
3102	1
3127	2
3127	
3138	1
3139	1
3141	1
3147	1
3160	1
3163	1
3182	1
3191	1
3195	2
3195	
3197	1
3204	2
3204	
3272	1
3280	2
3280	

3305	1
3350	4
3350	
3350	
3350	
3458	1
3501	1
3505	1
3550	1
3630	2
3630	
3672	1
4011	1
4066	1
4074	1
4101	1
4105	1
4121	1
4163	1
4179	1
4215	1
4220	2
4220	
4300	1
4306	1
4350	1
4352	1
4557	1
4660	1
4670	1
4701	1
4870	1
5022	1
5032	1
5037	1
5048	1
5050	1
5061	1
5070	1
5087	1
5092	1
5095	1
5097	1
5153	1
6009	1

6025	1
6030	1
6052	2
6052	
6211	1
6302	1
6429	1
6525	1
6642	2
6642	
7249	1