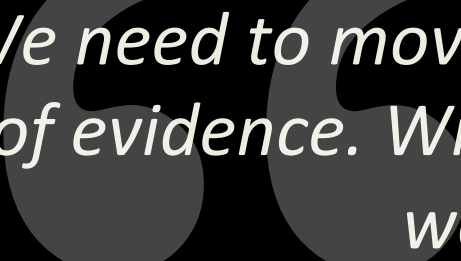


# Designing for the common good

Rodger Watson - [rodger.watson@uts.edu.au](mailto:rodger.watson@uts.edu.au)



*We need to move away from the medical model of evidence. With engineers if something isn't working, they fix it.*

Professor Gloria Laycock 2016

70 20 10

Naglis & Tuff 2013

70 20 70  
10 20 10

Naglis & Tuff 2013

70 20 70  
10 20 10

Naglis & Tuff 2013

Actions Principles Reasons

Argyris & Schon 1974

70 20 70  
10 20 10

Naglis & Tuff 2013

Actions Principles Reasons

Argyris & Schon 1974

What How Why

Dorst 2015

# Complex

*Unknown unknowns*

Probe > Sense > Respond

Emergent Practice

# Complicated

*Known unknowns*

Sense > Analyse > Respond

Good Practice

# Chaotic

*Unknowables*

Act > Sense > Respond

Novel Practice

# Simple

*Known knowns*

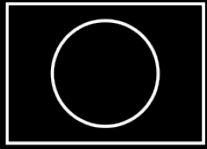
Sense > Categorise > Respond

Best Practice

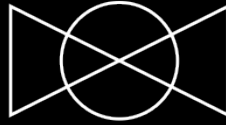
<b>Logic</b>	<b>What</b>	<b>How</b>	<b>Why</b>
Deduction			?
Induction		?	
Abduction	?		
Abduction 2	?	?	value

(Koskinen & Dorst 2015)

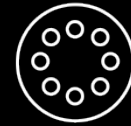




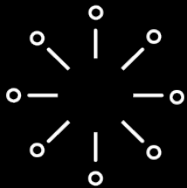
1. Archaeology



2. Paradox



3. Context



4. Field



5. Themes



6. Frames



7. Futures



8. Transformation



9. Integration



# WHO'S WHO IN THE ZOO

STAKEHOLDER MAPPING

Exploration



# “From Expected Reoffender To Trusted Neighbour”

(Lulham and Klippan 2016)



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personalising

community    **trust**    ownership

space

It's in the mail

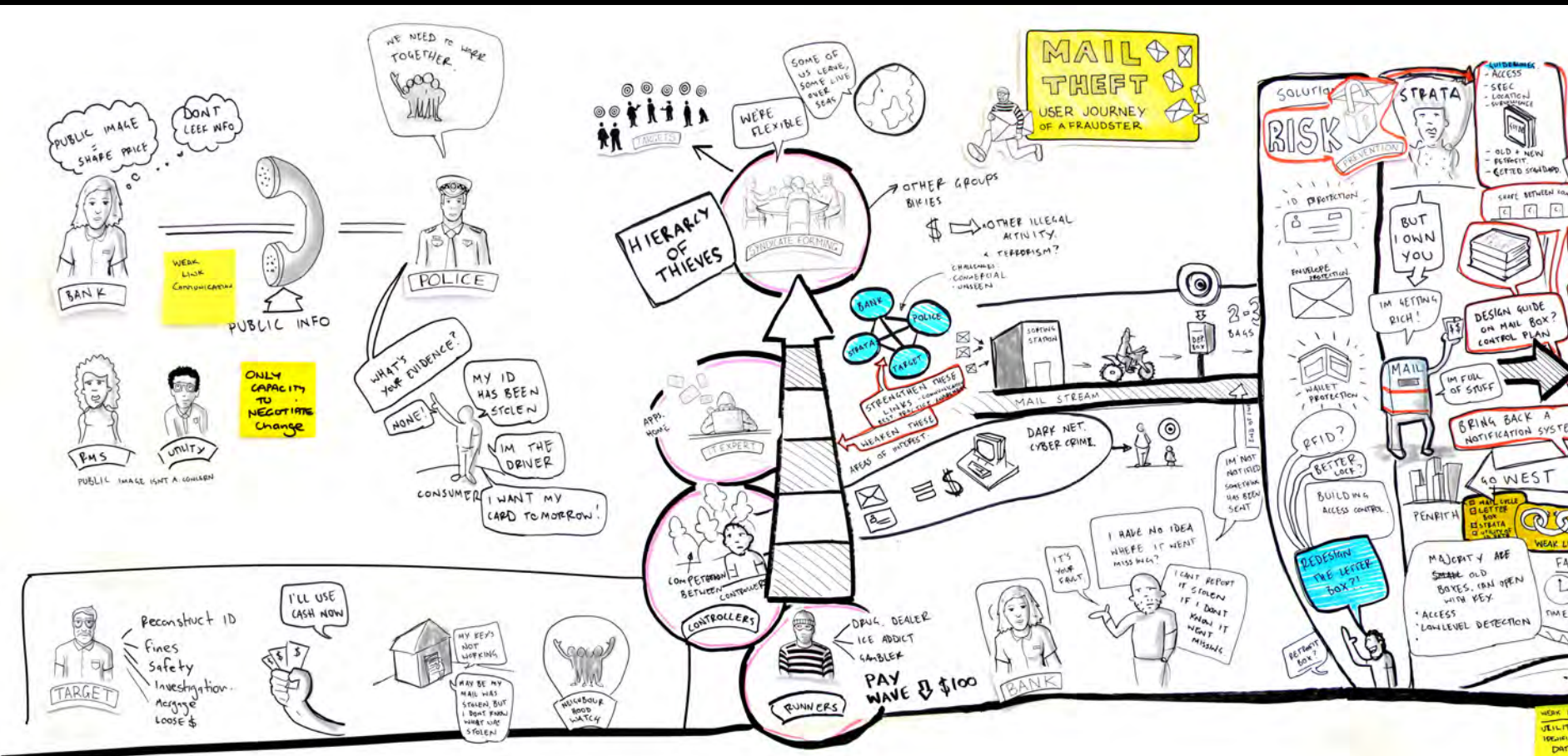


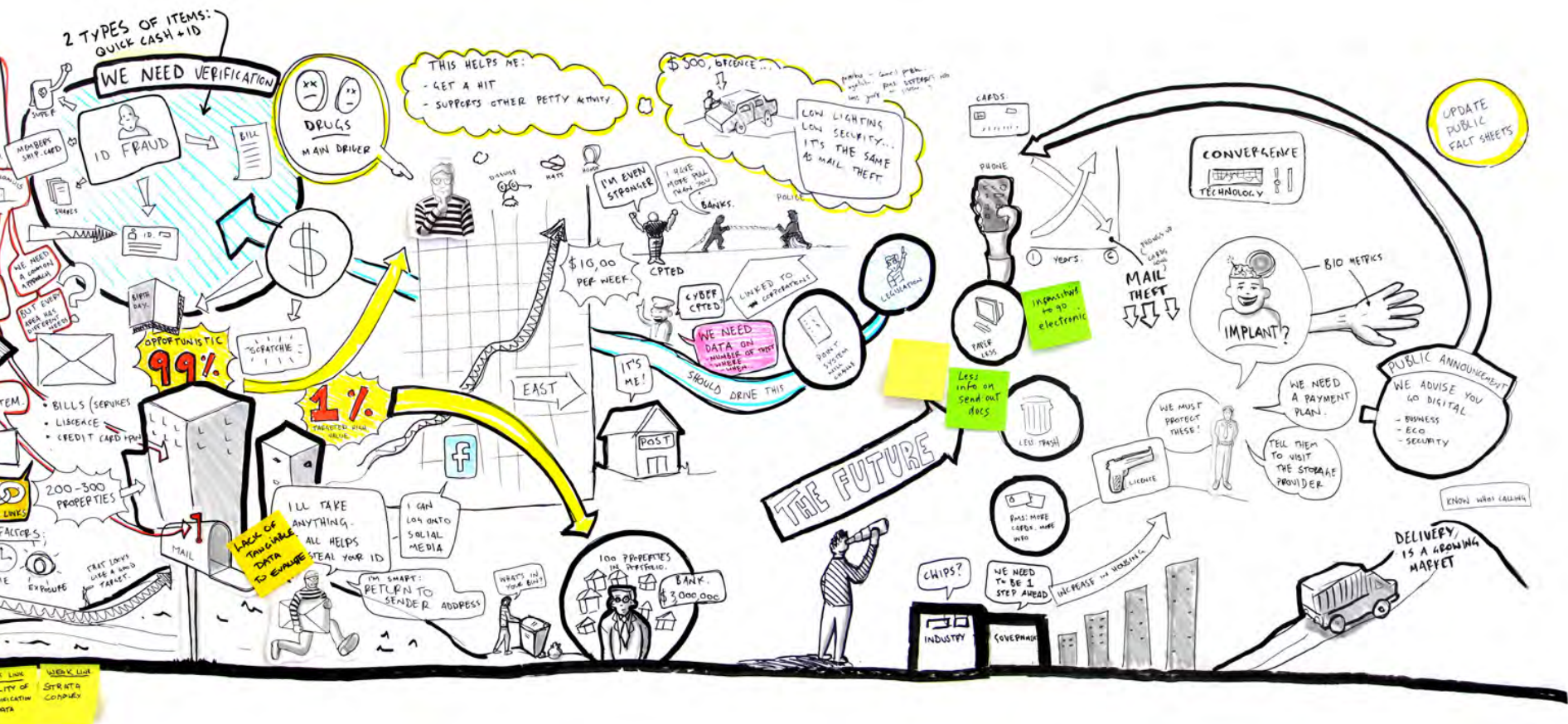


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## Community & Stakeholder Awareness



Targeted information to residents



Strata Managers' information pack



Mail security as a value proposition for real estate agents



Sponsorship engagement



Guidance to trades on good practice

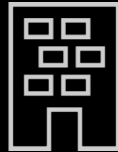


Australia Post awareness campaign

## Early Design Intervention & Existing Apartments



New Australian Standard for Apartment mail boxes



Standard Condition of Consent for mail box location in new apartments



Australia post policy for working with developers



Practice note for Apartment Design Guide



Retrofit guide for residents

## Intelligence & Response



Cross agency intelligence sharing plan



Regular reporting on mail theft



Investigation and response protocol

reputation

quality

**identity**

certainty

ease

From stigmatised  
hotspots  
to celebrated suburbs







Connecting  
people, paths  
and cultures



Increasing  
activity and  
guardianship



Elevating travel  
and movement

# WALKING LAKEMBA

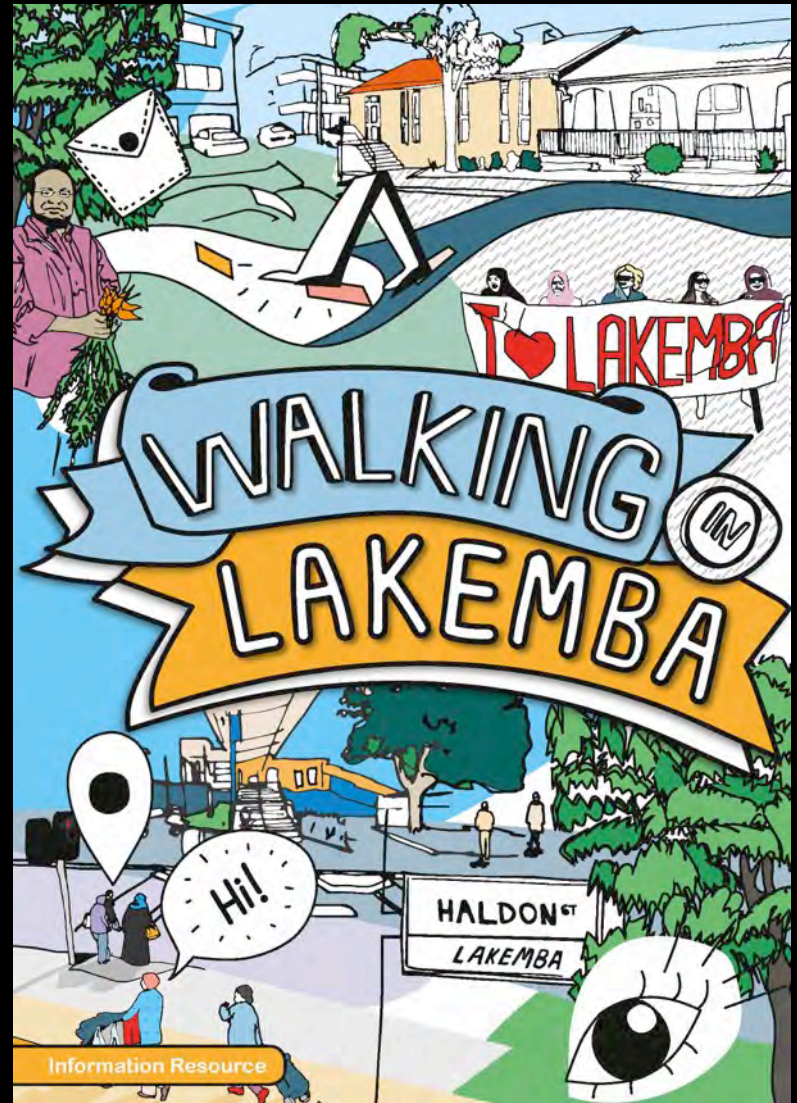
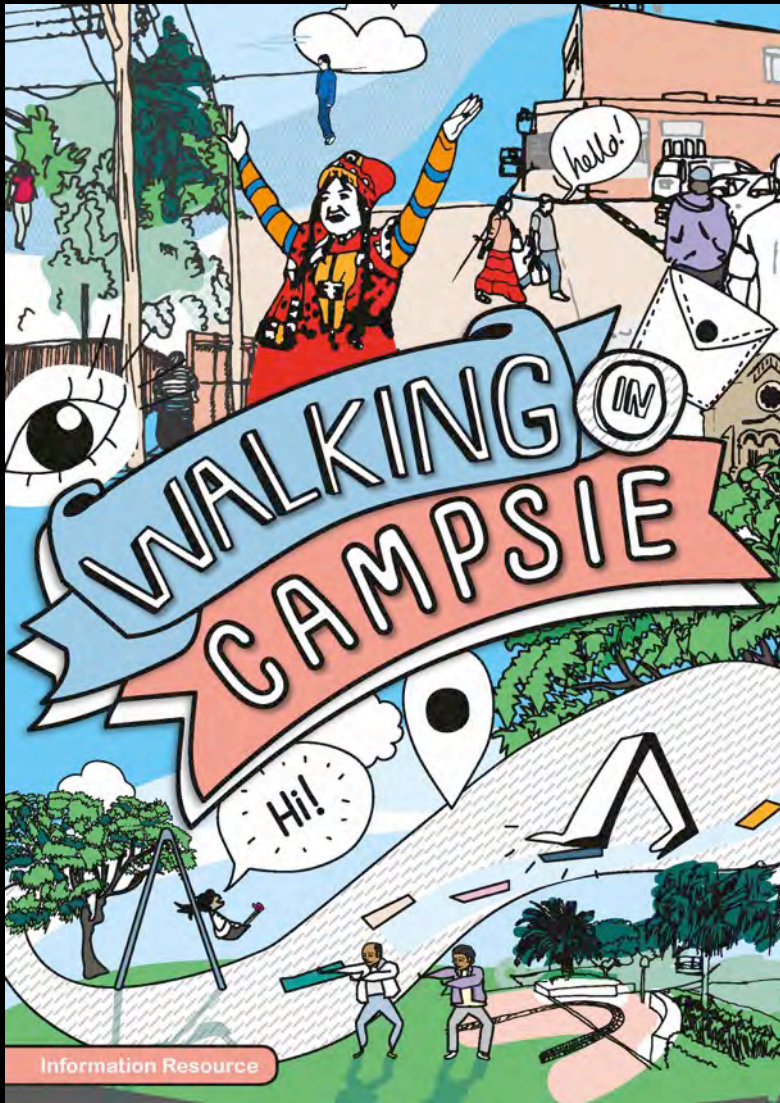


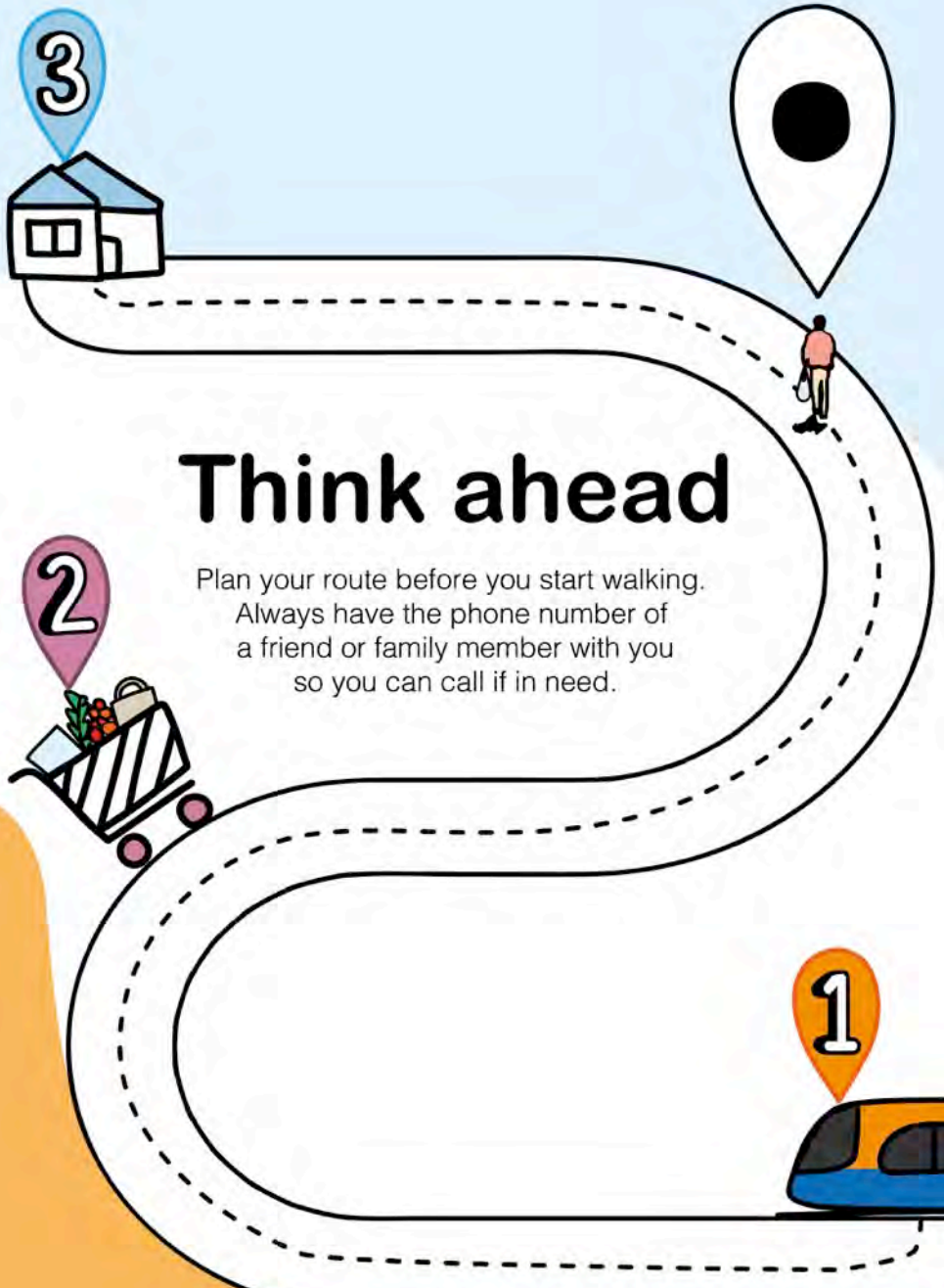
### KEY

Canterbury Train Station	Church	Banks / ATMs / money exchange facilities
Bus stop	Imam Ali Bin Abi Talib Mosque (Lakemba Mosque)	Function centre
Lakemba Fire Station	Cafes (coffee shops)	Medical centre
Canterbury City Community Centre	Food (restaurants, take away)	Pharmacy
Lakemba Library	Hotel (pub, licensed premises)	Gym / fitness centre
Senior Citizens Centre	Shops	Sports ground
Post office	Phone	Time

**LAKEMBA BUS SERVICES:**  
 450 (Burwood to Hurstville)    451 (Lakemba to Hurstville)  
 487 (Canterbury to Bankstown)    488 (Lakemba to Mt Lewis - Shopper Hopper)  
 942 (Campsie to Lugarno)    943 (City to East Hills - NightRide)







# Think ahead

Plan your route before you start walking.  
Always have the phone number of  
a friend or family member with you  
so you can call if in need.

Hi!

hello

xin chao  
안녕하십니까  
你好  
falo  
malis e tele  
is ka warran  
talofa

# Make new connections

Say hello to familiar faces you see in the neighbourhood.  
Get to know your local shop owner.  
You might make some new friends.



The illustration features a central thought bubble containing the text. Below the bubble, a person's hands are shown in a white shirt pocket. The background is light blue with stylized white clouds and several envelopes of various colors (white, blue, pink) floating around. The overall style is clean and modern with a focus on security advice.

# Travel light

Keep your valuables hidden and avoid carrying large amounts of cash while walking through the streets.



# Travel with others

When possible,  
walk with friends or other commuters,  
instead of walking on your own.





# Enjoy being outside

Enjoy walking through the streets.  
Observe what's happening  
around you – if you feel nervous,  
take a different route.





[www.savetherhino.org/support\\_us/donate/donate\\_now](http://www.savetherhino.org/support_us/donate/donate_now)

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# Designing for the common good

Kees Dorst  
Lucy Kaldor  
Lucy Klippan  
Rodger Watson  
& contributing authors



**UTS Graduate  
Certificate in  
Public Sector  
Innovation**  
Challenge. Design. Lead

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